MRM creative

Digital Reset
CHECKLIST



mrmcreative.com

Hello there!



When things start to feel overwhelming, the hardest part is knowing where to begin.

My clients often come to me managing years of stacked platforms, multiple logins, and processes that were never fully set up to work together.

I'm Kenzie, the designer behind MRM Creative, and I help bring structure to it all—creating websites and systems that are clear, connected, and easy to manage.

This checklist is a simple way to step back, understand what's happening behind the scenes, and start simplifying your setup.

LET'S BEGIN!

"What once felt scattered is now streamlined—a cohesive website, engaged community, and systems that work seamlessly behind the scenes. Everything is connected, organized, and much easier to manage day-to-day."

Your WEBSITE

Your website should feel clear, easy to navigate, and aligned with your business—not confusing, outdated, or hard to manage.



- [ ] Can someone understand what you do within a few seconds?
- [ ] Is your navigation simple and intuitive?
- [ ] Are there any outdated pages or broken links?
- [ ] Does your site feel cohesive from page to page?
- [ ] Is it easy for someone to take the next step (contact, book, buy)?
- [ ] Do you feel confident updating your site, or does it feel overwhelming?

WHAT FEELS UNCLEAR OR HARD TO NAVIGATE?

Your BRAND

Your brand should feel clear, cohesive, and easy to use—not something you have to overthink.



- [ ] Does your brand feel consistent across your website and platforms?
- [ ] Are your colors and fonts clearly defined and easy to use?
- [ ] Do your visuals (images, graphics, logos) feel aligned?
- [ ] Does your brand reflect your business as it is today?
- [ ] Do you feel confident creating new content that matches your brand?

WHAT FEELS INCONSISTENT OR UNCLEAR?

Your SYSTEMS

Your systems should support your business—not slow it down.



- [ ] Are your platforms connected, or are you duplicating work?
- [ ] Are you manually doing tasks that could be automated?
- [ ] Do your forms, emails, and workflows flow together smoothly?
- [ ] Is your CRM or contact list organized and up to date?
- [ ] Do your systems keep your data accurate and up to date across platforms?

WHAT COULD BE SIMPLIFIED?

Your BACKEND

Your backend should feel organized, accessible, and easy to manage — not something you avoid.



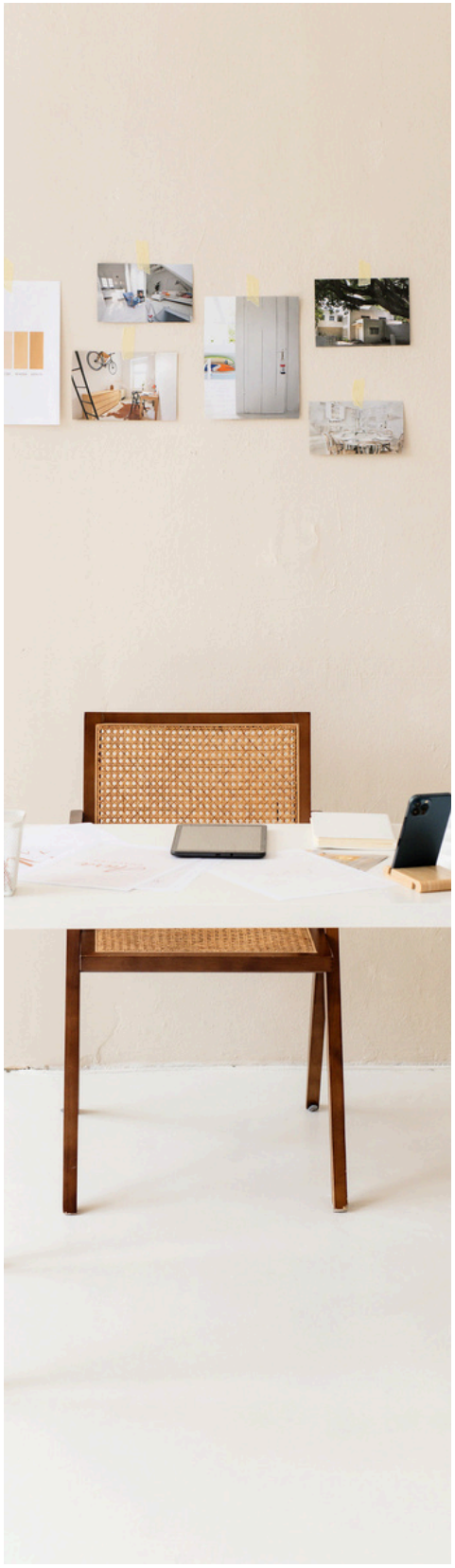
- [ ] Are your files, links, and assets organized?
- [ ] Do you have naming systems that actually make sense?
- [ ] Can you easily find what you need?
- [ ] Are your platforms set up cleanly—or patched together over time?
- [ ] Does your backend feel manageable, or overwhelming?

WHAT FEELS DISORGANIZED OR HARD TO FIND?

Now What?

You've looked at each part of your digital setup — now it's time to zoom out.

Instead of fixing everything at once, focus on what will make the biggest difference.



1 WHAT'S WORTH KEEPING?

What already feels clear, functional, and aligned?

2 WHAT'S CREATING THE MOST FRICTION?

Where are you losing time, repeating work, or feeling stuck?



3 WHAT WOULD MAKE THE BIGGEST IMPACT IF IT WERE FIXED?

If you could improve one thing right now, what would actually change how your business runs?



4 YOUR NEXT STEP

What's one realistic step you can take to start simplifying things?

Let's get **STARTED**

You don't have to figure all of this out on your own. Most of the time, it's not about starting over—it's about organizing what you already have and making it work together more seamlessly.

This is exactly the work I do with my clients—bringing structure, clarity, and connection to their digital presence so their business feels easier to manage day-to-day.

SCHEDULE A CALL

LEARN MORE

Clarity is the first step. From here, it's about simplifying, connecting, and building something that actually works for you. If you're ready for that, I'd love to help.



Kenzie Mahon

Founder, MRM Creative

hello@mrmcreative.com
www.mrmcreative.com