CHAPTER 12 EXERCISE

Audit and Build Your Lean Stack

This exercise has three parts. The output is a clear picture of what you currently have, what needs to change, and what the optimal stack looks like for your current stage and your specific ventures.

Current stack audit: list every tool you are currently paying for or using regularly in your marketing operation. For each one, note the monthly cost, the primary job it does, and your honest assessment of whether it is producing value that justifies its presence. Apply the five selection principles to each one.

Gap identification: list the specific marketing functions from this chapter that your current stack does not handle well. For each gap, write whether the right solution is a tool, a process improvement, or a hire, and explain your reasoning.

Optimal stack design: using the seven-function framework from this chapter, list the specific tool you will use for each function in your stack going forward. Note whether it requires any cost change from your current setup. List the integrations you need to build between tools to create a connected system rather than a collection of disconnected tools.

The thirty-day stack action plan: what specifically will you do in the next thirty days to move from your current stack to your optimal one? List each action, who is responsible, and when it will be done.