

# The Traction Blueprint + 3-Pillar Marketing Audit

## FREE TRACTION CHECKLIST

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The simple system to create consistent marketing momentum — without burnout or guesswork.

# Adz solutions

THE  
TRACTION  
COLLECTIVE   
Strategy. Community. Transparency.

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You don't need to go viral — you need traction.

## The 5 Habits of Traction

### **1■■ Define Your Focus**

Be crystal clear about who you serve and what single problem you solve.  
One focused message beats ten random posts.

### **2■■ Automate Consistency**

Batch content weekly and schedule it using tools like Metricool or Pictory.  
Consistency builds visibility.

### **3■■ Blend Emotion + Logic**

Share short stories that make people feel something — then show them what to do next. Emotion attracts, logic converts.

### **4■■ Build a Simple Funnel**

Use one link (Linktree or build a landing page on your website) to route people to your services, partners, and affiliate offers.

### **5■■ Track What Works**

Check your insights weekly. Double down on what performs and drop what doesn't. Traction grows from iteration, not perfection.

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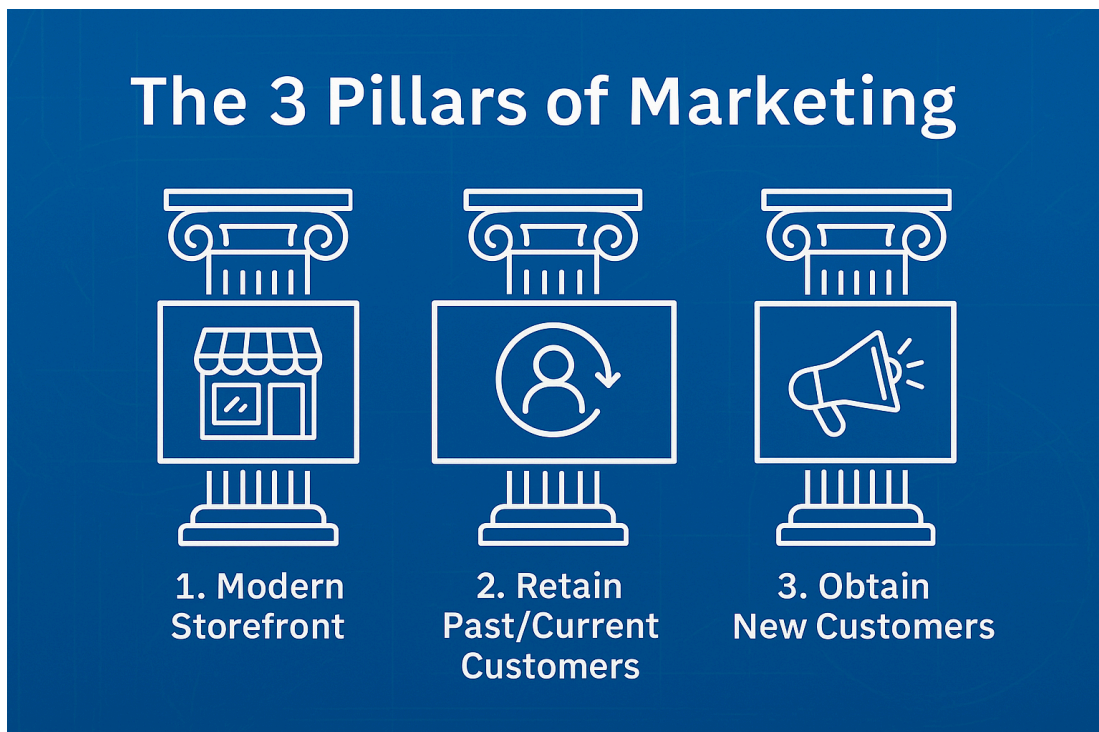
Most business owners don't fail from bad ideas — they fail from scattered marketing. The Traction Blueprint Checklist + 3-Pillar Marketing Audit helps you simplify, organize, and grow your marketing around three pillars that create momentum.

### The 3 Pillars of Marketing:

1■ ■ **Modern Storefront** – Be found & look credible.

2■ ■ **Retain Past/Current Customers** – Stay connected & build loyalty.

3■ ■ **Obtain New Customers** – Expand with ads, outreach, and smart automation.



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### The 3-Pillar Marketing Audit

Score each item 1–5 (1 = not implemented, 5 = fully optimized).

PILLAR	KEY ELEMENTS	SCORE (1-5)
1: Modern Storefront	<ul style="list-style-type: none"><li>- Modern Looking Site (&amp; Mobile Friendly</li><li>- Google Business Profile Set Up</li><li>- Basic SEO Set Up</li><li>- Retargeting Pixels Installed</li></ul>	
2: Retain Past/Current Customers	<ul style="list-style-type: none"><li>- Email Marketing</li><li>- Automated Follow Up</li><li>- Rewards Programs</li></ul>	
3: Obtain New Customers	<ul style="list-style-type: none"><li>- Ads</li><li>- Display Ads</li><li>- Google Ads</li><li>- Social Media</li><li>- Robust SEO</li><li>- OTT/CTV</li><li>- Landing Pages</li></ul>	

Interpretation Key:

■ 0–15: Foundation Needed → Start with “Fine, Do It Yourself. (The Stubborn Entrepreneur’s Marketing Guide)” or hire Adz Solutions (a flat-fee agency)

■ ■ 16–25: Building Traction → You’re ready for The Traction Collective

■ 26–30: Scale Ready → Perfect fit for Adz Solutions Pro Services or stay with The Traction Collective

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### **You've Audited. Now Build.**

Don't overthink your marketing. Just start where you are — and use the system to create measurable growth every month.

- Buy the Book — “Fine, Do It Yourself. (The Stubborn Entrepreneur’s Marketing Guide)”
- Join The Traction Collective
- Work with Adz Solutions - a done-for-you advertising and marketing consulting firm. Flat Monthly Fee then advertising at COST. Read eBook, “The Anti-Agency Playbook”

