



The 5 Minute Fix

◆ MEMBER RESOURCE ◆

THE OWNERSHIP LADDER AUDIT

Find out where your business actually lives, in five minutes flat.

HERE'S THE GIST

Before you start

Two things happened recently that I can't stop thinking about.

A friend of mine lost fourteen thousand Facebook group members overnight. Five years of building that community. One policy violation she still doesn't understand. Gone by morning, with no human being at Facebook to appeal to.

And then I heard from a business owner who'd stepped away for a while to deal with some life stuff. While she was out, the company hosting all of her courses quietly folded. Shut the doors, turned off the lights, left. Her courses went with them. Years of work.

Here's what gets me about those two stories sitting side by side. The first one has an explanation, even if it's a lousy one. The second one doesn't. She didn't break a rule. There was no rule to break. The landlord just left the building.

ONE QUESTION, ONE PLATFORM

I've been doing this for twenty-five years. I watched Periscope die, MySpace vanish, and Google Plus disappear. I remember the six months where everyone HAD to be on Clubhouse. Every single time, the businesses that barely noticed were the ones treating the platform like a place they visited. The ones that got wrecked were treating it like a place they lived.

So this worksheet asks you one question about one platform: **if you got locked out tonight, what could you never get back?**

I want to be really clear about what this is not. This is not me telling you to quit social media. Go use LinkedIn. Build the group. Post on Instagram until your thumbs hurt. Those platforms are genuinely good at putting you in front of people who need you. This is just about knowing where your stuff lives, so nothing about it can ever surprise you.

STAY MAGICAL! ✨

Pam Langord, Simply Magic Marketing

THE OWNERSHIP LADDER

Everything in your business sits on one of three rungs.

01 RENTED

It exists only on the platform. Your connections, your group members, your DM history, your comment threads. If access disappears, so does this, and no appeal brings it back. This is my friend's fourteen thousand people.

02 LEASED

You *could* get it out. There's an export button sitting right there in the settings. You have just never clicked it. This is the course platform story, and this rung is the sneaky one, because leased feels exactly like owned right up until the day it doesn't.

03 OWNED

There's a real copy somewhere you control. Your hard drive, your Google Drive, your own server. Nobody can revoke it, because nobody granted it.

PRO TIP

Your email list is the one most people get wrong. It's sitting in your email platform, it's fully exportable, and if you have never once downloaded it, you don't have your list. You have access to your list. Those are different things, and the difference only shows up on the worst possible day.

HOW TO USE THIS

- 01 **Set a timer for five minutes.** Seriously, set it. This works because it's fast, and it stops working the second it turns into a research project.
- 02 **Audit one platform.** Not your whole stack. Pick the one where the most of your business actually lives right now, which is usually your email platform, your community, or wherever your courses are hosted.
- 03 **Trust your gut on every answer.** Do not go looking things up. If you're not sure whether you've ever exported something, you haven't.

◆ FIVE MINUTES, STARTING NOW ◆

YOUR AUDIT

PLATFORM I'M AUDITING

TODAY'S DATE

Score each row: **Rented = 0 • Leased = 1 • Owned = 2**

What lives there	What specifically?	Rented (0)	Leased (1)	Owned (2)	Score
Your people <i>Subscribers, members, followers, connections</i>		☐	☐	☐	
Your content <i>Posts, videos, courses, lessons, resources</i>		☐	☐	☐	
Your conversations <i>DMs, comment threads, client questions you answered brilliantly</i>		☐	☐	☐	
Your proof <i>Testimonials, reviews, results, praise in the comments</i>		☐	☐	☐	

TOTAL SCORE: _____ OUT OF 8

A QUICK HEADS UP ABOUT THAT LAST ROW

Your proof is the one that catches almost everybody. Your best testimonials are usually sitting in a comment section, a DM, or a group thread you don't own. If that row came back Rented, you're in extremely good company.

READING YOUR SCORE

0-2 LIVING OUT OF A SUITCASE

Nearly everything here exists only on this platform. That's not a character flaw, it's just what happens when you build fast on whatever was working at the time. The good news is your first export is going to move this number a lot.

3-4 RENTING MONTH TO MONTH

You've got copies of some things, and the rest is exportable whenever you decide to click the button. You're one focused afternoon from a completely different score.

5-6 HOLDING THE DEED ON MOST OF IT

You're in solid shape. Look at whatever's still sitting at zero and ask whether it's genuinely low value or just easy to forget. Usually it's the second one.

7-8 YOU OWN THE BUILDING

Lovely. Run this audit again on your *second* biggest platform, because that's almost certainly where the exposure moved.

ONE THING, WHATEVER YOUR NUMBER

This is not a grade and nobody's checking it. Any score above zero means you're already ahead of where you were five minutes ago. And the whole point of the next section is that this number is designed to move.

◆ TWO MINUTES ◆

NOW RUN ONE EXPORT

This is the part that actually changes something, and you've got about two minutes.

- ☐ Look back at your grid and find the highest-value thing marked **Rented** or **Leased**
- ☐ Nine times out of ten that's your email list, so start there
- ☐ Go find the export button and click it
- ☐ Download the file
- ☐ Put it somewhere you'll be able to find it again. A folder called **Business Backups** is completely sufficient

LOG IT SO YOU KNOW IT HAPPENED

Three lines. That's the whole system.

What I exported	Date	Where I put it

NEW SCORE: _____ OUT OF 8

That's a real number that changed because of something you did in five minutes. Sit with that for a second.

◆ BUILT TO BE REUSED ◆

RUN IT AGAIN

Copy the grid and run it fresh whenever:

- ◆ You're auditing your **second and third** platforms, which you should get to eventually
- ◆ You're about to **commit to something new**. Run it before you build the community, not after. Knowing a platform is Rented going in changes how you use it.
- ◆ Something **changes hands**. A tool gets acquired, a platform announces a pivot, pricing shifts hard. Those are all signals worth a five-minute look.
- ◆ It's been **six months**. Things drift.

What lives there	What specifically?	Rented (0)	Leased (1)	Owned (2)	Score
Your people		☐	☐	☐	
Your content		☐	☐	☐	
Your conversations		☐	☐	☐	
Your proof		☐	☐	☐	

PLATFORM

TOTAL: _____ / 8

◆ MAKE IT STICK ◆

WHAT HAPPENS NEXT

If you did nothing else after today, you'd still be better off than you were this morning. But the version of this that actually protects you is the version that repeats.

PUT EXPORT DAY ON THE CALENDAR

Fifteen minutes. Monthly, recurring, same day every month. Then grab **The Monthly Export Routine**, which walks you platform by platform through exactly what to pull, how often, and where to keep it.

You are not behind. You built your business the way everyone builds a business now, on whatever platform was working at the time. That's not a mistake, that's just how this decade went.

You don't have to fix the whole column today. You moved one thing. Next month you move another one. That is genuinely how this gets done, one rung at a time, five minutes at a clip.

The people who come through platform chaos in one piece aren't the ones with the fanciest backup systems. They're the ones who clicked export before they needed to.

◆ ◆ ◆

Come tell me how you scored in the Simply Magic Circle. I'm betting it's the proof row that got you. Stay magical! ✨

◆ WHAT'S NEXT ◆

READY FOR YOUR NEXT MAGIC MOVE? ✨



LET'S TALK STRATEGY OVER COFFEE.

Scored low and not sure which platform to tackle next? Bring your grid to a coffee chat and we'll map the whole ladder together.



[Grab a Coffee Slot](#)

✨ READY TO GO DEEPER?

Work with me directly and let's build a business that sits on ground you actually own: your list, your content, your systems.

👉 [Apply to Work With Pam](#)



PAM LANGORD

Founder, Simply Magic Marketing

Pam Langord is the founder of Simply Magic Marketing, where she helps female entrepreneurs simplify, streamline, and scale their businesses with smart marketing strategy and a healthy dose of AI magic. As a Marketing Coach, Strategist, and Tech Unicorn, she's the creator of the 5-Minute Fix series, weekly actionable business improvements designed to build real momentum, five minutes at a time.

SimplyMagicMarketing.com | Hello@SimplyMagicMarketing.com