

Revenue Growth Checklist

Extrabrainz

Your business is unique. You're solving unique problems daily and serve the needs of unique customers. Still, based on our experience, there are common things overlooked by business owners in the everyday rush. As a result, maximal efforts bring moderate revenues.

This document is a quick self-check that we use ourselves and encourage our clients to do the same. Think of it as an opportunity to calibrate your business compass.



We believe every business owner should run a similar bullshit-proof test at least once per 6 months. This brings confidence that you and your team put that much effort for a good reason.

“Acknowledgement of a problem is the first step towards its solution” as they say in psychoanalysis. That’s very true for business behaviour as well. It’s easy to overlook an opportunity to improve. It’s hard to keep doing the same things if you realise they’re heading you in the wrong direction.

Why don't you print out a couple of copies of the last page? Make it your habit to fill this in once in a while.

Go through the checklist on the next page. We hope you put a tick in every box. You may get the feeling there are any directions that you could do better if only you had the time or knew how. If it's the case, drop us a message at extra@extrabrain.net, and we'll see if we can help you.

I know my clients

- ☐ I have personally talked with at least five happy and five unhappy clients this year.
- ☐ I know the pain points of my clients.
- ☐ I know which efforts and channels will bring me next ten new clients.
- ☐ I know the average lifetime value of my clients.
- ☐ I know the most common reason why clients stop buying from me.

I know my product

- ☐ I know the main reason clients buy my product.
- ☐ I know the main reason clients will continue buying from me.
- ☐ I know the main thing that clients dislike about my product.
- ☐ I know the next thing I will change in my product.
- ☐ I have 3-years visionary plan of my product development.

I know my market

- ☐ I know the last significant technical innovation happened in my market.
- ☐ I know the competitors I'm losing clients to.
- ☐ I know the competitors I'm gaining clients from.
- ☐ I personally tried the products of my top 5 competitors this year.
- ☐ I know my Google competitors (media, bloggers, players from different markets).

I know my organisation

- ☐ I know the main bottleneck in my client-service flow.
- ☐ I know what will be the next process I will improve.
- ☐ I talked with every first and second level subordinate about their career aspirations this year.
- ☐ I know the employee turnover rate and the reasons behind it.
- ☐ I know the main reason why new employees come to work for me.

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