

IS IT THE RIGHT TIME TO INVEST IN ADDITIONAL PR/MARKETING SUPPORT?



FEBRUARY 2026

TEL: 07857 433665

GATEKEEPERCOMMUNICATIONS.COM



**Gatekeeper
Communications**



- 04 How this checklist works**
- 05 Is your marketing a little bit ‘on the huh?’**
- 07 There are clear business bottlenecks in place**
- 09 You’re approaching reputation breakdown**
- 11 How to read your score**
- 15 Why work with Gatekeeper Communications**



amy@gatekeeper
communications.
com



07857433665



gatekeepercommunications.
com



As your business grows, it gets harder to spot when your brand visibility, external messaging and wider reputation aren't quite keeping up with where you're heading.

What starts as a few "I'll sort that later" jobs soon turn into muddled messaging, missed chances and a brand presence that no longer shows what you actually do, or why customers ought to pick you over your competitor down the road.

It's tempting to treat marketing as something you'll crack on with once things "quiet down", but let's be honest, that day rarely comes.

And while you're juggling the day-to-day, your competitors are busy getting themselves seen, heard and chosen by the very customers who should have been yours.

This readiness checklist gives you a clear, no-nonsense way to work out whether the friction you're feeling is just the natural growing pains of running a busy Suffolk business or whether you've reached the point where your marketing, PR or content needs have outgrown what you can reasonably handle on your own (or what your in-house team can realistically keep up with).



**Gatekeeper
Communications**

HOW THIS CHECKLIST WORKS



This checklist is built to give you a straight, no-nonsense snapshot of where your marketing and PR efforts really stand.

Each statement reflects a common warning sign, the sort of thing most business owners quietly battle with while telling themselves they'll "get round to it next week".

All you have to do is tick 'yes' for anything that rings true. The more boxes you tick, the clearer the picture becomes.

Your final score shows whether you're just feeling the normal growing pains of a busy business, or whether you're edging into the territory where your visibility, messaging and reputation are starting to slip behind your ambitions. It's not about catching you out or selling you a service you're not sure you need.

Instead, it's about helping you work out what needs attention now, what can wait, and where a bit of external support could take the pressure off.



amy@gatekeeper
communications.
com



07857433665



gatekeepercommunications.
com



Gatekeeper
Communications

IS YOUR MARKETING A LITTLE BIT 'ON THE HUH'?



Allocate 1 point for every 'yes' that you recognise

Most people fall into a mix of the three stages, and that's normal. Your score just helps you see which direction things are heading.

Start here: If most of your ticks sit in this section, you're in the early strain zone. This means that nothing is wild, just a few things starting to sit a bit "on the huh." (which if you didn't know is Suffolk slang for wonky.)

Your website copy, service pages or About page haven't been updated in 6–12 months.

You have good stories (client wins, launches, data) but no time to shape PR-ready angles.

Your LinkedIn summary or bio no longer reflects your current positioning.

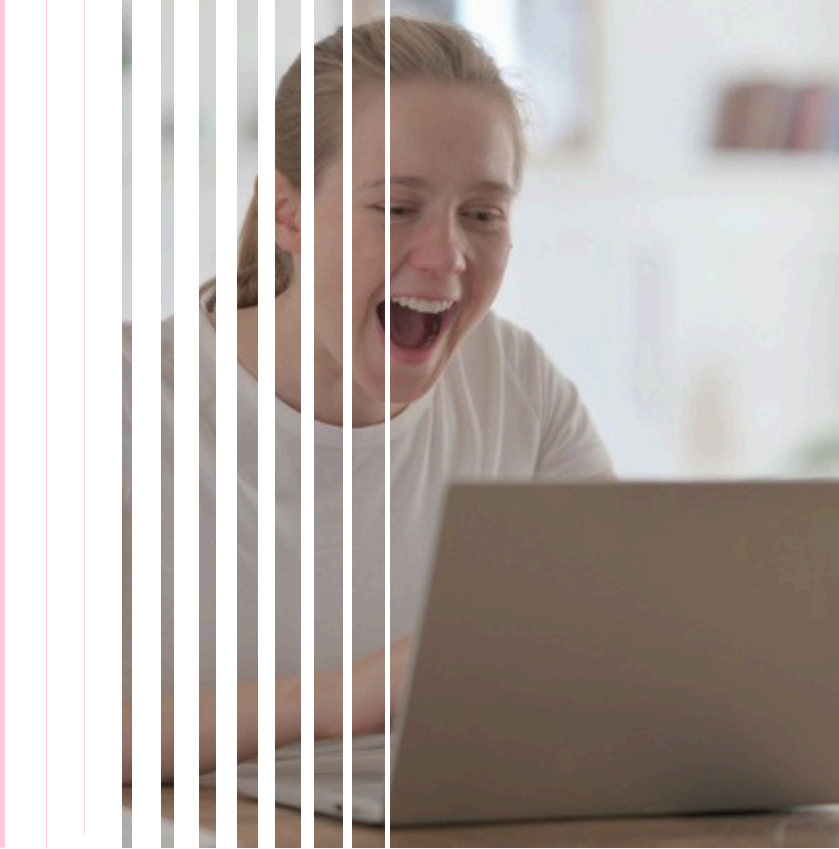
You intend to write case studies, but none of them are complete and you have a bank of positive testimonials sitting in your inbox.

You rarely publish long-form content (articles, guides, newsletters).



Gatekeeper
Communications

IS YOUR MARKETING A LITTLE BIT 'ON THE HUH'?



Allocate 1 point for every 'yes' that you recognise

Most people fall into a mix of the three stages, and that's normal. Your score just helps you see which direction things are heading.

You have strong insights but aren't sure how to package them into thought-leadership.

You're unsure which trade or local outlets may want your expertise.

Social posts are sporadic or overly promotional and engagement is low. You don't know how to fix it.

You keep rewriting the same messaging because nothing feels "right".

You rely heavily on referrals with limited top-of-funnel visibility. You're worried that AI overviews are ruining your online visibility.



amy@gatekeeper
communications.
com



07857433665



gatekeepercommunications.
com



Gatekeeper
Communications

THERE ARE CLEAR BUSINESS BOTTLENECKS IN PLACE



Allocate 1 point for every 'yes' that you recognise

Most people fall into a mix of the three stages, and that's normal. Your score just helps you see which direction things are heading.

You're not alone: If a good chunk of your ticks land here, you've hit the brand bottleneck stage. You're working hard but not getting the visibility or consistency you deserve.

Competitors are appearing in the press or on podcasts and you feel behind.

Your messages differ depending on who writes or speaks about the business.

No structured PR cadence (pitch calendar, press releases, journalist follow-ups).

LinkedIn activity only happens when you "get a minute", not consistently.

You lack a modern case study library with clear outcomes and testimonials.



amy@gatekeeper
communications.
com



07857433665



gatekeepercommunications.
com



Gatekeeper
Communications

THERE ARE CLEAR BUSINESS BOTTLENECKS IN PLACE



Allocate 1 point for every 'yes' that you recognise

Most people fall into a mix of the three stages, and that's normal. Your score just helps you see which direction things are heading.

You launch services without supporting materials (press releases, landing pages).

You need authoritative assets (white papers, reports) but never get around to them.

You rarely repurpose content across formats.

Your tone of voice isn't written down anywhere, so things sound different depending on who's writing.

You aren't tracking media mentions, share of voice, or overall visibility.



amy@gatekeeper
communications.
com



07857433665

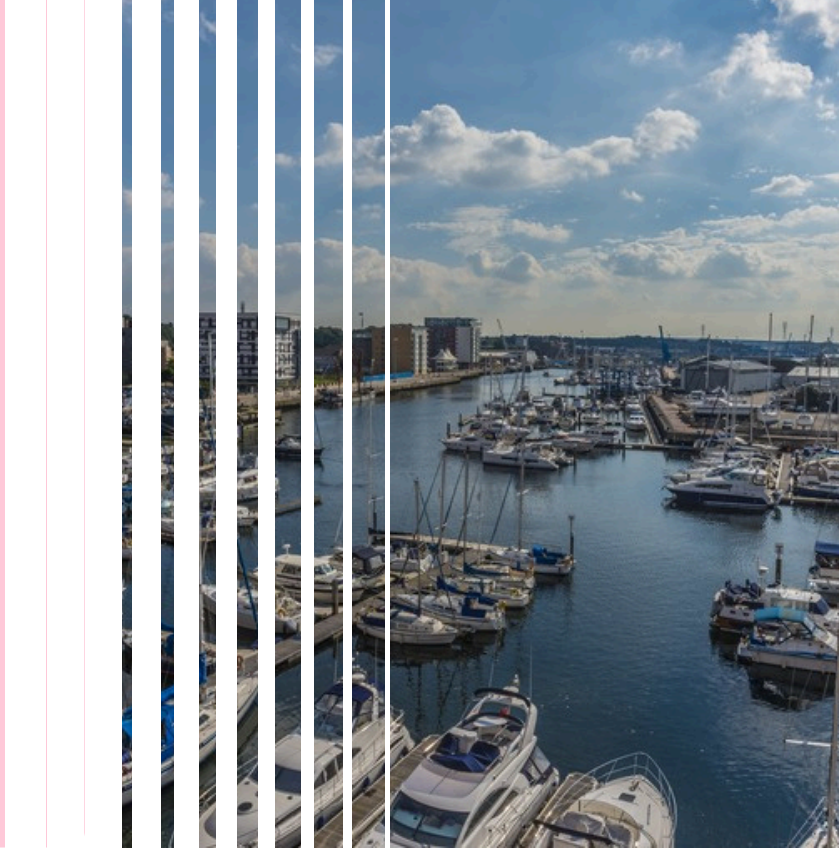


gatekeepercommunications.
com



Gatekeeper
Communications

YOU'RE APPROACHING REPUTATION BREAKDOWN



Allocate 1 point for every 'yes' that you recognise

Most people fall into a mix of the three stages, and that's normal. Your score just helps you see which direction things are heading.

This is your heads-up: If most of your ticks fall in this section, you're in the reputation risk zone. Your external presence isn't keeping up with your business, and it needs sorting sooner rather than later.

You've lost pitches because proposals or assets lacked clarity or authority.

Your search results and profiles no longer reflect your real expertise.

There is no plan for handling negative coverage, reviews or reputation issues.

You feel invisible next to competitors publishing regular thought-leadership.



amy@gatekeeper
communications.
com



07857433665



gatekeepercommunications.
com



Gatekeeper
Communications

YOU'RE APPROACHING REPUTATION BREAKDOWN



Allocate 1 point for every 'yes' that you recognise

Most people fall into a mix of the three stages, and that's normal. Your score just helps you see which direction things are heading.

Your strongest client outcomes are undocumented as case studies or PR stories.

Outdated or irrelevant pages dominate Google search results.

Critical PR/content tasks slip because nobody owns them.

You make strategic communications decisions without visibility or reputation data.

Your positioning has drifted and no longer reflects what you deliver.

Once you've ticked everything that applies, head to the next page to interpret your score.



amy@gatekeeper
communications.
com



07857433665



gatekeepercommunications.
com



**Gatekeeper
Communications**

HOW TO READ YOUR SCORE



Did you score 0-5?

You're in decent shape, just showing the early signs that things are slipping round the edges.

Most of this is stuff you or your in-house team can probably sort yourselves with a bit of time, structure and consistency.

Think of this as your “tidy-up and tighten-up” zone.

Suggestions for what you or your in-house team should prioritise

- Refresh your website copy
- Get a few case studies written
- Plan a simple posting rhythm
- Update your LinkedIn bio
- Capture a couple of easy PR wins

A few hours of focused effort every week will make a noticeable difference.



amy@gatekeeper
communications.
com



07857433665



gatekeepercommunications.
com



**Gatekeeper
Communications**

HOW TO READ YOUR SCORE



Did you score 6-10?

You're at the point where marketing and PR tasks are competing with everything else on your plate and something has to give.

Nothing is on fire, but things are piling up, and your visibility isn't quite in line with the quality of your work. Some of this could be handled in-house if you've got the time and headspace. But this is also where a little extra resource (perhaps a freelancer providing a short project or ad-hoc support) can make life a lot easier.

That little extra help every month could include

- Someone taking your draft notes and turning them into blogs, posts or case studies
- A bit of PR pitching done for you each month
- Help create a white paper or guide you've been putting off
- A refresh of your tone-of-voice or messaging so the team can stay consistent

You don't need a big retainer, just well-targeted support to get those tasks off your to-do list



amy@gatekeeper
communications.
com



07857433665



gatekeepercommunications.
com



**Gatekeeper
Communications**

HOW TO READ YOUR SCORE



Did you score 11-15?

Your external presence is now out of step with where your business actually is, and that will start affecting leads, trust and momentum if it hasn't already.

You need structured, consistent help, whether that's a dedicated freelancer, outsourced PR support, or someone to take ownership of your messaging, content and visibility.

External support is usually needed when:

- You're losing pitches or visibility to competitors
- Your search results or online footprint don't reflect your real expertise
- You're not capturing or promoting client wins
- You have no crisis or reputation plan
- High-value content (reports, case studies, bylines) is overdue or non-existent
- You know what needs doing but you'll never realistically get the time to do it

This isn't failure, it's a sign your business has grown. But if you don't act now, you might fall behind your competitors who are doing these activities.



amy@gatekeeper
communications.
com



07857433665



gatekeepercommunications.
com



**Gatekeeper
Communications**

HOW TO READ YOUR SCORE



Did you score 15+

Things have drifted far enough that visibility, messaging and reputation are now genuine risks because you're not clearly telling your customers who you are, what you do and why they should choose you.

You'll need a clear plan and proper support to get everything realigned quickly, whether that's PR, content, messaging or reputation management.

This is the point where trying to handle it in-house will only drag things out. Getting external help in place will take the pressure off and stop any further communications issues from escalating. It's about recognising what you can do to improve the overall look and feel of who your business is.



amy@gatekeeper
communications.
com



07857433665



gatekeepercommunications.
com



WHY WORK WITH GATEKEEPER COMMUNICATIONS?

WHY WORK WITH GATEKEEPER COMMUNICATIONS?



Gatekeeper Communications was founded by Amy Dawson, an experienced copywriter with more than 20 years' experience working in PR and marketing roles, both in-house and in agencies. Located in Suffolk, she has worked with a variety of both national and regional brands, helping them to make the most of their marketing strategies.


Amy regularly works with clients to help them devise comprehensive content schedules that align with their overall business strategy - after all, **great copy should inspire action**.


It should help the client reach their objectives and encourage audiences to engage with, and remember, what they've read. This is why our approach is to always question "what do you want to do?" "Why do you want to do it?" and "how do you want to do it?".


We believe that without continually asking yourself these questions, it's impossible to create great content.

As part of our approach, Amy Dawson works closely with clients to understand who they are, what they do, and what makes them stand out from the crowd. This allows her to put herself in the position of what the client needs, and how to help them raise their profile effectively.

When you work with Gatekeeper Communications, you can feel confident that you'll receive a high-quality service with clear, consistent, and approachable communication. We believe that when you hire a freelance PR practitioner, you need to feel that you can work together as a partnership.

 amy@gatekeepercommunications.com

 07857433665

 gatekeepercommunications.com



WHAT OTHERS HAVE SAID...

"Amy has been professional, knowledgeable and friendly throughout the time I've worked with her. She has always had my business interests at the forefront of our conversations, and she understood what I was trying to achieve from our first conversation. She worked on a speedy turnaround for articles and captured my 'voice' in the articles she briefed for me. I'd happily work with Amy again."

Katy Edwards, Forest Digby

"Wow, I am blown away with this case study; you have hit the mark perfectly! This really drew me in right from the start and took you on their journey, including all the key info that will attract our readers."

Lydia Polom, Invision360

"Working with Amy at Gatekeeper Communications has truly been a delightful experience. Amy not only listens attentively but also poses all the necessary questions to ensure the creation of the perfect blog that aligns seamlessly with my brand voice. Her talent for crafting blogs that are both engaging and informative has undeniably heightened the online visibility of my business.

What sets Amy apart is her unwavering consistency in delivering work punctually, turning my dream of reliable and timely service into a reality. I recommend Amy's services to anyone seeking copywriting support for their business."

Rebecca Cullen, Inspired Occasions

"Amy is both very knowledgeable and thoughtful in her approach to our copywriting needs. She has been extremely helpful and full of very great ideas and suggestions also - absolutely loved working with Amy and would recommend her 100%!"

Daniel Haden-Scott, Creightive





"It has been a pleasure working with Gatekeeper Communications for the past few months. The work produced was exactly what we were looking for, and we received nothing but a friendly yet professional service that kept us on schedule. I look forward to working with Amy again in the future."

Kristie Holiday, Ensors

"I just want to say thanks again for the incredible job you did on this research. I'm blown away by the level of detail and attention you've put into it and if this is a benchmark for your typical standard, I'll be sure that we use these services of yours on a regular basis."

Greg Rawles, Creative Fire

"We've been working with Amy to research and write our comprehensive candidate and client guides and ongoing blog support for our website. Amy's articles have always been thoroughly researched, professionally written, and interesting to read. Amy has understood our audience and tailored her writing to each distinct audience. What's more, each article has been provided in advance of deadlines along with ideas for further content. We would highly recommend her to anyone."

Kate Allen, Allen Associates

"I have been using Amy for blog articles, SEO articles and many other text creation task. Amy is fantastic to work with and her work is amazing! I highly recommend her to anyone."

Sean Bailey, Nula Media

**Discover how you
can maximise
your brand
potential with
Gatekeeper
Communications**



Now's the time to invest in your marketing and PR!

DON'T DELAY - FIND OUT HOW WE CAN SUPPORT YOUR BUSINESS

- Improve your website
- Maximise your reputation
- Reach out to new audiences
- Grow your business

BOOK AN APPOINTMENT

Talk to us to find out what you're
looking for.

07857 433665

amy@gatekeepercommunications.com

www.gatekeepercommunications.com

