

FOCUS Framework Template

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TL;DR for [\[insert your audience here\]](#)

Here's the 5-part FOCUS Framework I use with [\[insert who you help\]](#) to simplify demand gen, cut through bloated tools and noise, and build systems that actually work.

Each part solves a specific breakdown I see in most [\[insert industry or audience segment\]](#) marketing teams.

Use this FOCUS Framework to:

- Audit your current demand gen strategy
- Plan new campaigns with clarity and precision
- Build scalable, personalized, and modern marketing systems that align with today's buyer behavior

It's future-proof by design — made for an AI-native, resource-constrained, growth-hungry world.

Free Resources

- [Free Demand Gen Playbook](#)
- [The Business Case for Investing in B2B Demand Gen \(Slide Template\)](#)

Focus the Funnel

F — Focus the Funnel

Find the friction. Refine your ICP using real behavior and buyer signals.

- **ICP Clarity:** Who are your top 3 buyer personas? What real customer behavior are you using to define them?
→ *Review Salesforce data, use tools like Clearbit or Intentsify, and analyze recent win/loss reports for patterns in company size, role, and urgency triggers.*
- **Funnel Calibration:** Where are drop-offs happening in your funnel?
→ *Use Google Analytics 4 to track bounce and exit rates, HubSpot conversion reports to monitor MQL → SQL drop-off, and Salesforce dashboards to review lead velocity.*
- **Tactical Input:** I use **Salesforce, GA4, and Intentsify** to track conversion points, funnel velocity, and segment-level performance.
→ *For SMBs: HubSpot Free CRM, GA4, and basic Excel/Google Sheets can be a solid starting stack.*
- **Prompt:** *What is the #1 point of friction in your current funnel?*

Orchestrate the Buyer Journey

O — Orchestrate the Buyer Journey

Create a natural, connected flow — not just scattered content and campaigns.

- **Journey Design:** Map your touchpoints across Awareness > Consideration > Conversion > Expansion.
→ *Use frameworks like the 5 Stages of Awareness or Jobs-to-be-Done to align content with intent.*
- **Coordination Tool:** I plan this using **Miro** for campaign activation maps and **ClickUp** or **Notion** for task execution.
→ *For SMBs: Miro free tier or Google Slides can get the job done.*
- **Behavioral Cues:** What signals do buyers show before converting?
→ *Monitor high-intent actions like pricing page views, demo requests, and engagement with bottom-funnel content.*

Prompt: *Does each message or touchpoint move your buyer closer to a decision?*

Craft Magnetic Offers

C — Craft Magnetic Offers

Make your offer feel like the answer they've been waiting for.

- **Value Hook:** What pain point does your offer solve immediately?
→ *Use interview notes, reviews, and common sales objections to isolate urgent problems.*
- **Framework Reference:** I use **Alex Hormozi's Grand Slam Offer Framework** to shape high-converting value propositions.
→ *Template: Problem > Promise > Proof > Price.*
- **CTA Strategy:** What's your best performing low-friction CTA?
→ *Test free tools, trials, lead magnets, or consultations depending on stage and persona.*

Prompt: *Is your offer painfully obvious to the right people?*

Unify Story and Systems

U — Unify Story and Systems

Bring content, brand, and automation together so it all feels right.

- **Narrative Alignment:** What's the core story you want every prospect to believe?
→ *Develop one central belief/message that carries across web, ads, nurture, and outbound.*
- **Personalization Stack:** I use **Webflow Optimize, Arcade demos,** and **dynamic form fields** in HubSpot/Salesforce to personalize based on persona, company, and intent.
→ *SMB options: Smart copy blocks in Webflow, Calendly workflows, and Merge Tags in email tools.*
- **Channel Consistency:** Do your ads, site, and emails all reflect the same tone and message?
→ *Create a voice + tone guide, and run periodic audits across your owned channels.*

Prompt: *If someone saw 3 random pieces of your marketing, would they know it came from you?*

Scale with Smart Signals

S — Scale with Smart Signals

Use AI + ops to double down on what's working. Kill the rest.

- **Automation Wins:** What manual processes can be offloaded today?
→ *Batch scheduling, lead scoring, ad creative refreshes, or reporting.*
- **Signal Tools:** I've started experimenting with [Gemini in Google Sheets](#) to generate and summarize weekly performance data, and use **Tableau** to visualize engagement and pipeline trends. → *SMBs can use Looker Studio or Airtable for simplified dashboards.*
- **Experiment Kill Switch:** What criteria tell you when to stop a campaign?
→ *Set benchmarks for early traction (CTR, time-on-site, demo rate). Sunset anything that fails 2 weeks in a row.*

Prompt: *Are you scaling smartly — or just adding more work?*