



# *strategy ctrl* CHECKLIST

**BEGINNERS GUIDE**

# strategy ctrl CHECKLIST

## BEGINNERS GUIDE

### 1. DEFINE YOUR BRAND & AUDIENCE

- WHO ARE YOU SERVING? (BE *SPECIFIC*)
- WHAT PROBLEMS DO YOU SOLVE FOR THEM?
- HOW DO YOU WANT YOUR BRAND TO BE PERCEIVED? (VISUALS, TONE, VALUES)

### 2. AUDIT YOUR CURRENT ASSETS

- WEBSITE, SOCIAL MEDIA, AND PORTFOLIO — ARE THEY CONSISTENT?
- ARE YOUR VISUALS, CAPTIONS, AND MESSAGING ALIGNED WITH YOUR BRAND?
- WHAT CONTENT PERFORMS BEST WITH YOUR AUDIENCE?

### 3. SET CLEAR GOALS

- SHORT-TERM (NEXT 30–90 DAYS)
- MEDIUM-TERM (NEXT 6–12 MONTHS)
- INCLUDE MEASURABLE TARGETS: REVENUE, CLIENTS, ENGAGEMENT, OR COLLABORATIONS

### 4. MAP OUT YOUR OFFERS

- WHAT SERVICES/PRODUCTS DO YOU PROVIDE?
- ARE YOUR OFFERINGS CLEARLY COMMUNICATED AND PRICED STRATEGICALLY?
- WHICH OFFERS ARE MOST PROFITABLE OR IN-DEMAND?

# *strategy ctrl* **CHECKLIST** BEGINNERS GUIDE

## **5. CREATE A CONTENT & ENGAGEMENT PLAN**

- HOW OFTEN WILL YOU POST?
- WHAT MIX OF CONTENT WILL ATTRACT AND EDUCATE YOUR AUDIENCE?
- PLAN ENGAGEMENT STRATEGIES: DMS, COMMENTS, COLLABORATIONS

## **6. IDENTIFY YOUR MARKETING CHANNELS**

- ORGANIC: SOCIAL MEDIA, EMAIL, COMMUNITY ENGAGEMENT
- PAID: ADS, COLLABORATIONS, SPONSORED CONTENT
- WHICH CHANNELS ACTUALLY REACH YOUR IDEAL AUDIENCE EFFICIENTLY?

## **7. BUILD SYSTEMS TO SAVE TIME**

- SCHEDULE POSTS, CREATE TEMPLATES, OR USE TOOLS TO TRACK CLIENTS AND LEADS
- AUTOMATE REPETITIVE TASKS WHERE POSSIBLE
- KEEP YOUR PROCESSES SIMPLE TO REDUCE OVERWHELM

## **8. MONITOR, ADJUST, & REPEAT**

- TRACK RESULTS OF CAMPAIGNS AND OFFERS
- LEARN FROM WHAT WORKS AND PIVOT FROM WHAT DOESN'T
- STAY CONSISTENT, BUT DON'T BE AFRAID TO EXPERIMENT

💡 **Pro Tip:** This checklist isn't just for planning — it's a living guide. Revisit it often, refine as you grow, and always take action on what aligns with your vision.



# here's THE LAST STEP

THIS CHECKLIST IS DESIGNED TO HELP YOU PAUSE, REASSESS, AND REDIRECT YOUR ENERGY TOWARD A STRATEGY THAT ACTUALLY WORKS, BUT CLARITY ON PAPER IS JUST THE BEGINNING —

IF YOUR OLD STRATEGY ISN'T WORKING ANYMORE, DON'T TRY TO PATCH IT UP ALONE. *THAT'S WHERE WE STEP IN.*

AT THE CREATIVE CTRL, WE HELP WOMEN ENTREPRENEURS LIKE YOU:

- BUILD STRATEGY TAILORED TO YOUR VISION AND AUDIENCE
- TURN STRONG IDEAS INTO VISUAL RESULTS
- DEVELOP CLEAR DIRECTION THAT CUTS OUT THE GUESSWORK

 READY TO TAKE CTRL OF YOUR BUSINESS?  
SCHEDULE A **STRATEGY SESSION** TODAY AND LET'S MAP OUT YOUR NEXT MOVE *TOGETHER.*





Innovate Creativity. Gain Control.

# *strategy ctrl* CHECKLIST

**BEGINNERS GUIDE**