The Bottleneck Finder

3 stages. **15** boxes. Answer all of them. Your lowest column is the one holding the other two down.

You are not in the content business. You are in the business of marketing your business, and everything else is a hobby you are subsidizing.

Every business runs on three stages, and they are not a ladder. They are a loop. Leads feed the Offer. The Offer funds Delivery. Delivery buys back the time and the proof that make more Leads. **Which is why the stage that hurts is rarely the stage that broke.** A delivery load eating your week arrives looking like a lead problem. A loose offer arrives looking like a delivery problem.

> **Answer all fifteen. Do not stop at your first miss, and do not skip a column because you already know how it goes. If you would have to guess at it, it is not a check.**

1 LEADS

GETTING FOUND

- [ ] My traffic produces leads.
- [ ] I know what type of traffic produces leads.
- [ ] I can make more of that traffic on purpose.
- [ ] I know what one lead costs me in dollars or hours.
- [ ] I could double my leads next month without a new idea.

SCORE ____ / 5

Leads come from three things in a fixed order: the market, the message, then the media. Most stalled creators have the media handled and have never once written down the other two.

2 OFFER

GETTING PAID

- [ ] Someone paid me in the last 30 days.
- [ ] I can say in one sentence why someone buys instead of doing nothing.
- [ ] I have raised the price and people still bought.
- [ ] The risk sits on me, not on the buyer.
- [ ] A prospect cannot easily price-shop me against someone else.

SCORE ____ / 5

There is always an offer and always a reason to act now. If you cannot name both of yours, you are not marketing, you are publishing. A loose offer also sells the wrong people the wrong thing, and you pay for that in Delivery.

3 DELIVERY

GETTING THEM BACK

- [ ] Everyone who paid got what they paid for, on time.
- [ ] Delivery happens without me doing every part of it.
- [ ] I know how many customers get the result I promised.
- [ ] More than a third of my revenue comes from people who already bought.
- [ ] My customers bring me customers without being asked.

SCORE ____ / 5

Delivery is not fulfillment. It is the marketing that earns the second sale, and it is the stage most likely to be quietly eating the week your other two stages needed.

READING YOUR ANSWER

Your lowest column is your bottleneck. Not your first gap, your lowest score. If two tie, the tiebreaker is whichever one took more of your last month. Read all three before you decide, because relief almost always comes from a different column than the pain.

> **Starving for leads?**
> Look at Delivery. When the work eats the week, marketing is the first thing cut, and it is always cut quietly.

> **Delivery is chaos?**
> Look at Offer. A loose promise sells the wrong people the wrong thing, and you pay for it every week after the sale.

> **Offer will not convert?**
> Look at Leads. A good offer in front of the wrong people reads exactly like a broken offer.

MY BOTTLENECK IS _____ WRITE THE WORD. IT MATTERS.

Now the harder question. In that column, which task are you still doing the way you have always done it? Every stage is a stack of tasks, and stages do not improve, tasks do. *Checked all fifteen? Then you are not stuck, you are bored. Different conversation, and we should have it.*

This page names the stage. It does not name the play.

Which play to run in that stage, and in what order, is what the rest of our free guides are for. Every one is free to read. No email needed.

FREE GUIDES
bottleneckbreakdown.com/guides