



EVOLVV STRATEGIES

A FREE DOWNLOAD FROM GROWTH BY DESIGN

Bottleneck Diagnostic Scorecard

Score your six growth stages, find the first low score from the top, and write your 30-day hypothesis.

Part of the free Growth by Design course · by Evolv Strategies · evolv.io

Want this working in your business instead of on your reading list?

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Bottleneck Diagnostic Scorecard

Growth by Design — Kit piece 1 of 5. Score it, name your constraint, write the 30-day plan. One page. Do it by hand.

Step 1 — Score your six stages, 1–10

Give each stage a gut score for how well it's working right now. Be honest — nobody's grading you.

#	Stage	The question	Score /10
1	Attention	Enough right-fit people discover you each month?	___
2	Message	A stranger gets what you do in 5 seconds?	___
3	Conversion	Interested visitors have one obvious next step?	___
4	Follow-up	You respond within minutes and chase persistently?	___
5	Delivery	You could take 30% more work without chaos?	___
6	Retention	Customers return and refer on their own?	___

Step 2 — Find your constraint

Don't pick the lowest number. Pick the **first stage, reading top to bottom, that scores 6 or under**. A leak early in the flow starves everything after it, so fix from the top of the leak, not the bottom.

My constraint is: _____

Step 3 — Write your 30-day hypothesis

If you can't state your growth theory in one sentence, you're running on hope. Fill this in:

I believe my biggest constraint is _____.

If I _____ over the next 30 days,

then _____ should move.

I'll know it worked if _____.

The 30-day clock

- **Day 0** — Name it, write the hypothesis above, pin it where you'll see it.

- **Day 1–7** — Make the one change. Not five things. One.
 - **Day 14** — Mid-point: is the number actually moving?
 - **Day 30** — Verdict: fixed (re-run this sheet and find the next constraint), or not (re-run it anyway — the real bottleneck was hiding behind the loud one).
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Evolv Strategies — Growth by Design. Want a second set of expert eyes on the result? Get a free Growth Audit at evolv.io.



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THE NEXT STEP

You've got the playbook. Want it running by next month?

Five fixes, one system. If you'd rather have them installed than just diagnosed, that's the conversation.

Evolv Strategies builds the growth systems these resources teach — done for you, documented, and handed over. We build it, we teach you to run it, and we hand you the keys. No lock-in, no retainer treadmill.

Book a free strategy session — a straight conversation about where your growth leaks and what to fix first. No pitch, no pressure.

Book a free strategy session →

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We also do **free custom website mockups** — see your new site before you spend a cent — and **free custom-app consults** for the busywork you want automated. Same link, just say which.

Pete Stevenson · Founder, Evolv Strategies · evolv.io