

LENA Formula Worksheet

By Blair Migonis | Ask A Marketer

Locate → Examine → Next Move → Assess

Your repeatable marketing compass

Use this worksheet to run the LENA Framework for your business. Work through each step, write your answers, then take action.

Your Business / Campaign Context

Business Name: _____

Campaign / Focus Area: _____

Date: _____

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Locate the Goal

Define your main marketing objective

What is your #1 marketing goal right now?

Who is your target audience?

E

Examine the Current State

Audit what's working & what's not

What's currently working in your marketing?

What's NOT working or needs to stop?

N

Next Best Move

Pick ONE action aligned to your resources

What is the single most impactful action you can take?

What resources (time/budget/team) do you have?

A

Assess & Measure

Choose metrics & review regularly

What 1–2 metrics will you track to measure success?

When will you review results? (Set a date)

LENA IN ACTION — Example: Local Coffee Shop

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Goal: Increase walk-in customers by 20% in 90 days.

E

Working: Instagram engagement is high. Not working: No clear call-to-action driving foot traffic.

N

Next Move: Run a geo-targeted Instagram ad with a 'show this post for 10% off' offer — this week.

A

Metrics: Weekly foot traffic count + coupon redemptions. Review every Friday.

My Commitment

I will take this ONE action by: _____

Signed: _____