

LESS NOISE. MORE NEXT.

A DIGITAL DECISION TOOL BY ASH SKINNER

THE LESS NOISE DIGITAL DECISION FILTER

10 questions to answer before you spend more time,
money or energy on a digital initiative.

USE IT BEFORE YOU COMMIT TO:

- A new website or redesign
- More marketing or advertising
- SEO, social or content
- AI, automation or new technology
- A new agency, consultant or hire
- Another tactic because "we should probably be doing it"

START WITH THE PROBLEM. NOT THE TACTIC.

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RUN THE DECISION THROUGH THE FILTER.

For each question, mark CLEAR, FUZZY or MISSING. Don't reward optimism. Mark what is actually true today.

	CLEAR	FUZZY	MISSING
1 Do you know the ONE primary digital goal you're trying to achieve right now? More sales, more qualified leads, more bookings, more traffic, more subscribers, etc.	☐	☐	☐
2 Do you know exactly who you need to reach and what you need them to do? Which audience matters most right now, and what action do you need them to take?	☐	☐	☐
3 Do you need more traffic or better conversion? Are too few people finding you, or are enough people arriving but not taking action?	☐	☐	☐
4 Do you know where your biggest digital bottleneck actually is? Traffic? Offer? Messaging? Website? Conversion? Follow-up? Technology? Internal process?	☐	☐	☐
5 Do you know the 3 numbers that tell you whether you're making progress? The KPIs that connect directly to the goal, not every metric available to you.	☐	☐	☐
6 Do you know what you should NOT rebuild? Before replacing the website, switching platforms or changing everything, can you identify what should stay?	☐	☐	☐
7 Do you know exactly what you need to launch? Can you identify the must-haves, what can wait, the blockers, and any gaps that could prevent your product or service from launching successfully?	☐	☐	☐
8 Do you know which digital investment would make the biggest difference right now? If you had another \$10,000, or 100 hours, would you know where to put it?	☐	☐	☐
9 Do you know what you should stop doing? Which channel, tactic, process or piece of work is consuming resources without earning its place?	☐	☐	☐
10 Do you know your exact next step? If you had to take one meaningful action this week that would move the business forward, do you know what it is?	☐	☐	☐

COUNT YOUR CLEAR ANSWERS

8-10 CLEAR - You have enough clarity to act. The bigger need is likely execution.

5-7 CLEAR - You have direction, but the gaps could still cost you time or money.

0-4 CLEAR - Don't choose another tactic yet. You need more clarity on the problem first.

**The score isn't a grade.
It tells you where the decision
still needs work.**

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MAKE THE NEXT MOVE.

Don't leave the filter as a thinking exercise. Turn what you found into one priority and one useful next move.

1. WHERE WERE YOU FUZZY OR MISSING?

Write down the 1-3 questions you couldn't answer confidently.

2. WHAT PROBLEM NEEDS TO BE SOLVED FIRST TO CREATE MOMENTUM?

Which issue, if addressed first, would make everything else easier to move forward?

3. WHAT DOES A BETTER RESULT LOOK LIKE?

Be specific: more qualified leads, higher conversion, faster launch, less manual work, clearer data, etc.

4. WHAT IS YOUR NEXT MOVE?

Get specific: what is the smallest meaningful action, who will do it, by when, and what resources are needed?

5. WHAT COULD GET IN THE WAY OF YOUR NEXT MOVE?

Think about time, budget, skills, approvals, competing priorities or anything else that could slow you down.

STILL STUCK?

Bring me the mess.

We'll figure out what actually matters and what to do next.

BOOK YOUR SESSION NOW