CHAPTER 1 EXERCISE

The Myth Audit

For each myth covered in this chapter, be honest about how it has shown up in your own marketing. The goal is not self-criticism. It is clarity. You cannot replace something you have not first named.

Myth 1: Where have you tried to apply frameworks or strategies designed for larger companies or different contexts? What did you try and what happened?

Myth 2: Where have you chased awareness metrics that turned out to be disconnected from actual business outcomes? What were you measuring and what did it actually produce?

Myth 3: Have you been posting or creating content without a clear signal behind it? What were you posting and what was it supposed to do?

Myth 4: Have you delayed fixing a marketing problem because you assumed it required budget you did not have? What was the problem and what have you done about it so far?

Myth 5: Have you handed off marketing to someone external before you fully understood it yourself? What was the outcome?

Myth 6: How many channels are you currently trying to maintain? Which one is actually producing results and which ones are diluting your effort?

Now write your own working definition of marketing, in one or two sentences, based on what you have cleared away in this chapter.