

WHAT TO FIX FIRST IN YOUR BUSINESS.

*A triage guide for creative brains
who are done fighting their own systems.*



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A simple triage guide for creative brains who are done fighting their own systems.

We've got this.

I know how it feels when everything in your business seems broken at once and you don't even know where to look first. The loudest problem isn't always the real one. The most visible thing isn't always the most urgent. And when your brain is already overwhelmed, trying to fix everything at once is the fastest way to fix nothing.

Work through this guide honestly and you'll walk away knowing exactly what to tackle first - and why. Better still, you'll be able to use it again every time things start feeling tangled. That's the whole point. Not just a fix. A skill you keep.

How to use this guide

When everything feels tangled, it's easy to fix the loudest thing instead of the thing that's actually costing you the most. This guide helps you sort the mess into a sane order.

- Work through the friction check and mark each statement honestly.
- Notice what's costing you time, clarity, energy, consistency, or opportunities.
- Sort problems into three buckets: fix first, fix later, or leave it alone for now.
- Choose one next move. Not five. One.

Tiny reminder: not every ugly thing is urgent, and not every annoying thing is the real bottleneck.

Part 1 — The friction check

Mark each statement with Yes, Kind of, or Nope. There's no prize for pretending your systems are fine.

Statement	Yes	Kind of	Nope
Visibility and clarity			
1. People don't quickly understand what I do.	☐	☐	☐
2. I don't have one clear place to send people.	☐	☐	☐
3. My website, profile, or online presence feels outdated, confusing, or incomplete.	☐	☐	☐
4. I explain the same thing over and over in DMs, emails, or conversations.	☐	☐	☐
5. I'm not sure my offers are as clear as they need to be.	☐	☐	☐
Workflow and operations			
6. Everyday tasks take longer than they should.	☐	☐	☐
7. I repeat steps manually that probably could be simplified.	☐	☐	☐
8. Launching, updating, or sharing something feels more exhausting than it should.	☐	☐	☐
9. Things fall through the cracks because I don't have a reliable system.	☐	☐	☐
10. My business often feels harder to run than it should.	☐	☐	☐
Tools and tech			
11. I'm using too many tools.	☐	☐	☐
12. Some of my tools overlap, duplicate, or don't play well together.	☐	☐	☐
13. I'm not confident I've chosen the right tools for what I need.	☐	☐	☐
14. My tech setup feels more like a pile than a system.	☐	☐	☐
15. I avoid certain tasks because the tools make them annoying.	☐	☐	☐
Resources and organization			
16. My files, notes, templates, links, or assets are scattered.	☐	☐	☐
17. I waste time looking for things I know I already made.	☐	☐	☐
18. Important business information lives in too many places.	☐	☐	☐
19. My digital setup makes me feel behind before I even start.	☐	☐	☐
20. I don't have a simple way to organize the stuff I need regularly.	☐	☐	☐
Bigger-picture strain			

21. I keep trying to fix symptoms instead of the real issue.	☐	☐	☐
22. I have trouble deciding what to tackle first.	☐	☐	☐
23. I often feel digitally overwhelmed before I even begin working.	☐	☐	☐
24. I suspect I don't need more tools, just better decisions.	☐	☐	☐
25. I know something needs to change, but I'm not sure what will make the biggest difference.	☐	☐	☐

Part 2 — What is this actually costing you?

Now look at the statements you marked Yes and Kind of. For each one, ask what it's really costing you. Some problems are noisy but harmless. Others quietly tax your business every single week.

Is this costing me time?	Does this make simple tasks take longer, slow down launches, or create repeated effort?
Is this costing me clarity?	Does this make it harder for people to understand what I do, what I offer, or how to work with me?
Is this costing me energy?	Does this drain focus, create dread, or make work feel heavier than it needs to?
Is this costing me consistency?	Does this make it harder to show up, follow through, or keep things updated?
Is this costing me opportunities?	Could this be contributing to missed inquiries, missed sales, delayed ideas, or abandoned projects?

Part 3 — Sort it into three buckets

Take the issues that stood out and sort them into the buckets below.

This is where the fog starts lifting. Don't overthink the buckets. Your gut usually knows.

Fix first	Fix later	Leave it alone for now

A lot of people spend energy fixing things that are visible but not urgent because it feels more satisfying than dealing with the heavier problem.

Part 4 — What usually comes first?

Fix clarity first if...

Signals

- people are confused about what you do
- you don't have a clear offer
- people don't know where to go next
- your online presence is making things murkier instead of clearer

This might look like

- clearer messaging
- a better homepage or landing page
- a simpler offer structure
- one clear place to send people

Fix workflow first if...

Signals

- daily tasks feel heavier than they should
- you repeat too much manual work
- things keep slipping through the cracks
- you're wasting energy on avoidable friction

This might look like

- simplifying repeated steps
- creating a more usable process
- setting up a better flow for content, inquiries, bookings, or updates
- reducing task clutter

Fix your tools first if...

Signals

- your tools are actively working against you
- you have overlap, duplication, or too many platforms
- you keep switching tools hoping one will save you
- your setup doesn't fit how you actually work

This might look like

- auditing what you already use
- removing what is unnecessary
- choosing better-fit tools
- making your tools work together more cleanly

Fix organization first if...

Signals

- you can't find your own stuff
- your business information is scattered
- your content, files, and resources are chaotic
- your brain gets tired before the work even starts

This might look like

- cleaning up one core category first
- creating a simple home for resources
- organizing files, templates, links, or offers
- reducing visual and digital clutter

Fix visibility first if...

Signals

- you're good at what you do but hard to understand online
- you don't have a clear digital home
- people rely on you to explain everything

This might look like

- a simple website
- a cleaner landing page
- a portfolio or service page

manually • you're too dependent on scattered platforms	• one clear digital front door
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Fix overload first if...	
Signals • everything feels like too much • you can't tell what matters most • every fix idea creates more stress • you need less complexity, not more	This might look like • simplifying before building • deciding what not to do • choosing one bottleneck to solve • stopping the pile-on of new tools, projects, and platforms

Part 5 — A simple priority filter

Run each possible fix through these five questions before you commit your time, money, or brainpower to it.

- Does this problem happen often?
- Does this problem affect money, opportunities, or trust?
- Does this problem create repeated effort?
- Does fixing this make other things easier?
- Am I drawn to fixing this because it matters, or because it is easier than the real issue?

[illegible]

Part 6 — Your next right move

Choose the statement that feels most true right now, then start there.

If people are confused

Your next move is clarity. Focus on what you do, who it's for, what problem you solve, and where to send people next.

If work feels clunky

Your next move is workflow cleanup. Focus on repeated tasks, bottlenecks, unnecessary steps, and smoother processes.

If your tools are a mess

Your next move is tool simplification. Focus on what you actually use, what overlaps, what annoys you, and what would work better for your brain and business.

If your digital life is scattered

Your next move is organization. Focus on files, links, templates, content, and resources, one category at a time.

If you think you need a website

Your next move might be visibility, but check first. You may need one clear page, better messaging, and a cleaner path, not a giant website.

If everything feels like too much

Your next move is less. Less noise, less tool hopping, less pressure to fix everything at once, and less digital nonsense.

Part 7 — What not to fix first

- tiny design details no one notices
- endless tweaking of colors, fonts, or layout
- moving to a new tool just because it looks shinier
- building a giant website when one page would do
- reorganizing everything at once
- making a full new system before understanding the actual bottleneck
- trying to solve overwhelm by adding more complexity

Busy isn't the same as useful, and a polished distraction is still a distraction.

You don't need to fix everything. You need to fix the thing that's creating the most friction, confusion, or drain right now. That's where relief starts. That's where momentum starts. That's where your business starts feeling lighter again.

You've got this.

Seriously. You just did the thing most people avoid - you looked honestly at what's actually going on instead of just staying busy. That takes more courage than it sounds.

If you worked through this and you know what needs fixing but you're not sure how to fix it - that's exactly what I'm here for.

Book a free Strategy Call and let's figure out your first move together. No pitch, no pressure. Just a conversation about what's actually in the way and what to do about it.

🔗 **Book your free Strategy Call:** lunacal.ai/artemisnorth/meeting