

# Is Your Marketing Being Blocked?

Score your business in 5 minutes. Find out what's getting through and what isn't.

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## Your prospects have a mental ad blocker.

Not a browser extension. A neurological one. The ancient, emotional part of the brain filters every piece of marketing before the conscious mind ever sees it. If your message doesn't pass that filter, your prospect doesn't think "I'm not interested." They don't think anything at all. They just scroll past.

The problem isn't your product. The problem isn't your price. The problem is that your marketing is being filtered out before anyone gets a chance to evaluate it.

This assessment checks five areas where that filtering happens most. Ten questions. Honest answers. Five minutes.

At the end, you'll know which parts of your marketing are getting through and which parts the ad blocker is catching.

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## How to Score

For each question, give yourself a score from 1 to 5.

- 1 Not at all. This doesn't describe my marketing.
- 2 Barely. I see the problem but haven't addressed it.
- 3 Somewhat. I've made some effort here.
- 4 Mostly. This is solid but could be sharper.
- 5 Completely. This is dialed in.

Be honest. This isn't a test. Nobody sees it but you. The only wrong answer is the generous one.

## Section 1: Words

### Are you speaking their language or yours?

#### 1. Could your prospect describe their problem using the exact words on your website?

If you pulled a frustrated prospect off the street and read them your homepage, would they say "yes, that's exactly it" or would they squint and say "I guess"?

Score: \_\_\_ / 5

#### 2. If your competitor swapped in their logo, would your copy still work for them?

"We're passionate about helping you succeed" works for literally anyone. "I've taught 2,000 students who felt exactly like you do" works for one person. How much of your copy is yours alone?

Score: \_\_\_ / 5

## Section 2: Story

### Does your marketing tell a story or list credentials?

#### 3. Does your prospect see themselves as the hero of your marketing, or are you the hero?

Count how many times your homepage says "we" or "I" versus "you" or "your." If you outnumber your prospect, the story is backwards.

Score: \_\_\_ / 5

#### 4. Does your marketing name the real fear, not just the surface problem?

"Grow your business" names a surface want. "Stop wondering why nobody's calling" names the 2am fear. The emotional brain responds to the fear. The logical brain nods at the want. Which one does your marketing speak to?

Score: \_\_\_ / 5

## Section 3: Structure

### Can their brain actually hold what you're giving it?

#### 5. How many ideas does your homepage ask a visitor to hold at once?

Your prospect's working memory holds four ideas. Count the distinct concepts on your homepage above the fold. Services, taglines, navigation options, pop-ups. If it's more than four, the brain isn't pushing harder. It's leaving.

Score: \_\_\_ / 5

**6. Is there one obvious next step, or does your visitor have to choose between several?**

"Schedule a call" is one step. "Schedule a call, download our guide, read our blog, follow us on social media, and sign up for our newsletter" is six. Confusion doesn't create consideration. It creates exits.

Score: \_\_\_\_ / 5

## Section 4: Stack

### Do your offers connect or scatter?

#### 7. If someone finishes your main offer, is the next step obvious?

A connected stack feels inevitable. "Of course that's what I need next." A disconnected stack leaves people dangling. They liked what they got, but there's nowhere to go. So they drift away.

Score: \_\_\_ / 5

#### 8. Can a stranger taste what you do before they have to pay?

The brain needs safety before commitment. A free entry point lets someone experience your value without risking money, time, or ego. If the only option is "buy" or "leave," most people leave.

Score: \_\_\_ / 5

## Section 5: Proof

### Does your marketing earn trust or just claim it?

#### 9. Can every claim on your website be checked, tested, or verified?

"We provide excellent service" can't be checked. "We've worked with 200 businesses in 15 years" can. Falsifiable statements carry risk. The brain registers that risk as trust. Vague claims register as noise.

Score: \_\_\_ / 5

#### 10. Can you picture what your marketing describes?

Read your own homepage. Close your eyes. Can you see specific images? "Capture lasting memories" creates no picture. "Capture your granddaughter's laugh" creates one instantly. The emotional brain responds to what it can see.

Score: \_\_\_ / 5

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**YOUR TOTAL: \_\_\_ / 50**

# What Your Score Means

## 40 - 50: Your Ad Blocker Is Down

Your marketing is getting through. Your words match your prospect's language, your story leads with their problem, and your structure respects how the brain actually works. Fine-tuning may help, but the foundation is solid. Keep testing and tightening.

## 25 - 39: Partial Signal

Some of your marketing is landing. Some isn't. You likely have one or two sections that scored well and one or two that scored poorly. The low sections are where the ad blocker is catching you. Focus there first. A single fix in the right place can shift everything.

## 10 - 24: Mostly Blocked

Your prospect's brain is filtering out most of your marketing before the conscious mind gets involved. This isn't about writing better ads or spending more on traffic. The message itself needs rebuilding from the foundation up. Stack, funnel, story, language. The sequence matters.

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## Where to Look First

Go back to your lowest-scoring section. That's where the biggest leak is. You don't need to fix everything at once. Fix the worst one. See what changes. Then fix the next one.

If your Words scored low, you're speaking your language instead of theirs. Go listen to how your customers actually describe their problem. Use those words.

If your Story scored low, you're listing credentials instead of telling a story. Make your customer the hero. You're the guide.

If your Structure scored low, you're overloading the brain. Cut until there are four ideas or fewer. One clear next step.

If your Stack scored low, your offers don't connect. Design the path so each step leads naturally to the next.

If your Proof scored low, your claims are too vague to create trust. Make them specific, checkable, and yours alone.

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## Want the Full Diagnostic?

This assessment shows you where to look.  
A full diagnostic shows you exactly what's broken and how to fix it.

30-minute discovery call. No pitch. We look at your marketing together  
and I tell you what the ad blocker is catching.

**WalterSchnecker.com**

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### **Want the Complete System?**

*Why They're Not Buying: Read This Before You Write Another Word*

The full framework. Stack design, funnel logic, behavioral psychology,  
story structure, and the four-lens system that ties it all together.

Available on Amazon.