

# THE PROFIT BLIND SPOT ANALYZER

FIND THE \$100K YOU'RE LEAVING ON THE TABLE

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You didn't leave corporate to work harder than ever. But if we're honest, most consultants end up here:

- Hustling for every client.
- Carrying every detail on their shoulders.
- Watching revenue stall no matter how fast they run.

The truth? You're not the problem.

The problem is blind spots — the hidden gaps where your business is quietly leaking money.

This tool reveals them in less than 5 minutes. Answer 12 quick checks and you'll see exactly where your growth stalls, your profit slips, and your time disappears.

## **STEP 1: RATE YOURSELF**

For each statement, rate how true it feels today on a scale of 1–5.

1 = Not at all true

2 = Rarely true

3 = Sometimes true

4 = Often true

5 = Always true

Rate yourself as follows: 1 = Not at all true, 2 = Rarely true, 3 = Sometimes true, 4 = Often true, 5 = Always true

## STAGE 1: PROFIT FOUNDATIONS

RATING

I can clearly explain the problem I solve and the client I solve it for.

My pricing is tied to outcomes and value, not just hours.

I have a sales process that makes it easy for clients to say yes.

## STAGE 2: GROWTH ENGINE

RATING

I have a repeatable system that generates qualified leads every month.

I regularly tap into past clients and my network for warm leads.

## STAGE 3: MARKET AUTHORITY

RATING

When prospects find me online, my presence makes me look like the authority.

I consistently share insights that build trust before I ever get on a sales call.

## STAGE 4: SCALE SYSTEMS

RATING

I use automation and systems (CRM, scheduling, follow-up) so the business runs without me carrying every detail.

I have contracts, SOPs, and templates that keep delivery smooth and consistent.

## STAGE 5: PROFIT OPTIMIZATION

RATING

I have a clear profit roadmap with quarterly goals that guide my growth.

I track revenue, expenses, and profit monthly so I know exactly what's working.

I use strategies like retainers or upsells to turn one-off clients into recurring revenue.

## STEP 2: ADD IT UP

**Total Possible Score:** 60 (12 questions × 5 points each)

**Category Scores:** Add up your points in each stage to see where your biggest gaps are.

STAGE	SCORE	MAX
Profit Foundations		15
Growth Engine		10
Market Authority		10
Scale Systems		10
Profit Optimization		15
<b>TOTAL</b>		<b>60</b>

# WHY GAPS MATTER

## **PROFIT FOUNDATIONS:**

Without clarity in niche and offers, you'll struggle to quickly convert leads and cover program fees. Fixing this means clients say yes faster, and your revenue rises predictably.

## **GROWTH ENGINE:**

Without a lead gen system, you'll keep living in feast-or-famine. Fixing this means never wondering where your next client will come from.

## **MARKET AUTHORITY:**

Without authority, you'll continue competing on price. Fixing this means commanding higher fees and instantly winning trust.

## **SCALE SYSTEMS:**

Without systems, you'll stay stuck in the weeds. Fixing this means freeing time and energy to lead, not just deliver.

## **PROFIT OPTIMIZATION:**

Without a profit roadmap, you may grow top-line revenue but never keep more money. Fixing this means \$100K+ profit becomes your new baseline.

# OVERALL SCORE INTERPRETATION

## 1. SCALING READY: THE AUTHORITY CONSULTANT

**Score: 45–60**

You've laid a strong foundation, and it shows. You're starting to look like the go-to authority in your space – clients trust you, your pipeline is steadier, and you're positioned to scale.

**But here's the risk:** if you don't optimize now, you'll keep leaving profit on the table. Consultants at this stage often hit a “false ceiling” – growth slows because they haven't doubled down on systems and profit strategy.

**Next Move:** With advanced systems and a clear roadmap, you can lock in that extra \$100K profit as your new baseline and claim your spot as the market leader.

The Profit Multiplier helps you break through the false ceiling by installing the profit systems that make growth sustainable and \$100K+ the new normal.

## 2. GROWTH IN PROGRESS: THE HUSTLING CONSULTANT

Score: 30–44

You've got pieces of the puzzle in place, but the picture isn't clear yet. Some months you're confident, others you're scrambling. The hustle is working, but it's also wearing you down.

**This is the danger zone:** you're growing, but without predictable systems, you'll keep spinning between feast and famine.

**Next Move:** Install consistency across sales, lead gen, and authority so your business doesn't depend on how hard you hustle in any given week.

This is where The Profit Multiplier replaces hustle with predictable growth, building the engine and authority you need to scale with confidence.

## 3. STUCK IN THE GRIND: THE OVERWORKED CONSULTANT

Score: 15–29

You're carrying the business on your back. Every proposal, every client, every detail is on you. You wake up earlier, stay up later, and tell yourself next month will be different, but growth still flatlines.

You've built something, but it's not giving you the freedom you left corporate for. Without change, the grind will only get heavier.

**Next Move:** Focus first on the foundations — tightening sales, clarifying your niche, and creating a simple lead flow that covers your baseline. Quick wins here can often pay for themselves in 90 days.

This is exactly where The Profit Multiplier starts: installing the systems that free you from the grind and put you back in control.

## 4. AT RISK: THE BURNOUT CONSULTANT

Score: Below 15

You're working harder than ever, but the business isn't sustainable. Cash flow is unpredictable, client work is overwhelming, and profit feels like an afterthought. If nothing changes, the risk of burnout, or even going back to corporate, is real.

**The good news:** you don't need to work harder. You need a roadmap.

**Next Move:** Start with the basics — clear positioning, authority-building, and a repeatable system for generating clients. These aren't nice-to-haves; they're survival steps.

# STEP 3: TAKE ACTION

WHEREVER YOU SCORED, ONE THING IS GUARANTEED: YOU'RE LEAVING MONEY ON THE TABLE.

That's exactly what The Profit Multiplier is designed to fix. It installs the five systems you just measured – sales, lead generation, authority, systems, and profit optimization – so you can:

- Turn unpredictable months into consistent client flow
- Double your income without adding more hours
- Add \$100K+ in profit to your bottom line
- Finally run your business with freedom instead of hustle

**YOU DON'T NEED ANOTHER COURSE. YOU NEED A FRAMEWORK THAT CREATES RESULTS IN WEEKS, NOT YEARS.**

If you're ready to stop spinning and start scaling, this is your moment.

Take the next step: [rockstarrandmoon.com/profit-multiplier](https://rockstarrandmoon.com/profit-multiplier)

Spots are limited.

