THE5TH CONSULTING

ILLUSTRATIVE SAMPLE · NOT AN ACTUAL CLIENT'S AUDIT

THE5TH GLOBAL CONSULTING

Private 60-Minute Business Audit

A complete, personalized breakdown of your business position, offer, ideal buyer, biggest bottleneck, and a 100-day action plan, delivered inside 48 hours of your call.

Prepared for	Jordan Avery · Jordan Avery Coaching
Audit type	Private 1:1, 60 minutes, conducted personally by Indrodip Ghosh and Manisha Satpute
Delivered	Written report + recording (if consented) within 48 hours
This sample	Jordan Avery is a fictional business, used to illustrate the real format and depth of your audit.

WHAT'S INSIDE THIS AUDIT

- **Executive Summary**: the one-paragraph version of everything below, for a fast first read.
- **1. Current Business Position**: where the revenue, time and attention are actually going today.
- **2. Offer & Positioning Assessment**: why the current offer underperforms, priced and worded as it is.
- **3. Ideal Customer Analysis**: the one buyer profile converting best, and the ones quietly wasting outreach.
- **4. Biggest Bottleneck**: the single constraint to fix before anything else, and the logic behind that call.
- **5. Recommended Changes**: specific, ordered changes to the offer, pricing and outreach, with the reasoning for each.
- **6. What Changes Once This Is Fixed**: a before/after projection, in plain numbers.
- **7. Your 100-Day Roadmap**: a phased plan across Days 1–30, 31–60 and 61–100.
- **8. AI Implementation Toolkit**: ready-to-use ChatGPT/Claude prompts for this exact plan.
- **9. Business Growth Calculators**: your numbers run through the revenue, pricing and client-acquisition models.
- **Methodology & Who You're Working With**: how this diagnosis was built, and by whom.
- **Before You Book: Questions People Ask**: straight answers, no fine print.

Your real audit follows this exact structure, built from your actual business (not a template filled in around a generic framework. This sample uses a fictional 1:1 coaching business to show you the format and depth before you book.

Executive Summary

Jordan Avery runs a 1:1 executive-coaching practice that is busy but not predictable: enough conversations are happening every month, yet revenue swings two to three times from one month to the next, and roughly six in ten sales conversations stall on “let me think about it.” After reviewing the business position, the offer, the buyer, and the sales process side by side, the diagnosis is specific: **the constraint is offer clarity, not lead volume.** Jordan already has more conversations than the business can convert; the fix is not more outreach, it is a sharper, more specific offer aimed at the buyer who is already converting best, backed by a follow-up system for the ones who stall. The sections that follow walk through exactly how that conclusion was reached, and the ordered, 100-day plan to act on it. Your real audit reaches a conclusion the same way: from your actual numbers, not a generic framework with your name typed into it.

Snapshot	Now	90 Days From Now (Projected)
Monthly revenue	$4,200, inconsistent	$9,000–$10,500, steadier
Close rate	~40%	~55% with follow-up in place
Price per engagement	$800 flat	$900–$950, with a $150–200 entry offer
Lead source	55% referral, unpredictable	Direct outreach, repeatable weekly volume

These are illustrative projections built into this sample to show the format, not a promise about your numbers. Section 6 explains exactly how a projection like this gets built from your real figures.

1 Current Business Position

Jordan runs a 1:1 executive-coaching practice from Denver, in its third year, averaging **$4,200/month** from a mix of referrals (55%) and inconsistent social content (45%). Pricing sits at a flat **$800/engagement** with no tiered structure, there is no recurring or retainer offer, and roughly **60% of sales conversations end with "let me think about it."** Jordan spends an estimated 9 hours a week on content and outreach, and almost no time on follow-up with past "maybes." None of this is unusual for a coaching business at this stage, it is a common pattern: enough activity to look busy, not enough structure to convert that activity into predictable revenue.

The month-to-month swing is the clearest symptom. A business bringing in $4,200 one month and $9,000 the next is not actually growing or shrinking, it is reacting to whichever referral or post happened to land that month. Fixing the swing matters more than raising the ceiling, because a predictable $6,000 a month is a more buildable business than an unpredictable $4,200-to-$9,000 range, even though the second one looks better on a good month. This is a realistic, but fictional, starting point used to show the structure and depth of your real audit.

Metric	Current	What it signals
Monthly revenue	$4,200	Inconsistent, swings 2–3x month to month
Price per engagement	$800 flat	Below market ceiling for this specialty
Close rate	~40%	60% stall on "let me think about it"
Lead source mix	55% referral / 45% social	No owned, repeatable channel
Hours/week on growth	~9 hrs	Spent on content, almost none on follow-up

2 Offer & Positioning Assessment

The core problem with Jordan's offer is not the price, and it is not the delivery, it is that the offer is described by **outcome** (“helping leaders grow”) rather than **mechanism** (what specifically happens, for whom, by when). An outcome-only offer is indistinguishable from a dozen other coaches a prospect found the same week searching the same three words. When everything sounds the same, the only thing left to compare is price, which is exactly why price objections show up at all.

Four specific gaps show up once the offer is examined closely. First, pricing sits below the ceiling the market will actually bear for this specialty, and there is no lower-priced entry point for a buyer who is interested but not ready to commit $800 on a first conversation. Second, there is no proof asset (no named client, no specific before/after number) attached anywhere in the first message a prospect sees; a claim with no evidence reads as marketing, not fact. Third, positioning currently competes on availability and friendliness (“I have openings, I'm easy to talk to”) rather than a specific, provable result, which is a weak basis to defend a price on. Fourth, there is no urgency or scarcity mechanism anywhere in the sales process, which is part of why “let me think about it” has no natural deadline attached to it and simply drifts.

What a stronger offer statement looks like

Weak: “I help leaders grow into their potential.”
Stronger: “I help newly-promoted VPs stop managing former peers like friends and start leading them, in the first 90 days, before bad habits set in.” Same coach, same skillset, one sentence a stranger understands immediately, naming who it's for, what changes, and by when.

3 Ideal Customer Analysis

Every past client was pulled apart by outcome: who became a fast, enthusiastic buyer, and who dragged out into a “maybe” that never closed. The highest-converting past clients share one specific trait: a **recent title change** (promoted to VP or Director in the last six months) inside a 50–500 person company, not “anyone who wants to grow as a leader.” That second, broader group is where almost all of the stalled conversations come from: solo founders and small-team operators who are curious about leadership but have no deadline forcing a decision.

This matters more than it might first appear. Narrowing outreach and messaging to the specific, deadline-driven buyer, instead of leadership in general, is the single highest-leverage change available right now, ahead of any pricing or content change. A newly-promoted VP with 90 days to prove themselves is not comparison-shopping the way a curious solo founder is; they are trying to solve a specific, time-boxed problem, which is exactly the kind of buyer who converts on a clear, specific offer rather than negotiating one down.

Signal	Best-fit buyer	Lowest-converting “maybe”
Career stage	Promoted into VP/Director in last 6 months	Same title for 3+ years, browsing “someday”
Company size	50–500 employees	Solo founders / 1–5 person teams
Stated problem	“I don't know how to lead people who used to be my peers”	“I want to be a better leader generally”
Buying urgency	First 90 days in the new role, deadline-driven	No deadline, exploring options

Your real audit identifies this same pattern from your actual client history, who bought fast, who stalled, and what they had in common, not a guess at your ideal customer from a worksheet.

4 Biggest Bottleneck

Offer clarity, not lead volume, is the constraint to fix first. Jordan already has enough conversations happening every month; the problem is that too few of them convert, because the offer does not name a specific before-and-after. Fixing acquisition, more content, more outreach, more leads, before fixing the offer would not solve anything; it would simply produce more “let me think about it” conversations at a larger, more expensive scale.

This conclusion comes from scoring all five growth levers side by side rather than reacting to the loudest symptom. It would be easy to look at inconsistent revenue and assume the answer is “get more leads,” but the Leads row below is already adequate, the actual weak points are the offer itself and what happens after a prospect says “maybe.” That is the diagnostic discipline your real audit applies to your business: not fixing the first thing that looks broken, but fixing the thing that is actually constraining growth.

Growth lever	Health	Why
Positioning	Weak	Competes on friendliness, not a provable result
Offer	Weakest, fix first	No specific before/after, no entry price point
Leads	Adequate	Enough conversations already happening monthly
Sales process	Weak	No urgency mechanism; stalls become silent no's
Conversion / follow-up	Weak	Past “maybes” are never re-contacted

5 Recommended Changes

Each change below is ordered, earlier changes make the later ones work better, so the sequence matters as much as the list itself.

1. Rename the core offer around the specific transition.

Move from generic “coaching” language to naming the exact transition being solved (new leadership role, first 90 days). This alone makes the offer instantly recognizable to the right buyer and invisible noise to everyone else, which is the goal, since the wrong buyer was never going to convert anyway.

2. Introduce a lower-priced diagnostic session ($150–200) as the first purchase.

This mirrors the audit model itself: a small, low-risk first purchase that proves the value before asking for $800. It gives the “not ready yet” buyer a real next step instead of a binary yes/no, which is where many of today's stalls are actually lost.

3. Move outreach to the highest-converting signal.

Shift from general social posting to direct conversations with people who recently changed title, the buyer signal identified in Section 3. This is a targeting change, not a volume change; the same nine hours a week, pointed at a buyer who is already proven to convert.

4. Add one proof asset to the first message every prospect sees.

A specific client result, named and numbered, placed where a prospect decides whether to keep reading. This is the single fastest trust-building change available, and it costs nothing to add once it exists.

5. Build a simple follow-up sequence for every “let me think about it.”

A short, five-touch sequence over three weeks so a stalled conversation is reopened on a schedule, instead of being quietly lost the moment the call ends.

6 What Changes Once This Is Fixed

It is fair to ask: if the offer and follow-up change, does the math actually move, or is this just advice that sounds reasonable? Here is the arithmetic behind the Executive Summary's projection, using Jordan's own numbers rather than a generic growth percentage.

Lever	Before	After	Effect
Close rate	~40%	~55% (est.)	Same conversations, more become clients
Price per engagement	$800	$900–$950	More revenue per client, same delivery cost
Stalled “maybes”	Lost, no follow-up	Re-opened on a 5-touch sequence	Revenue recovered from work already done
Monthly swing	2–3x month to month	Narrower, more predictable	Easier to plan, hire, and reinvest

Why this is a projection, not a promise

This table shows the logic, not a guarantee: a higher close rate and a small price increase compound into materially more revenue from the same number of conversations, which is why fixing the offer outranks fixing lead volume. Your real audit builds this same table from your actual numbers, and is explicit everywhere that outcomes depend on your market, your delivery, and your follow-through.

7 Your 100-Day Roadmap

Your real roadmap is phased the same way: a focused first 30 days that fixes the offer itself, a scaling middle phase that builds the systems around it, and a final phase that compounds what is already proven to work. Below is the illustrative shape of that plan.

Phase 1, Days 1–30: Fix the Offer

Nothing else in this plan works until the offer itself is specific. The first 30 days are deliberately narrow: rewrite the offer, build the lower-priced entry point, and start pointing outreach at the buyer who already converts best.

Week	Focus	Outcome
1	Rewrite the core offer and one-line positioning	A message a stranger understands in one read
2	Build the lower-priced diagnostic entry offer	A lower-risk first purchase for new buyers
3–4	Direct outreach to 20 recently-promoted leaders/week	A repeatable, trackable lead source

Phase 2, Days 31–60: Build the Follow-up Engine

With a sharper offer live, the second phase stops revenue leaking out of stalled conversations and starts building the proof that makes the next sale easier than the last one.

Week	Focus	Outcome
5–6	Build a 5-touch follow-up sequence for every stalled “maybe”	Stalled conversations get reopened, not lost
7	Add one named, numbered proof story to the offer page	Objections drop before they're raised
8	Introduce a soft deadline (cohort start date) to every proposal	“Let me think about it” gets a natural decision point

Phase 3, Days 61–100: Scale What's Working

By the final phase, the offer and the follow-up system are both proven on real conversations. This phase is about volume and pricing, not more experimentation, doing more of what is

already working.

Week	Focus	Outcome
9–12	Double outreach volume on the highest-converting buyer signal	Pipeline grows from the channel already proven to work
13–14	Test a 10–15% price increase on the core offer	Revenue per client rises without losing close rate
15	Review all 100 days of numbers and set the next quarter's target	A clear, numbers-based plan for what's next

Your real 100-day roadmap is built the same way, from your actual numbers, offer and market, not a generic template with your name on it.

8 AI Implementation Toolkit

Every audit includes ready-to-use ChatGPT and Claude prompts built around your specific plan, not generic marketing prompts copied from a blog post. Five examples from Jordan's toolkit:

Prompt 1, Rewrite the core offer

“I run a 1:1 executive-coaching practice. My current offer is described as ‘helping leaders grow,’ priced at $800. My best clients are people promoted to VP/Director in the last 90 days who feel they can't lead former peers. Rewrite my offer as one sentence naming the specific before/after transformation for this exact buyer, with no generic leadership language.”

Prompt 2, Build the follow-up sequence

“Write a 5-message follow-up sequence (email or DM) for a prospect who said ‘let me think about it’ after an $800 coaching proposal. Message 1 sends same day, messages 2–5 space out over 3 weeks. Each message should add one new piece of value or proof, never just ‘checking in.’”

Prompt 3, Draft the outreach message

“Write a short, non-salesy LinkedIn message to someone who was promoted to Director in the last 90 days. Reference the specific challenge of leading former peers. End with one direct, low-pressure question, not a pitch.”

Prompt 4, Build the proof asset

“Here is a client result: [describe the result]. Turn this into a two-sentence proof story I can place on my offer page, specific enough to be believable, short enough to read in five seconds, no vague claims like ‘transformative’ or ‘life-changing.’”

Prompt 5, Design the entry offer

“I want to create a $150–200 diagnostic session as a lower-risk first purchase before my $800 core offer. Propose three structures for this session (length, format, what's delivered) that make the next step to the full offer feel obvious, not like a separate sale.”

Your real toolkit includes the exact prompts for your plan's recommended changes, pricing, outreach, content and follow-up, not these illustrative examples.

9 Business Growth Calculators — Sample Output

Your audit includes access to three interactive calculators on the audit page itself, which you can re-run any time with your own numbers. Run with Jordan's numbers, here is what they surface:

Revenue Goal Calculator

Shows the gap between the current monthly number and a stated goal, and how a modest price change shrinks the number of clients needed to close it.

Input	Value	Output
Monthly revenue goal	$10,000	Gap to close: $5,800/mo
Price per engagement	$800	Needs ~12.5 clients/mo at current price
At recommended +15% price	$920	Needs ~10.9 clients/mo, 2 fewer sales needed

Offer Pricing Calculator

Compares the current price against the category ceiling, and recommends both an entry offer and a revised core price.

Input	Value	Output
Current price	$800	Below category ceiling for this specialty
Recommended entry offer	$150–200	Lowers first-purchase risk, raises close rate on cold leads
Recommended core price	$900–950	Within market ceiling once offer is repositioned

Client Acquisition Calculator

Translates a higher close rate into fewer conversations needed per month for the same number of clients, and checks that against the outreach plan in Section 7.

Input	Value	Output
Current close rate	~40%	31 conversations/mo needed for 12.5 clients

Input	Value	Output
Close rate with follow-up sequence	~55% (est.)	Same client target from ~23 conversations/mo
Outreach needed per week	20 targeted contacts	Matches the 100-day roadmap's Phase 1 target

These calculators run live on your audit's numbers, not estimates typed in after the call, you can adjust any input yourself and watch the whole chain move.

Methodology & Who You're Working With

This diagnosis did not come from a template with blanks filled in. It followed the same four-step process your real audit follows: review the actual numbers (not impressions), identify the pattern across past client outcomes (who converted fast, who stalled, and why), score every growth lever side by side so the real constraint is found rather than the loudest symptom, and build an ordered plan where each step makes the next one work better.

Your audit is conducted personally, 1-on-1, by founder Indrodip Ghosh and director Manisha Satpute, together on your call, never handed to a sales rep or a junior coach. Indrodip is a consumer psychologist (University of California, Berkeley) and the founder of The5th Global Consulting, which has worked with 76 coaches and consultants across 12 nations. Manisha is a business consultant who has helped scale multiple companies from $0 to $1M, and on to $10M in revenue. Running The5th from outside the US coaching bubble means the diagnosis you receive is not the same recycled playbook you may have already bought elsewhere.

Why this matters for your audit

A diagnosis is only as trustworthy as the process behind it. Knowing the method, and knowing a real person with real credentials is personally behind your specific numbers, not an automated report, is part of what you're paying $29 for.

Before You Book: Questions People Ask

Is the $29 really refundable?

Yes. If you attend the call and feel it did not give you real clarity or a usable next step, email within 7 days for a full refund, no conditions attached. You keep the written plan either way.

Do I have to be on camera?

No. Camera optional, audio-only is completely fine. If you would prefer not to get on a call at all, tell us and we will run it as a written-only audit instead, for the same price.

What happens to my information?

Your answers and the call are used only to build your audit and, if you consent, to provide you the recording. Nothing is shared or sold. See the Privacy Policy on the website for the full detail.

How personalized is my actual audit, really?

Every part of this sample (business position, offer assessment, buyer analysis, bottleneck and roadmap) is rebuilt from scratch from your real answers and your real numbers. Nothing here is copy-pasted into your report.

What if I'm not sure I'm ready to be coached?

The audit itself is not a pitch for further coaching. It is a diagnosis you can act on alone if you choose to. Some people find that enough; others ask what working together further could look like. Either way, the plan is yours to keep.

This is an illustrative sample built to show the format and depth of a real audit. It uses a fictional business (Jordan Avery / Jordan Avery Coaching) and is not the record of any actual client. It makes no guarantee of income or results; individual outcomes depend on your own offer, market and effort. © The5th Global Consulting.