Prioritize Your Next 90 Days

Based on your audit, identify your top priorities and create an action plan

My Top 3 Content Gaps:
1.
2. 3.
My Top 3 Discoverability Issues:
1.
2.
3.
My 90-Day Action Plan
Month 1: Fix the Discoverability Crisis
 ☐ Tag all existing customer proof by industry, outcome, competitor ☐ Set up Slack search OR create searchable database
Remove outdated proof or proof from any churned customers
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Month 2: Fill Critical Gaps
Create new case studies for gap industriesExtract customer quotes from recent calls
Build "similar customer" lists for common prospect profiles
Month 3: Activate & Measure
☐ Train sales team on new search system
Set up proactive proof delivery (post-call automation)
☐ Measure: Search-to-find time, usage metrics, revenue metrics