The Misfit Fix

COFFEE ROASTER GET UNSTUCK.

A FRACTIONAL CMO'S READ ON YOUR MARKETING

47 /100

FIX SCORE
POSITIONING / OFFER / HOMEPAGE / FUNNEL / PROOF

Site: [name and link removed] | **LinkedIn:** Not provided
What you told us: "We roast specialty coffee to order in Montana and sell it online in 1 lb and 5 lb bags, plus wholesale, to coffee drinkers who care about freshness."
Delivered: Nov 14, 2026 | **Report ID:** MF-SAMPLE-0001

> Sample report. This is a real Misfit Fix on a real, family-owned coffee roaster's public website. They are not a Misfit Marketing client, and we've removed their name and links. The intake sentence was written by us from their own site copy.

FIX SCORE 47 /100

AREA	SCORE	ONE-LINE READ
Positioning	10/20	Great story, buried on the About page. The homepage says "coffee".
Offer clarity	12/20	Prices are visible and the subscription is clear. The best value point is hidden.
Homepage	7/20	The hero spends its best seconds on "Welcome to our new website!"

AREA	SCORE	ONE-LINE READ
Funnel	10/20	Shop and subscribe paths work. No email capture, no wholesale path.
Trust and proof	8/20	Zero reviews visible, and the shipping page reads like a warning label.

THE 30-SECOND VERDICT

You have a better story than most roasters online and you're hiding it. The owners in the shop before sunrise, every bag roasted to order, full pound bags when everyone else sells 12 oz. None of that is on the homepage. Instead, a first-time visitor reads "Welcome to our new website!", which tells them nothing about coffee and everything about you. Fix the hero, put a real review on the page, and lead with the pound.

If you only do one thing: Replace the hero text with the rewrite in section 4 this week. It takes 20 minutes in Shopify and it's the first thing every single visitor reads.

01

POSITIONING AND OFFER CLARITY

The 5-second test

A stranger lands on your homepage. Here is what they can and cannot answer in 5 seconds:

QUESTION	ANSWER FROM YOUR SITE	PASS?
What is this?	"Specialty Coffee, Roasted to Order"	Yes
Who is it for?	Not stated. Implied: anyone who drinks coffee.	No
Why you and not the other guy?	Not on the hero. "Family-owned" and their hometown appear further down.	No
What do I do next?	"Shop Coffee" button, after "Click the button below to explore our coffee."	Kind of

What you say vs. what buyers hear

- **You say:** "Welcome to our new website! We now offer a coffee subscription with a 10% discount for signing up!"
- **They hear:** "Nothing changed for you, but we have a new website." Two exclamation points, zero reasons to buy.
- **What you should be saying:** A full pound, roasted the day you order it, by two people who've been doing this in Montana for over a decade.

The buried lede

It's on your collection page, almost as an aside: **"We supply our coffee as 1 or 5 pound options. We never use 12 ounce bags!"**

That's your best sales argument and it's sitting in paragraph two of a page most people skim. Most specialty roasters sell a 12 oz bag in the same $16 to $19 range you charge for a full pound (your house espresso is $17.25). That means your bag is roughly a third more coffee for about the same sticker price. Buyers compare bag prices, not price per ounce. Do the math for them.

The second buried asset is on "Our Philosophy": **"[The owners] get into the shop before the sun every morning so that your coffee is roasted fresh everyday!"** That's a picture people can see. Put the faces and the sunrise on the homepage.

Third: **Carrier's Blend**, named "in honor of all Mail Carriers who strive to deliver the mail no matter what conditions they are faced with." That's a story worth an ad, and a gift angle every mail carrier's family will share.

Offer check

- **Core offer as a buyer would describe it:** Fresh-roasted specialty coffee from a small Montana roaster, about $15 to $19 a pound, with a 10% subscription discount.
- **Price visibility:** Good. Prices are on the homepage and collection page.
- **Risk reversal (guarantee, trial, returns):** None visible. The shipping policy actually works against you (see Leak 3).
- **Reason to act now:** Weak. "Only available as long as supplies last!" on the new Peaberry is the only urgency, and the Holiday Blend is listed but not promoted for the season.

02

FUNNEL AND HOMEPAGE DIAGNOSIS

The path a buyer actually walks

1. Lands on the homepage from search, a friend, or a bag they saw at a local grocery store.
2. Reads "Welcome to our new website!" and scrolls.
3. Sees one featured new roast and three featured coffees with no descriptions on the cards.
4. Either clicks "Shop Coffee" and faces 20+ coffees with no "start here" guidance, or leaves.
5. If they leave, there is no email capture to bring them back.

Where the leaks are

#	LEAK	WHAT WE SAW	WHY IT COSTS YOU	FIX
1	The hero says nothing	Homepage: "Welcome to our new website!" and "Click the button below to explore our coffee."	The first 5 seconds are the most valuable real estate you own. Right now they're spent on an announcement only returning customers care about.	Rewrite (section 4).
2	No proof anywhere	We found no customer reviews, star ratings, or testimonials on the homepage, collection, or product page we checked.	Online coffee is a trust buy. No reviews means a stranger has to take your word for it, and most won't.	Turn on product reviews and ask your subscribers and wholesale partners for 10 of them.
3	The shipping page scares buyers	Shipping Policy: "ONCE A PACKAGE LEAVES OUR WAREHOUSE WE ARE NO LONGER RESPONSIBLE FOR IT." in all caps, plus a claims process that requires "the local postmaster's signed acknowledgement".	A careful buyer reads this right before paying. All caps reads as anger. It suggests that if something goes wrong, they're on their own.	Rewrite in plain, friendly language and lead with what you will do. Keep the carrier claim links.

#	LEAK	WHAT WE SAW	WHY IT COSTS YOU	FIX
4	Mixed free-shipping numbers	Announcement bar: "Free Shipping on orders over $125!" Collection page: "free shipping on orders over $150".	Two thresholds read as sloppy, and the higher one is the one people remember.	Pick one number and update both.
5	No way to keep a visitor	We did not see an email signup, popup, or first-order offer on the homepage.	Most first-time visitors don't buy on visit one. Without email you lose them forever.	Add a simple signup: "Get first dibs on limited roasts" plus 10% off the first bag.
6	Wholesale has no front door	Find Us: "We're a specialty coffee roastery serving customers online and through wholesale partnerships." There is no wholesale page or inquiry form, only a general Contact form.	Wholesale accounts are worth hundreds of retail bags a year. Cafes and offices looking for a local roaster can't find a path to you.	Add a one-page "Wholesale" with a short inquiry form.
7	No guidance in a big menu	The collection page lists 20+ coffees. The homepage featured cards show only names and prices.	Choice overload. New buyers freeze when every option looks the same.	Add a "New here? Start with these 3" row with one line of taste notes each.

What is working (keep it)

- **Prices are honest and visible.** No "contact for pricing" nonsense.
- **The subscription offer is clean:** "10% off every order", "Flexible delivery", "Cancel or Pause Anytime". That's exactly the right three points.
- **The product copy is genuinely good.** The Carrier's Blend page ("citrus, maple, honeysuckle, milk chocolate, berries and sweet mandarin" plus brew methods) does the job. The problem is getting people there.

YOUR TOP 3 FIXES, IN ORDER

Fix 1: Rewrite the hero around the pound and the people

- **Why first:** Every visitor sees it. It costs nothing and changes how every other page lands.
- **Do this:**
  1. In Shopify, open Online Store, Customize, and edit the homepage image banner.
  2. Paste the headline, subhead, and button from section 4.
  3. Swap the banner image for a photo of the owners at the roaster, early morning light if you have it. A phone photo is fine.
  4. Move "Welcome to our new website!" into the announcement bar or delete it.
- **Effort:** under 1 hour | **Impact:** High
- **You will know it worked when:** Homepage visitors who click into a product go up in Shopify Analytics (Online store conversion, "Added to cart" step) over the next two weeks.

Fix 2: Put proof on the page and take the fear out of shipping

- **Why second:** Once people get past the hero, the lack of reviews and the shipping tone are what stop the purchase.
- **Do this:**
  1. Install a reviews app (Shopify's free Product Reviews or Judge.me's free plan).
  2. Email your subscribers and wholesale partners (three are listed on your Find Us page) and ask for a one-line review or quote. Goal: 10 reviews in 14 days.
  3. Add a 3-quote strip under the hero once you have them.
  4. Rewrite the shipping policy opening to: "We roast Monday through Thursday and ship fast. If your bag shows up damaged or doesn't show up at all, email [your email] and we'll help you sort it out with the carrier, or send you a return label." Then keep the claim links below. Remove the all-caps line.
  5. Pick one free-shipping threshold and update both the bar and the collection page.
- **Effort:** half a day, plus waiting on reviews | **Impact:** High
- **You will know it worked when:** Cart-to-purchase rate climbs and "is my order safe" questions drop.

Fix 3: Capture the visitors who don't buy today

- **Why third:** Fixes 1 and 2 raise conversion. This one makes sure the 95%+ who leave can come back.
- **Do this:**
  1. Turn on Shopify Forms (free) or a Klaviyo popup with one offer: "10% off your first bag + first dibs on limited roasts."
  2. Set one automated welcome email: the owners' story, the "we never use 12 ounce bags" point, and the 3 starter coffees.
  3. Every time a limited roast drops (like the Brazilian Peaberry), email the list first.
- **Effort:** half a day | **Impact:** Medium now, High over 90 days
- **You will know it worked when:** You're adding new emails every week and the welcome email drives first orders.

04

YOUR HOMEPAGE, REWRITTEN

Before

> Specialty Coffee, Roasted to Order
> Welcome to our new website! We now offer a coffee subscription with a 10% discount for signing up! Click the button below to explore our coffee.
> [Shop Coffee]

After

> **A FULL POUND OF FRESH COFFEE. ROASTED THE DAY YOU ORDER.**
>
> The owners roast every bag by hand in Montana before the sun comes up. No 12 oz bags, no warehouse shelf time. Subscribe and save 10%, pause anytime.
> [Find your roast]

Proof strip under the hero: Family-owned in Montana for 11+ years | Every bag is a full pound | Fair trade prices or better for every farmer

Why this works: The headline leads with the two things that make you different, the full pound and roast-to-order, in words a buyer can repeat. The subhead puts real people and a real place behind it, then closes with the low-risk subscription. "Find your roast" is friendlier than "Shop Coffee" for someone facing 20+ options, and it should link to the "Start with these 3" row.

Alternate headline to A/B test: "Most roasters sell you 12 oz. We never have."

05

THREE ADS YOU CAN RUN THIS WEEK

Ad 1: The missing 4 ounces (value)

- **Hook:** "Your $18 bag of coffee is probably 12 ounces. Ours is 16."
- **Primary text:** Check the bag. Most specialty coffee is sold in 12 oz bags, priced like it's a pound. We never use 12 oz bags. Every bag is a full pound, roasted to order in Montana, and shipped fresh. Same price range, about a third more coffee. Start with our most popular roasts, or subscribe and save 10%. Pause anytime.
- **Headline:** A full pound. Roasted to order.
- **Visual idea:** Static or 6-second video. Two bags side by side on a kitchen scale: a generic 12 oz bag reads "340g", their bag reads "454g". Text overlay: "Same price. More coffee."
- **Best for:** Cold audiences of specialty coffee buyers.

Ad 2: Before the sun (story)

- **Hook:** "It's 5:30 a.m. in Montana. Your coffee is already roasting."
- **Primary text:** The owners get into the shop before the sun every morning so your coffee is roasted fresh the day it ships. Small batches, fairly traded beans, and a little Montana flair. No warehouse, no shelf time, no 12 oz bags. If you care about what's in your cup, this is where it starts.
- **Headline:** Roasted before sunrise. Shipped fresh.

- **Visual idea:** 15-second phone video. Dark shop, lights flick on, roaster drum turning, beans dropping into the cooling tray, an owner sealing a bag, sunrise out the window. End card: brand name and "Montana."
- **Best for:** Cold and warm audiences. Strong for retargeting site visitors.

Ad 3: Carrier's Blend (gift)

- **Hook:** "We named a coffee after the people who bring your mail in a snowstorm."
- **Primary text:** Carrier's Blend is our tribute to mail carriers who deliver no matter what. Costa Rica and Ethiopia, with notes of citrus, maple, honeysuckle, and milk chocolate. A full pound, roasted to order. Know a carrier? This is the holiday gift they'll actually use.
- **Headline:** The coffee for people who deliver.
- **Visual idea:** Static. A bag of Carrier's Blend on a snowy mailbox with a red bow. Text overlay: "For the ones who deliver."
- **Best for:** Holiday gift buyers, interests in USPS and mail carriers. Run through December.

06

YOUR 30-DAY PLAN

WEEK	FOCUS	DO THIS	DONE LOOKS LIKE
1	Hero and housekeeping	New hero copy and photo. One free-shipping number. Rewrite the shipping policy opening.	Homepage says "full pound" and "roasted the day you order" above the fold.
2	Proof	Install reviews. Ask subscribers and wholesale partners. Add a "Start with these 3" row.	10 reviews live. New visitors have a clear first pick.
3	Capture and wholesale	Email signup with first-bag offer and one welcome email. Launch a Wholesale page with an inquiry form. Email 10 local cafes and offices.	Signups coming in weekly. At least 2 wholesale conversations.
4	Turn on ads	Run Ads 1 and 2 at $10 a day each to the new homepage. Run Ad 3 to gift buyers through December. Kill anything with no add-to-carts after $40.	Know your cost per first order and which angle wins.

The number to watch: Online store conversion rate in Shopify Analytics. Write down today's number, and aim to move it up by a third or more by day 30.

WHAT WE LOOKED AT

- Homepage
- Collection page (/collections/all)
- Product page (/products/carriers-blend)
- About page (/pages/our-philosophy)
- Find Us page (/pages/find-us)
- Shipping Policy page (/pages/shipping-policy)
- Contact page (/pages/contact)
- Homepage page source (platform: Shopify)

WHAT WE COULD NOT SEE

- Your analytics, sales, email list size, or ad accounts.
- Off-site reviews (Google, Facebook). If you have good ones, that makes Fix 2 faster: pull them onto the site.
- Social profiles. We didn't find social links in the homepage.
- Tracking: we did not see a Meta pixel in the homepage source. Shopify can load it through its own pixel system, so check Settings, Customer events, before you run ads.

A NOTE FROM COREY

Hey,

You've already done the hard part. The coffee is good, the story is real, and "we never use 12 ounce bags" is the kind of line most brands would kill for. The site just isn't saying it. Fix the hero this week

and you'll feel the difference before you spend a dollar on ads.

If you want to talk it through, I run free office hours for business owners inside The Misfit Method: https://www.skool.com/the-misfit-method. Bring this report and we'll pick it apart live.

Want help actually doing the work? **[BOOK A CALL]**

Corey Cantrell
Founder, Misfit Marketing

The Misfit Fix guarantee: if this doesn't give you one thing you'll use this week, reply to this email and we'll refund you in full. No forms, no argument.

This report was produced with AI using Misfit Marketing's audit framework and is based only on publicly visible pages at the time of review.