DIAGNOSTIC-FIRST GROWTH NETWORK

Growth Recon

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Research Checklist

Learn the business through the customer's eyes, not the company's ego.

QUICK-REFERENCE CHECKLIST

01 ICP Mapping

- [ ] **[START HERE]** Export last 12 months of closed-won deals from CRM and sort by revenue
- [ ] **[START HERE]** Identify top 3 customer segments by lifetime value, not just deal count
- [ ] Interview 5 current customers and ask "What almost stopped you from buying?"
- [ ] Write one ICP paragraph per segment: who they are, what triggers the search, what they fear
- [ ] Segment closed-won deals by company size, industry, and deal cycle length
- [ ] Pull firmographic data on your best 10 accounts - find the pattern
- [ ] Document the actual job title of the person who signs the contract vs. who finds you

02 Customer Language Audit

- [ ] Record 5 sales calls this week and tag exact phrases prospects use to describe their problem
- [ ] Scrape 10 competitor reviews on G2/Capterra - note what customers praise and complain about
- [ ] **[START HERE]** Compare your website copy against the language you collected - flag every mismatch
- [ ] Pull 20 support tickets and highlight the language customers use (not your internal jargon)
- [ ] Search Reddit/forums for threads about the problem you solve - copy real quotes
- [ ] Build a swipe file: one column for customer language, one for your current copy

03 Data & Tracking Setup

- [ ] List every analytics tool currently active and who has admin access
- [ ] Check UTM tagging discipline: pull last 50 leads and count how many have clean UTM data
- [ ] Run a test form submission and trace it through to CRM - does it arrive with source data intact?
- [ ] **[START HERE]** Open Google Analytics and verify conversion events are firing on the thank-you page
- [ ] Confirm CRM attribution fields are populated on at least 80% of new contacts
- [ ] Document every gap in a single "Data Integrity" sheet with owner and fix date

04 Adversarial Assessment

- [ ] List your top 5 competitors and document their primary positioning statement
- [ ] Sign up for every competitor's email nurture and screenshot the first 7 days of messages
- [ ] **[START HERE]** Document your single biggest vulnerability that a well-funded competitor could exploit tomorrow
- [ ] Run each competitor through SimilarWeb or SEMrush - note their top 5 traffic sources
- [ ] Identify 2 market shifts (regulation, technology, buyer behavior) that could disrupt your category in 12 months