



THE HAPPY CLIENT FACTORY™ AUDIT

	Eyeballs → Leads	Leads → Prospects	Prospects → Clients	Clients → Fans
STRUCTURE (NO HOLES, NO CRACKS)	  	  	  	  
<input type="checkbox"/> The Plan <input type="checkbox"/> The Tech <input type="checkbox"/> The Humans				
EXPERIENCE (THAT CONVERTS)	  	  	  	  
<input type="checkbox"/> The Message <input type="checkbox"/> The Steps <input type="checkbox"/> The Assets				
REPORTING (LIGHTS TURNED ON)	  	  	  	  
<input type="checkbox"/> The Reports <input type="checkbox"/> The Decisions <input type="checkbox"/> The Cadence				