

30-MINUTE AUDIT

The Revenue Leak Audit

How to Identify Where Your Business Is Losing Money Without Hiring a Full-Time CFO, Running Complex Reports, or Guessing What to Fix First

HOW TO USE THIS AUDIT

- Set a timer for 30 minutes.
- Go through each section honestly.
- Find where money is leaking right now.
- do not overthink this.
- Identify what's costing you the most.
- Prioritize what to fix first.
- You're not trying to be perfect. You're trying to get clarity fast.

THE AUDIT: WHERE REVENUE LEAKS HAPPEN

1 Pricing Leaks

are you leaving money on the table?

- Are we discounting more than we should?
- Do we adjust pricing based on the client instead of a clear structure?
- Are we underpricing because we're unsure of value?
- Do clients push back on price frequently?

→ If yes to 2+ — You have a pricing leak

2 Client Quality Leaks

wrong clients cost more than you think

- Are we working with clients who drain time but don't pay enough?
- Do we say "yes" to clients we know aren't a great fit?
- Do low-value clients make up most of our workload?
- Are we trying to "upgrade" the wrong clients?

→ If yes to 2+ — You have a client quality leak

3 Sales Process Leaks

losing deals you should be closing

- Are leads going cold after calls?
- Do prospects say "we'll think about it" often?
- Are we explaining too much on calls?
- Are deals taking too long to close?

→ If yes to 2+ — You have a conversion leak

4 Delivery Leaks

scope creep is silent and expensive

- Are we doing work that wasn't originally scoped?
- Do clients ask for "just one more thing" regularly?
- Is delivery taking more time than expected?
- Are we reactive instead of structured?

→ If yes to 2+ — You have a scope leak

5 Time Leaks

busy ≠ productive

- Are we constantly in meetings or calls?
- Do we feel busy but not productive?
- Are we repeating the same tasks manually?
- Is our calendar controlling us instead of the other way around?

→ If yes to 2+ — You have a time leak

6 Opportunity Leaks

growth hiding in plain sight

- Are we not upselling or expanding existing clients?
- Are we missing chances to increase pricing?
- Do we avoid hard conversations around value?
- Are we focused on new leads instead of better clients?

→ If yes to 2+ — You have a growth leak

Your Audit Result

You don't need to fix everything. Look at the sections where you scored the highest. That's your constraint. Fix that first.

- Find where money is leaking right now
- Identify what's costing you the most
- Prioritize what to fix first

one constraint. fix that first.

Most businesses don't need more leads. They need to stop losing money in the areas they're ignoring. The biggest gains usually come from:

- Fixing pricing
- Improving client quality
- Tightening the sales process

not doing more work.

Why This Matters

IF YOU DON'T IDENTIFY THESE LEAKS:

- You'll keep working harder for the same revenue
- You'll keep taking on the wrong clients
- You'll stay stuck in reactive growth

clarity is leverage.

WHEN YOU KNOW WHERE THE PROBLEM IS:

- Decisions get easier
- Growth becomes predictable
- Your business starts to feel controlled again

IF YOU WANT HELP FIXING WHAT THIS AUDIT UNCOVERED—

this is not for everyone.

Apply for a 30-Minute Revenue Audit

YOU SHOULD ONLY APPLY IF:

- Your business is generating consistent monthly revenue
- You're actively looking to fix this in the next 30 days

Apply for a Free Revenue Audit

We'll walk through your results, identify your biggest constraint, and map out exactly what to fix first.

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