

How to use: Go through each section and check every box that applies to your business today. Tally your score at the end. Any unchecked box is a documented gap in the operating system under your growth plan.

Conversion & Acquisition Discipline

- 1 Do you track conversion rate by traffic source, not just one blended number?
- 2 Is acquisition spend gated on a proven healthy conversion rate before it scales?
- 3 Have you identified where your funnel leaks (product fit, price, checkout, trust, ad match)?
- 4 Do you validate conversion on a small controlled spend before opening the budget?
- 5 Do you treat a near-zero conversion rate as a funnel problem, not a traffic problem?

Scaling Efficiency

- 6 Do you track marginal return on ad spend, not just the blended average?
- 7 Do you know the daily spend ceiling where each campaign stops being efficient?
- 8 Do you scale spend in measured increments rather than large jumps?
- 9 Do you expand sideways (new audiences, creative, channels) instead of overspending a saturated one?
- 10 Is each campaign's efficient ceiling documented so it is not rediscovered the hard way?

Margin & Cost Control

- 11 Is contribution margin tracked monthly as its own line, next to revenue?
- 12 Do you track the growth rate of each major cost category against revenue growth?
- 13 Can you tell whether revenue growth is real growth or hidden margin inversion?
- 14 Do you freeze cost additions when combined cost growth approaches revenue growth?
- 15 Can you tie marketing and agency spend to orders and contribution, not just clicks?

Operational Documentation

- 16 Are operational processes documented as SOPs rather than living in the founder's head?
- 17 Have you prioritized SOPs by task frequency and delegability?
- 18 Do you track the share of operations only the founder can do, as a risk number?
- 19 Are you building documentation before volume forces it, not under operational stress?
- 20 Can daily operations function when the founder is not personally in the loop?

Structure & Execution Capacity

- 21 Do you know where your current revenue ceiling sits and which structural input has headroom?
- 22 Do you respond to a plateau by changing one structural input, not pushing harder on all of them?
- 23 Are role ownership and decision rights defined in writing?
- 24 Is founder workload sustainable, with documented tasks moved off their plate?
- 25 Do you have a written stall-response playbook for when a channel stops scaling?

SCORING GUIDE

Score	Level	What it means
0-11	CRITICAL	You have a revenue target with no operating system under it, the six-month wall is coming
12-19	MODERATE	Gaps exist in 2 to 3 areas that need immediate attention before they compound
20-25	STRONG	There is a real system under your plan, focus on optimization and cadence

Book a free data audit at modonix.com/services — we map the operating system under your growth plan and identify your top 3 structural gaps in one session. Written by Ahmed Abuswa, Modonix.com

Ahmed Abuswa

Head of E-Commerce Operations at Modonix
modonix.com • modonix.com/services