

Where your marketing is leaking revenue — in 10 minutes.

A self-scoring checklist for owner-operators of small businesses.

Most small businesses are leaking revenue in at least two of the five areas below. Not because the owner is doing anything wrong — usually because they're wearing eight hats and marketing is hat number seven. The good news: you can usually identify the biggest leak in under 15 minutes, and fix it in under 30 days.

Score each section 0–4 based on what is actually happening today (not what you wish were happening). Add it up at the end. We included honest guidance on what the number means and what to do next.

How to use this

1. Block 15 minutes. Phone face-down. No kids, no Slack.
2. Go through all 5 sections. Score honestly — nobody else will see this.
3. Add up your total. Read the interpretation at the end.
4. Pick the lowest-scoring section. That's where you act this month.

Scoring key (use the same scale for every question)

0 Not happening at all	1 We thought about it. Nothing shipped.	2 We do this sometimes — no real rhythm.	3 We do this consistently, not at our best.	4 This is a strength. well. Working
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#1 Website & digital presence

- a. If a stranger lands on your homepage, is there a single clear action they can take?
- b. Does your site load in under 3 seconds on a phone, with no broken images or forms?
- c. Do you have a way to capture an email address from someone who isn't ready to buy today?

0	1	2	3	4
0	1	2	3	4
0	1	2	3	4

Section score: ____ / 12

#2 Lead generation

- a. Do you know, to within 20%, how many new qualified leads hit your pipeline per month?
- b. Do you have at least one predictable source of leads you could turn up without changing anything else?
- c. Do you consistently follow up with leads within 24 hours?

0	1	2	3	4
0	1	2	3	4
0	1	2	3	4

Section score: ____ / 12

#3 Paid advertising

- a. If you spent \$1,000 on ads next month, could you tell me what return you got and from which campaign?
- b. Do you have at least one landing page designed specifically for paid traffic (not your homepage)?
- c. If you don't run ads at all, have you deliberately chosen not to — or have you just never gotten to it?

0	1	2	3	4
0	1	2	3	4
0	1	2	3	4

Section score: ____ / 12

#4 Email marketing

- a. Do you have an email list of past customers and/or prospects?
- b. Do you send them something useful at least once a month?
- c. Do you know your open rate, click rate, and revenue-per-send — even roughly?

0	1	2	3	4
0	1	2	3	4
0	1	2	3	4

Section score: ____ / 12

#5 Measurement & operating rhythm

- a. Do you have 3–5 numbers you look at every month to decide what's working?
- b. Do you have a recurring time blocked — weekly or monthly — to actually work ON the marketing, not just in the business?
- c. If your top marketing person left tomorrow, is everything documented well enough that someone else could pick it up?

0	1	2	3	4
0	1	2	3	4
0	1	2	3	4

Section score: ____ / 12

Your total score: _____ / 60

Add up the five section scores.

What your score means

- 45–60** Strong operator. You're running a real marketing function. Biggest lift is usually leveling up your lowest section.
- 30–44** Solid foundation, real leaks. Most small businesses live here. Fixing one section usually yields a 20–40% revenue lift over 6 months.
- 15–29** You're getting by on reputation or hustle. A small amount of structure would compound fast. Don't try to fix everything — pick one section.
- 0–14** Nothing is wrong with you or the business. You just haven't had time. This is the most common place to hire help.

Want a second opinion?

Send us your score and your lowest-scoring section. We'll reply with three specific things we'd do in your business this month — no meeting required, no pitch. If you like it, we can talk about working together. If not, you keep the notes.

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