

Stop Guessing Why Your Business Isn't Growing

***Discover the Symptoms Holding Your Business
Back in Just 20 Minutes***

Free Growth Bottleneck Scorecard

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Introduction

You're Working Hard... So Why Isn't Your Business Growing?

You're showing up.

You're marketing your business.

You're trying new ideas.

Maybe you've invested in ads, courses, websites, branding, or social media.

Yet growth still feels inconsistent.

Most business owners assume they have a marketing problem.

But marketing is only one possible cause.

A business can struggle because of weak positioning, unclear messaging, poor customer acquisition, low conversion, or simply because attention is being focused on the wrong priority.

Before you spend more money trying another strategy, you need to answer one question:

Where is your business showing the strongest symptoms?

That's exactly what this guide will help you discover.

Important: This scorecard helps you identify *where* the symptoms appear. It does **not** determine the root cause. That requires a deeper assessment of your business.

Symptoms vs Root Causes

Most Business Problems Are Symptoms, Not the Real Problem

When something is not working, our first instinct is usually to fix what we can see.

But the visible problem is often only a symptom.

For example:

Symptom:

"I need more customers."

Possible Root Causes:

- The right people are not seeing your offer.
- Your message is not connecting with your audience.
- Your sales process is not converting interest into customers.
- You don't have a clear growth strategy.

Another example:

Symptom:

"My Facebook ads are not working."

Possible Root Causes:

- The offer is unclear.
- The audience is wrong.
- The message does not create enough desire.
- The business foundation is not ready to convert traffic.

The goal is not to do more.

The goal is to identify what deserves your attention first.

The Five Business Growth Bottlenecks

Every growing business must solve five important areas. Your biggest challenge is usually found in one of these areas:

1. Visibility Bottleneck

Not enough qualified people are discovering your business.

You may have a great product or service, but if the right people don't know you exist, growth becomes difficult.

2. Messaging Bottleneck

People see your offer but don't understand why they should choose you.

Your audience may not clearly understand the problem you solve, the value you provide, or why your solution matters.

3. Conversion Bottleneck

People show interest but don't become paying customers.

You may be attracting attention, but something in your sales process is preventing people from making a decision.

4. Customer Growth Bottleneck

Customers buy once but don't continue buying or referring others.

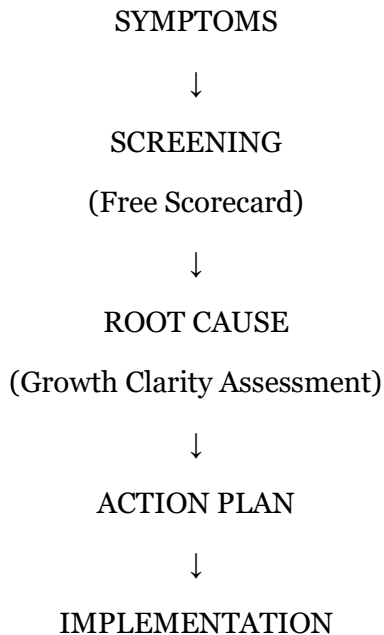
Without customer retention and repeat business, growth becomes a constant struggle to find new customers.

5. Strategic Clarity Bottleneck

You are busy, but you are not certain what to fix first.

You may have tried different strategies, received conflicting advice, and invested in different solutions without knowing the real priority.

The Growth Clarity Framework



One Important Reminder

Finding your highest score doesn't automatically reveal your biggest problem.

It simply tells you where your business is showing the strongest symptoms.

For example:

- Poor sales may look like a conversion problem but actually be caused by weak messaging.
- Weak messaging may actually be caused by unclear positioning.
- Low enquiries may not be a visibility problem at all—they may be caused by an offer that doesn't attract the right people.

That's why successful businesses don't jump straight to solutions. They investigate the cause first.

Before You Score Yourself

This scorecard is designed to help you identify patterns—not provide a final diagnosis.

Be as honest as possible.

Don't answer based on how you want your business to perform.

Answer based on what is consistently happening today.

The more honest your answers, the more useful your results will be.

Growth Clarity Scorecard

Discover Your Biggest Growth Bottleneck

For each statement, score yourself:

2 = Yes, this describes my business

1 = Sometimes

0 = No

SECTION A – Visibility

Question	Score
I struggle to attract new enquiries consistently.	
Most of my customers come from referrals.	
If I stop posting, enquiries almost stop.	
Very few new people discover my business every week.	
I don't have a predictable lead generation system.	

Total (Visibility): _____ /10

SECTION B – Messaging

Question	Score
People see my marketing but don't enquire.	
Prospects don't immediately understand my value.	
My message talks more about what I do than the problem I solve.	
My marketing sounds similar to competitors.	
People often ask, "So what exactly do you do?"	

Total (Messaging): _____ /10

SECTION C – Conversion

Question	Score
I receive enquiries that rarely become paying customers.	

Question	Score
Prospects disappear after asking for the price.	
I don't have a clear sales process.	
I frequently hear, "I'll get back to you."	
I rely on convincing people instead of guiding them to a decision.	

Total (Conversion): _____ /10

SECTION D – Customer Growth

Question	Score
Most customers buy only once.	
I rarely follow up after delivering my service.	
I don't have an upsell or next-step offer.	
Referrals happen by chance instead of by design.	
Every month feels like starting from zero again.	

Total (Customer Growth): _____ /10

SECTION E – Strategic Clarity

Question	Score
I've changed strategies several times recently.	
I've spent money on tools or courses that didn't solve the problem.	
Different experts keep giving conflicting advice.	
I don't know what deserves my attention first.	
I feel busy every day but progress is slow.	

Total (Strategic Clarity): _____ /10

Your Results

Write your totals below.

Area	Score
Visibility	____ /10
Messaging	____ /10
Conversion	____ /10
Customer Growth	____ /10
Strategic Clarity	____ /10

What Your Score Means

0–3 → Healthy

This area is probably **not** your biggest constraint. Continue monitoring it, but don't focus your energy here.

4–7 → Needs Attention

This area is slowing your growth. Improving it could produce noticeable results, but first compare it with your other scores.

8–10 → Critical Bottleneck

This is likely the biggest obstacle preventing your business from growing. Before investing in new marketing, ads, or tools, make sure this issue is addressed.

Your Growth Clarity Matrix

Circle your highest score.

- ☐ Visibility
- ☐ Messaging
- ☐ Conversion
- ☐ Customer Growth
- ☐ Strategic Clarity

Congratulations.

You have completed the first step.

Your highest score shows **where your business is experiencing the strongest symptoms.**

However...

Symptoms rarely tell the whole story.

Imagine visiting a doctor because you have a headache.

The headache tells you **something is wrong.**

It doesn't tell you **why.**

The same is true in business.

Two businesses can both struggle with low sales...

One needs better messaging.

The other needs a stronger offer.

Another needs a better customer acquisition system.

The symptoms may look similar.

The solution is completely different.

This scorecard cannot determine that.

It simply tells you where to investigate next.

Your Next Step

You've identified **where** your business is showing symptoms.

The next question is:

Why is this happening, and what should you fix first?

That's exactly what the **Growth Clarity Assessment** is designed to uncover.

Unlike this scorecard, the Assessment goes beyond symptoms to identify the root cause of your growth challenge and gives you a clear, prioritized action plan tailored to your business.

Here's what you'll receive:

- ✓ A comprehensive Growth Clarity Assessment Report
- ✓ Identification of your primary growth bottleneck
- ✓ An explanation of why it's limiting your business
- ✓ A prioritized action plan
- ✓ Practical recommendations you can implement immediately

Don't spend another month guessing.

Get clarity before you invest more time, money, or effort into the wrong solution.

Ready to Get Started?

Click the link below to start your Growth Clarity Assessment:

<https://growth.claritypulse.store>