Revenue
Per Subscriber

SELF AUDIT
GUIDE

Evaluate. Optimize. Grow.

ASSESS Your Performance | **IDENTIFY** Key Opportunities | **PRIORITIZE** What Matters Most | **DRIVE** Real Results

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BEFORE YOU BEGIN

Why This Self-Audit Exists

Most trading education companies and financial newsletter publishers do not have a subscriber problem.

They have a monetization problem.

More specifically, they have revenue leaking between the opt-in, the first purchase, the renewal, and the next logical offer.

This self-audit guide is designed to help you assess how well your current systems are turning subscribers into long-term revenue — and where that process is breaking down.

HOW THIS GUIDE WORKS

Inside this guide, there are 10 categories. Each category has a short description, a picture of what strong looks like, and 5 scoring statements. Score each statement from 1 to 5.

SCORING SCALE

1	Not true / mostly absent
2	Weak / inconsistent
3	Partially in place
4	Strong
5	Very strong / fully intentional

That gives a max total of 250 points, since each category has 5 questions.

Revenue Per Subscriber

REVENUE PER SUBSCRIBER SCORECARD

A Self-Audit for Trading Education Companies & Financial Newsletter Publishers

	YOUR SCORE (1–5 FOR EACH STATEMENT)					SECTION TOTAL
1 FREE-TO-PAID CONVERSION	1 ___	2 ___	3 ___	4 ___	5 ___	___/25
2 WELCOME SEQUENCE QUALITY	1 ___	2 ___	3 ___	4 ___	5 ___	___/25
3 PROMOTIONAL CALENDAR	1 ___	2 ___	3 ___	4 ___	5 ___	___/25
4 OFFER SEQUENCING	1 ___	2 ___	3 ___	4 ___	5 ___	___/25
5 RENEWAL SYSTEMS	1 ___	2 ___	3 ___	4 ___	5 ___	___/25
6 POST-PURCHASE ASCENSION	1 ___	2 ___	3 ___	4 ___	5 ___	___/25
7 EDUCATIONAL PRE-SELL	1 ___	2 ___	3 ___	4 ___	5 ___	___/25
8 SEGMENTATION & CAMPAIGN ASSIGNMENT	1 ___	2 ___	3 ___	4 ___	5 ___	___/25
9 PROOF & TEASER LOGIC	1 ___	2 ___	3 ___	4 ___	5 ___	___/25
10 REACTIVATION & LIST RECOVERY	1 ___	2 ___	3 ___	4 ___	5 ___	___/25

TOTAL SCORE

Add all 10 section totals.

___/250

SCORING KEY

Score each statement from 1 to 5.

- 1 Not true / mostly absent
- 2 Weak / inconsistent
- 3 Partially in place
- 4 Strong
- 5 Very strong / fully intentional

SCORE INTERPRETATION

200–250

STRONG SUBSCRIBER MONETIZATION INFRASTRUCTURE

You likely have real systems in place. Your biggest gains may now come from optimization, tighter targeting, better timing, and stronger campaign execution.

150–199

SOLID FOUNDATION, LEAKY EXECUTION

There is meaningful structure here, but revenue is likely leaking through inconsistency, weak sequencing, or underused subscriber intelligence.

100–149

UNDER-MONETIZED SUBSCRIBER BASE

You likely have more revenue opportunity in the current audience than you are capturing. Several systems may exist in partial form, but they are not working together.

BELOW 100

REVENUE IS LEAKING IN MULTIPLE PLACES

This usually points to a monetization architecture problem, not just a traffic problem. There is probably substantial upside hiding in better campaigns, better sequencing, and stronger lifecycle systems.

CATEGORY 1 OF 10

Free-to-Paid Conversion

WHAT THIS MEASURES

How well your free subscribers are being moved toward your paid newsletter, membership, service, or offer ecosystem.

WHAT STRONG LOOKS LIKE

Your free list is not just being nurtured. It is being strategically guided toward the paid layer through teasers, proof, contrast, and timely promotion.

SCORE YOURSELF	1 – 5
Our free subscribers regularly see credible reasons to upgrade.	_____ / 5
We use free emails to tease what paid subscribers get without over-giving.	_____ / 5
We intentionally highlight paid wins, insights, or member-only value.	_____ / 5
Our paid conversion campaigns feel like a natural next step, not a random pitch.	_____ / 5
We can clearly explain how a free subscriber becomes a paid buyer.	_____ / 5

CATEGORY SCORE _______ / 25

CATEGORY 2 OF 10

Welcome Sequence Quality

WHAT THIS MEASURES

Whether your welcome sequence builds trust, intent, and movement instead of just saying hello.

WHAT STRONG LOOKS LIKE

Your welcome sequence creates orientation, builds belief, and moves the subscriber toward a relevant next step.

SCORE YOURSELF	1 – 5
Our welcome sequence does more than introduce the brand.	______ / 5
New subscribers are guided toward a clear next step early.	______ / 5
The welcome sequence builds desire, belief, or problem awareness.	______ / 5
The sequence reflects why the subscriber joined in the first place.	______ / 5
We use the first 7–14 days intentionally to increase subscriber value.	______ / 5

CATEGORY SCORE ________ / 25

CATEGORY 3 OF 10

Promotional Calendar

WHAT THIS MEASURES

Whether promotions are planned as revenue events or triggered reactively.

WHAT STRONG LOOKS LIKE

You have a monthly promotional rhythm and know what offers, angles, and campaigns are driving revenue across the year.

SCORE YOURSELF	1 – 5
We know the main promotional focus of the month before the month begins.	_____ / 5
Our promotions are tied to a clear revenue plan, not just short-term urgency.	_____ / 5
We rotate offers intentionally instead of overusing the same ones.	_____ / 5
Our campaigns often include teaser logic or pre-sell before the ask.	_____ / 5
One promotion often helps set up the next one.	_____ / 5

CATEGORY SCORE _______ / 25

CATEGORY 4 OF 10

Offer Sequencing

WHAT THIS MEASURES

How well different subscribers are being shown the right offer at the right stage.

WHAT STRONG LOOKS LIKE

Subscribers are not pushed toward random offers. There is a logical path based on where they are in the customer journey.

SCORE YOURSELF	1 – 5
We have a clear path from free subscriber to first purchase.	_____ / 5
We have a clear path from first purchase to next purchase or renewal.	_____ / 5
Different subscriber stages are shown different offers when appropriate.	_____ / 5
Our lower-ticket and higher-ticket offers are connected by real progression.	_____ / 5
We rarely promote an offer just because it exists or has not sold lately.	_____ / 5

CATEGORY SCORE _______ / 25

CATEGORY 5 OF 10

Renewal Systems

WHAT THIS MEASURES

Whether renewals are treated as a real growth lever instead of a billing reminder.

WHAT STRONG LOOKS LIKE

Renewals are supported by proof, timing, incentives, and continuation messaging, not just expiration notices.

SCORE YOURSELF	1 – 5
We treat renewal as a revenue system, not an admin function.	_____ / 5
Renewal messaging starts before expiration becomes urgent.	_____ / 5
We use moments of proof, wins, or momentum to support renewals.	_____ / 5
Our renewal offers feel like a reason to stay, not just a payment reminder.	_____ / 5
We have clear renewal incentives, timing, or continuation logic.	_____ / 5

CATEGORY SCORE _______ / 25

CATEGORY 6 OF 10

Post-Purchase Ascension

WHAT THIS MEASURES

Whether the first purchase creates a valuable next step.

WHAT STRONG LOOKS LIKE

Buyers are not dropped back into the general list. They are guided into onboarding, extension, upgrade, or continuation paths.

SCORE YOURSELF	1 – 5
New buyers enter a distinct post-purchase path.	_____ / 5
We intentionally create momentum after the first purchase.	_____ / 5
Buyers are shown a logical next offer, upgrade, or continuation path.	_____ / 5
Our onboarding helps reinforce that they made a smart decision.	_____ / 5
We do not treat the first purchase like the finish line.	_____ / 5

CATEGORY SCORE ________ / 25

CATEGORY 7 OF 10

Educational Pre-Sell

WHAT THIS MEASURES

How well you warm and qualify subscribers before asking them to buy.

WHAT STRONG LOOKS LIKE

You use educational email courses, mini webinars, pre-sell sequences, or related mechanisms to build buying readiness.

SCORE YOURSELF	1 – 5
We use educational assets to build belief before major offers.	_____ / 5
Our campaigns do not rely only on the sales emails to do all the persuasion.	_____ / 5
We use mini webinars, educational email courses, or pre-sell content strategically.	_____ / 5
Subscribers are helped to understand why the offer matters before they see the pitch.	_____ / 5
We can point to clear examples where pre-sell improved campaign performance.	_____ / 5

CATEGORY SCORE _______ / 25

CATEGORY 8 OF 10

Segmentation & Campaign Assignment

WHAT THIS MEASURES

How intelligently you send different campaigns to different subscribers based on behavior, source, stage, or status.

WHAT STRONG LOOKS LIKE

You do not treat the entire list like one person. You use segmentation and targeting to increase relevance and monetization.

SCORE YOURSELF	1 – 5
Free, paid, buyers, clickers, and cold subscribers do not all receive the same campaign flow.	____ / 5
We use subscriber behavior or source to shape what they see next.	____ / 5
Our tags and subscriber data influence actual marketing decisions.	____ / 5
We intentionally create campaigns for different audience segments.	____ / 5
We can explain why different subscribers receive different campaigns.	____ / 5

CATEGORY SCORE ________ / 25

CATEGORY 9 OF 10

Proof & Teaser Logic

WHAT THIS MEASURES

How well you use testimonials, wins, case studies, and previews to build desire and paid curiosity.

WHAT STRONG LOOKS LIKE

Proof is visible and strategic. The paid product feels alive, useful, and worth paying attention to.

SCORE YOURSELF	1 – 5
We regularly show proof that the paid product creates value.	_____ / 5
We use testimonials or case studies before promotions, not just on sales pages.	_____ / 5
We tease upcoming value inside the paid layer effectively.	_____ / 5
We make subscriber wins or editorial wins visible to the right audience.	_____ / 5
We use proof to increase conversion readiness, not just credibility in general.	_____ / 5

CATEGORY SCORE _______ / 25

CATEGORY 10 OF 10

Reactivation & List Recovery

WHAT THIS MEASURES

Whether quiet subscribers and drifting buyers are being treated as recoverable revenue.

WHAT STRONG LOOKS LIKE

You have a strategy for re-engaging cold segments, reopening attention, and creating new reasons to care.

SCORE YOURSELF	1 – 5
We have specific reactivation campaigns for disengaged subscribers.	_____ / 5
We do not assume inactivity automatically means lost value.	_____ / 5
We use new hooks, new angles, or new offers to revive cold segments.	_____ / 5
We separate quiet readers from truly dead addresses or lost buyers.	_____ / 5
We can point to at least one intentional list recovery effort in the last 6 months.	_____ / 5

CATEGORY SCORE ________ / 25

TOTAL: __________ / 250

ADD ALL 10 CATEGORY SCORES

Your Total Score

SCORE INTERPRETATION

200–250 · Strong Subscriber Monetization Infrastructure
You likely have real systems in place. Your biggest gains may now come from optimization, tighter targeting, better timing, and stronger campaign execution.

150–199 · Solid Foundation, Leaky Execution
There is meaningful structure here, but revenue is likely leaking through inconsistency, weak sequencing, or underused subscriber intelligence.

100–149 · Under-Monetized Subscriber Base
You likely have more revenue opportunity in the current audience than you are capturing. Several systems may exist in partial form, but they are not working together.

Below 100 · Revenue Is Leaking in Multiple Places
This usually points to a monetization architecture problem, not just a traffic problem. There is probably substantial upside hiding in better campaigns, better sequencing, and stronger lifecycle systems.

NEXT STEPS

Want Help Improving Your Score?

I work with trading education companies and financial newsletter publishers on:

- ✓ Promotional email campaigns
- ✓ Renewal & upgrade campaigns
- ✓ Educational email courses
- ✓ Mini-webinars and revenue events
- ✓ Landing pages & follow-up
- ✓ And so much more!

Reach out here: **Contact Skylr** · www.skylr.com

> **The point of this scorecard is not perfection. It's visibility.**
>
> Because once you can see where subscriber value is getting stuck, you can start fixing the systems that actually increase ***revenue per subscriber***.

If this self-audit guide helped you identify revenue leaks in your business and you'd like to chat, you can contact me **here**.