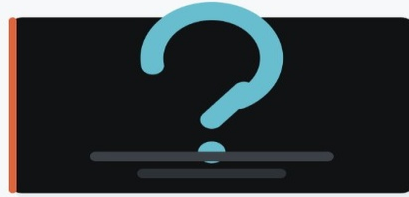


The Marketing Operating System

How every tool in this series connects into one repeatable workflow — so you are running a system, not collecting worksheets.



Why this exists

By now you have scored your marketing, clarified your message, audited your homepage, built content structures, gathered proof, checked your ad readiness, sharpened how you use AI and written a 90-day plan. Each one is useful on its own. But eleven separate tools used whenever you remember them is still eleven separate tools. This guide is the part where they become one system — each tool feeding the next, on a rhythm you can actually keep.

WHAT IT IS

A ten-step workflow that puts every tool from the series in order, three clocks that tell you when each one runs, and a loop that feeds what you learn back into the next plan.

HOW WE USE IT AT BAP

This is, in plain terms, how we run marketing for clients. The tools are the same ones you have now. The difference is that they are connected and run on a schedule.

WHY A SYSTEM

Because good individual decisions do not add up on their own. A system is what makes this month's work make next month's work easier instead of starting from scratch again.

What this guide gives you

1

The workflow

Ten steps, in order, each one naming the tool from the series that does the job.

2

Three clocks

What happens every ninety days, every month and every week — so nothing depends on memory.

3

The loop

How what you learn from sales and results flows back into the next plan.

What changes when it is a system

The tools do not change. What changes is how much each one costs you to use.

DECISIONS GET MADE ONCE

Your one-liner is settled, so content does not relitigate it. Your plan is set, so the Power Hour is not choosing a direction.

EACH STEP FEEDS THE NEXT

Proof from testimonials fills the weekly grid. Questions from sales become next month's topics. Nothing is wasted.

PROBLEMS BECOME VISIBLE

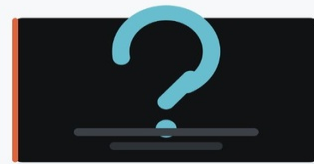
When the workflow is written down, the stuck step is obvious. Without it, everything just feels vaguely like it is not working.

ON THE NEXT PAGES

Page 2 is the ten-step workflow. Page 3 is the three clocks. Page 4 is the closed loop and how to tell where your system is stuck.

The ten-step workflow

Top to bottom, each step depends on the one above it. The number in brackets is the email in the series where you built that tool.



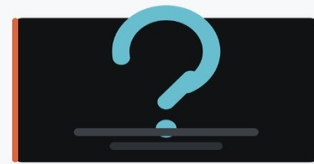
- | | | |
|-----------|--|--|
| 01 | 90-day goal and offer
[Email 11] | WHY IT IS IN THIS POSITION
Sets the destination for the quarter. Everything below is pointed at this, which is why it comes first. |
| 02 | One-liner and core message
[Email 7] | WHY IT IS IN THIS POSITION
Keeps the website, content, ads and sales conversations saying the same thing about the same offer. |
| 03 | Homepage or landing page
[Email 8] | WHY IT IS IN THIS POSITION
Gives every campaign a clear destination and one obvious next step. Traffic before this is ready is wasted. |
| 04 | Monthly Content Power Hour
[Email 10] | WHY IT IS IN THIS POSITION
Turns the quarter's goal and offer into four monthly topics and the raw material for each. |
| 05 | Weekly grid and video
[Emails 3 and 5] | WHY IT IS IN THIS POSITION
Turns those topics into a publishing rhythm: problem, proof, process, personal, plus a short video. |
| 06 | Testimonials and proof
[Email 4] | WHY IT IS IN THIS POSITION
Strengthens every other step — the page, the posts, the emails, the video and the ads. |
| 07 | AI and repurposing
[Email 9] | WHY IT IS IN THIS POSITION
Speeds up execution using the approved message, real proof and your own source material. |
| 08 | Paid traffic
[Email 6] | WHY IT IS IN THIS POSITION
Amplifies the system — but only once offer, audience, destination, follow-up and budget are ready. |
| 09 | Follow-up and sales | WHY IT IS IN THIS POSITION
Turns attention into conversations, and captures what prospects are actually saying and asking. |
| 10 | 30 / 60 / 90 review
[Emails 2 and 11] | WHY IT IS IN THIS POSITION
Uses results and sales feedback to find the bottleneck and improve the next cycle. |

WHY ADS ARE STEP EIGHT, NOT STEP ONE

Most businesses start with ads because they are the fastest way to feel like marketing is happening. Placed here, they amplify seven steps that already work. Placed first, they amplify whatever is missing.

Run it on three clocks

A system you have to remember to run is not a system.
These three rhythms are what make it run on its own.



The three clocks

1

Every 90 days

Confirm the business goal, the primary offer, the channels, who owns what, and the dates of the three review checkpoints.

2

Every month

Run the Content Power Hour. Choose the four topics, gather proof, plan the video, email and social, and schedule the month.

3

Every week

Publish, repurpose, respond, follow up, track conversations, and write down the questions and objections you are hearing.

THE QUARTERLY CLOCK · ABOUT TWO HOURS

- ☐ Review last quarter's day-90 decision and write this quarter's goal as a number.
- ☐ Choose the one offer the quarter will push, and check the destination page is ready for it.
- ☐ Pick two or three channels, name an owner for every action, and put three checkpoints in the calendar.

THE MONTHLY CLOCK · NINETY MINUTES

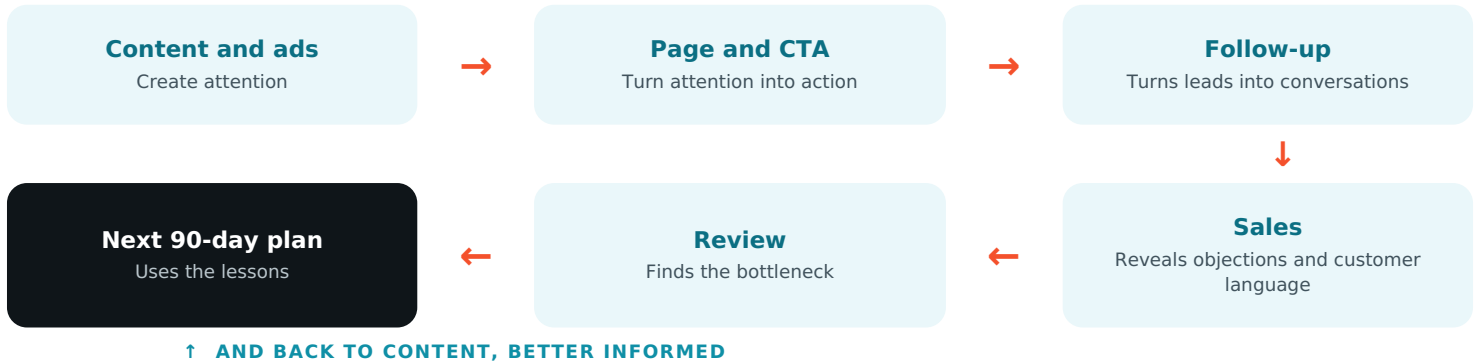
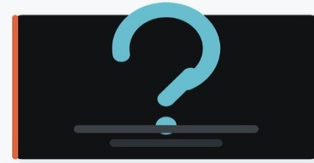
- ☐ Four topics from real conversations, each with a story, a tip and a mistake.
- ☐ At least one new piece of client proof gathered for the month ahead.
- ☐ Everything mapped and loaded into the scheduler before the session ends.

THE WEEKLY CLOCK · A FEW MINUTES A DAY

- ☐ Four posts out on the grid, and replies answered the same day.
- ☐ Every new enquiry followed up, and logged somewhere you can see it.
- ☐ One line written down for every question or objection heard on a call.

Close the loop

The step that turns a workflow into something that improves itself — and the one almost everybody leaves out.



Why the loop is the whole point

Without it you are running the same quarter four times a year. With it, each quarter starts from what the last one taught you.

SALES KNOWS THINGS MARKETING DOES NOT

The exact words prospects use, the objection that keeps coming up, the question nobody on your website answers. That is next month's content, already written by your customers.

FIND THE ONE STUCK STEP

When results are flat, walk the ten steps and ask where things stop. It is almost always one step, and it is rarely the one everybody is arguing about.

FIX ONE THING PER CYCLE

The same discipline as the health score: one bottleneck, one change, one honest review. Fixing four things at once teaches you nothing.

HOW TO FIND WHERE YOUR SYSTEM IS STUCK

Walk the loop backwards from the result you are unhappy with. Not enough sales? Check follow-up before you blame the ads. Not enough enquiries? Check the page before you blame the content. Not enough attention? Then it really is content and reach. The problem is almost always one step earlier than where it shows up.

YOUR NEXT MOVE

Look at the ten steps on page 2 and mark which ones you actually have running today. Pick the first gap, fix it this quarter, and put the three clocks in your calendar. That is the real goal of this whole series: not eleven separate marketing tricks, but one connected process your business can operate. If you want a partner to help run it — strategy, creative, execution and honest evaluation — that is exactly the work we love doing. www.bap.digital