

THE REVENUE CLARITY AUDIT

10 QUESTIONS TO ASSESS WHAT'S DRIVING RESULTS BEFORE YOUR NEXT MOVE



WELCOME

Most marketing problems aren't strategy problems. They're clarity problems.

You're busy. You're showing up. You're doing the work. But if you're honest with yourself, you're not entirely sure which parts of your marketing are actually moving the needle – and which parts are just keeping you occupied.

This audit was designed to cut through the noise.

In the next 20 to 30 minutes, you'll answer 10 honest questions across five areas of your marketing: revenue, visibility, messaging, content, and systems. There are no trick questions and no perfect scores. Just clarity, which is the only thing that makes a real strategy possible.

Grab a coffee. Find a quiet moment. And answer these as the leader you are right now, *not the one you're planning to become*.

SECTION 1: REVENUE

Score: ___ 1. Which of your services or offerings generated the most revenue in the last 90 days, and do you know specifically why?

Score: ___ 2. Which clients or client types are the most profitable, not just in dollars but in energy, scope, and ease of delivery?

HOW TO USE THIS AUDIT

Read each question and rate yourself on a scale of 1 to 5:

1. **Not Yet** - This isn't in place, or I genuinely don't know the answer.
2. **Early Stages** - I have a vague sense of this, but it's inconsistent, unclear, or not yet actionable.
3. **In Progress** - I have some clarity and pieces in place, but it's not fully defined or consistently applied.
4. **Strong** - I can answer this confidently and have supporting evidence, though there's still room to refine or optimize.
5. **Fully Dialed In** - This is clear, consistent, and working. I have strong evidence and can rely on it to guide decisions.

Write your score next to each question, then add them up at the end.

SECTION 2: VISIBILITY

Score: ___ 3. How are your ideal clients currently finding you, and can you trace at least 50% of your new inquiries to a specific source?

Score: ___ 4. If someone searched for what you do tomorrow, would they find you, and would what they find accurately reflect the value you deliver?



SECTION 3: MESSAGING

Score: ___ 5. Can you articulate what makes you different from every other person who does what you do in one clear, confident sentence?

Score: ___ 6. Does your current marketing speak directly to the problem your ideal client is losing sleep over, or does it describe your services from your perspective, not theirs?

SECTION 4: CONTENT AND CHANNELS

Score: ___ 7. Which platforms or content types are generating real business results: inquiries, referrals, or relationships, versus just engagement?

Score: ___ 8. What marketing are you doing out of obligation or habit that you could stop tomorrow without losing a single ideal client?





SECTION 5: SYSTEMS AND SUSTAINABILITY

Score: ____ 9. If you stepped away from your marketing for 30 days, what would continue to work on your behalf, and what would completely stop?

Score: ____ 10. What is the single most important marketing problem to solve in the next 90 days, and do you have a clear plan to address it?

YOUR TOTAL SCORE: _____ OUT OF 50

What Your Score Means - Score Ranges (1–5 scale, max = 50)

40 to 50 – Strong Foundation

- Your marketing fundamentals are solid. You know what’s working, who you’re serving, and how to reach them. The opportunity now is to optimize, systematize, and scale what’s already working rather than adding more.

25 to 39 – Growing Clarity

- You have real strengths but also real gaps. Some areas of your marketing are working well while others are running on habit or hope. This is exactly the stage where strategic support creates the biggest leap forward.

10 to 24 – Time for a Reset

- Your marketing may be active but it isn’t yet aligned. The good news is that clarity is closer than you think. What you need isn’t more tactics—it’s a cleaner foundation and a focused strategy built around what actually moves the needle for your business.

WHAT COMES NEXT

Clarity is the beginning, not the destination.

Now that you know where you stand, the question is what to do about it. Whether you scored a 28 or a 12, every business leader deserves a marketing strategy that reflects the full value of what it offers, and a partner who understands how to build one sustainably.

At The Savvy CMO, we work with founders and executive leaders who are ready to stop guessing and start growing with intention. We bring 20+ years of strategic marketing leadership, a values-driven approach, and a belief that profit and purpose aren't competing priorities.

If this audit surfaced more questions than answers, that's a good sign. It means you're asking the right ones. We'd love to help you answer them.

Book a complimentary strategy call at www.thesavvycmo.com/contact

Or explore how we work at www.thesavvycmo.com/how-we-work