

# THE SALES & MARKETING CHECKUP



THE DOCTOR IS IN  
DIAGNOSE, ALIGN, GROW

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# Introduction

**SALES + MARKETING = REVENUE.**

**ANYTHING LESS = BROKEN SYSTEM**

**GET HEALTHY TO MAKE \$\$\$**

If your sales and marketing aren't working together, you're leaving money on the table, every single day. This isn't just about getting more likes and visibility; it's about making sure the people who find you actually buy from you. Most business owners are stuck in a cycle of guessing, hoping something sticks, posting content that looks good, but doesn't convert, or selling hard with zero support from their marketing. This checkup is your straight-up reality check. It shows you what's actually working, what's broken, and how to fix it so you can monetize all your hard work.

## **Here's What You'll Find from This Checkup**

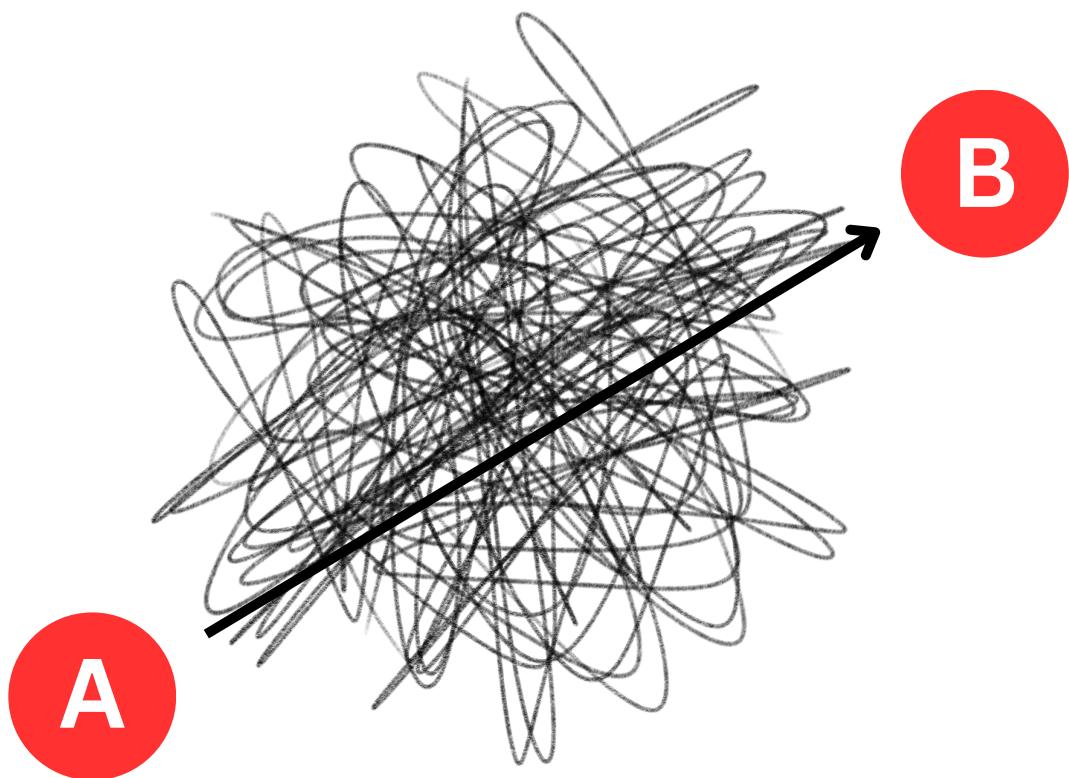
- A full business scan (no awkward doctor visits) that reveals where your sales and marketing are totally out of sync and costing you leads.
- Clarity on why people are watching but not buying, and how to flip that with a few messaging tweaks.
- The truth behind why your content gets engagement, but not clients, and how to fix that disconnect fast.
- A crash course in aligning your brand voice, visuals, and sales pitch so they work together to drive conversions, not confusion.
- Quick, actionable fixes you can plug into your content and funnel right now to stop the scroll and start the sale.
- A Sync Scorecard that shows if you're ready to scale or just surviving on hope and hustle.
- A clear game plan for what to do next because we don't just point out problems, we hand you the strategy to solve them.

Ready to finally connect the dots between what you say and how you sell? Let's get you synced and stacking revenue.

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## CLARITY. CASHFLOW. MOMENTUM.

This isn't just a checklist. It's a clarity tool. A conversion booster. A mini-strategy session in your pocket. You'll walk away knowing what you need to do to grow your business. This isn't about looking good - it's about getting results. Your business doesn't need more fluff. It needs a system that works.



# **PART 1: SIGNS YOUR SALES & MARKETING ARE OUT OF SYNC**

**& Why**

**You're doing all the right things**

**But you don't have the results you want**

Read each of the 7 signs below like you're checking your business vitals. If any of these symptoms hit too close to home, your sales and marketing are out of alignment and your business is running a fever. It's time for a diagnostic before you flatline.



### **Sign 1: Your Marketing Is Loud, But Your Bank Account Is Quiet**

- You're posting, showing up, podcast guesting, Reels-ing your life away
- But leads are crickets. Sales are dry
- Symptom: You're getting attention, but not conversions

### **Sign 2: People Love Your Content, But Have No Clue What You Sell**

- You're the go-to for tips and inspo, but people don't know how to hire you
- Symptom: Everyone's vibing, no one's buying

### **Sign 3: You're Getting Discovery Calls That Waste Your Time**

- They show up excited, then ghost, or say they're "just exploring"
- Symptom: Your marketing is attracting the wrong people or saying the wrong thing

### **Sign 4: You Built the Website Before You Built the Sales System**

- You have the brand board, logo, and pretty website
- But no clear path from visitor to sale
- Symptom: Pretty visuals, zero strategy

### **Sign 5: Your Marketing Says One Thing, Your Sales Process Says Another**

- Your content is laid-back and "vibes only," but your sales calls feel pushy or unclear
- Symptom: Total mismatch between message and experience

### **Sign 6: You're Saying the Same Stuff as Everyone Else Online**

- Empower, 10x, step into your purpose, authentic branding
- Symptom: You sound like a placeholder, not a powerhouse

### **Sign 7: You're Hustling in the DMs, With No Plan**

- Every convo feels like a shot in the dark
- Symptom: No system, no scalable results

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# IF ANY OF THE 7 SIGNS ARE OUT OF SYNC, IT COULD BE COSTING YOU MONEY.

## Let's Get You the Treatment

Now that you've identified the symptoms, it's time to stop pretending and start syncing. Because spotting the problem isn't the same as fixing it. Your marketing might look good. Your sales hustle might be strong, but if they're not working together, your business is stuck. Let's find out if your sales and marketing are working like a healthy heartbeat or if one's flatlining while the other's doing CPR blindfolded.

## What Comes First: The Website or the Sales System?

The truth is, your colors, fonts, and homepage don't matter if your sales system is broken. You can't build a website until you know what you're selling and who you're selling it to. Otherwise, you're just putting lipstick on a funnel that doesn't work.

## Sales and Marketing Are Like a Doctor & Nurse Team

Marketing warms the room. Sales closes the deal. But if they aren't speaking the same language, you're wasting time and losing trust. If your marketing doesn't understand sales psychology, you're just creating content that looks nice but doesn't convert. And if your sales calls feel off-brand from your content, people feel baited - and bounce. When done right, marketing is the setup. Sales is the slam dunk.

## PART 2:

# YOUR BUSINESS TRUTH SERUM

This audit is your look at how well your marketing and sales are working together (or not). You're about to assess the actual health of your business - so ditch the ego and get real with yourself.

### **Here's how it works:**

For each question, choose one of the two options below. Be honest this isn't a highlight reel, it's a diagnosis. Give yourself 1 point for everything you nailed.

**Nailed It**

YOU'RE SOLID. STRATEGY IS STRONG, RESULTS ARE CLEAR, AND THIS AREA'S HOLDING IT DOWN.

**Hot Mess Express**

BE REAL. IF IT'S STILL A WORK-IN-PROGRESS, INCONSISTENT, OR CONFUSING...IT'S A HOT MESS. ALMOST DOESN'T COUNT.

**IMPORTANT:** Be honest. This isn't your Tinder profile. You're not here to impress strangers - you're here to make your business work. *Lying to yourself here = staying stuck.* And stuck doesn't scale.

**Tip:** If you hesitate, it's probably a hot mess. Check the box, don't sugarcoat it.

# The Truth Check

Audit	Nailed It	Hot Mess Express
I can clearly explain who I help, what I do, and why it matters		
My homepage or IG bio speaks to my ideal client's problem and offers the solution		
My marketing makes people feel something, not just scroll past		
I have 1 to 3 core offers, not 17 duct-taped together		
My content builds trust and leads to offers - not just free TED Talks		
<b>Total</b>		

## Let's Be Real About This Truth Check

If you were nailing it, you wouldn't be here. Somewhere along the way, your message stopped landing, your leads went cold, and now you're working way too hard to close a single sale. It's not because you're not talented or your offer isn't good, it's because your sales and marketing are out of sync.

# PART 3: MESSAGING: WORDS SHOULD SELL BEFORE YOU EVER SPEAK

You know that saying “Actions speak louder than words”? Yeah...not in business. In business, your words ARE the action. Before you even hop on a call, hit record, or launch your funnel your words are already making (or breaking) the sale. In today’s social media landscape, words matter even more - and sales are made instantly without ever having to get on a call and close. Here’s the truth every sales expert knows: **Words trigger emotion. Emotion drives decisions. Decisions create buyers.**

If your message is confusing, vague, or sounds like a motivational calendar from 2016, you’re not inspiring people to buy, you’re inspiring them to scroll right past you.

## Why This Matters

Words create pre-frame power; meaning, before they ever click the link, book the call, or buy the damn thing, your words are whispering (or shouting), “This is worth it.”

**So if you’re saying stuff like** *“Empower women to level up and live their best life...”*. You might sound “inspirational”, but you’re also invisible.

Instead, say:

**“We teach women how to scale their service-based businesses to \$20K months without burning out.”**

See the difference? Specificity sells. Clarity converts.

## PART 3:

# MESSAGING: WORDS SHOULD SELL BEFORE YOU EVER SPEAK

### Word Red Flags That Are Costing You Clients

- ✗ "I help..." (You're not a non-profit.)
- ✗ "Live your truth."
- ✗ "Authentic branding."
- ✗ "Mindset shifts."
- ✗ "Aligned AF."
- ✗ "Create impact."

These are all vibes. You're selling results. Replace soft fluff with bold, buyer-focused language.

### Words That Actually SELL

- ✓ "Get booked out."
- ✓ "Double your revenue in 90 days."
- ✓ "Build a brand that converts on autopilot."
- ✓ "Sell with confidence and close with ease."
- ✓ "Turn content into clients."

### Your Message Quick Test:

Try this - Ask someone who's NOT in your industry to read your IG bio or homepage. If they can't tell you what you sell in 10 seconds or less? You've got a messaging problem, friend.

# **PART 3:**

# **MESSAGING: WORDS SHOULD SELL BEFORE YOU EVER SPEAK**

**Quick Fix: Rewrite your message with these 3 'W's:**

- Who you work with
- What results to you get (problem your solving)
- Why it matters to them

**Final Takeaway:**

Your words should work harder than you because before you sell anything, your message is already making a first impression. AND if it's weak, you'll keep spinning your wheels.



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# Code Red

## BUSINESS SYMPTOMS ALERT (YOU'RE NOT FLATLINING YET, BUT YOU'RE CLOSE.)

If any of the below are staples to your business, your sales and marketing systems are quietly tanking and your business is running on hope, not vitals:

- Buzzwords like “empower” and “aligned AF” everywhere
- Sales pages that start with “Welcome to my site”
- No clear CTA or next step
- Long, confusing offer explanations
- Funnel ends in a dead-end thank you page

### **Quick Win:**

Ask someone to summarize your offer in under 10 seconds after reading your homepage or bio. If they can't, rewrite it.

# PART 4:

# THIS IS THE PART WHERE YOU ACTUALLY SELL SOMETHING

Look, if you're out here creating pretty videos and images in your marketing, giving free TED Talks in your stories, and then just hoping someone clicks your link? That's not sales. That's a recipe for burnout.

## A real sales process:

- Guides the lead from "maybe" to "HELL YES"
- Handles objections before they pop up
- Makes the next step stupidly simple
- Removes YOU as the bottleneck

## How to let the system ask for the sale

- Make your CTA clear AF.
- Stop saying "Check it out" or "Learn more." Say: "Grab it now for \$27" or "Book your spot before doors close."
- Automate the invitation.
- Your funnel, emails, and website should make the pitch for you. Don't make people dig for the offer.
- Every piece of content should lead somewhere.
- No dead ends. Every story, post, and email should link directly to an offer or booking page. Period.
- Have a script, but make it sexy.

# **PART 4:**

# **THIS IS THE PART WHERE YOU ACTUALLY SELL SOMETHING**

Your DMs, discovery calls, sales pages; they all need a clear flow:

**Problem → Solution → Offer → Urgency → CTA (call-to-action)**

## **Wrap-Up Line**

You're not annoying for asking. You're not pushy. You're running a business. Want to grow your revenue? Build a system that asks, automatically, consistently, and confidently.

# Posting & Praying is Not a Strategy...

YOU NEED A SYSTEM THAT SELLS

Audit	Nailed It	Hot Mess Express
I know what happens from lead to sale		
I have a follow-up process, not just “they ghosted me”		
I track leads in a system or spreadsheet		
I handle objections confidently, without discounting		
I don’t rely on DMs alone, I have a repeatable sales process		
Total		

You can't fix what you don't know is broken...but now you do know. So what's next?

# Code Red

IF YOUR SALES STRATEGY IS “I POST AND PRAY,” IT’S TIME TO BUILD A SYSTEM

If your sales strategy is “I post and pray,” it’s time to build a system

## You’re Not Selling - You’re Just Hoping

If these sound familiar, your sales system isn’t a system at all. And hope is not a strategy:

- ✗ Your CTA says “Check it out” instead of “Buy now”
- ✗ You’re sharing content but never making an actual offer
- ✗ You’re manually chasing leads like it’s 2000
- ✗ Your sales page reads like a college thesis, get to the point
- ✗ You’re banking on algorithms instead of building a sales system

## Translation

If your sales process doesn’t guide, invite, and close on autopilot, you’re not running a business, you’re running a blog.

## Real Talk

Stop crossing your fingers. Start creating systems because when your funnel makes the ask for you, you’re not just working smarter, you’re finally closing business.

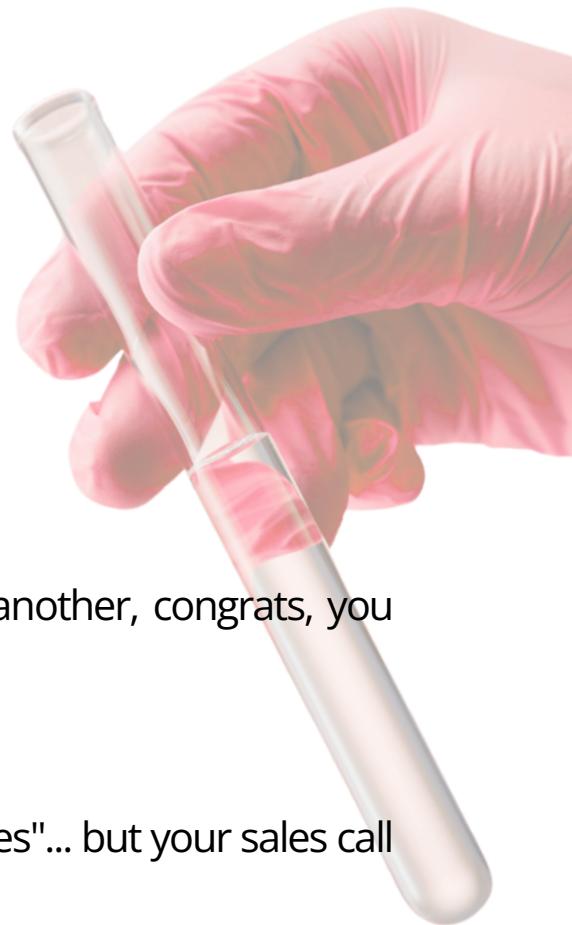
## Quick Win

Create a customer journey with a follow up plan to convert warm leads to paying customers.

# PART 5:

# SALES + MARKETING ALIGNMENT

## THE REAL TEST



If your marketing says one thing and your sales says another, congrats, you just confused your client right out of buying.

### Here's What Misalignment Looks Like:

- Your IG captions say "no pressure, all aligned AF vibes"... but your sales call is a 30-minute monologue.
- Your ads are about freedom and flexibility... but your onboarding is all deadlines and demands.
- Your Reels are all "this is so easy!"... but your offer is a 12-week bootcamp that's not even close.

That disconnect is costing you sales.

### Sales + Marketing = Soulmates (Not Frenemies)

Think of marketing as the flirt, it gets attention, piques interest, and builds curiosity. Sales is the date where you close the deal, build trust, show the goods, and get the yes. But if they're not speaking the same language? You'll attract the wrong people, repel the right ones, or worse, leave money on the table every. single. day.

# PART 5: SALES + MARKETING ALIGNMENT THE REAL TEST

Are You Guilty of This? Ask yourself:



- Does my content naturally lead into my sales process?
- Do my CTA's match the vibe of my offer?
- Do people show up to sales calls warmed up and ready to buy?
- Does my brand feel like one consistent experience - or 17 personalities ?
- Does my marketing set up the exact transformation my offer delivers?

If you're getting ghosted, confused clients, or people asking "what do you actually do?...that's a NO.

## What To Do Instead

Sync your tone across every platform, no bait-and-switch energy. Bake your offer's language into your marketing. **Repetition = revenue.** Make sure your content, sales page, emails, and DMs all lead back to the same transformation. Don't just sell, pre-frame, warm-up, and guide. Sales and marketing should feel like one seamless convo, not a handoff between two strangers.

## When they align?

- Trust builds
- Conversion rates climb
- And your biz stops looking like and paying you like a side hustle

**"People don't buy products, they buy trust. If your message isn't synced from post to pitch to payment, you're not building momentum...and you're losing sales"**

# The Real Test

Audit	Nailed It	Hot Mess Express
My marketing leads people toward my offer		
My messaging matches my sales process		
I know what content turns into leads and clients		
My sales calls or DMs feel like a natural next step		
My brand voice, offers, and funnel feel cohesive		
My content builds trust and leads to offers - not just free TED Talks		
<b>Total</b>		

**If people are confused in the DMs, your marketing sets the wrong expectation.**

# Code Red

## YOUR BRAND IS HAVING AN IDENTITY CRISIS IF YOU'RE EXPERIENCING THE FOLLOWING.

If your sales and marketing aren't in sync, your audience is confused and confused people don't buy. Here's how to know you're outta sync and leaking leads:

- ✗ Your voice sounds like a bestie, but your sales calls are giving car salesman
- ✗ Your CTA is "book a call", but your vibe is just here to inspire
- ✗ Your sales page promises clarity, but your emails deliver chaos
- ✗ Your funnel feels like speed dating with 17 personalities
- ✗ Prospects show up asking "What do you actually do?" (yikes)

### Translation

Your sales and marketing are playing two different games and your revenue is caught in the crossfire. You don't have a conversion problem. You have a message consistency problem. When your message doesn't match from first scroll to final sale, you're not building trust, you're breaking it.

### The Fix

Unify your voice. Sync the story. Let marketing set it up and sales knock it down, because when it flows, it closes.

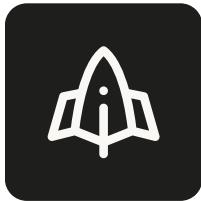
### Quick Win

Review your last 5 posts. Would they make someone want to buy? If not, update with a clear CTA.

# The Sync Scorecard

## Your Business Health Diagnosis

Add up how many items you marked as "NAILED IT." That's your score. Then, read your results like a boss:



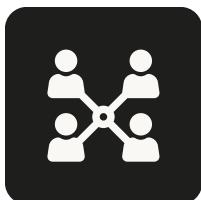
### 11 TO 15 POINTS = 🔥 YOU'RE IN SYNC, BABY. #01

Sales and marketing are finally speaking the same language. Keep refining, keep scaling, and keep cashing those aligned checks.

### 6 TO 10 POINTS = 🚧 YOU'RE HALFWAY THERE. #02



You've got some strong pieces, but there are leaks. A few strategic tweaks could double your revenue. Don't sit on this.



### UNDER 5 POINTS = ⚡ WE NEED TO TALK. #03

Your sales and marketing are running two different marathons...in opposite directions. You're losing leads, momentum, and money.



## LET'S TALK

Book the call. Let's fix it before your business flatlines.

CLICK  
HERE



[Grab Your Power Hour Strategy Call](#)

Use Code: CHECKUP to save \$200

# WRITE YOUR ANSWERS

## NOTES

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# **PART 6:**

## **TIME TO REFLECT**

# **LET'S TALK ABOUT THE BIGGER PICTURE**

Okay, you've got your score. You see where the cracks are. Now it's time to get real about what it's costing you to stay stuck.

**Because awareness without action?**

**That's just expensive procrastination.**

Use this page to unpack what's really going on behind the scenes and what could be possible if everything finally clicked. Don't hold back, this is your business, your future, and your next-level growth on the line. Ask yourself these three questions: (remember, no one but you is looking, no one's judging, it's your business).

**01**

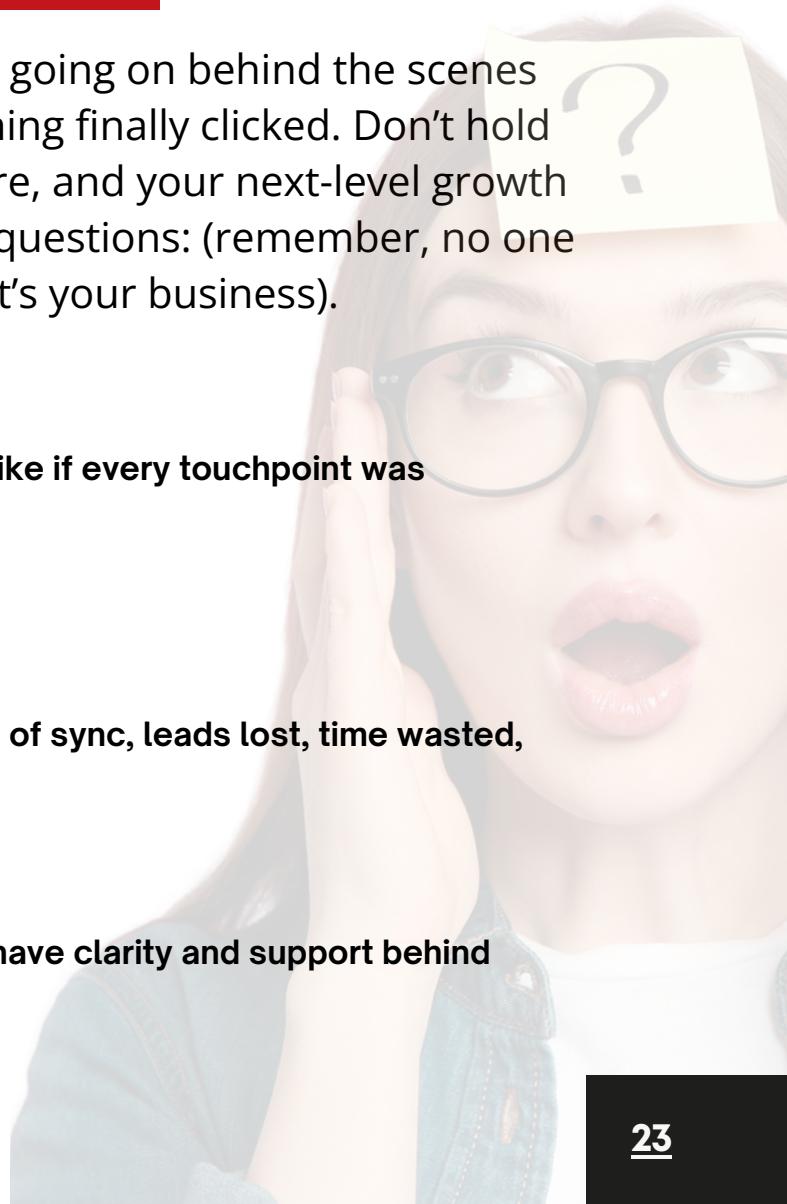
**What would your business look like if every touchpoint was aligned and converting?**

**02**

**What is it costing you to stay out of sync, leads lost, time wasted, momentum stalled?**

**03**

**What would it feel like to finally have clarity and support behind the scenes?**



# PART 7: FUNNEL FIX VISUAL GUIDE

## HERE'S WHY YOUR LEADS ARE FALLING THROUGH THE CRACKS.

You don't have a visibility problem, you have a conversion problem. This one-pager breaks down exactly why your funnel feels like a leaky bucket: the journey you think your buyers are taking vs. what's actually happening behind the scenes. Most businesses are out here posting cute content, having random convos, and hoping their pretty website will magically do the selling. Spoiler: it won't.

### The Broken Buyer Journey (What Most Businesses Do)

- Cute content → No CTA
- Discovery call → Wrong people
- DM convo → Awkward pitch
- Website → Pretty, no path to buy
- "Think about it..." → Ghost town

### The Synced Buyer Journey (What We Build at Alecci Media)

- Magnetic messaging → Attracts qualified leads
- Consistent CTA → Moves them to the next step
- Website → Designed to convert
- Content → Warms & educates
- Sales process → Closes confidently

**Fixing this isn't about working harder.**

**It's about aligning everything.**

# PART 8: QUICK WINS BUILDER

## QUICK FIXES, FAST SALES WINS

These simple tweaks are like a business Band-Aid, they won't fix a broken system, but they will stop the leaks and get you some fast, feel-good results. Think of this as first aid for your funnel. Apply these now to get momentum moving - then come back for the full remedy that actually heals the root issue. Because a quick fix is nice...but a synced strategy is what scales.

**Want to get traction fast? These small tweaks make a big impact:**

- Write a CTA at the end of your next post that directly leads to your offer
- Add a "P.S." in your next email with a direct invite to book a call
- Ditch the buzzwords in your IG bio, say what you do, who it's for, and what the result is
- Set up a 3-step follow-up system for warm leads using your notes or DMs
- Update your lead magnet thank-you page with a video and direct offer to book a call



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# Now What?

## HOW TO ACTUALLY APPLY THIS CHECKUP

### **1. Start With Brutal Honesty**

Pull up your self-audit. Look at those “Hot Mess Express” checkmarks without judgment. These aren’t failures, they’re flags. Each one shows you exactly where to focus your energy. You don’t need to overhaul your whole brand this week, but you do need to pick a place to start. Choose the section with the most red flags and start there.

Ask yourself:

- Are people confused about what I offer?
- Is my content actually leading people to a sale?
- Do my DMs or discovery calls feel awkward and unaligned?

The biggest bottleneck is usually the thing you’re avoiding.

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# Now What?

## HOW TO ACTUALLY APPLY THIS CHECKUP

### **2. Review, Reflect, and Refine**

Once you make a few small changes, track what happens. Are more people booking calls? Are your DMs starting conversations that lead somewhere? Is your email list actually clicking through? You don't need 10,000 followers or a 45-email funnel. You need messaging, content, and sales flow that actually works - and you know what? That starts with being willing to test, tweak, and repeat.

### **3. Revisit the Sync Scorecard Every 30 Days**

This isn't a one-time quiz. It's a monthly habit. Set a reminder to come back to your checkup once a month and re-score yourself. You'll be surprised how quickly things improve once you're focused and intentional.

Use it to check:

- Is your message still clear?
- Is your offer converting?
- Are your marketing + sales still in sync?

Your business changes - and this checkup evolves with you.

# Now What?

## HOW TO ACTUALLY APPLY THIS CHECKUP

### 4. Know When to Ask for Help

Here's the truth: sometimes, you're just too close to your own business to see the blind spots. What feels "fine" to you might be confusing the hell out of your audience. That's why bringing in outside strategy isn't a luxury it's a power move. Our team at Alecci Media lives for this. We help businesses go from "stuck in spaghetti-mode" to having a system that sells on autopilot without burning out or breaking the bank.

**So if you're done duct-taping it all together...**

If you're craving clarity, confidence, and conversions that don't require 24/7 hustle...  This is your next best step.

**CLICK HERE** 

**GRAB YOUR POWER HOUR STRATEGY CALL**

**Use Code: CHECKUP to save \$200**

We'll walk through your current funnel, show you exactly what's misaligned, and hand you a plan that actually gets results. No fluff. No pressure. Just strategy that works. You've got the insight. Now let's build the income. Let's fix the foundation and get you back to what you *really* want to do: run a business that sells with ease.

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# Real Talk Wrap-Up

## You can have:

- The prettiest brand
- The funniest reels
- The sexiest lead magnet

But if your sales system is broken or your marketing sets the wrong expectations, you're spinning your wheels. This checkup is your first step. You've just walked through a full business health scan and chances are, some red flags hit way too close to home.

## Now you know:

- If your content is vibing, but your bank account is not, something's off
- If you're getting discovery calls that ghost, your messaging is misaligned
- If your marketing is full of personality, but your sales process feels robotic, you're breaking trust before you ever have a chance to close

**The good news?** Awareness is power and alignment is profitable. This checkup was built to help you:

- Spot the gaps
- Simplify your message
- Create a seamless path from interest to investment
- Build a system that actually sells on purpose - not just by accident

# PART 9: FINAL THOUGHTS

You've poked around your business backend and realized what's working and what's costing you. Now you've got the blueprint. This checkup wasn't just about awareness. It was about action:

- ✳ Your content can't just be trending, it needs to be strategic.
- ✳ Your sales process can't just "hope for the best" it needs to be systemized.
- ✳ Your brand can't just look good, it needs to SELL.

And if you're sitting here thinking "Damn, I've been winging it for too long," you're not alone. Most entrepreneurs are out here duct-taping systems, guessing their way through launches, and wondering why the leads just...don't land. But that's why we made this because the band-aid fixes stop here.

## This checkup gave you:

- A clear breakdown of what's working and what's not
- Quick wins you can implement TODAY
- And the confidence to stop second-guessing and start syncing every piece of your business

## You've uncovered:

- Where your sales and marketing are out of sync
- Why your content isn't converting
- How to plug the leaks in your funnel
- And what to fix to finally scale like a pro

If that hit deep...GOOD. Now you've got the clarity.

**But what you do next?** That's what counts.

# Start Here!

## THE REAL FIX STARTS HERE

Let's not pretend the duct tape is holding. Let's not go another month throwing spaghetti at Instagram hoping something sticks. You're not just building a brand anymore, you're building a business. A business that makes money *on* purpose. And guess what? You don't have to figure this out alone.

 **Grab Your Power Hour Strategy Call**

**Use Code: CHECKUP to save \$200**

This isn't a sales call. It's a pressure-free strategy session built for entrepreneurs who are tired of figuring it all out alone.

Here's what we'll walk through together:

- We'll take a real look at your funnel to spot where leads are slipping through the cracks
- We'll break down what you're saying (or not saying) that's confusing your audience or killing conversions
- We'll get clear on how your sales, marketing, and messaging can actually work together on auto pilot so you can focus on the work you love
- And you'll leave with a custom roadmap: what to tweak, what to stop doing, and exactly what to focus on next

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# Start Here!

## THE REAL FIX STARTS HERE

**Just clarity, strategy, and space to breathe.**

Because you don't need another webinar, PDF, or pep talk. You need a plan that works and a partner who gets it. Sometimes you're just too deep in it too close to your own business to see what's really holding it back. That's why it takes an outside expert to look at the whole picture, call out what's not working, and help you shift things you didn't even realize were off.

**It's powerful. It's your next best move.**

Book a The Real Talk Revenue Call, before your next "launch" launches you into a spiral.

- Let's stop winging it.
- Let's start scaling with strategy.
- Let's build with purpose, sell with precision, and scale without the stress.

Your vitals are in. Time to operate.

Let's diagnose. Let's align. Let's grow.

# The Sales & Marketing Checkup

## 1-Page Business Snapshot

PRINT IT. SAVE IT. TAPE IT TO YOUR  
WALL. THIS IS YOUR BUSINESS VITALS  
REPORT.

### Your Top 3 Business Issues

*(What's actually costing you conversions, clarity, and cash?)*

1.

2.

3.

**Hint:** Look at the sections where you marked "Hot Mess Express." Those are your red flags.

### Your Next 3 Action Steps

*(Do these before your next post, pitch, or launch)*

1.

2.

3.

**Tip:** Use a Quick Win or rework a piece of your messaging or funnel. Action = momentum.

# The Sales & Marketing Checkup 1-Page Business Snapshot

PRINT IT. SAVE IT. TAPE IT TO YOUR  
WALL. THIS IS YOUR BUSINESS VITALS  
REPORT.

Your Sync Score: \_\_\_\_\_

- 11-15 = You're in sync, time to optimize + scale
- 6-10 = You've got leaks, small tweaks = big gains
- Under 5 Things are out of whack, time to call in the experts

**Still feeling stuck?** You don't need another course or PDF, you need a real plan that works for your business.

 [Grab Your Power Hour Strategy Call](#)

Use Code: CHECKUP to save \$200

This free strategy session breaks down exactly what's not working, what needs fixing, and how to scale without more stress. Your business deserves to have a thriving business. Say that out loud and let's make it happen!

We're not your average agency, we're the rebels, the rainmakers, and the behind-the-scenes power players who turn good brands into unstoppable ones. At Alecci Media, we're a woman-owned collective of badass entrepreneurs, strategists, and creatives who don't just talk about what ifs, we make it happen.

Our team merges global perspective, data-backed insights, and bold creativity to craft marketing and sales systems that actually convert. Period. Whether you're scaling to your next revenue milestone or sick of spinning your wheels with duct-tape strategies, we show up like your fractional C-suite, without the payroll headache.

We're here to be the last agency you'll ever need because we don't just make things look good. We build brands that move revenue. Want to stop guessing and start growing? Follow Alecci Media because your message deserves more than vibes. It deserves to sell.





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