

1. Referral Systems & Client Evangelism

- Do you have a formal, structured referral system in place?
 - What percentage of your current clients come from referrals?
 - Do you incentivise referrals (either monetary or with added value)?
 - Have you identified your most loyal clients and turned them into advocates?
 - Are you using testimonials, case studies, or success stories proactively?
 - Have you ever run a “Client Reactivation” campaign for past clients?
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2. Joint Ventures, Strategic Alliances & Endorsements

- Who already has a relationship with your ideal client (without competing with you)?
 - Are you partnering with them for co-marketing, bundled services, or lead sharing?
 - Have you explored endorsement marketing from trusted authorities or influencers?
 - Have you leveraged partnerships to gain access to new audiences?
 - Could you develop a new offer jointly with another business (e.g. white-label or bundled service)?
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3. Selling Systems & Channel Expansion

- What are your current sales channels (online, face-to-face, reseller, etc.)?
 - Are there underperforming channels that could be optimised?
 - Have you explored licensing your IP, franchising, or other scalable models?
 - Could you add high-ticket, recurring, or upsell offers to your funnel?
 - Do you have a consistent and trained sales process/team in place?
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4. Marketing Leverage & Asset Utilisation

- Are you maximising the value of your current database (email, CRM, LinkedIn)?
 - What’s your most compelling unique selling proposition (USP)?
 - Are you repurposing your existing content into multiple formats/channels?
 - Do you have underused assets (past ads, old lists, unused products/services)?
 - Are your follow-up and nurture sequences converting leads consistently?
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5. Revenue, Profit & Conversion Multipliers

- Do you track and optimise your:
 - **Lead-to-client conversion rate?**
 - **Average transaction size?**
 - **Purchase frequency?**
 - **Client lifetime value?**
 - Have you mapped your “client journey” from first touch to repeat purchase?
 - Are there low-cost, high-margin add-ons or services you could introduce?
 - Could you repackage or reprice your current offerings for better margins?
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6. Mindset, Vision & Strategic Intent

- What is your ultimate business growth goal (1 year, 3 years, 10 years)?
 - Are you building a business to sell, scale, or sustain?
 - What limiting beliefs or bottlenecks are holding the business back?
 - Are you allocating time and resources to your **highest leverage activities**?
 - Have you identified your top 20% of clients that drive 80% of results?
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⚙️ 7. Operational Systems That Enable Growth

- Can the business scale without the founder’s daily involvement?
 - What’s your onboarding process for new clients, team members, or partners?
 - Are you using automation and delegation effectively?
 - Is your reporting and dashboarding giving you timely, actionable insight?
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