



Keep Your Marketing Current

QUARTERLY CHECKLIST

Learn it. Test it. Prove it. Then do it all again next quarter.

Name / Business: _____ Quarter: _____ Year: _____

1 Learn *Make learning part of your routine*

What I will study or practice this quarter:

Time I will set aside each week: ☐ 1 hour ☐ 2 hours ☐ 3+ hours

Ideas: a new tool, a course or certification, an industry newsletter, or a skill your customers keep asking about.

2 Test *Try new ideas on something you own*

One new tactic I will try (on my site, email list, social page, or a single post):

How I will measure whether it worked (traffic, clicks, sign-ups, inquiries):

3 Prove *Track results, keep what works*

What I tried	What happened	Keep or drop?
		☐ Keep ☐ Drop
		☐ Keep ☐ Drop
		☐ Keep ☐ Drop

4 Next Quarter *Look ahead before things change*

What changed in my industry or with my customers this quarter?

My next review date: _____