BREAKING POINTS AND THE FIRST THREE FIXE

Marketing Strategy · Chapter 8 · Infrastructure and Systems

For each of the six processes ask: what would break with twice the supporters, twice the content or twice the sales? Choose the three gaps that block growth most. Then check: can at least one fix without money start next week? If not, make it smaller.

What would break, process by process

THE THREE GAPS, IN PRIORITY ORDER

GAP · INFRASTRUCTURE OR SYSTEM?	WITHOUT MONEY · WITH MONEY	PROCESS OR REVENUE IT SUPPORTS
1		
2		
3		

BREAKING POINTS AND THE FIRST THREE FIXE

DANIEL'S EXAMPLE · AN ANONYMISED CLUB

READ IT AFTER YOU HAVE TRIED YOURSELF

The three gaps, in priority order

The supporter database · both — Free: one shared spreadsheet, a contact form at every event, consent on every form · Paid: a simple CRM connected to ticketing and the shop — Community, season tickets, every future source

Ticketing platform crashes · infrastructure — Free: sell derby tickets in two waves, members first · Paid: a new ticketing partner — Ticketing, the largest source

Content depends on one person · system — Free: write the system, share templates, train two volunteers · Paid: a part-time video maker — Communication and through it commercial

CHECK YOUR WORK

- [ ] Every gap has a solution without money
- [ ] At least one fix can start next week
- [ ] Every process has a level: minimum, stable or growth