

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- ☐ Remove outdated proof or proof from any churned customers

Month 2: Fill Critical Gaps

- ☐ Create ____ new case studies for gap industries
- ☐ Extract ____ 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