

HOW WELL CAN YOU SCALE?											
Worst in Market	1	2	3	4	5	6	7	8	9	10	Best in Market

## Attract

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**Create Demand** – How confident are you that you're intentionally attracting only qualified, right-fit traffic?

**Build Authority** – To what degree is everyone on your team on the same page about the transformational promise you make to your customers?

**Fill Funnel** – How robust is your system for turning visitors to your website, into prospects, that give you permission to go to a deeper level conversation with them?

**Average 'Attract' Score:**

## Engage

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**Pinpoint Pain** – How well-engineered is the content on your website to cause the prospect to know that you truly "get them" better than anyone else they're paying?

**Educate & Motivate Prospects** – How often do you publish content about mistakes your prospects are making in their industry, instead of only talking about solutions your product provides?

**Calibrate Call-to-Actions** – How consistently, effectively, and successfully do your content marketing efforts contribute to your demo and trial pipeline targets?

**Average 'Engage' Score:**

## Convert

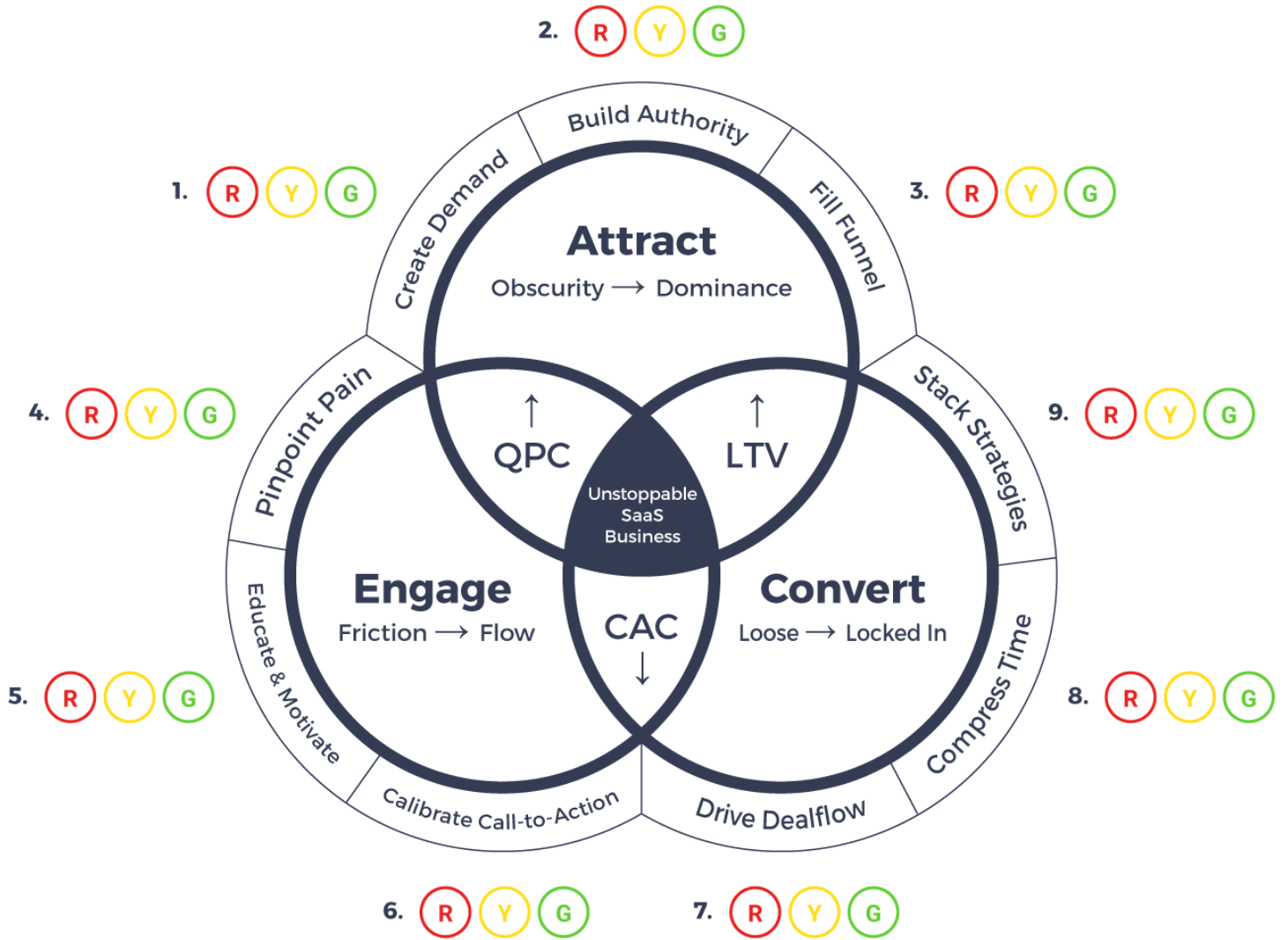
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**Drive Dealflow** – How well do you convert marketing qualified leads into sales-ready qualified leads, demos, and trials?

**Compress Time** – How often are you using the same digital marketing channels that you used to acquire the right fit leads to continue marketing to them once you have them as a trial user or SQL in your pipeline?

**Stack Strategies** – How robust is your system for connecting demand generation strategies that work together (earned, owned, and paid) to exponentially increase your deal flow?

**Average 'Convert' Score:**



QUICK NOTES:

