

APPENDIX F

# BREATHE™ FRAMEWORK WORKSHEET

## PURPOSE OF THIS WORKSHEET

USE THIS WORKSHEET to evaluate how you currently approach marketing and to build a simple plan that strengthens your marketing habits using the BREATHE™ Framework. Each section includes reflection questions to help you understand what is working, what is missing, and where you can immediately improve.

### B—BUDGET

#### *Reflection Questions*

- What percentage of revenue do I consistently allocate to marketing?
- Do I ever cut or pause my marketing spend when times get tough?
- What fixed percentage would create stability in my business?

#### Action for This Week

.....

.....

## R—REVIEW

### *Reflection Questions*

- Do I track every campaign and channel?
- What is my current cost per lead and cost per customer?
- Where am I guessing instead of measuring?

Action for This Week

.....

.....

## E—EXPAND

### *Reflection Questions*

- What is currently working in my marketing?
- How could I double down on this channel or tactic?
- What would expansion look like in the next thirty days?

Action for This Week

.....

.....

## A—ADAPT

### *Reflection Questions*

- Where am I wasting money?
- How quickly do I adjust when a campaign underperforms?
- How can I shorten the time between seeing a problem and fixing it?

### Action for This Week

.....

.....

## T—TARGET

### *Reflection Questions*

- Who is my ideal customer right now?
- What problem do they want solved today?
- Where do they spend their attention and time?

### Action for This Week

.....

.....

## H—HUSTLE

### *Reflection Questions*

- What consistent weekly marketing actions am I taking?
- What small activity would increase my visibility immediately?
- Where can I add one hour of sales-focused work this week?

### Action for This Week

.....

.....

## E—EVALUATE

### *Reflection Questions*

- What did my marketing produce last week?
- What should I change based on what I learned?
- What one improvement would make the biggest difference?

### Action for This Week

.....

.....

## WEEKLY BREATHE PLAN

My Three Most Important Marketing Actions for the Week

1.

.....

2.

.....

3.

.....

How I Will Stay Consistent

.....

What Success Looks Like This Week

.....

## FINAL REFLECTION

What did I learn about my current marketing habits?

.....

What pattern do I notice across the BREATHE elements?

.....

What small improvement will create the most momentum?

---

---