Growth Recon

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Optimize Checklist

Build the system that keeps it working.

QUICK-REFERENCE CHECKLIST

01 Operating Rhythm

- [ ] **[START HERE]** Set a weekly marketing review meeting - 30 minutes max, same day/time every week
- [ ] Create a standing agenda template: metrics review, blockers, priorities for next 7 days
- [ ] Build a live dashboard that shows the ONE metric from Expose plus 3 supporting indicators
- [ ] **[START HERE]** Define who owns each number on the dashboard - no metric should be unowned
- [ ] Set a monthly deep-dive cadence: one channel or campaign gets a full performance review each month
- [ ] Establish a quarterly business review format: results vs. targets, budget reallocation, next quarter plan

02 Process Design

- [ ] Document the campaign launch process end-to-end: request, approval, build, QA, publish, measure
- [ ] **[START HERE]** Identify the bottleneck in your current workflow - the one step where everything slows down
- [ ] Create a campaign brief template that every initiative must complete before work begins
- [ ] Set up a shared content calendar with deadlines, owners, and status fields
- [ ] Define a "Definition of Done" for each deliverable type (blog post, email, landing page, ad creative)
- [ ] Automate one manual reporting task this week - pull data via API or scheduled export instead of copying

03 Testing Discipline

- [ ] **[START HERE]** Create an A/B test backlog and rank every idea by expected impact and effort to implement
- [ ] Run one test at a time per channel - never stack tests that contaminate each other's data
- [ ] Set minimum sample size and run duration before launching any test (use an online calculator)
- [ ] Document every test result in a shared log: hypothesis, variant, sample size, winner, lift percentage
- [ ] Kill losing variants fast - if a test is clearly negative at 95% confidence, stop it and move on
- [ ] Review the test backlog bi-weekly and reprioritize based on what you've learned

04 Framework Reapplication

- [ ] **[START HERE]** Schedule a quarterly RECON reassessment: has the ICP shifted, are new sacred cows forming, is tracking still clean?
- [ ] Compare this quarter's funnel metrics to last quarter - flag any stage that degraded by more than 10%
- [ ] Re-run the customer language audit every 6 months - buyer vocabulary changes faster than you think
- [ ] Check if any new competitors entered the market or existing ones changed positioning
- [ ] Audit new marketing spend added since last review - does it connect to the objective or is it scope creep?
- [ ] Update The Source Doc with new findings and redistribute to all stakeholders