

Scalable Simplicity System

Salt Marketing helps wellness practitioners gain more clients in less time...without tech headaches or hiring an agency, thanks to The Salted Edge.



1

Scramble

You're hustling hard, but spinning your wheels. Marketing is random, inconsistent, and overly reliant on promos or one-off tactics. You've tried everything, but nothing feels like it's working.

Milestones

- Relying on random promotions, discounts, or word-of-mouth to bring in clients.
- No clear, consistent marketing message or a defined target audience.
- Results are unpredictable, and you feel frustrated and overwhelmed.

Action steps

- Clarify your messaging and niche.
- Create a simple, repeatable list builder and nurture path.
- Choose a content platform and commit to it weekly.

2

Stabilize

You start laying the groundwork. You begin understanding what actually moves the needle and stop wasting time on things that don't. You define your ideal client and their journey.

Milestones

- Identified an Ideal Client Avatar and clarified core Brand Messaging
- Capturing leads with a simple list-builder and following up with them
- consistently publishing content on at least one platform each week.

Action steps

- Automate your lead capture and follow-up.
- Create repeatable marketing campaigns and document them.
- Build simple reporting to track what's working.

3

Systematize

You're building the backbone of a scalable, sustainable marketing machine. Automations, tech tools, and processes are starting to work in sync — without constant supervision.

Milestones

- Automated lead capture, booking, and client follow-up systems.
- Documented marketing campaigns that can be repeated without starting from scratch.
- Tracking a few key marketing metrics and reviewing them regularly.

Action steps

- Optimize your best-performing systems.
- Build a marketing team or partner with a high-touch agency.
- Launch a growth campaign with confidence.

4

Scale

Now that the systems are in place, it's time to turn up the volume. You're creating high-value content, tapping into your community, getting referrals, and optimizing what already works.

Milestones

- Successfully running growth campaigns like webinars, workshops, or memberships.
- Team supports the daily marketing tasks
- Making data-driven decisions and continuously optimizing marketing systems.

Action steps

- Delegate strategic oversight with confidence.
- Build advanced tracking and forecasting.
- Innovate your next-level offers or expansion.

5

Soar

Marketing feels easy. You've built a repeatable, proven system that brings in new clients, keeps current ones engaged, and gives you the freedom to focus on what you love.

Milestones

- Marketing runs predictably with minimal owner involvement
- Marketing focus is on strategic opportunities — partnerships, advanced offers, or expansion
- Advanced tracking and forecasting in place to confidently plan for growth.

Action steps

- Systematize innovation and testing.
- Strengthen your thought leadership and brand authority.
- Optimize client lifetime value with advanced segmentation.

Success Tracker

HOW TO USE THIS:

Think of this tracker as your marketing growth map. You'll start by identifying your current stage, then move through clear checkpoints as you level up. You can move at your own pace—there's no race here. Just steady, sustainable progress.



1

Scramble

Marketing is random. Growth is unpredictable. You're overwhelmed, exhausted, and frustrated

Check Off When Complete:

- ☐ I've clarified who my ideal client is
- ☐ I've defined a core marketing message
- ☐ I've chosen one content platform (social/email/etc.)
- ☐ I've shown up consistently at least 2 weeks in a row
- ☐ I've watched the "Attract" module in the Masterclass
- ☐ I've introduced myself in the community

2

Stabilize

You've built clarity and consistency. Now let's start capturing and nurturing leads.

Check Off When Complete:

- ☐ I have a simple lead magnet or list builder in place
- ☐ I've connected my list builder to an automated email follow-up
- ☐ I've posted original or templated content at least weekly
- ☐ I've tracked which posts/emails are performing best
- ☐ I've joined at least one live coaching call

3

Systematize

Your marketing has structure. Let's scale it with automation + repeatable campaigns.

Check Off When Complete:

- ☐ I've implemented at least one automation from the library
- ☐ I've documented one repeatable campaign or promotion
- ☐ I'm using SaltMine or another tracking dashboard to view metrics weekly
- ☐ I've created an SOP or system for weekly content
- ☐ I've begun outsourcing or templating tasks

4

Scale

You're running effective campaigns and making data-backed decisions.

Check Off When Complete:

- ☐ I've run a live growth campaign (challenge, webinar, workshop, etc.)
- ☐ I've reviewed and repurposed high-performing content
- ☐ I've tested a new offer or updated an existing one
- ☐ I've collaborated with or cross-promoted another business
- ☐ I've optimized my most successful automation or campaign

5

Soar

Your marketing machine runs without you. Now it's time to expand your reach and impact.

Check Off When Complete:

- ☐ I've built advanced client segments and personalized offers
- ☐ I've created or refined a thought leadership strategy (guest posts, podcast, speaking, etc.)
- ☐ I've delegated most marketing activities
- ☐ I've created a calendar to innovate
- ☐ I'm planning an expansion (membership, location, product or service line)

REFLECTION

My current stage:

My biggest win this month:

One challenge I overcame:

My next best step that's going to move the needle is: