

THE 9-SYSTEM DIAGNOSTIC

Score your business. Find the leak. *Fix it first.*

A 15-minute self-diagnostic across the 9 revenue systems that decide whether a service business compounds or plateaus.
Built for coaches and consultants doing \$10K–\$50K a month.

How to *actually use* this diagnostic.

This is the same scoring framework we run with every client before we install the system. Done honestly, it tells you within 15 minutes which of the 9 systems is the highest-leverage thing to fix in your business right now.

The rules of honest self-scoring

Score what exists, not what's planned. If you "have a CRM" but you haven't logged a contact in three months, that scores low — not high. The diagnostic is useless if you score what you wish were true instead of what is true.

Score the system, not the effort. "I'm working on it" is a 0–3 score until the work produces a functioning system. Effort is not infrastructure.

Each system gets a 0–10 score. The rubric on each page tells you what each tier means. There's no partial credit. Pick the tier that most accurately describes where you actually are.

What you'll do

1. Read each system's mechanism (one paragraph)
2. Read the 0/3/5/7/10 rubric for that system
3. Score yourself honestly — write your score in the box at the bottom of each system
4. At the end, the interpretation guide tells you what your scoring profile means and where to start

A COMMON TRAP

The temptation is to score yourself in the middle (5–6) on most systems because that "feels right." Resist this. A diagnostic that produces all 5s tells you nothing. Force yourself to identify the systems that genuinely lag — those are the levers. The systems you score 8+ are evidence of what's working; you don't need to fix those.

What this diagnostic is, and isn't

This is a **self-scored snapshot**. It identifies which system to focus on. It does not generate a custom install plan, calculate the revenue impact of each fix, or give you specific tactical next steps for your business.

For that, the full Revenue Infrastructure Audit (\$397 CAD) does what this can't — AI-assisted scoring against your actual business inputs, a custom 21-day implementation plan, and a quantified revenue impact projection per system. That's the upgrade path if you want the full diagnostic instead of the self-scored version. *This document is the floor. Use it well.*

SEO Infrastructure

The traffic foundation that compounds. Most service businesses have one page indexed on Google. The compounding starts at fifty.

01


SEO INFRASTRUCTURE

A multi-page site with proper schema markup, location pages, an active blog, optimized Google Business Profile, and consistent NAP citations across the top 20 directories. The content layer that earns traffic over months and years, not days.

SCORE YOURSELF

- | | |
|-------------|---|
| 0-2 | Single page or simple site. No GBP claimed. No blog. Invisible on Google for buyer-intent keywords. |
| 3-4 | Multi-page site exists but no schema markup. GBP claimed but barely populated. No active blog. |
| 5-6 | Site has the right pages. GBP optimized. Some blog content but published inconsistently. Ranking for branded queries only. |
| 7-8 | Full SEO infrastructure live. Active blog cadence. Schema in place. GBP fully optimized with reviews flowing. Ranking for several non-branded keywords. |
| 9-10 | Compounding organic traffic. 50+ pages indexed. Multiple Local Pack rankings. SEO produces a meaningful share of pipeline monthly. |

YOUR SCORE



WHAT "GOOD" LOOKS LIKE

A coach scoring 8+ on this system has a website with at least 20 indexed pages (home, about, service pages, location pages, and an active blog), JSON-LD schema markup, a Google Business Profile with 10+ reviews, and is ranking for at least 5 non-branded buyer-intent keywords. Organic traffic produces measurable inbound leads monthly — not "I think someone found us through Google."

WHAT'S ACTUALLY LEAKING WHEN THIS IS LOW

Every prospect Googling for what you do is finding a competitor instead. Every potential local client searching for "[your service] near me" sees three other businesses in the Local Pack and not you. You're paying to acquire traffic through every other channel because the channel that should be free is broken.

Paid Traffic System

Ads with proper attribution and conversion tracking — not "we're running some ads" that nobody can actually measure.

02


PAID TRAFFIC SYSTEM

A controllable, scalable acquisition channel with proper campaign structure, conversion tracking, attribution per channel, and creative testing discipline. The fastest path to predictable lead flow when conversion architecture is in place.

SCORE YOURSELF

- | | |
|------|--|
| 0–2 | Not running paid ads. Or ran them once, didn't work, gave up. |
| 3–4 | Running ads but no proper attribution. "We spent \$X, got Y leads, I think." Pixel installed but not configured for events. |
| 5–6 | Campaigns structured properly. Pixel firing on conversions. Tracking in Meta Ads Manager. CAC roughly known but not stage-by-stage. |
| 7–8 | Full attribution stack via Hyros or equivalent. Stage-level conversion tracking. Creative testing rotation. Predictable CAC within a tight band. |
| 9–10 | Paid produces predictable, profitable lead flow. Multi-channel paid (Meta + Google + LinkedIn) with attribution. Scaled past \$5K/mo spend with positive unit economics. |

YOUR SCORE



WHAT "GOOD" LOOKS LIKE

A consultant scoring 8+ knows their cost per qualified lead within a \$10–20 range, can tell you which creative angle is producing closed deals (not just leads), and can predict that an extra \$1,000 in spend will produce roughly N additional booked calls. Paid traffic is a lever, not a lottery ticket.

WHAT'S ACTUALLY LEAKING WHEN THIS IS LOW

Either you're not buying traffic at all (which means growth depends on referrals and organic — slow and lumpy), or you're buying traffic blind, which means most of your spend is going to creatives, audiences, or campaigns that don't convert and you can't tell which is which.

AI Phone Agent

24/7 handling of inbound calls — specifically the 62% that hit voicemail after hours and never get returned. Often the highest-ROI single system in the framework.

03

AI PHONE AGENT

A properly configured AI agent that handles inbound calls when you can't, qualifies leads consistently, captures contact information, and routes appropriately based on inquiry type — with full transcript logging and escalation rules for high-value calls.

SCORE YOURSELF

- | | |
|-------------|---|
| 0–2 | No after-hours coverage. Calls go to voicemail. Voicemails sometimes get returned, often don't. |
| 3–4 | Voicemail with a "we'll call you back" promise. Generic answering service that doesn't qualify or capture context. |
| 5–6 | Basic AI agent or human receptionist for after hours. Captures name and number but doesn't qualify or escalate properly. |
| 7–8 | Custom-prompted AI agent tuned to your business. Qualifies leads. Captures full context. Routes to CRM with tags. Transcripts logged. |
| 9–10 | All of the above plus active monitoring of agent performance, regular prompt iteration based on transcript review, and escalation rules that actually fire when a high-value call comes in. |

YOUR SCORE _____

THE MATH ON THIS SINGLE SYSTEM

Most service businesses miss 3–5 calls per week outside business hours. At industry-typical close rates and average client values, that's between \$30,000 and \$200,000 in annual revenue lost to voicemail — depending on what you charge. This system has the highest ROI-to-effort ratio in the framework, which is why we install it before paid traffic in most engagements.

WHAT'S ACTUALLY LEAKING WHEN THIS IS LOW

Every prospect who calls your business after 5pm hits voicemail. Most don't leave one. Of the ones who do, you return half. The other half find a competitor by morning. The leak is silent — you don't see the missed calls because they don't show up in your inbox or your CRM.

Cold Outreach Engine

B2B cold email infrastructure that actually lands in inboxes. Targeted prospects, deliverability dialed, sequences that don't pitch in message one.

04


COLD OUTREACH ENGINE

Secondary sending domains, properly warmed inboxes, DMARC/SPF/DKIM alignment, a verified prospect list of 500+ ICP-fit contacts, and a multi-touch sequence that opens with value before any pitch.

SCORE YOURSELF

- | | |
|-------------|---|
| 0-2 | No outbound. Or sending from your main brand inbox (which destroys reputation when it doesn't work). |
| 3-4 | Tried cold email once, sent to a list you bought, got near-zero replies, gave up. |
| 5-6 | Tool set up (Instantly, Smartlead, Apollo). Some inbox warmup done. Sending live but reply rates under 2%. |
| 7-8 | Full secondary domain infrastructure. Inboxes warmed to 95%+ reputation. Verified targeted list. Sequences producing 3-6% reply rates. |
| 9-10 | Multi-channel outbound (cold email + LinkedIn) producing predictable booked calls weekly. Reply-to-call conversion tracked and optimized. |

YOUR SCORE



WHAT "GOOD" LOOKS LIKE

A 7+ score on this system looks like sending 500-2,000 emails per week from properly warmed inboxes, getting 3-6% reply rates, converting 15-25% of replies to booked calls, and producing 3-10 qualified pipeline opportunities weekly from this channel alone — completely independent of your inbound marketing.

WHAT'S ACTUALLY LEAKING WHEN THIS IS LOW

You're entirely dependent on inbound — referrals, organic traffic, content. None of those scale linearly with effort. Cold outreach is the only acquisition channel where you can mathematically choose to add 50% more pipeline next week by adding 50% more sending volume — provided the infrastructure is built right.

Content Machine

One shoot day producing 60 days of short-form content. Batched, repurposed, edited against a consistent brand. Not filmed daily on a phone.

05


CONTENT MACHINE

A production system where one shoot day produces 20+ short-form clips. Scripts batched in advance. Editorial overlay system. Brand-pack consistent. Posting cadence sustainable for 6+ months without burnout.

SCORE YOURSELF

- | | |
|-------------|---|
| 0-2 | No content. Or sporadic posts when inspiration strikes (rarely). |
| 3-4 | Posting inconsistently. No brand pack. Filmed on phone, no editing system. 1-2 platforms, no real cadence. |
| 5-6 | Posting consistently on at least one platform. Some editorial overlay. Cadence sustainable but not batched — daily filming. |
| 7-8 | Batch shoot days. 20+ clips per shoot. Multi-platform distribution. Brand-pack consistent. Hook library used. Cadence sustainable for months. |
| 9-10 | Multiple shoots batched per quarter. Comment-to-DM auto-flows for content-driven leads. Content directly traceable to bookings via attribution. |

YOUR SCORE



WHAT "GOOD" LOOKS LIKE

A coach scoring 7+ shoots once per quarter, produces 20+ clips per shoot, posts daily across IG/TikTok/LinkedIn for the full quarter without re-filming, and never burns out because the production load is concentrated on shoot days, not spread across daily filming. Content compounds — the audience grows monthly.

WHAT'S ACTUALLY LEAKING WHEN THIS IS LOW

You either have no organic distribution at all (which kills your ability to build audience and authority) or you're burning yourself out trying to film daily — which is the predictable failure mode for any operator who tries to "post consistently" without a batch production system.

Conversion Architecture

Landing page, VSL, booking flow, confirmation page — built end-to-end for conversion. The difference between 1% and 5% conversion is almost never the traffic. It's this layer.

06


CONVERSION ARCHITECTURE

A converting landing page with hero, pain articulation, mechanism, proof stack, offer, guarantee, and CTA — all in the right order. VSL where appropriate. Mobile-first responsive. Page conversion rate measurable and optimized.

SCORE YOURSELF

- | | |
|------|--|
| 0–2 | No dedicated landing page. Sending traffic to homepage or about page. No conversion tracking. |
| 3–4 | Landing page exists but it's a brochure — no clear hierarchy, no proof, weak CTA. Conversion rate unknown. |
| 5–6 | Page has the right sections. Conversion measured. Around 1–2% conversion to call/form fill. Mobile rendering works. |
| 7–8 | Conversion-optimized hierarchy. Proof stack in place. Guarantee integrated. VSL on page. 3–5% conversion rate. |
| 9–10 | Multiple pages tested against each other. Conversion rate above 5%. Page-by-traffic-source tracking shows which channels convert best. |

YOUR SCORE



THE MATH ON THIS SYSTEM

Take a \$1,000 ad spend at \$5 cost per lead. At 1% conversion, that's \$500 cost per booking. At 5% conversion, that's \$100 cost per booking. Same ads. Same traffic. Five times the difference in cost per acquisition. The page is the multiplier.

WHAT'S ACTUALLY LEAKING WHEN THIS IS LOW

Every dollar of paid traffic, organic content, or cold outreach is going to a page that converts at 1% instead of 5%. You're scaling a leak. Until conversion architecture is solved, no amount of traffic optimization will fix unit economics.

Follow-Up Automation

The nurture cadence that recovers the 40–60% of leads who don't book on first touch. Runs automatically while you're in client work.

07

FOLLOW-UP AUTOMATION

Multi-touch nurture sequences for every lead source — post-form-fill, post-call no-show, post-purchase. Email + SMS where appropriate. Two-time callback protocol for cold leads. Re-engagement for stale contacts.

SCORE YOURSELF

- | | |
|------|---|
| 0–2 | No follow-up. Leads who don't book are forgotten. You manually email some, depending on mood. |
| 3–4 | A welcome email exists. Maybe one follow-up. No cadence. No SMS. No tracking of whether anyone opens. |
| 5–6 | Multi-email nurture sequence built and running. Open rates tracked. SMS layered for time-sensitive moments. Some recovery happening. |
| 7–8 | Sequences for each lead type (form fill, no-show, audit buyer, course buyer). Two-time callback protocol for cold leads. Re-engagement for stale contacts. Measurable revenue recovery. |
| 9–10 | Full lifecycle automation. Recovered revenue tracked separately. Branched logic based on engagement signals. Re-engagement campaigns producing measurable lift. |

YOUR SCORE _____

THE MATH ON THIS SYSTEM

Roughly 40–60% of qualified leads don't book on first touch. With no follow-up, those are lost. With a structured nurture cadence, you typically recover 15–25% of them — meaning you book 1.5–2x as many calls from the same top-of-funnel volume. This is the highest-ROI fix for any business spending money on lead generation.

WHAT'S ACTUALLY LEAKING WHEN THIS IS LOW

You spent the money to acquire the lead. They didn't book. With no follow-up, that acquisition spend is wasted on a contact who might have closed at week 3 or week 8 if you'd stayed in touch. This is the leak hiding inside every "our marketing isn't working" complaint.

Pipeline + CRM

Every lead flows through clearly defined stages with documented exit criteria. No more "falling through the cracks" because nothing is structured to prevent it.

08

PIPELINE + CRM

A CRM with stages mapped to your actual sales process. Binary exit criteria per stage. Lead routing logic. Stage-level conversion reporting. Integration with every other system so leads flow automatically without manual data entry.

SCORE YOURSELF

- | | |
|------|---|
| 0-2 | No CRM. Leads tracked in Gmail threads, spreadsheets, or memory. |
| 3-4 | CRM exists but underused. Stages are vague ("New Lead", "Qualified") with no clear exit criteria. Half-populated. |
| 5-6 | CRM in active use. Clear stages with documented criteria. Most leads flow through it. Stage conversion roughly known. |
| 7-8 | Full pipeline architecture. Every lead source feeds the CRM automatically. Stage-level conversion tracked. Routing logic for team members. |
| 9-10 | Pipeline integrates with all 9 systems. Weighted pipeline value calculated weekly. Stale-deal flagging fires automatically. CRM hygiene SOPs documented and followed. |

YOUR SCORE

WHAT "GOOD" LOOKS LIKE

A consultant scoring 8+ can pull up their pipeline at any moment and answer: how many qualified deals are currently active, what's the weighted pipeline value, where are deals stalling, and what's their close rate by stage. The answer takes 30 seconds because the structure is built. Below that score, the same questions take an hour and the answers are estimates.

WHAT'S ACTUALLY LEAKING WHEN THIS IS LOW

Deals fall through the cracks because nobody owns them. Leads sit in stages with no clear "what happens next." Your team (or you) make follow-up decisions on memory, which means good follow-up happens on the leads you happen to think about and bad follow-up happens on the rest.

Analytics Command Center

One place where every number lives. You stop making decisions on vibes.

09


ANALYTICS COMMAND CENTER

A unified dashboard pulling data from every channel — paid ads, SEO, pipeline, social, content. Five-number scoreboard: cost per lead, client acquisition cost, pipeline value, channel revenue mix, customer lifetime value. Friday and Monday reports auto-drafted.

SCORE YOURSELF

- | | |
|------|---|
| 0-2 | No analytics. Or "Google Analytics is installed somewhere." No idea what your CAC actually is. |
| 3-4 | Some metrics tracked in some places. CAC is a rough guess. No unified view. |
| 5-6 | Most metrics are knowable but require pulling from multiple tools. Weekly review happens inconsistently. |
| 7-8 | Unified dashboard live. Five-number scoreboard updated weekly. Friday/Monday rituals followed. Decisions tied to data. |
| 9-10 | Real-time dashboard. Alert rules fire on metric drift. Every channel decision traceable to scoreboard impact. Team-wide visibility. |

YOUR SCORE



WHAT "GOOD" LOOKS LIKE

A coach scoring 7+ can tell you within 10 seconds what their cost per booked call was last week, which channel produced the most revenue last month, and what their three biggest leaks are right now. Below that, the same questions trigger spreadsheets, dashboards, and "let me get back to you on that."

WHAT'S ACTUALLY LEAKING WHEN THIS IS LOW

Without scoreboard discipline, you can't tell what's working from what isn't. You keep funding everything because you're afraid to cut what might be producing. You optimize on instinct instead of evidence. Every other system in the framework is harder to operate well without this one.

What your scores *mean*.

Add up your scores across all 9 systems. Maximum possible: 90. The total tells you where your business is structurally. The individual scores tell you what to fix first.

Total score interpretation

0–25

FOUNDATIONAL

Most systems are missing

This is normal for businesses under \$10K/month or operators who've focused on delivery and ignored infrastructure. The fix is sequencing — pick the highest-leverage 2–3 systems first, install those properly, then expand. Don't try to fix everything at once.

26–45

PARTIAL

Some systems built, others missing

Typical for businesses doing \$10–25K/month. You've built what felt urgent. The systems you skipped are now the leaks. Identify the lowest-scoring 2 systems — that's where the highest-leverage work lives.

46–65

FUNCTIONAL

Most systems exist, none are dialed

The classic \$20–50K/month plateau. You have all the pieces but none are operating at the level required to break through. The work is depth over breadth — pick your strongest system and push it from 6 to 9. Lift one before you build another.

66–80

MATURE

Real infrastructure, optimization phase

Common in businesses doing \$50K+ monthly. The work shifts from building systems to integrating them. Look for the gaps between systems — usually attribution and follow-up are where the cracks live.

81–90

COMPOUNDING

Full system in production

If you're scoring this honestly, you're operating in the top 5% of service businesses by infrastructure depth. The next layer is delegation, team building, and business model expansion. You don't need this diagnostic — you need to think about what comes after the system is mature.

Which system to fix *first*.

Your lowest-scoring system isn't always the right place to start. The order matters. Here's how to sequence the install.

1

Pipeline + CRM (System 08) and Analytics (System 09)

The foundation. Without these, you can't measure what you're doing. Don't optimize what you can't see. If you scored 4 or below on either, fix these first regardless of where else you scored low.

2

Conversion Architecture (System 06) and Follow-Up Automation (System 07)

The leaks. These are where every prospect you acquire either converts or doesn't. Fix these before pouring more traffic in — otherwise you're scaling a leak.

3

SEO Infrastructure (System 01), Paid Traffic (System 02), Content Machine (System 05), Cold Outreach (System 04)

The traffic layer. Now you're scaling acquisition through systems that convert. Pick the one that fits your business model and capital position. Most coaches lead with SEO + Content. Most consultants lead with Cold Outreach + Paid.

4

AI Phone Agent (System 03)

The recovery layer. This catches the inbound calls already being generated by the other systems. Install it last because it amplifies what's already working — not because it's least important.

A NOTE ON THIS SEQUENCE

The order above is the default for businesses scoring 26–65 total. If you scored below 25, the order changes — start with whichever system has the most immediate revenue impact for your specific business model. If you scored above 65, the order matters less; you're optimizing rather than building, and depth in any one system pays off quickly. *Skipping ahead is how operators end up rebuilding their funnel three times.*

N O W W H A T

You've diagnosed. *The work begins.*

You now know which system to fix first. The next question is whether you build it yourself, get a structured plan tailored to your business, or have us install the whole system for you.

Three paths. Same destination.

Take the full audit

AI-assisted scoring against your actual business inputs. Custom 21-day install plan. Quantified revenue impact per system. The diagnostic, but properly.

\$397 CAD
9LEVER.COM/AUDIT

Buy the full course

All 9 modules. Templates, SOPs, prompts, workflows. The same framework we install for \$28K CAD clients, taught for self-paced execution.

\$697 CAD
9LEVER.COM/COURSE

Have us install it for you

Full Revenue Architecture engagement. All 9 systems built, tested, handed over in 21 days. 3–5 clients at a time. Architecture call to confirm fit.

FROM \$28K
CAD
9LEVER.COM/BOOK