real
YAN

RESULT J

Nothing Is Obviously Broken. Your Next Move Is LTV (And Maybe Market).

“No Single Leak” LTV & Market Self-Diagnosis

For online coaches, consultants, and agencies whose funnel is "fine" but growth is flat: use this self-diagnosis to find your biggest Lifetime Value levers – retention, reactivation, ascension – and, if needed, check whether your market itself is capping you.

If your opt-in, show, and close rates are all "okay," but revenue is flat, you don't have a classic funnel leak. You have an LTV opportunity or a structural cap. At this stage, you grow less by squeezing 1–2% more out of ads, and more by getting each customer to stay longer, come back, and buy more – and by making sure you're not stuck in a tiny pond. This worksheet walks you through simple money math, retention, reactivation, ascension, and a quick market reality check so you can see where your upside really is.

GOAL: When nothing is obviously broken, decide how to grow: increase LTV per client and, if relevant, deal with a capped market.

INSTRUCTIONS:

Use the last **6–12 months**.

SECTION 1 – Confirm You're Really "Result J"

Q1. Over the last 6–12 months, has monthly revenue (or gross profit) been:

- □ Clearly up (strong trend)
- □ Mostly flat → Mark: **"GROWTH = STALLED"**
- □ Clearly down → Mark: **"GROWTH = STALLED"**

Q2. Do your key funnel numbers look "fine but not amazing"? Roughly:

- Opt-in on warm traffic > 20% OR
- Show rate > 60% OR
- Close rate on qualified > 25% OR
- Early churn too bad OR
- □ Yes, all kinda ok → Mark: **"NO DOMINANT FRONT-END LEAK"**
- □ No, one step is clearly ugly → you're probably not Result J; go work that specific result instead.

If you have **GROWTH = STALLED** + **NO DOMINANT FRONT-END LEAK**, you're in J-land: next upside is LTV and/or market structure.

SECTION 2 – Market / Niche Reality Check

Q3. Is your business truly constrained to a **small local radius or tiny fixed pool** of ideal clients (e.g. you can list <500 real targets), and you already serve a meaningful chunk of them?

- □ Yes → Mark: **"TINY POND"**
- □ No → Mark: **"MARKET = PLENTY"**

Q4. If you are in that small / local market, are you planning to stay focused only on that market for at least the next 12–24 months (no plans to add new locations or go after a bigger online market)?

- □ Yes → Mark: **"EXPANSION = OFF THE TABLE"**
- □ No → Mark: **"EXPANSION POSSIBLE"**

*If you are online / national and not serving a massive share of your total TAM (Total Addressable Market), or you're open to expanding beyond your current small/local patch, treat "market is too small" as a belief, not a constraint. Your real game is **LTV and funnel**, not "finding a new niche."*

SECTION 3 – Baseline Your LTV (Simple Money Math)

Last 12 months:

Q5. Approx. how many new clients did you start?
New clients = _____

Q6. Total gross profit from those clients (revenue minus direct delivery costs; rough is fine):
Gross profit = $_____

Simple baseline **LTV per client** ≈ Gross profit ÷ New clients = $_____

This is your starting point: "On average, each client is worth about $____ in gross profit."

SECTION 4 – Retention Check (Stay Longer)

Q7. For your main program (core offer), roughly how long does the average good client stay?

- □ < 3 months
- □ 3–6 months
- □ 6–12 months

- □ 12+ months

If most are under 3–6 months and you *intended* it to be longer, mark: **"RETENTION = UNDER-OPTIMIZED"**

Q8. Do you have a basic customer journey mapped:
Activate → Testimonial → Refer → Ascend (might not be in the exact order)?

- □ Yes
- □ No → Mark: **"NO CUSTOMER JOURNEY"**

Q9. Do you deliberately resell the value and give clients reasons to stay (unlockables, milestones, community, check-ins)?

- □ Yes
- □ Not really → Mark: **"RETENTION SYSTEM = LIGHT"**

SECTION 5 – Reactivation Check (Come Back)

Q10. Do you have a separate list/segment of past or churned clients?

- □ Yes
- □ No → Mark: **"NO PAST-CLIENT SEGMENT"**

Q11. Over the past 12 months, how many real win-back / reactivation campaigns did you run to past clients?

Count = _____

- □ 0 → Mark: **"NO REACTIVATION"**
- □ 1–2 → Mark: **"REACTIVATION = LIGHT"**
- □ 3+ (with actual offers)

Q12. Roughly what % of last year's clients bought again after leaving the main program?

- □ I know: about _____ %
- □ I have no idea → Mark: **"REBUY RATE = UNKNOWN"**

SECTION 6 – Ascension / Continuity Check (Buy More)

Q13. Do you have at least one clear back-end / ascension offer (mastermind, 1:1, done-for-you, retainer, continuity etc.)?

- □ Yes
- □ No → Mark: **"NO ASCENSION OFFER"**

Q14. In the last 12 months, roughly what % of core clients bought anything else from you after the first offer?

- □ 0–10% → Mark: **"ASCENSION = TINY"**
- □ 10–30%
- □ 30%+

Q15. Is there a standard moment where you intentionally pitch the next step (e.g., after X result, after Y month, at a specific call)?

- □ Yes
- □ No → Mark: **"ASCENSION NOT CHOREOGRAPHED"**

SECTION 7 – Your "Result J" Type

Use your marks to pick your dominant lever.

Type 1 – Short-Lived Clients (Retention)

Marks like:

- RETENTION = UNDER-OPTIMIZED
- NO CUSTOMER JOURNEY
- RETENTION SYSTEM = LIGHT

4-Week Focus: Retention Foundation

- Define your **activation point**: what your best, longest-staying clients all do early.

- Build a simple **0–30 day onboarding** that pushes everyone to that activation.
- Add 1–2 “unlockables” or milestones past the usual churn point.

Type 2 – Dead Past-Client List (Reactivation)

Marks like:

- NO PAST-CLIENT SEGMENT
- NO REACTIVATION
- REBUY RATE = UNKNOWN

4-Week Focus: Reactivation

- Segment past clients and tag them.
- Run one simple **win-back campaign** (email / SMS / DM) with:
    - 1 piece of value,
    - 1 clear offer (“come back” or “try X”),
    - 1 deadline.
- Track: # contacted, # reactivated, profit.

Type 3 – Ascension Desert (Backend)

Marks like:

- NO ASCENSION OFFER
- ASCENSION = TINY
- ASCENSION NOT CHOREOGRAPHED

4-Week Focus: One Ascension Path

- Design **one** back-end offer that is “more of / more help with / faster result on” what they already bought.
- Decide when to make that offer (X result, Y month, specific milestone).
- Script one simple ascension conversation or email and install it.

Type 4 – Structurally Capped Market (Tiny Pond)

Marks like:

- TINY POND
- EXPANSION = OFF THE TABLE
- Plus at least OK retention

Meaning: You're genuinely in a small pond and can't/won't expand geos or avatars soon. Growth has to come mostly from LTV, pricing, and model, not "more top of funnel."

4-Week Focus: LTV + Model

- Do the LTV work above (Types 1–3 as needed).
- Audit pricing and packaging to make each client *much* more valuable.
- If/when expansion becomes possible, your LTV foundation will make that growth far more profitable.

SECTION 8 – Your 12-Week LTV Sprint Sketch

Fill in:

My dominant J type:
□ Type 1 – Short-Lived Clients
□ Type 2 – Dead Past-Client List
□ Type 3 – Ascension Desert
□ Type 4 – Structurally Capped Market

Over the next 12-Weeks, my sequence will be:

- **Protect the base (Retention):** one change I'll ship in 4-weeks time:

- **Wake up the dead (Reactivation):** one campaign I'll run in 4-weeks time:

- **Give the best more to buy (Ascension):** one ascension offer / moment I'll define in 4-weeks time:

Start date: ___ / ___ / _____
Target "new normal" LTV per client (even a rough +20–30% lift): $_____

SECTION 9 – How This Connects To Our 12-Week Sprint

Result J means:

- Your front end isn't on fire.
- Your biggest upside is **making each client far more valuable** (and, if truly capped, squeezing the most out of your small pond).

My 12-Week Constraint Sprint for J looks like:

- **Weeks 1–2:** Baseline your retention, reactivation, ascension, and rough LTGP per client, and map your actual 6–12 month customer journey.
- **Weeks 3–10:** Design and run a few high-leverage plays (ascension offers, continuity, reactivation) for specific cohorts, and lock the winners in as simple SOPs.
- **Weeks 11–12:** Re-measure key LTV drivers (renewals, additional purchases, reactivations) for those cohorts and project the uplift to your 6–12 month revenue per client. If appropriate, we choose the next constraint (often front end again once LTV is strong).

If you want help turning this worksheet into a real 12-Week LTV Sprint:
On a free 45-minute **LTV Maximization Deep Dive**, we'll:

- Look at your current retention, reactivation, ascension, and rough LTGP numbers
- Decide which "J type" is your biggest lever
- Map a 12-week plan to increase revenue per client primarily from people you already have, before you worry about more front-end traffic

👉 Click HERE to book your free 45-minute LTV Maximization Deep-Dive Call