

If You Rely on Random Marketing Tactics, You'll Always Be Chasing Results

First of all, thanks so much for having me. I'm Deborah, and I help business owners improve the results of their marketing—often just by making small adjustments to what they're already doing.

When you reached out, I was working on a resource for another project and immediately thought, this would be so useful for all types of entrepreneurs.

Whether it's marketing or any other goal, a lot of us get pulled into chasing the next shiny thing. There's this pressure to do what's trending, not fall behind, not miss out—and it can feel like you're doing *a lot*, but not really moving forward.

After 15 years of working with business owners, I've seen that the ones who break through do it differently. They define clear goals, make small adjustments, and consistently test what works.

♦ The One Thing They Don't Tell You About Marketing With ADHD

ADHD can actually be a strength in marketing—I am not sure people look at it that way.

If you naturally have a lot of ideas and you thrive on creativity, urgency, and rapid problem-solving, you already have a lot of what is needed for strong marketing.

♦ Why Most Entrepreneurs (With or Without ADHD) Get Stuck

Here's where having a lot of ideas that spark an interest and entrepreneurship can collide—but honestly, this happens to *every* kind of business owner.

You get excited about a new idea, try a blog here, a funnel there, maybe some ads—but nothing sticks long enough to scale. That's the trap.

If you rely on scattered tactics, you're always reacting and never really building. No clear goal, no plan, no way to tell what's working—just constant motion without traction.

ADHD doesn't create this problem. If not aware might turn up the volume.

♦ What To Do Instead: Build a System That Works With You

Scaling isn't the first step. Doing more isn't the answer. The solution is to build a simple, repeatable system that helps you test ideas, measure results, and make constant improvements.

Here's what that can look like in practice:

✓ **Start by defining a measurable goal.**

If you're feeling scattered, ask yourself: What were my last three marketing efforts, and what was the goal of each?

A good marketing goal should be:

- **Measurable** – so you know if you're making progress
- **Meaningful** – it should create real impact (like more leads, higher engagement, or increased sales)
- **Achievable** – big enough to matter, but not so far out you lose momentum

You're aiming for **high-impact, high-reward** goals.

Once you've picked a solid goal, the next step is identifying the **best strategy to move the needle**. That's your working theory, like in the scientific method. In marketing, may be why you want a consultant to help with prioritizing what to try first, where to focus your energy, and what to leave out.

✓ **List a few focused ideas you believe could move you toward that goal.**

Pick one. It could be a shift in messaging, a new format, or a small tweak to your website or content.

✓ **Test and track the result.**

Did it move you closer to your goal? If yes, do more of it. If not, adjust and try again.

✓ **Repeat and refine.**

You don't need perfect consistency. You need a system that keeps you focused and allows space to learn.

✓ **Create a feedback loop.**

When something works, document it so you can repeat it or hand it off. Schedule time to review results and set your next small goal.

Dart Game Analogy

Poor system: You throw darts with a blindfold, hoping one sticks.

Marketing version: You try everything at once with no clear target, hoping something magically works.

Better system: Remove the blindfold, aim at one section of the board, and adjust your throw each round.

→ *Pick one clear audience or goal, focus, test, and refine.*



Wrap-Up Message

If you want growth from your marketing, don't chase every trend. Build a system where you're setting goals, testing what works, and improving over time. That's when marketing becomes something you control—not something that controls you.