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## A 5-Part Framework for Growth Assessment (and a link to free Revenue Share Training)

### **1. What are you doing and not getting paid for?**

When assessing for growth, you want to know, how can you make money really, really quickly? So the first point you'd look at is, what are you currently doing in your business for your clients that you're not getting paid for?

This might be something outside the scope of your service, or something you've added on as goodwill, a report, perhaps, leads, an audit, that provides significant value for free. Might people not be willing to pay for that?

### **2. Where are you undervaluing your business?**

Second part is, where are you undervaluing your business?

Take a copywriting campaign. How much is your client likely to make if the campaign is just half the success you think it will be? \$300,000? \$400,000? If you're charging \$5,000 for the entire campaign, you're seriously selling yourself short. Surely at least 10 percent of the projected value is a fair price to ask.

### **3. Who are the wrong clients for you?**

The third point is, who are the clients you shouldn't be working for?

Do an analysis - who are the client you love working for and who love working with you? Which clients bring you the most profit?

Then look at: which clients take up too much time while making you zero profit? Which clients make you wonder all the time what you're doing wrong? Who among your clients is just a misery to work with?

Based on the first two steps of this framework, craft a new offer that you can show to your best clients.

Then try to move your problem clients into a better situation, by maybe charging them more or getting them to play by your rules, or if all else fails, referring them to someone else.

### **4. What does your market actually want?**

The next point is looking at the products or services that are actually your best sellers, and what your market actually wants.

It's not about what you want to sell, but what actually sells. See which of your offerings people are actually paying for, then double down on that.

### **5. Fix, then scale**

There's no point scaling a broken business. When you've sorted out parts one to four, you can already expect extra revenue to come in. Then you can think about marketing and getting more people to buy what you have.

BONUS Revenue share training [HERE](#)