



My Marketing Compass

FREE SELF-ASSESSMENT

6 QUESTIONS · SCORED RESULT · CLEAR NEXT STEP

My Marketing Reality Check



A 6-question self-assessment for small business owners who feel like their marketing should be working better than it is.

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INTRODUCTION

Your marketing is running on instinct

If you are reading this, your marketing probably feels inconsistent right now. You are showing up. You are putting in the effort. Maybe you have tried ads, a new platform, or a different content format.

Some things work for a while, then stop. Others never quite land. And underneath it all, you have a feeling you are missing something, but you cannot name exactly what.

This assessment will name it.

It scores you across six areas that sit underneath every marketing decision a small business owner makes. Most people who feel like their marketing should be performing better are weak in one or two of these areas specifically. This assessment shows you which ones.

That is all it does. For most owners, that is exactly what is needed.

Your problem is not a lack of effort. It is that your marketing decisions are not built on a clear foundation. Without that foundation, results stay inconsistent and growth takes longer than it should.

Does this sound like you?

- 1 You are working a lot, but it is not converting the way you hoped.
- 2 You are not sure which marketing activities are actually moving your business forward.
- 3 You look at competitors and wonder what they are doing differently.
- 4 When someone asks what makes you different, you have an answer, but it does not feel sharp enough.
- 5 You make decisions based on how things feel, not on a clear approach you trust.
- 6 You suspect you are undercharging, but you are not confident enough in your pricing to change it.

If you recognise even a few of these, you are in the right place. This assessment shows you where the gaps are, so you know what to fix first.

INSTRUCTIONS

How to use this assessment

Read each question and choose the answer that most honestly describes where you are right now. Each answer is worth 1, 2, or 3 points. Add them up at the end to find your result.

Be honest. Choose where you actually are, not where you want to be. The more accurate your answers, the more useful your result.

SCORING KEY

1 pt

Just starting out, or working mostly on instinct.

2 pts

Partly in place, but still inconsistent.

3 pts

Clear, written down, and working consistently.

6

There are 6 questions. Your total will be between 6 and 18.

Market understanding

When you make marketing decisions, what to offer, how to price it, how to talk about it, what are you mostly basing them on?

1 pt

Instinct or personal opinion

I go with what feels right, or I copy what others in my space are doing.

2 pts

A bit of both

I do some research, but I also lean heavily on gut feel and what has worked before.

3 pts

Evidence

I base decisions on what my customers have actually said, data I have gathered, or real market signals.

MY SCORE FOR QUESTION 1

Customer clarity

How clearly can you describe the specific customer your business is built around?

1 pt

Broadly

I serve anyone who might need what I offer. I have not wanted to narrow it down.

2 pts

Roughly

I have a rough profile, such as industry, age range, or type of business, but it is still wide.

3 pts

Specifically

I can describe a defined group by what they need, what they struggle with, and why they choose me.

MY SCORE FOR QUESTION 2

Positioning

If a potential customer asked, "why should I choose you over someone doing something similar?", how would you answer?

1 pt

Honestly, I would struggle

I do not have a clear, confident answer to that right now.

2 pts

I have an answer, but it is vague

It sounds like what everyone else says: quality, experience, results.
Nothing that stands out.

3 pts

A clear, specific one

I know exactly what makes me the right choice for my target customer,
and I say it consistently.

MY SCORE FOR QUESTION 3

Offer and communication

When you look at your marketing, your website, your social media, your emails, what does it mostly talk about?

1 pt

What I do and how I do it

My services, my process, my credentials. The focus is on me and my business.

2 pts

A mix

Some features, some benefits, but it is not always clear which result the customer actually gets.

3 pts

The customer's outcome

My marketing leads with the result the customer gets, in their words, not mine.

MY SCORE FOR QUESTION 4

Pricing confidence

How do you decide what to charge?

1 pt

I look at what others charge

Or I go with what I think people will accept. It is more of a gut feeling than a logic I can explain.

2 pts

I have thought about it

But I am not always confident in my numbers. I sometimes discount when sales are slow or I feel uncertain.

3 pts

I price on the value I deliver

I can explain my pricing clearly, and I am not tempted to discount just to close a sale.

MY SCORE FOR QUESTION 5

Strategy versus tactics

How would you honestly describe your overall approach to marketing right now?

1 pt

Reactive

I post or promote when I feel I should, when things go quiet, or when I see someone else doing something interesting.

2 pts

Loosely planned

I have content ideas and a rough rhythm, but no overall approach connecting it together.

3 pts

Planned

I have clear goals, I know which activities move me toward them, and I review my marketing regularly.

MY SCORE FOR QUESTION 6

YOUR SCORE

Add up your score

Q	AREA	SCORE
1	Market understanding	
2	Customer clarity	
3	Positioning	
4	Offer and communication	
5	Pricing confidence	
6	Strategy versus tactics	
	Total	/ 18

6-9 **Reactive mode.** The foundation is not built yet.

10-13 **Pieces that do not connect.** The parts exist, but they do not line up.

14-18 **Strong instincts, mostly working.** You are ahead of most. Page 12 helps you check whether the gap you feel is real.

Now circle your lowest single score in the table above. That area is your starting point. The next page explains your total. The page after that tells you what to do about your weakest area.

What your total score means

6 TO 9

Reactive mode

You do not yet have a settled way to make marketing decisions, so you rely on instinct, copy what others are doing, and end up doing a lot without knowing what is working. The activity is real. The foundation underneath it is not built yet. What this costs you: time spent on activity that does not compound, money lost on marketing that was not built on the right base, and steady frustration from inconsistent results. The fix is not more tactics. It is getting clear on who you are for, what they need, why they choose you, and what you are working toward.

10 TO 13

Pieces that do not connect

You already think about your customer, your offer, and your positioning. But something is not joined up. The pieces exist, they just do not fit together tightly enough to produce consistent results. What this costs you: lower conversion than your work deserves, messaging that lands sometimes but not reliably, and sales lost from people who were almost ready to buy. You do not need to start over. You need to tighten the links between your customer, your positioning, your offer, and your communication so they work as one.

14 TO 18

Strong instincts, mostly working

You are ahead of most people who take this. You think in terms of strategy, you know your customer reasonably well, and you make decisions you can stand behind.

Be honest with yourself about one thing. For each area you scored a 3, is it genuinely written down and working, or is it clear in your head and mostly working? Those are not the same. The first means you are set. The second means you are close, and the gap between the two is what quietly costs you consistency.

If all six are truly documented and working: you do not need a marketing programme right now. Keep going, keep feeding your market understanding with fresh customer input, and revisit this if growth stalls.

If a few of your 3s are really "3 by feel, not on paper": that specific gap, making what you already know explicit and pressure-testing it, is what My Marketing Compass is for. The last page has the detail. There is no rush on it.

YOUR RESULT

Start with your weakest area

Your total score tells you how far along you are. Your lowest single score tells you where to begin. Find that area below and read its row. Fixing the weakest area first lifts everything that depends on it.

IF YOUR LOWEST SCORE IS	WHAT THAT MEANS	COVERED IN
Market understanding	You are deciding without enough evidence about what your market actually wants. Until this is solid, the rest is guesswork.	Modules 1 and 2: Market-first thinking, Market research
Customer clarity	You are aiming at too many people at once, so your message stays general and does not pull anyone in.	Modules 3 and 4: Segmentation, Targeting
Positioning	You cannot clearly say why someone should choose you, which means your customers cannot either. Often the fastest win.	Module 5: Positioning
Offer and communication	Your marketing talks about you and your process, not the result the customer gets.	Modules 6 and 8: Offer design, Communication
Pricing confidence	You price on gut feel and drop your price under pressure. That usually means undercharging.	Module 7: Pricing
Strategy versus tactics	You react week to week with no goal joining it up, so the effort does not build on itself.	Module 9: Objectives and goal setting

If two areas are tied for your lowest score, start with whichever sits higher in this table. They are in dependency order.

THE BIGGER PICTURE

The problem is never that you are not trying

Every small business owner who takes this assessment is trying. Posting, testing, spending, adjusting. The effort is real, which is exactly why the frustration is real too.

Results stay inconsistent for a structural reason, not a personal one. Marketing decisions made without a foundation produce activity, not growth. You can do everything right tactically and still get nowhere, because the base underneath is not built.

That is fixable. Not by doing more, but by building the foundation first and letting the tactics sit on top of it. That is what separates a business that grows steadily from one that feels like it is always starting over. Not talent. Not budget. Foundation.

Whatever your score showed you, the gap is real, it is specific, and it is the most useful thing you could work on right now. Everything else in your marketing works better once it is in place.

NEXT STEP

This is how you close the gap

If your score showed a real gap, this is how you close it. If it did not, and your foundation is genuinely written down and working, you can skip this page. You are in good shape.

Most marketing training teaches you what is working right now: this platform, this format, this tactic. My Marketing Compass teaches what has always worked, the strategic foundations that sit underneath every steady business, whatever the industry, platform, or trend.

It is self-paced and practical. Every module comes with a workbook you complete for your own business, so you finish with a real marketing strategy written down, not just notes.

WHAT IS INSIDE

9 modules, each covering one of the areas this assessment scored you on, each with a workbook:

Market-first thinking • Market research • Segmentation • Targeting • Positioning • Offer design • Pricing • Communication • Objectives and goal setting

WHAT YOU GET

- Lifetime access, including future updates
- A Q&A section under every module where you can ask questions and discuss with peers. Simona answers each question personally
- 7-day money-back guarantee, no questions asked

PRICE

€297

once, or 3 payments of €99

Start the programme

mymarketingcompass.com



My Marketing Compass

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