Tornado Method

Revenue Engine Worksheet

business name _____

date _____

	-3 -1 0 +1 +3	-3 -1 0 +1 +3	-3 -1 0 +1 +3	-3 -1 0 +1 +3	-3 -1 0 +1 +3
	Marketing Is your marketing generating enough of the right kind of leads?	**Lead Nurturing** Are enough of your leads expressing an interest in your products / services?	**Sales** After they expressed an interest, do enough of them eventually buy?	**Delivery** Are you delivering flawlessly every single time?	**Follow-Up** Do you follow up, get testimonials, referrals & do they come back for more?
Working					
Testing / Improve					
Queue					
Stopping / Stopped					

britewrx

Tornado Method

Domino Sequence Worksheet

_____
business name

_____
date

Revenue Engine

Marketing ⭕	**Lead Nurturing** ⭕	**Sales** ⭕	**Delivery** ⭕	**Follow-Up** ⭕
Is your marketing generating enough of the right kind of leads?	Are enough of your leads expressing an interest in your products / services?	After they expressed an interest, do enough of them eventually buy?	Are you delivering flawlessly every single time?	Do you follow up, get testimonials, referrals & do they come back for more?

Admin & Money Management ⭕
Do I know where my money is, and is my admin up to date?

Building Blocks

Business Model ⭕	**Brand** ⭕	**Product Ladder** ⭕
Is your business model clearly defined and validated?	Do you consistently present a kick-ass brand across all of your communications?	Is it easy for customers to buy the first time so they can build trust and come back for more?

Getting stuff done

Team, Culture & Personal Effectiveness ⭕

Are you (and your team) getting the right stuff done without losing what makes life worth living?

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Tornado Method

Weekly Planner

_____ _____
business name   week of

Marketing	Lead Nurturing	Sales	Delivery	Follow-Up
Is your marketing generating enough of the right kind of leads?	Are enough of your leads expressing an interest in your products / services?	After they expressed an interest, do enough of them eventually buy?	Are you delivering flawlessly every single time?	Do you follow up, get testimonials, referrals & do they come back for more?

Admin & Money Management
Do I know where my money is, and is my admin up to date?

Business Model	Brand	Product Ladder
Is your business model clearly defined and validated?	Do you consistently present a kick-ass brand across all of your communications?	Is it easy for customers to buy the first time so they can build trust and come back for more?

Team, Culture & Personal Effectiveness
Are you (and your team) getting the right stuff done without losing what makes life worth living?

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