



IT Founders: Where Are You Losing \$10K a Month? (The 5-Minute Revenue Leak Finder)

Find where money is slipping through your business—even if revenue looks strong—without digging through spreadsheets or hiring a finance team.

INSTRUCTIONS

This takes 3–5 minutes. Read each statement and answer: **Yes / No / Not Sure**

You're not fixing anything yet.
You're identifying where money is quietly leaking.
Every **"No"** or **"Not Sure"** = **lost revenue**.

	YES	NO	NOT SURE
1. Pricing & Revenue Leaks <ol style="list-style-type: none"> We have a clear minimum price we don't go below We don't "figure it out" pricing on the fly Every service we offer is intentionally priced for profit We don't discount just to close deals 			
2. Client & Service Leaks <ol style="list-style-type: none"> We regularly identify upsell opportunities within existing clients Clients aren't just "one-time revenue" We don't over-service clients without being paid for it Our services are clearly packaged—not custom every time 			
3. Sales & Pipeline Leaks <ol style="list-style-type: none"> We know exactly where our next clients are coming from We track deals consistently (not in our head) We're not relying on referrals as our primary growth source We can predict revenue for the next 30–60 days 			
4. Time & Capacity Leaks <ol style="list-style-type: none"> I'm not the bottleneck for most decisions My team can operate without constant oversight We're not constantly reacting to fires My time is spent on growth—not just delivery 			
5. Expense & Operational Leaks <ol style="list-style-type: none"> We regularly review subscriptions and unnecessary costs We're not paying for tools we don't fully use We understand where money is actually being spent Personal and business expenses are clearly separated 			

SCORING

Why this is Important

If you answered:

- 1. 0–5 issues** → Minor leaks (still costing you)
- 2. 6–10 issues** → Significant revenue loss
- 3. 10+ issues** → You're bleeding money and don't see it yet

Most IT founders don't have a revenue problem. They have a **leak problem**. Money is coming in... But it's disappearing through:

- 1. underpricing
- 2. poor structure
- 3. unclear sales systems
- 4. wasted time and overhead

That's why growth feels harder than it should. Fix the leaks → growth gets easier immediately.

Book a Free Clarity Call:

<https://www.alzaelevate.com/>

Let's identify what's actually worth fixing first—and where your biggest opportunities are.