

30-Day Marketing Assumption Clarity Framework

A Fractional CMO checklist to replace guesswork with confidence before 2026

Week 1: Name the Assumptions

List the top three assumptions your marketing plan depends on. If any of these are wrong, the plan changes.

Assumption	Why it must be true

Week 2: Turn Assumptions into Hypotheses

Rewrite each assumption as a clear 'If-Then' hypothesis that can be tested.

Assumption	Testable Hypothesis

Week 3: Define Small Tests

Design one small, reversible test for each hypothesis. Keep it simple and time-bound.

Hypothesis	Test to Run (30 days max)	Success Signal

Week 4: Decide and Move Forward

At the end of 30 days, make a decision. Double down, modify, or drop.

Hypothesis	Decision	Next Action

Clarity compounds. Decisions reduce noise. Strategy becomes lighter when assumptions are tested early.