DIAGNOSTIC-FIRST GROWTH NETWORK

# Growth Recon

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# Expose Checklist

Strip away the bullshit. Find the ONE objective.

QUICK-REFERENCE CHECKLIST

## 01 Objective Clarity

- [ ] Write down the company's current marketing objective - if it takes more than one sentence, it's not clear enough
- [ ] Identify every metric currently reported in marketing meetings and classify each as vanity or actionable
- [ ] Remove every dashboard widget that doesn't connect directly to the one objective
- [ ] Ask 5 team members what the marketing objective is - compare answers and note contradictions
- [ ] **[START HERE]** Define the ONE number that marketing is accountable for this quarter (revenue, pipeline, qualified leads - pick one)
- [ ] Write a one-page brief: objective, how it's measured, current baseline, target, deadline

## 02 Spend vs. Output Analysis

- [ ] Pull every marketing line item from the last 12 months into a single spreadsheet
- [ ] Calculate cost-per-lead and cost-per-opportunity for every paid channel individually
- [ ] **[START HERE]** Identify any spend over $1,000/month with no attributed revenue in the last 90 days
- [ ] Map each line item to a measurable outcome (leads, pipeline, revenue) - flag anything unmappable
- [ ] **[START HERE]** Rank all spend categories by ROI - highlight the bottom 20% for immediate review
- [ ] Total up "nice to have" spend (swag, sponsorships, tools nobody logs into) and calculate annual waste

## 03 Agency & Vendor Audit

- [ ] List every agency and vendor contract with monthly cost, renewal date, and primary deliverable
- [ ] For each agency, document what would break if you cancelled tomorrow vs. what you'd barely notice
- [ ] Identify overlap between agencies (two vendors doing similar work, conflicting strategies)
- [ ] Request last quarter's performance report from each agency - flag any that can't provide one
- [ ] Compare agency deliverables against your one objective - flag any that don't connect
- [ ] Schedule a 30-minute review call with each vendor and ask them to justify their last 90 days of output

## 04 Sacred Cow Identification

- [ ] List every marketing activity that's been running for 12+ months without a performance review
- [ ] **[START HERE]** Ask "If we started from zero today, would we build this?" for each ongoing campaign
- [ ] Document political risk for killing each sacred cow (who will push back, what's their argument)
- [ ] Identify the program everyone "loves" but nobody can tie to revenue - put it on a 30-day prove-it clock
- [ ] Flag any initiative that exists because "we've always done it" or "the CEO likes it"
- [ ] Present the data to stakeholders - numbers first, recommendations second, feelings never