

The Indispensable Marketer Checklist

The 18 questions every marketer must answer to go from **dispensable** to **indispensable** — across Vision, Strategy, Execution, and Team Alignment.

01 VISION

Why we exist and where we're going

- 01 I can articulate why our company exists beyond making money.
- 02 I understand the Founder/CEO's primary values and motivators, and I can use them to guide decisions.
- 03 I can clearly describe the positive impact and transformation our product or service creates for our customers.
- 04 I can clearly name 3–5 differentiators that explain why customers choose us over other options.
- 05 I understand the core business economics behind growth, including what a customer is worth and the most the business can afford to invest to acquire one.
- 06 I am clear on our short-term priorities (1–3 months) and our 1-year goals.

02 STRATEGY

Who we serve and the math behind growth

- 07 I know the marketing math our growth goals require, including CAC and LTV, and whether our current budget can produce them.
- 08 I can clearly define our ideal customer, including their demographics and psychographics, and I am just as clear on the customer we say no to.
- 09 I can clearly define what our ideal customer should Feel, Know, and Do at each stage of the customer journey, and I know which stage is costing us the most right now.
- 10 I track volume and conversion across the entire customer journey.

03 EXECUTION

How the work gets done and measured

- 11 I trust that my tracking is accurate, and I have a marketing report that gives leadership a clear view of what is working, what is not, and where to focus next.
- 12 I track leading activity-based KPIs that define the weekly work required to keep the funnel healthy.
- 13 I run structured tests across the funnel with clear hypotheses, success metrics, and defined learnings.
- 14 I use a clear, consistent framework to prioritize projects.

04 TEAM ALIGNMENT

The right people, in the right seats, winning together

- 15 I'm clear on my own strengths and weaknesses, and I've built a team with complementary strengths around me.
- 16 I have the right people in the right seats, and each of them has a written agreement covering the outcomes they own, how success is measured, and where they can decide without me.
- 17 I have a clear structure for protecting time for focused work, reporting, review, and planning.
- 18 I am helping create a Win/Win/Win environment where customers win, the company wins, and team members can succeed by leaning into their strengths.

■ You're indispensable when you can answer every one at an 8 or higher, and prove it.

1 = not true at all · 5 = sometimes true / inconsistent · 10 = always true, with proof