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Booked Out, Burning Out, And Still Not Making Enough?

Capacity & Supply Self-Diagnosis

For online coaches, consultants, and agencies who feel "full" but underpaid: use this quick capacity check to see if you're truly supply constrained, secretly disorganized, or just priced too low – and what to change first.

Being busy doesn't mean the business is healthy. If you're booked out, working nights and weekends, or running waitlists but your bank account doesn't reflect it, you might have a capacity problem, an ops problem, or a pricing problem. This self-diagnosis walks through utilization, backlog, founder heroics, and delivery chaos so you can see which one is actually killing you and where to focus for the next 4 weeks.

GOAL: Decide if you're truly supply constrained and what to change first.

INSTRUCTIONS:

- Answer each question.

- Mark what applies.

- Use the summary at the end.

SECTION 1 – Capacity vs Current Load

Q1. At your current quality level, how many active clients / projects can you realistically handle at one time? (Your honest capacity, not fantasy.)

Stated Capacity = _____ *clients / projects*

Q2. How many active clients / projects are you handling right now?

Actual Load = _____ *clients / projects*

Q3. Calculate Utilization:

Utilization = Actual Load ÷ Stated Capacity × 100 = _____ *%*

Q4. Which bucket are you in, most of the last 2 months?

- □ Under 70% → **Mark: "UTILIZATION = LOW"**

- □ 70–90% → **Mark: "UTILIZATION = HEALTHY"**

- □ Over 90% most weeks → **Mark: "UTILIZATION = MAXED"**

SECTION 2 – Backlog, Delays, and Pain

Q5. Average time from "Yes" to real start of work (kickoff / delivery actually begins):

- □ Same week

- □ 1–2 weeks

- □ 3–4 weeks → **Mark: "BACKLOG = LONG"**

- □ 5+ weeks→ **Mark: "BACKLOG = LONG"**

Q6. In the last 2 months, how often have you or key team members worked nights/weekends just to keep up?

- □ Almost never

- □ Some weeks → **Mark: "FOUNDER HEROICS = HIGH"**

- □ Most weeks → **Mark: "FOUNDER HEROICS = HIGH"**

Q7. Over the last 3 months, what's happened with refunds / complaints / obvious quality errors?

- □ Decreasing / rare

- □ About the same

- □ Increasing → **Mark: "QUALITY STRAIN = HIGH"**

SECTION 3 – Profit vs Being Booked Out

Q8. Are you usually "booked out" (80%+ capacity) but still unhappy with your personal income or profit margins?

- □ Yes → **Mark: "UNDERPAID & FULL"**

- □ No

Q9. When you raise prices a bit (10–20%) on new work, do you still fill up / stay busy?

- □ Yes, demand stays strong → **Mark: "PRICING POWER = AVAILABLE"**

- □ Haven't really tested → **Mark: "PRICING POWER = AVAILABLE"**

- □ No, demand drops hard

SECTION 4 – Process vs Chaos

Q10. Is there a clearly documented way you deliver (checklists, SOPs, templates) that new team members can follow?

- □ Yes, mostly

- □ A little / some docs → **Mark: "DELIVERY = TRIBAL KNOWLEDGE"**

- □ Almost nothing is documented → **Mark: "DELIVERY = TRIBAL KNOWLEDGE"**

Q11. How predictable does delivery feel week to week?

- □ Very predictable: we know what's happening when

- □ Somewhat predictable: we manage, but scramble sometimes

- □ Chaotic: every week feels like a fire drill → **Mark: "OPS CHAOS = HIGH"**

SECTION 5 – Your Capacity Type

(*Now read your marks and find your pattern*)

Type 1 – Classic Supply Constrained

You likely have:

- UTILIZATION = MAXED

- AND either ONE or MORE of below:

    - BACKLOG = LONG

    - FOUNDER HEROICS = HIGH

    - QUALITY STRAIN = HIGH

What this means:
Your main problem is too much demand for your current capacity. More marketing will make things worse.

Your first moves:

1. **Throttle demand without losing money**

- Raise prices on all *new* customers.

- Add honest caps: *"We onboard X clients per month. Next available start is [DATE]."*

- Use waitlists instead of saying yes to everyone.

2. **Increase capacity on a small, repeatable slice**

   - Decide your "core" offer (the thing you can standardize).

   - Start documenting the delivery as you do it (screenshots, checklists, Looms).

   - Plan 1 concrete capacity move in the next 4 weeks: hire, contractor, or batching / group model.

Type 2 – Underpaid & Full

You likely marked:

- UNDERPAID & FULL

- PRICING POWER = AVAILABLE

- Maybe UTILIZATION = MAXED, but profits feel low.

What this means:
You don't need more clients. You need each client to be worth more, so you can do less work for more money.

Your first moves:

1. **Aggressive, structured price raise on new business**

   - Minimum +20–50% for new clients if demand is still strong.

   - For existing clients, create a transition plan (small step-up + loyalty framing) instead of secretly resenting them.

2. **Trim the worst work**

   - List all offer types / project types.

   - Highlight the lowest-margin, most chaotic work.

   - Decide: "We will stop selling these until we have surplus capacity."

3. **Optionally add a premium tier**

- Fewer clients, higher price, better margins, tighter boundaries.

- Use this to upgrade your best clients and free capacity.

Type 3 – Fake Supply Constraint (Operations Problem)

You might have:

- UTILIZATION = LOW or HEALTHY

- AND either ONE or MORE of below:

    - OPS CHAOS = HIGH

    - DELIVERY = TRIBAL KNOWLEDGE

What this means:
You're not truly full. You're disorganized. You *feel* maxed because everything depends on you and nothing is standardized.

Your first moves:

1. **Standardize ONE core delivery**

    - Pick your most common offer.

    - Write a simple "Do it this way every time" checklist with 10–20 steps.

    - Use it yourself for 2–4 weeks; then hand it to anyone who helps you.

2. **Create capacity by saying "no"**

    - Say no to one-off, custom, weird projects for 3 months.

    - Only sell work that fits the checklist.

3. **Then, test demand again**

    - Once ops feel calmer at 70–80% utilization, then decide if you *actually* need more leads.

SECTION 6 – Your Immediate 30-Day Capacity Plan

Write this down:

1. **Which type are you?**

- □ Type 1 – Classic Supply Constrained

- □ Type 2 – Underpaid & Full

- □ Type 3 – Fake Supply Constraint

2. **One decision for the next 30 days:**

"For the next 30 days, I will NOT focus on more leads. I will focus on:

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so that I can handle demand without burning out or breaking quality."

3. **One concrete action this week:**

- Raise prices?

- Add a cap / waitlist?

- Kill a low-margin offer?

- Start a delivery checklist?

Write the exact action and deadline.

YOUR NEXT MOVE:

If You're Full And Still Underpaid, You Don't Need More Leads. You Need A Better Model.

*If you circled **Type 1 – Classic Supply Constrained** or **Type 2 – Underpaid & Full**, more marketing will probably just make you busier and more exhausted. The leverage is in your pricing, caps, and delivery model, not another funnel.*

On a free 45-minute Capacity & Pricing Deep-Dive, here's what we'll do:

- *Walk through your answers and clarify whether you're truly supply-constrained or just suffering from messy delivery and lack of boundaries.*

- *Quantify how much extra profit you could unlock by changing prices, caps, or offer mix.*

- *Map a simple 4-week plan: one pricing move and one or two capacity/delivery moves.*

👉 *Click HERE to book your free 45-minute Capacity & Pricing Deep-Dive Call:*

If you want, after we map the plan, I'll show you how I can help you restructure your pricing, caps, and delivery over 12 weeks so you can make more while doing less, with honest waitlists and scarcity working for you instead of against you.

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