One change. A clearer result.

Choose one location and one problem. Print this sheet and complete it by hand.
Keep personal customer information out of the plan.

1. Goal and location

What specific problem are we trying to solve?

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2. Baseline

Metric, source, date range and starting value:

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3. Change and owner

What will change, who owns it and when will it go live?

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4. Checks and cost

Policy review, permissions, budget and staff time:

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5. Review

Useful outcome and date to review the result:

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6. Result and limits

What changed, what else happened and what remains unproven?

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7. Decision

Keep, adjust or stop - with a reason:

A click is not a confirmed customer. Before-and-after changes do not prove causation.

Planning aid only; not a legal opinion or a forecast. Reviewed November 1, 2026.

https://thchunters.com/research/dispensary-marketing