

The Five-Minute Revenue Engine Check

You do not need to have been in the room. Five scores, five minutes, and you will know which part of your business to fix first.

Every business runs the same four motions

ATTRACT *demand generation*

How does someone first find out you exist?

CONVERT *sales process*

What happens between interested and money in your account?

DELIVER & CAPTURE *pricing*

What does each sale bring in?

RETAIN & EXPAND *repeat & referral*

What happens after the first sale?

Underneath all four sits one question: **does this run on a system, or on your memory?** That question is what revenue operations actually means. It is not software.

The scale. 1 — **ad hoc**: it happens if I remember. 5 — **repeatable**: it would keep running if I disappeared for two weeks. Most owner-run businesses score 1 to 3 on almost everything. That is normal — it means the business runs because you work.

Attract

1: they find me by accident · 5: something visible happens every week, on a schedule

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Convert

1: I follow up when I remember · 5: every open conversation has a written next step and a date

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Deliver & Capture

1: I set the price once and have not revisited it · 5: I review price and value on a schedule

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Retain & Expand

1: I hope they come back · 5: a check-in and a referral ask happen every time, automatically

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

The system underneath

1: it is in my head · 5: someone else could read my records and know what to do next

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

What your lowest score is telling you

Attract

Pick one channel. Thirty minutes weekly, on the calendar ahead of client work.

Convert

Five pipeline columns and one written follow-up rule. Usually beats more marketing.

Deliver & Capture

One hour a quarter on price. New prices start with new customers.

Retain & Expand

One check-in and one direct referral ask, attached to a trigger rather than a mood.

The system

Nothing is broken except that it lives only in your head. That one limits all the others.

What to do with this

Pick the lowest one and build the smallest version you can run for thirty days. Write it as *if it is [day] at [time], then I [action]* and put it on your calendar now.

The full workbook, a live tracker and the rest of the playbooks are free — no email required.

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