

Find the bottleneck before you add another channel.

For post-PMF founders. Score each constraint honestly. If you can't answer the check question with a clear yes, mark it weak.

01 ICP

Likely symptom: Different customers buy for different reasons, and the team keeps changing who the offer is for.

Check: Can you name the fastest-converting customer segment and the trigger that makes them act?

02 Channels

Likely symptom: Activity is spread across paid, content, outbound, SEO, partnerships, and founder posting without a clear winner.

Check: Can you say which channel creates the most qualified learning, not just the most motion?

03 Conversion

Likely symptom: Traffic, demos, or trials exist, but the next step is weak because the offer, proof, or trust sequence is unclear.

Check: Can a first-time buyer understand what changes after buying within five seconds?

04 Founder-led sales dependency

Likely symptom: Deals move when the founder is involved, then slow down when the team runs the same motion.

Check: Can the team repeat the founder's narrative without losing urgency, context, or credibility?

05 Revenue operations

Likely symptom: The dashboard reports activity, but it does not explain what to scale, stop, or fix next.

Check: Can the leadership team make one clear growth decision from the current reporting cadence?

HOW TO READ YOUR RESULT

One area weak: fix that first — it's usually a focused 2–4 week job, not a re-org.

Two areas weak: sequence them — pick the one closest to revenue and bring the other to a Growth Audit.

Three or more weak: the constraint is the system, not a channel. That's exactly what the free 20-minute audit is for.