LoftyBiz Channel Planner

Check your readiness gate, add a second channel without stopping the first, and test it with enough volume for ninety days.

Example figures. General education, not financial, legal or tax advice. Results vary. These are examples, not promises.

Readiness gate

Before you add a second marketing channel, check these three points. Use your own numbers; the worked lines below are only examples.

Check	Your answer	Example (illustrative only)
Is channel one steady, with costs and bookings tracked every week?		Example: ads back to about 150 jobs a month after a dip
Does it run without your daily attention, with a written routine?		Example: one team member checks the ads each week
Do you have a small, fixed test budget you can afford to lose while learning?		Example: a fixed amount set aside, not taken from channel o

Add, don't swap — and keep a backup

Keep channel one running exactly as it is. Fund the new channel from its own budget. Write a short backup list of other places you could move part of the budget if channel one drops again.

Test the new channel

Step	Your plan	Example (illustrative only)
Start where people already search		Example: complete local listing, reviews, clear prices, a simp
Test with volume, not a trickle		Example: around 150 clicks a week, three messages
Commit to a fixed period		Example: ninety days; adjust messages every two weeks; do
Attention audit — every place a customer might find you		Example: search, maps, notice board, local radio, the car or

Track both channels side by side

Week	Channel one leads	Channel one cost	Channel two leads	Channel two cost	Customers won
1					
2					
3					
4					

The people and businesses in the video are illustrative examples, and results vary. Sales and costs are rough examples. This is general business education, not financial, legal or tax advice. Keep every lead, its channel and its cost in one place with Systex (our own product) at loftybiz.net. Click the link in the description.