

DIGITAL DOCTRINE



Do the right digital marketing in the right order to easily turn chaos into clarity and clicks into customers. This book will empower you to know more than your competitors AND the agencies waiting to bleed you dry.

Read. Implement. Win.

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Digital Doctrine;

Digital Marketing in the Right Order

Introduction

Welcome.

If you are reading this, chances are you are feeling one of three things:

1. Overwhelmed: You know you "should" be doing more digital marketing, but the sheer noise of the internet - SEO, PPC, Social Media, Content, AI; it's deffening.
2. Frustrated: You have already spent money on ads, agencies, or "experts," and you have very little to show for it except a lighter bank account.
3. Lost: You aren't overwhelmed because you haven't really thought about digital marketing yet: you don't know what to do, and you don't know who to trust.

If that sounds like you, I have good news: You're in the right place. And more importantly, it is not your fault.

For the last 15 years, the marketing industry has been fleecing small business owners. It has tried to convince you that digital marketing is a dark art, a secret magic trick that only the "experts" understand. It has sold you complicated funnels when all you needed was a phone to ring. It has sold you "likes" when you needed sales. It 'kindly' took ownership of digital assets that should have been yours to own, and then charged you for 'managing' them, and charged you again when you wanted back what was rightfully yours in the first place.

This book, dear reader, marks the end of that for you.

You have made the right choice in picking this up. Why? Because we are not going to talk about the "latest hacks" or "viral trends." Those things change every week.

Instead, we are going to talk about the fundamental principles of business growth in the digital age. Concrete things which won't change with the tides. But if they do, don't worry - this book puts you in a strong place for when long-term trends change.

The Problem is 'Order of Operations', Not Effort

Most small businesses fail at marketing not because they are lazy, have too small of a budget, or don't have a good product. The marketing efforts produce lacklustre results because they are, in my experience, doing the **right things in the wrong order**.

Imagine you are building a house. You wouldn't put up the curtains before you've poured the concrete foundation, would you? That would be madness. The curtains would get ruined in the mud.

Yet, in marketing, businesses do this every day. They buy Facebook Ads before they have a half-decent website to send that traffic to. I have refused more 'Facebook Ads' clients than I can remember, and every refusal was because the business owner wanted me to send paid-for traffic to an awful website. It just wouldn't work, and who would get the blame? Me. So I never got involved in that.

I ramble, but the point is this: the 'first things' must be done first. The 'first things' are often things that aren't fun to tell people to do, agencies can't monetise them, and people don't shout about them all that often. And so lots of small businesses don't do them, or do do them, but they do them in the wrong order. Not their fault, not your fault if you have done this too. Misinformation abounds.

This book is going to fix your "Order of Operations."

We are going to strip your marketing down to the studs and rebuild it using a military-grade framework called S.T.A.L:

- **Strategy: The Map.** Where are we going, and why?
- **Tactics: The Vehicle.** How are we going to get there?
- **Actions: The Drive.** Who does what, and when?
- **Logistics: The Fuel.** How do we keep the machine running?

For the first half of this book, we will walk through these four pillars. We will teach you how to think like a strategist, so you never again waste money on a tactic that doesn't fit your goals.

The Digital Doctrine: Your New Constitution

The crown jewel of this book - if I may say so myself- is what we call The Digital Doctrine.

You will find this in the final section, but its spirit runs through every page. The Doctrine is a set of 10 Immutable Laws. These are the ten things that every single small business must do *first*.

These are not "optional extras." These are the strategic steps that must be completed before you spend a single penny on Google Ads, before you hire an agency, and before you hire someone to post on social media. Best thing is this - once you've got these basic things right, you might not have to spend money anywhere else anyway.

We cover things like:

- **Speed:** Why answering the phone in 5 minutes is worth more than a £1,000 ad budget.
- **Foundation:** Why your Google Business Profile is more important than your website.
- **Ownership:** Why you must hold the keys to your own digital kingdom.
- **Proof:** Why what you say about your business hardly matters at all.

Whether you plan to run your marketing yourself as a core part of your work, or once a week from your kitchen table, or whether you plan to outsource it to a high-end agency, The Doctrine is your safety manual. If you follow these 10 laws, you build a fortress that competitors will struggle to breach. If you ignore them, you're building on sand.

No Fluff. Just Truth.

I respect your time - like me, you are running a business and have a life to live. You do not have time to read a textbook.

So, here is my promise to you: There is no fluff in this book.

There is no jargon for the sake of jargon. There are no long, winding academic theories.

I believe that if you cannot explain a concept using a simple analogy, you don't understand it well enough. So, expect imagery. Expect analogies. I will talk about marketing in terms of war, farming, architecture, and even dating.

Why? Because these images stick. When you are in the heat of battle on a Tuesday morning, trying to decide whether to run an ad or not, you won't remember a complex graph. But you might remember my "Farmer vs. Forager" analogy.

Let's Get to Work

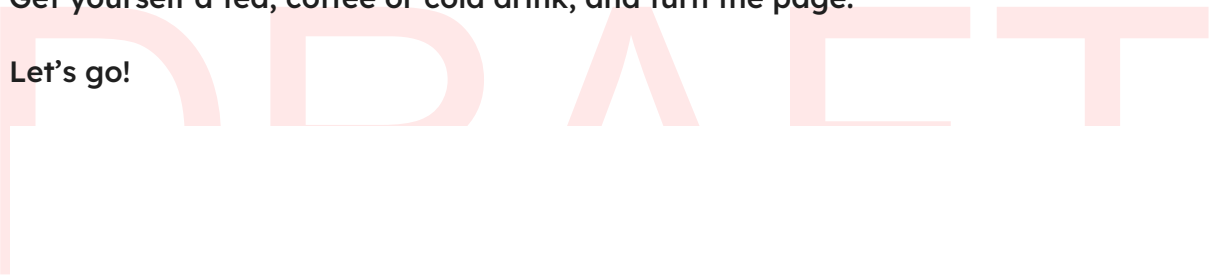
By the time you finish the last page, you will feel something you might not have felt about your digital marketing efforts in a long time: **Control**. And it will taste delicious.

You will no longer be guessing. You will no longer be at the mercy of agencies speaking a language you don't understand and billing you in a currency you very much do. You will have a plan. You will have a Doctrine.

You have already taken the hardest step: opening this book. The rest is just following the map.

Get yourself a tea, coffee or cold drink, and turn the page.

Let's go!



S.T.A.L

STAL stands for:

- **Strategy: The Map.** Where are we going, and why?
- **Tactics: The Vehicle.** How are we going to get there?
- **Actions: The Drive.** Who does what, and when?
- **Logistics: The Fuel.** How do we keep the machine running?

We will go through these one by one, but I won't refer to this acronym too much. What I will do is explain why each one is important, and how to avoid the laps in understanding so many people (including the 'pro's') make. I don't personally like this acronym, but sometimes it helps people remember the concept, so there it is. Use it if you wish. Let's get on to one of the most important points in this book - I like to start strong.

You probably know what it feels like to find yourself paying invoices for "SEO services" that don't seem to result in sales. You are tired of hearing your staff or your agency tell you that you need to be on TikTok, or start a podcast, or post three times a day on LinkedIn, without being able to explain *why* it will actually be good for your business.

You have spent money, time, and energy on digital marketing, and yet, when you look at the bottom line, you feel like you are just throwing spaghetti at the wall to see what sticks.

You feel this way because you have been lied to. Not necessarily out of malice, but out of confusion. You have been sold Tactics disguised as Strategy.

The "Strategy" Trap

If you ask a typical digital agency for a strategy, they might talk about a calendar of cross-platform social posts or a plan for Google Ads.

That is not a strategy. That is a list of things to do. These are 'actions', or at best, 'tactics'.

There's a famous quote attributed to the (maybe real, maybe fictional) ancient military strategist Sun Tzu that perfectly diagnoses the modern small business condition:

"Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat."

If your marketing feels chaotic, if your results are inconsistent, if you feel like you are constantly chasing the next shiny object, then you are currently experiencing the noise before the eventual defeat.

The Right Order

The premise of this book is simple: Digital marketing works best if you do it in the right order. Most businesses work backwards. They start with actions (posting content), hoping it fits a tactic (growing an audience for warm outreach), without ever consulting a strategy (who are we actually selling to and why?).

In this book, we're going to flip the script. We're going to build your engine together from the ground up:

1. **Strategy:** The high-level map. Where are you going, who are you serving, and what is your unique advantage?
2. **Tactics:** The vehicles you choose. Given your strategy, does it make sense to use Facebook? Or Email? Or Direct Mail?
3. **Actions:** The steps you will take. The actual work required to drive the vehicles.

The Missing Link: Logistics

However, there is a reason why even businesses with a decent strategy fail to run effective digital marketing campaigns. You might have the map, the car, and the fuel, but if you don't have a driver who knows the rules of the road, you could crash!

This is where the second focus of this book comes in. It's the twist that most marketing gurus ignore: Logistics.

I'm not just going to talk about high-level thinking. I am going to show you how getting the things that need to be done, done, is easy when you have the right tools.

You're going to move from a business owner who is frustrated by digital marketing to a leader who orchestrates it.

Part 1: Strategy

Chapter 1: The Hidden Strategy

If I walked into the average business owner's office today and asked to see their business strategy, they might panic. They might start looking for a dusty binder on a shelf, or a file hidden deep in a Google Drive folder that hasn't been opened since 2019. Or, they might simply shrug and say, "*We don't really have one. We just sell our services.*"

But here's the truth: Everyone has a strategy.

The problem is not the *absence* of strategy; the problem is that their current strategy is likely unconscious and reactive. Not having a strategy written down, is in itself, a strategy. It's just hard, if not impossible, to align with.

Strategy is What You Do, Not What You Say

Strategy is revealed by what a business's people do, not what a document says; strategy is a pattern of decisions.

If you spend your allocated marketing budget on Facebook ads because a competitor's doing it, your strategy is "Imitation."

If you discount your prices every time a client 'goes with the other quote', your strategy is "Commoditization" (Racing to the Bottom).

If you try a new marketing platform every month: SEO in January, TikTok in February, Direct Mail in March, etc., your strategy is "scatter and hope."

The market does not care what you *intended* to do. It only judges you on what you *actually* do. If your actions are scattered, your strategy is "Chaos." And "Chaos" is a very expensive strategy to maintain.

The Three "Accidental" Strategies

Most small businesses fall into one of three accidental strategic traps. Do you recognise yourself in any of these?

1. The “Me Too” Strategy

You look at the market leader in your town or industry and try to do exactly what they are doing.

- *Why it fails:* You are seeing their *tactics* (what they post), but you don't know their *strategy* (why they post it). You also don't have their budget, their reputation, or their staff. You are playing their game by their rules and trying to make it work for your business.

2. The “Everything to Everyone” Strategy

You are afraid to say “no” to money. You want to try to take every job, serve every type of customer, and offer every service that loosely fits your line of work.

- *Why it fails:* You cannot market to “everyone.” When you try to speak to everyone, you speak to no one. Your marketing becomes generic noise because you are terrified of alienating a customer that you shouldn't be serving anyway.

3. The “Busy Bee” Strategy

You believe that being busy equals being effective. You value *output* (number of posts, hours worked) over *outcome* (leads generated, profit made).

- *Why it fails:* This leads to burnout - you or your staff. You are rowing the boat very hard, but you haven't checked if the rudder is steering you toward the waterfall.

Chapter 2: Strategy vs. Tactics

We established in the introduction that Strategy and Tactics are not the same thing. But in the noisy world of digital marketing, they are used interchangeably so often that they have lost their meaning. Digital marketers are also often making this fundamental error.

You might hear someone say, “*Our strategy is to use Instagram Reels.*”

No. That is not a strategy. That is a tactic.

To understand the difference and why getting it wrong is costing you money, let's go back to that Sun Tzu quote:

“*Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat.*”

Let's translate this into the language of our world, and use building a building as a hypothetical.

The Blueprint and The Hammer

Imagine you are building a custom home.

The Strategy is the Blueprint.

It is the Architect's drawings. It defines what we are building, who is going to live there, how many rooms it needs, and the specific style. It is the big picture. It doesn't tell you how to saw the wood, but it tells you *where* the wood needs to go.

The Tactics are the Tools and Materials.

These are the hammers, the drills, the saws, the bricks, and the pipes.

The Actions are the Labor.

This is the act of swinging the hammer, drilling the hole, or laying the brick.

The "Noise Before Defeat"

Now, imagine a construction site where everyone is working very hard, but there is no blueprint (No Strategy).

You have twenty well-paid builders running around. One is building a brick wall in the middle of the grass. Another is installing a toilet where the kitchen should be. The electrician is wiring up a socket that connects to nothing.

Everyone is busy. Everyone is sweating. Money is being spent on materials. There is a lot of noise.

But no one's building a house. They are building a mess that will need to be cleared away later.

This is exactly what happens when you hire a "Social Media Manager" without thinking about a strategy to align them to. They are posting pictures (swinging the hammer), but they aren't building an asset for your business. They are just making noise.

The “Slowest Route to Victory”

Now, flip it around. Imagine someone has a perfect, beautiful set of blueprints (Great Strategy), but they have no tools and no workers (No Tactics or Actions).

They have a great idea. They know exactly who their customer is and what they want. But they refuse to spend money on ads, they won't update their website, and so can never digitally ask for the sale.

They might have the best business plan in the world, but the house will never get built. It is just a dream on a piece of paper. Maybe in this analogy, the business will be lucky enough to be exposed to high footfall, or maybe there is more demand in the marketplace than supply. It's not a recipe for security, though, or long-term success.

Defining Your Terms

For any digital marketing campaign to be a success, you must strictly separate these three things in your mind:

1. Strategy (The Why & The What):
 - Who is the customer?
 - What is their problem?
 - What is my offer, and how does it solve it?
 - Why should they choose us over the competition?
 - *Example:* “We are the most well-reviewed emergency plumber for high-end residential homes in West London for those who value speed over price.”

2. Tactics (The How & The Where):
 - Which channels reach this person?
 - What format of content do they consume?
 - *Example:* “We will use Google Local Service Ads for intent (people searching ‘plumber now’) and a polished website that highlights our 24/7 guarantee.”

3. Actions (The Do):
 - The daily tasks.
 - *Example:* “Check enquires inbox daily at 9 AM, then hourly. Request a review from every client immediately after the job is closed. Reply to all reviews. Make sure reviews are live-streaming to website.

Why This Order Matters

Final analogy for this section: Most small business owners get sold a “hammer” (a new Facebook ads campaign) when they don’t even know what kind of “house” they are trying to build.

There are ways to make a Facebook ad campaign work for an emergency call-out service, but when you realise that your ideal customer is someone who is facing an emergency, and that they will be googling for solutions and not scrolling on their socials, waiting for the right ad to pop up, you realise where the best use of your money is.

No buying hammers. Draw the blueprint first.

Chapter 3: The “Who” and The “Why”

I want to lay this out from the beginning: We are not going through this book together, you and I, to write a “Mission Statement” to hang on your office wall. We are not trying to fix your business model. And I would hate it if you ever felt like I am trying to tell you how to run your business.

This book is for a wide audience - there may be occasions where I tell you what you already know, there will be occasions where you learn something. But, in order for the strategy section to work, we do have to start at the beginning, and this is something a lot of business owners miss. When they start, they are frantic about making their first few sales, the ball gets rolling, and then there’s no time to think about this stuff - it’s understandable.

We are trying to hone your messaging in order that you win at digital marketing, and the place to start, is at the beginning.

A strong who and why is so important for digital marketing, because in the digital world, you do not have the luxury of a handshake. You cannot look a customer in the eye and explain why you are a good guy. It’s all quite the opposite; you have about three seconds on a mobile screen to convince a stranger not to hit the “Back” button and head towards your competitor.

To win that three-second battle, you need two things:

1. A strong ‘Who’: Knowing exactly whose problem you are solving.

2. A strong 'Why': Giving them a specific and immediately obvious reason to pick you.

Part 1: The Who (The Digital Avatar)

Most small businesses define their target audience like this:

“Everyone in a 20-mile radius who owns a house.”

This is a fantastically quick way to donate your hard-earned cash to Google and Facebook.

If you try to target “everyone,” you are competing against Amazon and Coca-Cola. You will run out of money in a week. There are occasions where you can tell Google or Facebook the bare minimum, what you want as a result for your payment and then let their algorithms do their thing. But even so, your idea of who you want still needs to be clear, so that you know when it's appropriate to let loose the inhuman algorithms.

You need to narrow down your “Who” based on Pain and Intent, and then, if appropriate, location.

The “Searcher” vs. The “Browser”

- **The Searcher (High Intent):** This is someone typing “*Emergency electrician near me*” into Google at 11 PM.
 - **Digital Strategy:** They don't care about your brand story or your logo. They care about *speed*. They need to see a “Call Now” button, a “24/7” badge, and a lot of 5-star reviews. They need all of this without having to look too hard, too.
- **The Browser (Low Intent):** This is someone scrolling through Facebook who sees a photo of a nice bathroom renovation. They aren't buying today. They are dreaming.
 - **Digital Strategy:** You can't sell to them yet. You need to inspire them. You need great photos and a “Download our Design Guide” option to capture their email. This is how to make 'social' work. You need to be able to capture leads, not just send them to a static webpage.

If you treat a Browser like a Searcher (trying to hard-sell a renovation in a Facebook ad), you will burn through ad spend.

If you treat a Searcher like a Browser (showing a long “your dream bathroom” video to someone with a leaking pipe), you’ve lost the sale as soon as the next drip joins the puddle.

You must define your ‘digital avatar’ for your ideal customer:

- What is the specific problem that triggers them to go online?
- Are they in a panic (Emergency) or a planning phase (Project)?
- What are they afraid of? (e.g., “Will the tradesman turn up?” “Will the price double?”)

Part 2: The Why (The Digital Promise)

Open a new tab on your computer. Search for your service in your local area (e.g., “Landscaper in [Your Town]”). Open your website and three of your competitors’ websites.

Now, cover up the logos.

Can you tell the difference?

If everyone says, “*We are professional, reliable, and honest,*” then nobody is saying anything. Those are table stakes. You are *supposed* to be professional, reliable and honest. You don’t get a medal for that.

The “Why” needs to be a specific **Digital Promise**.

On the internet, trust is low. People are sceptical. Your “Why” must be a concrete reason to click.

- Weak “Why”: “*We provide great customer service.*” (Says who?)
- Strong “Why”: “*We guarantee a callback within 60 minutes, or we take £50 off your bill.*”
- Weak “Why”: “*We are experienced experts.*”
- Strong “Why”: “*We are the only Worcester-Bosch Accredited installers in the postcode.*”

Your “Why” is the headline on your landing page. It is the first line of your Google Ad. It tells the customer: “*I understand your problem, and here is exactly why I am the safest bet to fix it.*” And here’s a great sales secret that applies to this and many other situations, too:

The quickest way to build trust, in a way which gets you a quick sale, is to describe your customer's problem better than they can.

Exercise: The One-Page Strategy Canvas

Before you spend another penny on ads, fill this out. This is your “Strategy on a Napkin.”

1. The Trigger:

- *My customer goes online when...* (e.g., their boiler breaks / They buy a new puppy / They want to sell their house).

2. The Avatar:

- *They are looking for...* (e.g., A quick fix / A luxury upgrade / The cheapest option).

3. The Enemy:

- *They are afraid of...* (e.g., being overcharged / Mess left in the house / Hidden fees).

4. The Promise:

- *We are the best choice because...* (e.g., We offer fixed-price quotes upfront).

5. The Proof:

- *They can trust us because...* (e.g., We have 500+ 5-star Google Reviews).

Once you have this, you have a strategy. Now - and only now - can we talk about which tactics (channels) fit this strategy.

Part 2: Tactics (The Vehicle)

Chapter 4: Choosing Your Weapons

Congratulations. You now have a strategy. You know who your customer is (The Avatar), what triggers them to buy (The Trigger), and why they should choose you (The Promise).

Now, and only now, can we answer the question that probably made you buy this book in the first place:

“Should I be on TikTok?”

The answer is: It depends on your Strategy.

In the world of tactics, there is a disease called “Shiny Object Syndrome.” It happens when a business owner hears that a competitor is crushing it on LinkedIn, or their nephew tells them that “nobody uses Facebook anymore,” and they panic. They abandon what works to chase what’s new.

Remember the construction analogy: You don’t use a screwdriver to hammer in a nail just because the screwdriver is brand new and shiny. You choose the tool that fits the job.

The Two Main Battlefields: Search vs. Social

To simplify the overwhelming menu of digital options, we need to divide the internet into two distinct battlefields. Your strategy (from Chapter 3) dictates which one you fight on.

1. The Battlefield of Intent (Search Marketing)

- The Channels: Google Ads (PPC), Google Business Profile (Maps), SEO (ranking your website).
- The Mindset: The customer is actively looking for a solution *right now*.
- Best For: “Grudge Purchases” and Emergencies.
 - Plumbers, Electricians, Locksmiths, Lawyers, Dentists.
- The Strategy: If your customer’s Trigger is a broken pipe or a toothache, nobody is going to Instagram to search for a solution. They are going to Google.
 - *Tactical Rule:* If you are a plumber posting dance videos on TikTok but you aren’t running Google Ads, you have chosen the wrong weapon. You are dancing while your customer is searching.

2. The Battlefield of Attention (Social Marketing)

- The Channels: Facebook, Instagram, LinkedIn, TikTok, Pinterest.
- The Mindset: The customer is bored, scrolling, or looking to be entertained. They are *not* looking to buy your product right this second.
- Best For: “Desire Purchases,” Visuals, and Lifestyle.
 - Interior Designers, Restaurants, Retail, Gyms, Estate Agents.
- The Strategy: If you sell kitchen renovations, Google is good, but Social Media is better. You need to interrupt their scrolling with a beautiful photo of a kitchen island that makes them stop and dream. Then you must capture their details - whilst you have their attention.
 - *Tactical Rule:* You are not selling a “product” here; you are selling a “future result.”

There are some businesses that need to straddle both. As long as you are doing this intentionally, consciously and with a plan, it's fine to do. Don't let this sentence be an excuse for you to split your strategy if you don't need to, though; I almost didn't put the sentence at the top of this paragraph in, because I know some business owners will read it, then use it as a green light to scattergun their marketplace. Be specific and targeted unless you really need to be on both battlefields. *“Narrow is the road that leads to life, wide is the road that leads to hell”*, and so forth.

The “Vehicle” Analogy

Think of your Tactic as a vehicle. And remember that before you committed to this book, I did warn you I would tire you with analogies.

If your Strategy requires you to cross an ocean, a Ferrari is useless. It's a great car, but it will sink. You need a boat.

- Google Ads is a Taxi. You pay the meter (Click Cost), and it takes you exactly where you want to go immediately. When you stop paying, the ride stops.
- SEO (Search Engine Optimisation) is a Freight Train. It takes a long time to get moving (lots of writing content), but once it has momentum, it is hard to stop, and it can carry a huge load a long way, basically for free - it has built momentum.
- Social Media is a Billboard. You are putting it up on a busy highway, hoping the right person drives past.

The Rule of “One Bridge”

Here is the biggest mistake small businesses make with Tactics: They try to build five bridges at once.

They try to do SEO, write a blog, run Facebook Ads, post on Instagram daily, and start a newsletter - often with a team of two people who also have other responsibilities. The result? Five half-built bridges. None of them reaches the other side. None of them brings in money.

You only need ONE bridge to get customers.

If you are a local service business, your “Primary Bridge” is likely Google Business Profile + Reviews. Master that before you ever touch Instagram. I know that there are some amazing restaurants with amazing socials. But the key is to get people sitting at tables, not likes. This can help you later, but perfect the primary, then move on.

If you are a boutique clothing store, your “Primary Bridge” is likely Instagram + Email Marketing, or PR. Master that before you worry about SEO.

How to Choose (The Tactical Checklist)

Look back at your Strategy Canvas from Chapter 3.

1. Is your customer in pain? -> Choose Search (Google Ads/SEO).
2. Is your customer bored/dreaming? -> Choose Social (FB/Insta).
3. Is your product expensive/complex? -> Choose Education (Email sequences/Webinars).

Stop trying to be everywhere. Be where your customer is when the “Trigger” happens.

Chapter 5: The Tactical Roadmap

You have chosen your vehicle. You know whether you are fighting on the battlefield of Search (Google) or Attention (Social).

I've seen business owners treat digital marketing like a one armed banditt. They post an ad and hope money pops out. When it doesn't, they say, *“This one's rigged!”* or *“other people get all the luck”* or *“it just doesn't work for me”*.

The reality is that digital marketing is not an *event*. It's a *journey*. You're taking a stranger who doesn't know you exist, and guiding them, step-by-step, to handing you their credit card.

We call this The Tactical Roadmap.

The Three Stops on the Journey

No matter what business you are in, your customer has to pass through three specific stages. Your tactics must guide them through each one.

1. Awareness: “I have a problem, and I see you might have a solution.”
2. Consideration: “I am interested, but I need to know if I can trust you.”
3. Conversion: “I am ready to pay.”

The biggest mistake? Trying to propose marriage on the first date. A bucket load of businesses try to jump straight to Stage 3. They run a “*BUY NOW*” ad to cold traffic. That is like walking up to a stranger in a bar and asking for a loan. It doesn’t work.

Two Maps for Two Different Businesses

Let’s look at how the Roadmap differs depending on your Strategy.

Scenario A: The Short Road (High Intent)

- Business: Emergency Locksmith.
- Strategy: Speed and Availability.
- The Roadmap:
 1. Awareness: Customer is locked out. They search Google. They see your Google Search Ad at the top.
 2. Consideration: They click the ad. They land on a simple page that says “*Locked out? We can be there in 20 mins.*” They see 5-star reviews.
 3. Conversion: They click the giant green “Call Now” button.

- *Tactical Insight:* If you ask this customer to “Sign up for our newsletter,” you have lost. The road needs to be short, straight, and fast.

Scenario B: The Long Road (High Desire/High Cost)

- Business: High-End Landscape Gardener.
- Strategy: Trust, Aspiration, and Quality.
- The Roadmap:
 1. Awareness: Customer sees a Facebook/Instagram Ad showing a stunning garden transformation. They aren’t ready to buy yet, but they are inspired.

2. **Consideration:** They click the ad. You don't ask for a sale. You ask for a "micro-commitment." You offer a Lead Magnet: *"Download our 2026 Garden Trends Guide."* They give you their email address.
3. **The Nurture:** Over the next two weeks, your Email Automation sends them helpful tips, case studies of your work, and a video of you explaining your process. Trust is built.
4. **Conversion:** You send an email inviting them to a "Free Site Consultation." They reply "Yes."

- **Tactical Insight:** If you tried to sell a £20,000 garden renovation in the first ad, they would have scrolled past. You had to build the relationship first.

Designing Your Roadmap

To create your Tactical Roadmap, you must answer three questions:

1. **The Entry Point (Traffic):** How do they find out I exist?
 - *Google Ad? Facebook Post? Flyer? Referral?*
2. **The Bridge (Landing Page/Website):** Where do I send them?
 - *Do I send them to my Homepage? (Usually a mistake - too many distractions).*
 - *Do I send them to a specific Service Page?*
 - *Do I send them to a contact form?*
3. **The Destination (Call to Action):** What exactly do I want them to do?
 - *Call? Fill out a form? Buy online? Walk into the store?*

The "Broken Bridge" Test

Go to your own website right now on your mobile phone.

Pretend you are the customer. You have just arrived from your "Entry Point."

- Is the next step obvious?
- Is the phone number clickable?
- Is the form easy to fill out (or does it ask for their fax number and blood type)?
-

If the road is bumpy, people will turn around. Your job is to pave the road so smoothly that they slide effortlessly from "Stranger" to "Customer."

Part 3: Actions

Chapter 6: Breaking It Down

The “Big Rock” Problem

The human brain, whether it belongs to you, the business owner, or your newest 19-year-old employee, hates vague instructions.

If you tell a brain (even yours) to “Get more sales,” it panics. It doesn’t know where to start. It sees a giant boulder. It fears failure. So, it does the safe thing: it avoids.

Vague instructions create paralysis.

To turn a Strategy into reality, you must smash the boulders into pebbles. You must break them down until they are so small and so specific that it would be harder *not* to do them.

This is the difference between a Tactic and an Action.

- **Tactic (The Boulder):** “Improve our Google Ranking.”
 - *Owner Reaction:* “I’ll do that when I have ‘more time’.” (Procrastination).
 - *Staff Reaction:* “I don’t know exactly what he means, and I’m scared to ask, so I’ll just tweak the font on the homepage.” (Ineffective work).

- **Action (The Pebble):** “Rename the photos on the ‘Boiler Repair’ page to describe what is in the image.”
 - *Owner Reaction:* “I can do that in 5 minutes.”
 - *Staff Reaction:* “Understood. Consider it done.”

The “Mind Reading” Trap

One of the biggest friction points in small businesses is the assumption that your staff can read your mind.

You have the Strategy in *your* head. You know the “Who” and the “Why” from Chapters 1-3. But if you just hand a tactic to a staff member without breaking it down into actions, you are setting them up to fail.

When you delegate a “Boulder,” you are forcing your staff to guess the strategy. If they guess wrong, you get angry.

Effective delegation requires granular actions. You cannot delegate “Marketing.” You can only delegate “Steps.”

The Granularity Test

How do you know if you have broken it down enough for yourself or your team? Use the Granularity Test.

Look at an instruction. Ask yourself: “Can this person physically start this task immediately without asking ‘How?’ or ‘Where?’”

If the answer is No, it is not an Action yet. Break it down.

- **Bad Instruction:** “Write a blog post.”
- **Staff Question:** “About what? How long? Is it for a new customer or an old one?”
- **Better Instruction:** “Pick a service we offer, we’re going to turn it into a service page on our website.”
- **Best Instruction:** “Here are 5 bullet points about Boiler Maintenance, a service we offer. We want more boiler maintenance customers. Please draft 300 words expanding on these points by Thursday. Include local references, and nudge the reader to get a boiler service, or to save our number somewhere, or bookmark this page!”

The “Best Instruction” removes the fear. It removes the need for mind-reading. It turns a scary, creative project into a simple assembly job. This is also good for you, too, if you’re doing it by yourself. It means that when you come to write the post, you’re not staring at a blank page.

Batching vs. The Grind (Managing the Workflow)

Whether it is you or your staff doing the work, you need to categorize Actions into two buckets to maintain sanity.

1. The Grind (Daily/Real-Time Actions)

These are things that must happen in the moment or every single day.

- *Examples:* Replying to comments, asking for reviews, checking ad spend.
- *The Delegation Rule:* These tasks need a specific time slot. Do not tell staff, “keep an eye on comments.” Tell them: “*Check comments every day at 9:00 AM and 4:00 PM.*”

2. The Batch (Project Actions)

These are things that can be done in chunks.

- *Examples:* Writing social posts, taking site photos, sending invoices.
- *The Delegation Rule:* Do not ask staff to “post every day.” That interrupts their flow. Ask them to “*Spend Tuesday afternoon creating all posts for the month, and schedule them.*”

The “Next Action” Mindset

Go back to your Roadmap from Chapter 5. Look at the first step.

If your Roadmap says “*Launch Google Ads Campaign,*” do not write that on a staff member’s to-do list.

Replace it with the first physical Action required:

1. “*Create a Google Ads account using the company email.*”
2. “*Input the company credit card details.*”
3. “*Copy and paste these three headlines into the ad builder.*”

When you list Actions like this, the fear disappears. Your staff stops hiding from the work and starts *doing* the work. You aren’t “Doing Marketing” anymore. You are just executing a list. And if it’s only you in this business, you are the staff and the boss. Make future you happier by making it easier for them.

Chapter 7: Consistency is King

We have arrived at the final chapter of “Actions,” and this is where most businesses fail.

They fail not because they are incompetent. They fail because they rely on intensity instead of consistency.

Here is a typical scenario, I use ‘you’ here to get you to imagine the situation, not because I believe you are an ineffective business owner.

You attend a seminar or read a book (like this one). You get fired up. You yell at your team: “We need to crush it on social media!”

For two weeks, you are posting every day. You write five blogs. You record a video. Then, a big client project comes in. You get busy. The marketing stops.

Three months later, you realise sales have dipped. You panic. You yell: “We need to crush it on social media!”

And the cycle repeats.

This is the “Stop-Start Cycle.” It is exhausting for you, confusing for your staff, and invisible to your customers.

Intensity vs. Consistency

Imagine you want to get fit.

- Person A (Intensity): Goes to the gym for 8 hours straight on January 1st, then never goes again.
- Person B (Consistency): Goes to the gym for 20 minutes a day, three times a week, forever.

Person A is going to be sore and injured. Person B is going to change their life.

Digital marketing works exactly the same way.

The algorithms that run Google, Facebook, and LinkedIn punish inconsistency. If you post ten times in a week and then vanish for a month, the algorithm treats you like a flake. It stops showing your content.

But more importantly, customers punish inconsistency.

The “Out of Business” Signal

When a potential customer finds your Facebook page or your Blog, the first thing they look at is the date of the last post.

If the last post was “Merry Christmas 2021” and it is currently July 2025, they don’t think, “*Oh, they must be busy.*”

They think: “*They have gone out of business.*”

An inactive digital presence is worse than no presence at all. It signals neglect. If you can’t be bothered to update your page, will you be bothered to turn up on time for the job?

The Flywheel Effect

You need to view your marketing actions not as pushing a boulder, but as spinning a Flywheel.

At the start, the wheel is heavy. Pushing it (writing the first few posts, setting up the ads) takes a lot of effort, and the wheel barely moves. This is where most people quit. They say, “*I put in all this effort and got zero likes/sales.*”

But if you keep pushing consistently, the wheel starts to spin. Momentum takes over. Eventually, the wheel spins almost by itself.

- SEO is a flywheel: It takes months to rank, but once you are in the three pack, you get leads while you sleep.
- Reviews are a flywheel: Getting the first 50 is hard. Getting from 500 to 550 is easy because “Social Proof” attracts more customers, and more reviews.

The 90-Day Lag

You must teach yourself and your team about the Lag Effect.

The work you do today pays you in 90 days.

- The blog post you write today will get indexed by Google next month, and bring a lead two months later.
- The email sequence you set up today will nurture a lead that buys next quarter.

If you stop the Actions because you don’t see money *today*, you are killing your sales for *three months from now*.

The Calendar is The Boss

How do you solve this? You stop relying on “Willpower”, and you start relying on “The Calendar.”

If an Action is not on the calendar, it does not exist.

- Wrong Way: “We should post on LinkedIn sometime this week.”
- Right Way: “Tuesday at 10:00 AM is Facebook time. It is a recurring appointment in the calendar. It is non-negotiable, just like a client meeting, we then schedule it to post automatically throughout the week.”

If you are delegating to staff, the Calendar is your enforcement tool. You don't ask “*Did you do the marketing?*” You ask, “*Did you stick to the schedule?*”

Summary of Part 3

You have broken the boulders into pebbles (Actions). You have assigned them to specific times (Consistency).

But... who is checking the calendar? What happens when the staff member is sick? What happens if they leave the company? Does the strategy leave with them?

This leads us to the final, most critical part of this book. The “Twist.” The missing link that separates the stressed business owner from the free one.

Logistics.

Part 4: Logistics (The Engine)

Chapter 8: The Missing Link

We started this book with a quote from Sun Tzu about Strategy and Tactics. We are going to start the final, and perhaps most important section, with a quote from General Omar Bradley, one of the most senior U.S. commanders during World War II:

“Amateurs talk strategy. Professionals talk logistics.”

This is the key.

You can buy every marketing book on the shelf. They will all talk about “Branding,” “Storytelling,” “Funnels,” and “Hacks.”

Almost none of them talk about Logistics.

Why? Because logistics isn't sexy. Logistics is boring. Logistics is about file naming conventions, password management, and who has access to the credit card on file.

But here is the hard truth: More small business marketing fails due to bad logistics than bad strategy.

The Silent Killer of Campaigns

Two scenarios that loosely show how important being on top of logistics is. I see both of these happen in real life every so often.

1. A business owner hires a freelance social media manager, or, as happens more often, a new member of staff who will also be assigned a marketing role. They have a great Strategy (Chapter 1) and great Tactics (Chapter 4). The member of staff is doing great work. The “Flywheel” is spinning. But, they have built up the logistics chain upon their own shoulders - they are manually signing in to social media channels, they are emailing customers for reviews from their inbox, etc.

Then, the freelancer quits. Or they get sick. Or there's a falling out.

Suddenly, the business owner realises:

- They don't know the password to their own social media accounts.
- The "brand assets" (logos, photos) are on the freelancer's personal laptop, not their server.
- The Google Ads account was set up on their email, and now there's no way to ensure that the credit card charges will stop.

Oops.

All solvable, all unnecessary. The next scenario is less romantic, but sucks the life out of a business owner.

2. A business owner goes through the 'strategy, tactics, actions' process, and decides that there needs to be one social post per day, across all social accounts. Along with this, every customer must be asked for a review, reviews must be responded to, and the Google Business Page must be up to date. And, business info across 50 citation sites must be checked monthly for congruency - making sure inaccurate information hasn't been added. She decided that she must do this herself, and it takes her 15 hours a month for two months before she stops - this effort is unsustainable for no immediate result.

What is "Digital Logistics"?

In a war, logistics is the supply chain that ensures the soldiers have bullets and beans. Without it, the best army in the world loses in three days.

In your business, Digital Logistics is the infrastructure that allows your Strategy, Tactics, and Actions to exist *independently of the efforts of any single person*. It's not about getting the beans to a soldier's dinner plate on time for their meal; it's about getting your review response published, alongside all your social posts, alongside your GBP and citations being kept up to date, all without exhausting business resources.

The "Bus Factor"

In software engineering, there is a concept called the "Bus Factor."
It asks: *"How many team members would have to get hit by a bus before the project collapses?"*

For most small businesses, the Bus Factor for their marketing is 1.
If *that guy*, or *that girl*, or *you* disappear, the knowledge disappears with them.

Your goal in this section is to increase your Bus Factor. You want a machine where the parts (people) are replaceable, but the engine (the system) keeps running.

From Artist to Operator

Up until now, we have treated marketing like an Art. We talked about avatars, messaging, and creative ideas.

Now, we must treat it like Operations.

Just as you have a system for invoicing, or a system for ordering materials, or a system for locking up the office at night, you need a system for your Digital Marketing.

We are going to move away from “I hope Dave remembers to post on Facebook” to “Here is the SOP for the Facebook Tactic.”

If you want to be an amateur, keep dreaming up new strategies.

If you want to be a professional and build a marketing system that can run without you, let's talk logistics.

Chapter 9: Systematising Success (SOPs)

When you hear the term SOP (Standard Operating Procedure), you probably imagine a dusty, 500-page manual sitting on a shelf in a corporate office, written by a bureaucrat who has never done the job.

Get that image out of your head.

If you try to write a manual like that for your small business, you will fail. You will get bored, your staff won't read it, and it will be a waste of time.

Instead, I want you to think about an Airline Pilot.

A pilot might have 20 years of experience. They have flown that specific plane 5,000 times. They could probably fly it blindfolded.

And yet, every single time they get into the cockpit, they pull out a laminated card, a checklist, and they read it.

- *Flaps set? Check.*
- *Fuel pumps on? Check.*
- *Hydraulics normal? Check.*

Why? Do they have bad memories? No. They use a checklist because human brains are terrible at remembering details when they are tired, stressed, or busy.

In your business, you and your staff are the pilots. You are busy. You are stressed. If you rely on memory to “Upload the blog post correctly,” you will forget a step. You will forget the Alt Tags, or the Meta Description, or the link.

You don’t need a Manual. You need a checklist. And, you need a cockpit - I’ll get to that bit later..

The “Napkin SOP” Rule

Do not try to write a Magnum Opus. We are not trying to win a Pulitzer Prize for literature here. We are trying to get a result.

A good SOP should be:

1. Brief: If it’s longer than one page, break it into two SOPs.
2. Visual: Screenshots are worth 1,000 words.
3. Actionable: Use verbs (Click, Type, Upload).

The best SOPs are just bare-bones notes that stop you from screwing up.

The Toolkit: How to Build SOPs Without Writing

The biggest reason business owners don’t document their systems is: *“I don’t have time to write it all down.”*

Good news: You don’t have to write. We have tools for that.

1. Loom (The “Show Me” Tool)

This is the ultimate weapon against overwhelm. Loom is a free (or cheap) tool that records your screen and your voice at the same time.

- How to use it: Next time you do a task (e.g., sending the monthly newsletter), turn on Loom. Talk out loud as you do it: *“Okay, I’m clicking here, then I’m resizing this image to 800px...”*
- When you finish the task, you have a video SOP.
- Time taken: 0 extra minutes. You were doing the work anyway.

2. Google Docs / Notion (The “Cheat Sheet” Tool)

Take that Loom video. Send it to a junior staff member or a Virtual Assistant. Ask *them* to watch it and write down the bullet points.

- Now you have a written checklist. You didn't type a word.
- Store these in a shared Google Drive folder or a tool like Notion or Trello.

3. The Physical Laminate (The "Pilot" Tool)

For tasks that happen offline (e.g., "Taking photos of a completed job site"), type up a 5-point checklist. Print it. Laminate it. Put it in the van.

- *Did I get a wide shot?*
- *Did I get a close-up of the details?*
- *Did I clean up the rubbish before taking the photo?*

The Anatomy of a Perfect (Simple) SOP

Here is exactly what your SOPs should look like. No fluff.

SOP: Posting a Blog to WordPress

Goal: Upload the article so it looks good and Google can read it.

Tools: Word, WordPress, Canva.

The Steps:

1. Copy/Paste: Copy text from Word to WordPress.
2. Headings: Highlight sub-titles and select "Heading 2" (H2).
3. Images: Create a 1200x600px image in Canva. Save as JPG.
4. Rename Image: Rename file from IMG_992.jpg to boiler-repair-bristol.jpg.
(CRITICAL STEP)
5. Upload: Insert image at the top.
6. Publish: Click the blue button.

That is it. That is an SOP. It takes 3 minutes to write. But it ensures that Step 4 (the one everyone forgets, which helps your SEO) happens *every single time*.

Overwhelm Prevention

You are looking at your business right now, thinking, *"I have 1,000 tasks. I can't write 1,000 SOPs."*

You don't have to.

Start with The Frequent Pain.

What is the one question your staff asks you every week?

"Hey boss, where is the logo?"

"Hey boss, how do I log in to the Instagram?"

"Hey boss, what size should this photo be?"

Every time you answer a question twice, create an SOP.
Do not build a library in a day. Build it brick by brick, every time you solve a problem.

And remember, many of you reading this - you are the staff and the boss. Focus on the things that you frequently forget or struggle with.

Chapter 10: Tools, Dashboard, Cockpit

I used a pilot analogy at the beginning of chapter 9. I said that you need a checklist and a cockpit. I spoke about the checklist; now I want to talk about the cockpit.

Imagine if a pilot had to check their fuel levels by running to the wing of the plane, check their altitude by opening a window, and check their navigation by calling a friend on the ground.

They would crash. The mental load would be too high. Instead, they sit in a chair. They look at **one dashboard**. All the critical data - fuel, speed, altitude, weather - is right there in front of them.

Now, take a view of your current digital marketing setup. You need to make sure that the following doesn't apply to you:

A tab open for Facebook. A tab for Instagram. Manually logging into Google My Business. Checking your review sites for customer reviews. Having to reset your password every time you log in to Yelp.

You are playing "Tab Tennis." You are clicking back and forth, losing focus, and wasting brainpower just trying to find where the work needs to be done.

This is why small business owners give up on marketing. It feels fragmented, it exhausts resources, it exhausts everyone.

To fix this, you need a **Digital Cockpit**.

The One-Screen Rule

Just like the "One Page SOP" rule, I have a rule for your digital marketing platforms: **If you can't see it on one screen, you won't manage it.** Maybe *you* will, because you're better than most, but it will take effort and time that you deserve to spend elsewhere.

You need a dashboard that pulls all those loose wires: your social media, your reputation, your business listings and online profiles, and plugs them into a single monitor.

There are a few tools out there that attempt this, but the one I recommend for this specific job is Shine Online. You can find out about this on my website [Digimos.co.uk](https://digimos.co.uk). Disclaimer - it's my tool, so I am biased. But, I searched high and low for the most appropriate platform for small businesses, and partnered with mypresences.com once I realised they were the only platform that really gets it right. My branded version of their platform gets you access to everything you need for a great price. My true aim is to make high levels of digital marketing accessible to all shapes and sizes of business, and I think you'll like what you find. I know it's rare that a great tool is offered at a great price, so if you need to see it to believe it, go to digimos.co.uk now and see for yourself.

I call Shine Online a "Cockpit Tool" because it stops you from running around the plane. It aggregates your entire digital footprint into one view.

Here is why you need a tool like this to survive.

1. The "Everywhere" Problem (Listings)

You know you need to be listed on Google. But did you know there are about 50 other directories that are important too? Bing, Apple Maps, Siri, Facebook Local, and dozens of niche industry sites all need up-to-date, accurate and congruent information about your business on them. This is a critical factor in Search Engine Optimisation - making sure people find you when they look for you online.

If you change your opening hours on Google, you have to go change them on the other 49 sites. **Spoiler alert:** You won't do it. You don't have time.

So, the internet ends up with conflicting data about your business. Google sees this confusion ("Is he open at 9 am or 10 am?"), gets nervous, and pushes your ranking down.

A cockpit tool like Shine Online solves this instantly. You update your hours *once* in the dashboard, and it pushes that data to 70+ platforms automatically.

2. The "Reputation" Radar (Reviews)

In Chapter 9, we talked about SOPs for doing the work. But how do you know if the work is working?

You need to know what people are saying about you. If a customer leaves a 1-star review on a site you haven't checked in six months, that review is a silent killer. It's turning customers away while you sleep.

In your cockpit sits your radar. It pings you the second a review lands, whether it's on Google, Facebook, or some obscure industry forum. You can reply immediately from the dashboard. This speed impresses customers and diffuses angry ones. Responding to

good reviews promptly and properly is important too! It helps SEO, and it's great for customers to see.

3. The "Sanity" Saver (Socials)

Remember the SOP for "Posting a Blog"? Without a cockpit, you publish the blog. Then you copy the link to Facebook. Then you log in to LinkedIn and paste it there. Then you go to X (Twitter).

It's tedious. With a tool like Shine Online, you write the update once, tick the boxes for the platforms you want, and hit "Launch."

Automating the SOP

The ultimate goal of the SOPs we built in Chapter 9 is to make the process repeatable. The ultimate goal of the Cockpit is to make the process **inevitable**.

When you combine a good Checklist (SOP) with a powerful Dashboard (Shine Online), you stop being the mechanic running around fixing the engine, and you finally become the Pilot.

You sit down. You check the screen. All lights are green. You fly the plane.

Action Step: Stop playing Tab Tennis. Go to [Digimos.co.uk](https://digimos.co.uk) and sign up to have your online presence all synced up. The first time you see all your data in one place, you will physically feel your stress levels drop. That is the taste of control I spoke about at the beginning of the book.

Chapter 11: The Feedback Loop

You are now running a logistics machine. You have a Strategy. You have Tactics. You have staff executing Actions using SOPs.

But how do you know if it's actually working?

Usually, around the 1st of the month, your agency or your marketing assistant sends you a PDF report. It has colourful charts. It has big numbers like "10,000 Impressions" and "3.5% Engagement Rate."

You look at it. You nod. You feel vaguely reassured that *something* is happening. You file it away and never look at it again.

Stop doing that.

If you cannot read the dials on your dashboard, you are flying blind. Eventually, you will run out of fuel (money) and crash.

Vanity vs. Sanity

To fix this, you must learn to distinguish between two types of data.

1. Vanity Metrics (Ego Food)

These are numbers that make you feel popular but don't pay the bills.

- *Examples:* Likes, Followers, Post Impressions, Page Views, "Reach."
- *The Danger:* You can have 100,000 followers and £0 in the bank. If your agency says, "Great news! We reached 50,000 people!" you must ask: "Okay, and how many of them called us?"

2. Sanity Metrics (Bank Food)

These are numbers that tell you if the business is healthy.

- *Examples:* Leads Generated, Cost Per Lead (CPL), Sales, Return on Ad Spend (ROAS).
- *The Truth:* I would rather have 100 followers who all buy from me, than 1 million followers who just watch.

The Only 3 Numbers You Need

You are the General. You don't need to know how many bullets were fired (Impressions). You need to know if the target was hit (Sales).

Tell your team/agency/yourself to strip the report down to these three numbers:

1. CPA (Cost Per Acquisition / Cost Per Lead):

- *The Question:* "How much did I spend to get the phone to ring once?"
- *The Math:* Spent £1,000 on Ads. Got 50 Phone calls. CPA = £20.
- *The Decision:* If your average job profit is £100, paying £20 for a lead is great. If your profit is £15, you are losing money.

2. Conversion Rate:

- *The Question:* “Of the people who visited the website, how many took action?”
- *The Logic:* If 100 people visit your site and 0 call you, your marketing isn’t broken - your *website* is broken. (See Chapter 5: The Roadmap).

3. ROAS (Return on Ad Spend):

- *The Question:* “For every £1 I put into the slot machine, how much comes out (as profit, not revenue)?”
- *The Goal:* You want a ratio of at least 3:1.

The OODA Loop

We started with Sun Tzu (Strategy) and Omar Bradley (Logistics). We will end with Colonel John Boyd, the fighter pilot who changed modern warfare.

Boyd invented the OODA Loop:

1. **Observe:** Look at the data (The Report).
2. **Orient:** Understand what it means (Context).
3. **Decide:** Choose a new course of action.
4. **Act:** Do it.

Most businesses stop at “Observe.” They look at the report and do nothing.

Your Monthly Marketing Meeting (The 30-Minute Drill)

Once a month, sit down with your team/agency/yourself and a notebook. Review your OODA Loop:

- **Observe:** “Our Cost Per Lead went up from £20 to £40 this month.”
- **Orient:** “Why? Oh, it looks like our Google Ad copy is promoting a ‘Winter Special’, but it is now July.”
- **Decide:** “We need to update the ad copy to a ‘Summer Special’.”
- **Act:** “Dave, update the ads by Tuesday. It is on the Kanban board.”

If a report does not lead to a Decision and an Action, it is a waste of paper.

The “Red Flag” Rule

To save time, set “Red Flags” with your team.

Tell them: *“I don’t need to hear from you if things are going well. But if the Cost Per Lead goes above £30, I want to know immediately.”*

This is Management by Exception. It allows you to ignore the marketing machine when it is humming, and only dive in when the engine light turns red.

Closing the Loop

This is why we built the system in this order.

- If the data is bad, you check the Actions. (Are we doing the work?)
- If the Actions are done but the result is bad, you check the Tactics. (Are we on the wrong channel?)
- If the Tactics are right but nobody is buying, you check the Strategy. (Is our offer bad? Is our Avatar wrong?)

The Feedback Loop is the mechanism that tells you which aspect of STAL you need to revisit.

Part 5: The Doctrine

This final section is not a list of suggestions. It is a set of Laws.

In the military, a doctrine is the fundamental set of principles that guides actions. It provides a common language and a common purpose. If you violate these laws, you might still make money, but you will be fighting with one hand tied behind your back.

Crucially, these aren’t just operational tips—they are digital necessities. You can build the perfect Google Ads campaign, but if you violate these laws, that campaign will fail. These are the behaviours that determine whether your digital strategy results in profit or waste.

Law 1: Speed is Currency

Let’s be honest about what happens when you run a digital marketing campaign. You are paying for attention. Whether it’s time spent on SEO or money spent on Google Ads, every single visitor to your website has a cost attached to them.

Let's say you are paying £10 per click. A potential customer searches for "Emergency Roofer," sees your ad, and clicks. In that split second, they are in a state of High Intent. They have a problem, and they are actively looking to pay someone to fix it.

This is where a lot of businesses fail. They treat a digital lead like a letter in the post - something they can get to when they have time. But digital leads have a shelf life of minutes, not days.

The "Digital Decay" Rate

We live in the Amazon Prime era. Your customers have been conditioned by trillion-dollar tech companies to expect instant gratification.

If that customer fills out a contact form and you wait two hours to reply, you haven't just delayed the conversation; you have likely lost the sale. Why? Because in those two hours, they didn't just sit by the phone waiting for you. They hit the "Back" button on their browser and clicked the next result down on Google.

The Directive:

1. The 5-Minute Rule Data suggests that you are 100x more likely to contact a lead if you respond within 5 minutes versus 30 minutes. If a form comes in, do not email them back. Email is passive. Pick up the phone.

- *The Script:* "Hi Dave, this is Sarah from Bristol Roofing. I saw your enquiry come through just now about the leak, and I wanted to catch you while you were still holding your phone."

2. Stop The "Voicemail Bounce": For a local service business, a voicemail greeting is the sound of money burning. If a customer has an urgent need, they will not leave a message. They will hang up and call your competitor.

- *The Fix:* If you cannot answer the phone 24/7, you must hire a Telephone Answering Service. For a small monthly fee, a real human answers in your company name. This ensures the digital lead you paid for is actually captured.

3. Automate the "Hold": If you are a one-man band, you can't always answer. This is where digital tools save you. Configure your mobile or VoIP system to send an automated SMS for missed calls.

- *The Text:* "Hey, saw I missed your call. I'm up a ladder right now, but will call you in 15 mins. - Alex."

Law 2: The Anti-Corporate Advantage

There is a strange phenomenon in small business marketing. A local business owner will look at a giant corporation and think, "To be successful, I need to look like them."

So, they strip all the personality out of their digital presence. They use words like "Synergy" and "Solutions." They fill their website with stock photos of models in suits. They write their "About Us" page in the third person ("Management believes...").

Stop it immediately.

By doing this, you are throwing away your single biggest competitive advantage: Your humanity. Big corporations spend millions trying to manufacture "authenticity." You *are* authentic. Do not play their game; play yours.

The Directive:

- 1. Real vs. Perfect:** Your website needs to prove you are real. If you can buy the photo on a stock image site, do not use it.
 - A slightly grainy photo taken on an iPhone of you and your team standing in front of your actual van is infinitely more powerful than a \$500 polished stock image. It proves you exist. It proves you are local. In the digital world, "Proof of Life" is the first step to a sale.
- 2. Write for Humans:** Modern search algorithms are designed to understand natural language. They are looking for content that sounds like a human answer.
 - *The Test:* Read your website copy out loud.
 - *Bad:* "We provide premier hydration infrastructure remediation solutions."
 - *Good:* "We fix leaks fast, and we clean up after ourselves."
- 3. The "About Us" Anchor:** Your "About Us" page is often the second most-visited page. People want to know who is coming to their house.
 - *The Fix:* Put names to faces. Include a bio that mentions non-work things. "Dave loves Bristol Rovers and has a golden retriever named Buster." This creates a connection before the phone even rings.

Law 3: The Local Ecosystem

For the last decade, digital marketers have been obsessed with the "online" world. We act as if the internet is a separate universe, completely detached from the physical town where your business operates.

This is a mistake. In the eyes of Google, the "Real World" and the "Digital World" are the same thing. If you want to dominate the search results in your town, you must be woven into the digital fabric of that town.

The Directive:

1. **Strategic Sponsorship (The SEO Hack)** When you sponsor a local sports team, your condition is not just a logo on their match day programs. It is a clickable link on their website's "Sponsors" page.
 - Schools, sports clubs, and charities often have high-trust domain names. A link from them to you is rocket fuel for your local rankings because it proves your geographic relevance to Google.
 - Same with your local Chamber of Commerce. I know you have to pay to sign up, but the signal it sends to the search engines should not be underestimated.
2. **The "Local Expert" Strategy:** Local newspapers and hyper-local blogs are desperate for content. Do not buy an ad; offer to write a monthly column (e.g., "*5 Winter Gardening Tips for [Town Name]*").
 - *The Payoff:* You get an "About the Author" link at the bottom. You are no longer an advertiser; you are a Contributor. You gain status, trust, and a powerful, POWERFUL backlink on their website, and anywhere they put their written content online.

Law 4: The Digital Foundation

For a local business, the Google Business Profile (GBP) is the primary driver of organic leads. Data indicates that over 60% of local searches are "Zero-Click," meaning the user finds the phone number on the map listing and calls without ever visiting the website.

To capitalise on this, you must adhere to strict data hygiene and optimisation protocols.

The Directive:

1. **NAP Consistency (Data Hygiene)** Search engines determine your legitimacy by cross-referencing your Name, Address, and Phone Number (NAP) across the internet.

- *The Rule:* Your NAP must be identical - character for character - everywhere (Facebook, Yell, Website, Google). Use a citation tool like Shine Online to find and fix errors automatically.

2. **Category Configuration:** Your "Primary Category" on Google is the single strongest ranking factor. Be specific.

- *Correct:* "Organic Seasonal Horticulturist." *Incorrect:* "Gardener."

3. **Visual Activity (The Feed)** Google's algorithm favours profiles that are frequently updated.

- *Action:* Upload a minimum of one new photo per week. Don't just show the finished product; show the team, the van, and the equipment. This signals to Google that the business is active and alive. Show prospective customers what you think a job looks like. If a prospective customer agrees that your work looks good, there's a higher chance that it's your phone that will ring.

Law 5: The Path of Least Resistance

Your website has one primary function: to convert a visitor into a lead. It is not an art gallery; it is a sales funnel. The biggest enemy of conversion is Friction. Every extra second a user spends looking for a phone number or figuring out your menu, or searching for your review score, the probability of them leaving increases.

The Directive:

1. **The "Above the Fold" Mandate:** When a user lands on your site, they must be able to answer three questions within 3 seconds without scrolling:

- *What do you do?* ("Emergency Plumber")
- *Where do you do it?* ("Serving Bristol")
- *How do I contact you?* (Big Button: "Call Now")

2. **Sticky Contact Info** On mobile devices, your header must be "Sticky" (it stays at the top of the screen as the user scrolls). The phone number inside it must be a "Click-to-Call" link. Users should never have to copy and paste a number.

3. **Form Minimalism:** Every additional field you ask a user to fill out lowers your conversion rate.

- *The Rule:* Ask only for Name, Phone, and Inquiry. You do not need their full address or postcode yet. Get the lead first; get the details later.

4. Use a review widget, like the ones you will find with your Shine online platform to live link your reviews to your website. Display them really nicely - it should be a live link with click-through-ability, not static. This is all super easy with the Shine Online platform.

Here's why you'll want to do this: Your customers WILL look for your reviews, so show them before they have to look, in order to reduce friction.

Law 6: Visual Proof

The default state of a user visiting your website is distrust. They worry that you might be unqualified, messy, or a "cowboy" outfit. Text claims (e.g., "We are the best") are cheap. Visual Proof is the antidote.

The Directive:

1. **The "Van Shot"** For service businesses, a high-quality photo of your branded van parked in front of a recognisable local landmark is a powerful trust signal. It proves capacity, geography, and stability.

2. **Video: The High-Bandwidth Signal.** A 30-second video builds more trust than 500 words of text.

- *Action:* Place a simple "Face-to-Camera" video on your homepage. "Hi, I'm Dave. We've been serving [Town] for 15 years." This creates a "parasocial interaction" where the user feels they have already met you.

3. **The Problem/Solution Portfolio:** Don't just have a gallery of photos. Structure them as "Case Studies" with "Before" and "After" shots. Add captions explaining what you fixed. This provides context and proves competence. Again, show them what 'good' looks like.

Law 7: The Review Economy

In the modern marketplace, your reputation is quantified by a single metric: your Google Star Rating. If you have a 3.8 rating and your competitor has a 4.8, you have lost the lead before the race has even started.

The Directive:

- 1. The Review Acquisition System:** You must operationalise the collection of reviews. Happy customers are silent; you must prompt them.
 - *Timing:* Ask at the moment of peak satisfaction (e.g., job completion).
 - *Method:* Send a direct SMS link that opens the review box. Do not ask them to "search for us", or scan a QR code that you give to them on a printed leaflet.

- 2. The Response Protocol:** Replying to reviews is mandatory.
 - *To Positives:* "Thanks, Dave. Glad we could fix that boiler in Clifton."
(Reinforces keywords and location).
 - *To Negatives:* "Hi, I'm sorry to hear this. Please call me on my personal line so I can fix this." (You are writing this response for the 1,000 future customers who will read it, to see if you are reasonable).

- 3. Share the love:** Post your positive reviews to your social media, and live link them to your website, as mentioned.

Law 8: The "Acres of Diamonds" Rule

A lot of businesses operate with a "Hunter" mindset: always chasing new leads. The "Farmer" mindset is superior: harvesting repeatedly from the same plot of land (your customer database). It costs 5x more to acquire a new customer than to sell to an existing one.

The Directive:

- 1. Mandatory Data Capture:** It is now a law of your business that you collect an Email Address and Mobile Number for every single transaction. If the data isn't digital (in a CRM), it's useless.

2. **The Reactivation Campaign:** Every 90 days, run a campaign to customers you haven't seen in 6 months.
 - *The Script:* "Hi [Name], it's been a year since your last service. Want us to pop in? Reply YES, and I'll book you a slot."
 - This simple text message costs pennies and generates immediate cash flow.

3. **The Monthly Newsletter:** Send one helpful email per month (e.g., "How to prepare your garden for winter"). The goal is not to sell *now*, but to ensure that when they *do* have a need, you are the only name they remember.

Law 9: Own Your Assets

In the digital world, possession is 100% of the law. Too many business owners allow agencies or web designers to register domains and accounts in their own names. This is a catastrophic risk.

The Directive:

1. **The Domain Name Protocol:** You must register the domain name yourself, using your own credit card and email. If your web designer owns the domain, they own your business.

2. **The "Super Admin" Rule:** You must be the "Owner" or "Super Admin" on all platforms (Google Ads, Facebook, Analytics). Agencies should be invited as "Partners" or "Managers." If you cannot remove your agency from the account, they are the owner, not you. Fix this immediately. Seek legal advice (from a legally qualified person, not a digital marketer) as soon as it appears necessary.

3. **Portable Data:** Ensure your website is built on an open-standard platform like WordPress. Avoid proprietary website builders that lock you in. You must be able to pick up your website and move it to a new host at any time.

Law 10: The Scoreboard

Business is a game. To win, you need to look at the scoreboard. In digital marketing, the scoreboard is often hidden behind "Vanity Metrics" like Likes, Impressions, and Reach. You cannot pay your mortgage with "Likes."

The Directive:

1. Kill the Vanity Metrics: Stop looking at traffic and followers. Focus solely on Conversions (Leads and Sales).

2. The One Number: CPA You must know your Cost Per Acquisition (CPA).

○ *Formula:* Total Ad Spend ÷ Total Leads = Cost Per Lead.

○ If a lead costs £20 and you make £500 from a job, your strategy is simple: Spend more. If you don't know this number, you are gambling, not investing.

3. Call Tracking Standard analytics cannot see phone calls. If a lot of your conversions happen over the phone, you must consider installing Dynamic Call Tracking software. This tells you exactly which ad made the phone ring, allowing you to cut the waste and double down on what works.

To Conclude: The War is Won Before it is Fought.

That's another Sun Tzu concept. It's good to go full circle before we get to the bonus chapters.

We began this book with a simple premise: Most small businesses fail at digital marketing not because they lack effort, but because they lack order.

They buy the tactics before they have the strategy. They seek the "silver bullet" instead of building the machine.

Over the last few chapters, we have dismantled that old way of thinking and replaced it with a structure that actually works.

The System and The Code

You now possess two distinct, powerful assets.

First, you have the System (S.T.A.L.). This is the mechanical framework for growth.

- You know that Strategy comes first: defining the "Who" and the "Why."
- You know that Tactics are the vehicles chosen to deliver that strategy.
- You know that Actions must be specific and assigned, and follow from the tactics.
- You know that Logistics is key, as it keeps the engine running when the initial excitement fades.

Second, and perhaps more importantly, you have the Doctrine. This is your code of conduct. It is the set of 10 Immutable Laws that separates the amateurs from the professionals.

- You know that Speed is Currency.
- You know that your Digital Foundation (GBP & NAP) must be rock solid.
- You know that you must Own Your Assets and ignore Vanity Metrics.
- Premium online presence underscores all other efforts - online and offline.

The "Monday Morning" Reality

It is easy to feel inspired while reading a book. It is much harder to maintain that inspiration on a rainy Monday morning when the phone isn't ringing, a staff member has called in sick, and you have a supplier chasing an invoice.

In those moments of chaos, do not try to remember every single word written in these pages. Just remember the core philosophy: Authenticity and Order.

When you are unsure what to post, look at Law 2 (The Anti-Corporate Advantage) and just be human. When you are unsure if your ads are working, look at Law 10 (The Scoreboard) and check the CPA. When you feel overwhelmed by choices, go back to Part 1 (Strategy) and ask, "Does this move the boat closer to the destination?"

You Are No Longer Guessing

Before you picked up *Digital Doctrine*, you may have been one of the many business owners playing the lottery, throwing money at the internet and hoping something stuck.

That ends today.

You now have the map. You have the vehicle. You have the laws of the road. You understand that digital marketing is not a dark art; it is simply a process of connecting a good business with the people who need it, using speed, trust, congruency, and data.

The competition is still out there looking for magic tricks. They are still buying stock photos. They are still chasing likes. They are still renting their success from agencies they don't control.

You are playing a different game now.

Review the below, and pledge to implement it.

The Framework Revisited

Let's look at your business one last time through the lens of the framework we have built.

1. Strategy (The Blueprint)

You are no longer guessing. You know exactly who you are serving (The Avatar) and why they should choose you (The Promise). You aren't trying to be everything to everyone. You are a sniper, not a shotgun.

2. Tactics (The Vehicle)

You have stopped chasing shiny objects. You aren't on Instagram because "it's trendy"; you are there because your customer is there. You have chosen the right vehicle for the terrain.

3. Actions (The Steps)

You have stopped being paralysed by "Big Rocks." You have smashed them into pebbles. You have replaced "Willpower" with "The Calendar." You understand that consistency beats intensity every single time.

4. Logistics (The Engine)

This is the game-changer. You have moved from an amateur who relies on memory to a professional who relies on Systems, SOPs, Checklists, and a pro-level dashboard. You have built a machine that can run with gentle inputs from you, rather than brute force.

The Permission to Stop

Now that you understand the Right Order, I want to permit you to stop doing things.

- Stop posting on social media channels that don't bring you customers.
- Stop writing blog posts if you don't know who is reading them.

- Stop paying for ads if you haven't set up the "Feedback Loop" to measure the ROI.

Doing "less" is often the most strategic move you can make. When you cut the noise, you can hear the signal.

It Will Not Be Perfect

I will leave you with one final truth: This system will not be perfect immediately.

Your first Strategy might be slightly off. Your first SOP might miss a step. Your first Google Ad campaign might break even instead of making a profit.

That is okay. It's okay because you will catch it early as you go through your OODA loop!

Digital Marketing is not a statue that you carve once and admire forever. It is a garden. You plant, you water, you prune, and sometimes, you have to pull up weeds.

But now, you are not hacking away at the garden in the dark. You have the tools. You have the map. You have the manual.

Your First Step

Do not close this book and say, *"That was interesting, I'll start next month."*

Start today.

Go back to Chapter 3. Take out a blank sheet of paper (or a napkin). Draw the Strategy Canvas.

- Who are they?
- What is their pain?
- What is your promise?

Once you write that down, the chaos begins to fade. The noise quiets down, and the path to victory becomes clearer.

Build your foundation. Stick to the Doctrine. Trust the process.

The war is won. Now, go and claim the victory.

Bonus Section

Bonus 1: The Digital Logistics Toolkit

Thank you for reading *Digital Doctrine*. To help you implement the systems from this book immediately, I have created three “Cheat Sheets” for you to print out and use.

Resource 1: The One-Page Strategy Canvas

Use this before you launch any new campaign or hire any agency.

1. The Trigger (When)

- *What specific event causes my customer to start looking?*
- Emergency (Broken pipe, lawsuit, injury)
- Desire (New home, summer holiday, wedding)
- Boredom (Scrolling social media)

2. The Avatar (Who)

- *Who exactly am I talking to?*
- Demographic: (e.g., Homeowners in Bristol, aged 40+)
- Mindset: (e.g., Anxious, excited, sceptical)
- Technical Level: (e.g., Do they know industry jargon? Yes/No)

3. The Enemy (Fear)

- *What are they afraid of happening if they choose the wrong company?*
- Being overcharged
- Poor quality work
- The job taking too long
- Being “sold to” aggressively

4. The Promise (Why)

- *What is the single biggest reason they should choose us? (Must address ‘The Enemy’)*
 - *My Promise:*
-

5. The Proof (Trust)

- *Why should they believe the promise?*
 - Google Reviews
 - Accreditations/Awards
 - Case Studies/Photos
 - Money-Back Guarantee
-

Resource 2: The “Definition of Done” (DoD) Checklist

Attach this to every task you delegate to staff or freelancers. They cannot mark a task as “Complete” until all boxes are ticked.

For Social Media Posts:

- Spelling & Grammar: text has been run through a spellchecker (e.g., Grammarly).
- Visuals: Image is high-resolution and cropped correctly (no heads cut off).
- Links: The link in the post works and goes to the correct page.
- Mobile Check: Viewed the preview on a mobile screen to ensure text isn’t cut off.

For Website/Blog Updates:

- Formatting: Headings (H1, H2) are used correctly.
- SEO: Images are renamed (e.g., service-city.jpg) *before* uploading.
- Links: All internal and external links open correctly.
- Call to Action: There is a clear button or phone number for the customer to use.

For Email Newsletters:

- Subject Line: Is it under 50 characters? Does it create curiosity?
 - Test Send: A test email was sent to a real inbox (not just previewed) to check formatting.
 - Broken Links: Clicked every single link in the test email.
-

Resource 3: The Monthly “OODA” Report Template

Use this agenda for your monthly marketing meeting. Keep it to 30 minutes max.

Date: _____

Attendees: _____

1. OBSERVE (The Data)

- Total Spend: £_____
- Leads Generated (Calls/Forms): _____
- Cost Per Lead (CPA): £_____ (Spend ÷ Leads)
- Sales Made: £_____

2. ORIENT (The Context)

- *What caused these numbers? (Good or Bad)*
- *Did we run a specific offer?*
- *Was there seasonality (e.g., Christmas, Summer)?*
- *Did a technical issue occur (website down)?*

3. DECIDE (The Plan)

- *Based on the above, what are we changing next month?*
- Stop what isn't working: _____
- Double down on what is working: _____
- Fix a specific problem: _____

4. ACT (The Assignment)

- *Who is doing it and when?*
 - Action: _____
 - Who: _____
 - Deadline: _____
-

Bonus 2: The “BS Detector” – How to Hire a Marketer

Here is a scary truth: By reading this book, you now know more about the foundations of marketing than 90% of the people selling marketing services. It's truly a clownworld out here.

The digital marketing industry has a low barrier to entry. Anyone with a laptop and a WiFi connection can call themselves an “Agency” or an “expert.”

Many of them are well-meaning, but they are Tacticians masquerading as Strategists. They know how to press the buttons on Facebook Ads, but they don’t know *why* they are pressing them.

If you hire a Tactician to do a Strategist’s job, they will burn your money.

This Bonus Section is your Hiring Playbook. It is designed to weed out the amateurs and find the professionals who will respect your money.

Phase 1: The Job Post (The Trap)

When you post a job on Upwork, LinkedIn, or Indeed, do not post a generic request like: *“Looking for someone to do our SEO.”*

You will get 50 spammy applications from bots.

Instead, write a job post that acts as a filter. You want to scare away the button-pushers.

The “Anti-Agency” Job Template:

Title: Marketing Specialist needed to execute a specific Strategy.

Body:

We are a [Plumbing Business] based in [Bristol].

We already have a Strategy. We have our Avatar defined. We know our “Why.”

We are looking for a specialist to handle the Tactics and Logistics for [Google Ads / SEO / Social Media].

To apply, please answer this specific question:

If we hire you, what is the FIRST thing you will ask us for before you write a single ad?

Note: If you send a copy-paste proposal, you will be ignored.

Why this works:

- It establishes YOU as the General (Strategist).
- The “Specific Question” is a trap.
 - The Wrong Answer: “I need your login details” or “I need your credit card.”
 - The Right Answer - variations of: “I need to know who your customer is, what your offer is, and what your CPA goal is.”
 -

Phase 2: The Interview (The Interrogation)

Do not ask them, “How many years of experience do you have?” Years do not equal skill.

Ask them Scenario Questions. You want to see how they think.

Question 1: “What is the difference between Strategy and Tactics?”

- *The Amateur:* They stumble. They use buzzwords like “Synergy” or “Omnichannel.” They think Strategy is “posting 3 times a day.”
- *The Pro:* They give you an answer similar to this book. “Strategy is the plan; Tactics are the tools.”

Question 2: “How do you measure success?”

- *The Amateur:* “I will get you more traffic, more likes, and more reach.” (Vanity Metrics).
- *The Pro:* “I will measure Cost Per Lead (CPA) and Return on Ad Spend (ROAS). I want to know how much profit we made.” (Sanity Metrics).

Question 3: “If our campaign isn’t working after 30 days, what is your process to fix it?”

- *The Amateur:* “We need to adjust your budget”, or “We need to wait for the algorithm”, or “Let’s look at scope and expectations”.
- *The Pro:* “I will look at the data. If the Click-Through Rate is low, I’ll change the ad. If the Conversion Rate is low, I’ll advise you to change the landing page.” (The OODA Loop).

Phase 3: The “Brown M&M” Test

There is a famous story about the rock band Van Halen. In their contract, they demanded a bowl of M&Ms backstage with all the brown ones removed.

It wasn’t because they were divas. It was a test. If they walked backstage and saw brown M&Ms, they knew the promoter hadn’t read the contract, and therefore, the pyrotechnics might kill them.

You need a Brown M&M test for your marketer.

The Test:

Inside your SOP or Brief, hide a small, specific instruction in the middle of a paragraph.

“Please name the first campaign file ‘Bluebird’.”

If they send you the first file and it is named Campaign_Final_V2, question it, and hire them only if their answer satisfies.

If they cannot follow a simple instruction when they are trying to impress you, they will definitely screw up when you are paying them.

Phase 4: The Paid Test (The Date)

Never hire a marketer for a 12-month contract immediately. Never pay a huge “Retainer” upfront for a stranger. Hire them for a Micro-Project first. Treat it like a paid audition.

- Don’t say: “You are hired to run our ads for the year.”
- Do say: “I would like to pay you [£100/£200] to do an ‘Audit’ of our current setup and propose a 3-month plan.”

If the Audit is lazy, generic, or full of jargon, cut them loose. You only lost £100.

If the Audit is insightful, critical, and strategic, hire them.

The Red Flags (Run Away If...)

1. They Guarantee Results: “I promise #1 on Google in 30 days.” (Nobody can promise this. It is a lie).
2. They Are Too Cheap: If they charge £5 an hour, they are learning on your dime.
3. They Don’t Ask Questions: If they say “I can do it” without asking “Who is the customer?”, they are a button-pusher, not a marketer.
4. They Hold Hostage: They refuse to give you admin access to the ad account “for security reasons.” (It is *your* account. You must always own it. Refer to Chapter 8: Logistics).
- 5.

Summary

You are the business owner. You hold the Strategy. You hold the money. Do not be intimidated by technical jargon.

If they cannot explain what they are doing in plain English, they do not understand it well enough to do it with your money.

Final Ending, for now.

I'm sure I'll see you inside the Shine Online platform, on a strategy call, or on my website - digimos.co.uk, so it's only bye for now. With that being said, I'd like to leave you with a poem written by a controversial yet successful British entrepreneur. From one business owner to another; God speed, and good luck.

-Paul.

How to Get Rich

By Felix Dennis.

Good fortune?
The fact is
The more that you practise,
The harder you sweat,
The luckier you get.

Ideas? We've had'em
Since Eve deceived Adam,
But take it from me
Execution's the key.

The money?
Just pester
A likely Investor.
To get what you need
You toady to greed.

The talent?
Go sign it.
But first, wine and dine it.
It's tedious work
With a talented jerk.

Good timing?
To win it
You gotta be in it.
Just never be late
To quit or cut bait.

Expansion?
It's vanity!
Profit is sanity.
Overhead begs
To walk on two legs.

The first step?
Just do it
And bluff your way through it.
Remember to duck!

God speed ...
And, Good Luck!

DRAFT