

real **YAN**

RESULT A

**Fix Your “We Might Die” Problem Before You Worry
About More Leads**

**Survival, Economics & Cashflow Self-
Diagnosis**

For online coaches, consultants & agencies who are **stressed about runway, profit, or paying themselves**: use this quick self-diagnosis to see if your business is economically broken, just cash tight, or simply under optimized... and what to fix first.

*Most people try to “market” their way out of a money problem. **If your runway is short or cash is always tight, more leads can actually make things worse.** This worksheet walks you through survival capacity, profitability, unit economics, and cashflow timing so you know if you’re bleeding out, just squeezed, or sitting on easy profit levers you haven’t pulled yet.*

GOAL: Figure out why the business is fragile and what to fix first.

INSTRUCTIONS:

- Grab a pen and answer each question.
- Mark what applies.
- Match your marks to your type.

SECTION 1 – Operational Survival Capacity

“How close are we to dead?”

Include:

- Business cash in all accounts
- Personal reserves you would actually inject to keep the business alive
- Available credit / overdrafts you would actually use for the business

Q1. If all new revenue stopped tomorrow, how many months could you keep the business operating at its current level (paying all expenses, including a reasonable pay for you)?

Operational survival capacity: _____ months

Q2. Is your operational survival capacity **LESS** than 3 months?

- Yes → Mark: **“SURVIVAL CAPACITY = RED”**
- No (3+ months) → Mark: **“SURVIVAL CAPACITY = OK (for now)”**

SECTION 2 – Monthly Profitability

“Do we dig the hole deeper each month?”

Look at the last 3 full months:

Revenue: \$ _____ / \$ _____ / \$ _____

Profit after all expenses and your pay: \$ _____ / \$ _____ / \$ _____

Q3. In how many of the last 3 months did you LOSE money?

- 2–3 months → Mark: **“MONTHLY PROFIT = NEGATIVE”**
- 0–1 month → Mark: **“MONTHLY PROFIT = OK/VARIABLE”**

If **SURVIVAL CAPACITY = RED** or **MONTHLY PROFIT = NEGATIVE**, you are in **Tactical Survival Mode**. Keep going.

SECTION 3 – Unit Economics

“Does each customer help or hurt?”

For your main offer:

Q4. Average price per new customer: \$ _____

Q5. Average direct cost to fulfill that customer (tools, labour, COGS, etc.): \$ _____

Gross profit per customer = Price – Direct cost = \$ _____

Q6. All-in cost to acquire a customer (ads, commissions, etc.): \$ _____

Best-guess lifetime gross profit (LTGP/LTV) per customer = \$ _____

Q7. Is LTGP > CAC? (Does one average customer bring in more gross profit than it cost to acquire them?)

- No → Mark: **“UNIT ECONOMICS = BROKEN”**
- Yes → Mark: **“UNIT ECONOMICS = WORKABLE”**

Q8. Roughly how long until you earn back CAC from gross profit?

- ≤ 30 days
- 31–180 days
- 181+ days / “I don’t know” → Mark: **“PAYBACK = SLOW/UNKNOWN”**

If $LTGP \leq CAC$, every new customer makes you poorer. You fix price/costs before you scale.

SECTION 4 – Quick Profit & Cash Levers

“Can we fix this with simple moves?”

Q9. When was the last time you raised prices on NEW customers by at least 10%?

- In the last 6 months
- More than 6 months ago / Never → Mark: **“PRICE = UNDERUSED LEVER”**

Q10. Have you reviewed your expenses in the last 3 months and cut obvious “nice-to-have” costs?

- Yes
- No → Mark: **“COSTS = BLOATED”**

Q11. Do you regularly run high-margin promos (Fast Cash) to past / current customers or warm leads?

- At least once per quarter
- Rarely / Never → Mark: **“FAST CASH = UNUSED”**

Q12. Do you offer meaningful prepay / pay-in-full incentives or more cash-up-front terms on your core offer?

- Yes
- No → Mark: **“CASHFLOW TERMS = WEAK”**

SECTION 5 – Your Survival / Cash Type

Type 1 – Bleeding Out Now (Model Broken)

Marks like:

- SURVIVAL CAPACITY = RED

- AND MONTHLY PROFIT = NEGATIVE
- AND/OR UNIT ECONOMICS = BROKEN

Meaning: The more you sell, the faster you die. You have a pricing / cost / offer problem, not a lead problem.

First moves (no exceptions):

- Immediately raise prices on all new sales.
- Cut nonessential costs this week.
- Redesign or simplify the core offer so each client is clearly profitable.
- Run one Fast Cash promo to past/current buyers in the next 7–14 days to buy runway.

Type 2 – Good Model, Bad Cashflow (Cash-Tight)

Marks like:

- UNIT ECONOMICS = WORKABLE
- BUT SURVIVAL CAPACITY = RED or MONTHLY PROFIT = NEGATIVE
- And PAYBACK = SLOW/UNKNOWN or CASHFLOW TERMS = WEAK
- FAST CASH = UNUSED

Meaning: On paper it works, but cash hits too late. You can't afford to sell more, hire, or spend on growth yet..

First moves:

- Run a Fast Cash campaign to inject 1–3 months of burn into the business.
- Add/strengthen prepay and pay-in-full options with real incentives.
- Shift more of your core offer to upfront / quarterly / 6–12 month terms where possible.
- Only after survival capacity > 3–6 months do you scale “more leads.”

Type 3 – Surviving, But Under-Optimized

Marks like:

- SURVIVAL CAPACITY = OK
- MONTHLY PROFIT = OK/VARIABLE
- UNIT ECONOMICS = WORKABLE
- But PRICE = UNDERUSED LEVER or COSTS = BLOATED or FAST CASH = UNUSED

Meaning: You're not about to die, but you're leaving easy money and safety on the table.

First moves:

- Do a same-week expense audit and cut obvious fluff.
- Test a 10–20% price increase on all new deals.
- Schedule 1 Fast Cash promo to your warm list in the next 4 weeks to pad reserves.

SECTION 6 – What This Means For The 12-Week Sprint

If you're Result A (any type), you **do not** start by “getting more leads.”

Your 12-week sprint is about:

1. Getting survival capacity to a safe level (3–6+ months).
2. Fixing unit economics so each client clearly makes you money.
3. Tightening payment terms and cash plays so you have enough money coming in, fast enough, to safely take on more clients later.

Once RESULT A is green, more leads and LTV work become force multipliers instead of accelerants to a fire.

YOUR NEXT MOVE:

If you want help mapping and executing that 12-week Survival & Economics Sprint:

*On a free 45-minute **Survival & Profit Deep-Dive**, we'll:*

- *Walk through your answers and real numbers together.*
- *Quantify how much runway you actually have and how big your profit/cash gap is.*

- *Pick 2–3 fast, realistic money levers (price, costs, terms, Fast Cash) for the next 12 weeks.*

👉 [Click HERE to book your free 45-minute Survival & Profit Deep-Dive Call](#): *You'll leave with a concrete 4–12 week plan to buy yourself safety and profit so that taking on more clients and growth later is the right move, not a risk.*

