BUILD WITH NAV

The Everything Audit

Lane C · decide what to stop

You are doing eleven things to get work. You cannot tell which two are actually doing it. Do not add anything new until this page is full.

Step 1. Empty your head into the table.

One row per thing you do to get customers. Everything. The networking breakfast, the ads, the Instagram, the referral you keep meaning to follow up. Guess the numbers. A rough guess you write down beats a precise number you never collect.

WHAT I DO	HOURS /MO	$ /MO	LEADS /MO	CLOSED	$ FROM IT	KEEP?

Leave KEEP? blank for now. You fill that in on page 2, after Claude has read it.

The Everything Audit

Step 2. Hand it over and ask the hard question.

Photograph this page or type the rows into a chat, then paste the prompt below. The last two lines are the whole point. Without them it will politely tell you to optimise everything.

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Here is everything I do to get customers, with my rough numbers:

[paste your table]

Work out what each one actually costs me, counting my own time at [your hourly rate] an
hour, and what each one actually returns.

Then tell me the two I should stop doing entirely.

Do not tell me to optimise them. Tell me to stop. If you think I should stop none of
them, say that and tell me why. And say which one I am probably emotionally attached to.
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Step 3. Write down what you are stopping.

Not what you are starting. There is no space on this page for that on purpose.

I AM STOPPING

I AM STOPPING

THE ONE I WAS ATTACHED TO

WHAT I WILL DO WITH THOSE HOURS

THE MISTAKE IN THIS LANE

Adding a twelfth thing. You do not have a marketing problem, you have a focus problem, and one more channel makes it worse. Nothing new goes on this list until two things come off it.

Bring this to the open hour and I will go through it with you.