

dis+ADVANTAGE™

THE MARKETING FRICTION AUDIT™

IDENTIFY OBSTACLES. CREATE SOLUTIONS. MARKET WITH EASE.

1

RATE EACH AREA

How does this aspect of marketing feel for you right now?

WORKS FOR ME

SOME FRICTION

HIGH FRICTION

I DON'T NEED THIS



TECHNOLOGY
Tools and systems



ATTENTION
Focus and distractions



VISIBILITY
Being seen by the right people



AUDIENCE
Reaching and connecting



CONSISTENCY
Time, energy and follow-through



STRATEGY
Clarity and direction



2

FIND THE FRICTION

Use these prompts to turn insight into next steps.

The one part of my marketing that feels the most difficult is:

I could reduce or eliminate it by:

I want to keep because it works for me:

3

THE ALIGNMENT CHECK

Where do I already know friction is likely to happen?

ANTICIPATE

☐

What might create friction before I start?

REMOVE FRICTION

☐

What can I simplify, automate or delegate?

THOUGHTFUL DESIGN

☐

What would make this easier and more aligned?

4

MY NON-NEGOTIABLES

These are always true for me.

- ☐ I will not share: _____
- ☐ I will not use for content: _____
- ☐ I will never identify: _____
- ☐ My behind-the-scenes limit: _____

5

NEXT STEPS

One action I can take to reduce friction right now:

*Less friction.
More focus.
Greater impact.*



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