The Media Asset Inventory

Find the media your business already owns, pick the one worth building and close the gaps that let attention slip away. Thirty minutes, a pen or this fillable PDF, and an honest look at what you have.

29%

The typical marketing effectiveness score among 142 owners. 100% means every part of their marketing works.

1 in 5

Owners who track a lead all the way from first contact to a sale (20% of 74 who answered)

20 of 27

Owners in the 2026 edition say no one but them creates content for the business

Why this worksheet exists

For two and a half years, JFP Studios has scored the marketing systems of real estate professionals, consultants, consumer brands, creatives and service businesses. The same pattern repeats across the scores. Owners have the raw material: expertise, relationships, client results, events, a point of view. It often sits unused, and when someone does show interest, there is nothing to catch them.

In 2026 that costs more. 68% of Google searches end without a click, 45% of consumers ask AI tools for recommendations and referrals look you up before they call. Whatever they find is your marketing, planned or not.

What you will leave with

- A list of the marketing material you already have, and what sits unused
- One thing worth building first that people will come back to, planned in six lines
- The leaks to fix so the attention it earns turns into clients
- A 30-day plan with one number to watch

1

PAGE 2 · 10 MINUTES

Take inventory

List what you have in nine areas: what you know, who you know, your work, your events and more. Tick what you have used in the last 90 days. The empty boxes are value you are not using.

2

PAGE 3 · 10 MINUTES

Pick one thing to build

Turn your strongest unused material into something people come back to: a series, a guide, an event, a report. JFP calls this a media property. Plan it in six lines.

3

PAGE 4 · 10 MINUTES

Close the gaps

Check six gaps from the index. Close the ones that matter for your goals, then set a 30-day plan.

The score measures how effective a business's marketing is, not revenue, profit or how well the business is doing. Many strong businesses grow on reputation and relationships alone. Index figures come from owners who completed the JFP Marketing Scorecard between May 2024 and September 2026, one response per owner. Self-reported. Each figure is the share of owners who answered that question.

STEP 1 · TAKE INVENTORY

What your business already owns

Work down the list. Write what you have, where it lives today and who would care. Tick the box only if you used it publicly in the last 90 days.

AREA	WHAT YOU HAVE	WHERE IT LIVES TODAY	USED IN LAST 90 DAYS	WHO WOULD CARE
Expertise What you explain to clients over and over. The questions you answer before every sale.			☐	
Relationships Clients, partners and referral sources who would show up, share or be featured.			☐	
Access Rooms, people, places or deals others cannot easily reach.			☐	
Personality You or someone on your team people want to hear from or watch.			☐	
Experiences Events you host or attend, behind the scenes, the work itself, client results.			☐	
Your methods Your frameworks, checklists and ways of doing the work.			☐	
Data Numbers and patterns only you see across your clients or market.			☐	
Culture How your team works, what you stand for, the community around you.			☐	
Reach Your email list, followers, partners' audiences, places you can publish or speak.			☐	

Assets you hold but have not used in 90 days ☐

The worth of an asset rises when other people can find it. An asset that only lives in your head, your camera roll or your inbox is value nobody else can see.

STEP 2 · PICK ONE THING TO BUILD

Turn one asset into something people come back to

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A post disappears in a feed. A media property is recognizable, repeatable and gives the right people a reason to return. Choose the type that fits your strongest unused asset. Choose by why people would come back. The format comes after.

PEOPLE RETURN FOR THE PEOPLE

Conversations

Build it if you have access to people others want to hear from.

A broker's monthly sit-down with the neighborhood's business owners.

PEOPLE RETURN TO LEARN

Education

Build it if clients ask you the same questions before they buy.

A consultant's five-minute weekly fix, one problem per episode.

PEOPLE RETURN FOR THE STORY

Storytelling

Build it if your clients' results are worth watching.

A short film series on finished projects, told by the client.

PEOPLE RETURN TO BE IN THE ROOM

Live and events

Build it if relationships are your main source of business.

A quarterly dinner that brings referral partners together.

PEOPLE RETURN FOR THE EVIDENCE

Research

Build it if you see numbers or patterns nobody else publishes.

An annual index from your own client data, like the one this worksheet came from.

PEOPLE RETURN BECAUSE IT HELPS

Tools and resources

Build it if a recurring task in your client's week could be easier.

A checklist, calculator or scorecard that leads to your paid offer.

Your first property, in six lines

WORKING NAME

TYPE

BUILT FROM WHICH ASSET ON PAGE 2

WHO IT IS FOR

WHY THEY WOULD COME BACK

RHYTHM (WEEKLY, MONTHLY, QUARTERLY)

WHERE IT LIVES AND HOW PEOPLE FIND IT

WHAT IT SHOULD PRODUCE IN 90 DAYS (RELATIONSHIPS, REFERRALS, CONVERSATIONS, CLIENTS)

Three checks before you build

- Does it move a real business priority, such as referrals, sales conversations or retention?
- Do you hold enough material to make it at least six times?
- Can you make the first one in the next 30 days with the time and people you have?

STEP 3 · CLOSE THE GAPS

Close the gaps before you add more media

JFP STUDIOS

A property earns attention. These six gaps from the index affect how much of that attention turns into clients. Tick each one that is true for you today.

	THE GAP	INDEX	THE MOVE	TRACK THIS
☐	**Nothing catches interest** Visitors and referrals arrive with no form, offer or welcome email waiting.	**30%** send a welcome email automatically	Add one clear next step to your site and your property: a form or booking link, followed by an automatic welcome email.	Inquiries per month
☐	**Follow-up depends on you** Leads who do not buy right away get a reminder when you remember.	**75%** follow up by hand or not at all	Write three follow-up messages for leads who do not convert and schedule them to send on day 2, day 7 and day 21.	Leads re-engaged
☐	**No proof at the look-up** A referral searches you and finds no client results.	**34%** show testimonials or case studies on their site	Publish one client result with a name, a quote and a number. Put it where a referral lands first.	Referrals that book a call
☐	**No audience you own** Your reach belongs to a platform that changes the rules.	**61%** send no newsletter. Senders score 40% against 27%	Start a list from your contacts and send your property to it on its rhythm.	List size and replies
☐	**No one knows what worked** Clients arrive and no one records how they found you.	**30%** can name their top revenue activity of the last 90 days	Ask every new lead "How did you hear about us?" and log the answer in one place.	New clients by source
☐	**The founder is the bottleneck** Only you can make content that sounds like the business.	**74%** say no one else creates with their brand	Write a one-page brief: who you serve, what you say, how you sound. Hand it to everyone who creates for you.	Pieces made without you

Your 30-day plan

DAYS 1 TO 10: FIX THIS LEAK

DAYS 11 TO 20: MAKE THE FIRST EXECUTION

DAYS 21 TO 30: PUBLISH, SEND AND MEASURE

THE ONE NUMBER YOU WILL WATCH

Score your full system in five minutes

The JFP Marketing Scorecard rates seven parts of your marketing and shows the gap that costs you most.

revenuegapassessment.scoreapp.com

Want JFP to run the inventory with you?

The JFP Media Asset Assessment goes deeper: every asset, the property to build first and the plan to prove it.

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