



LATA HERITAGE · GTM & DISTRIBUTION

The Operator *Audit*

Twenty-one questions we work through before touching a single piece of content. They exist because we once took a business from ten thousand a month to nearly forty in seven months, and almost none of it came from making more videos.

21

QUESTIONS

5

SECTIONS

~25

MINUTES

NOT A NEWSLETTER. NOT A FUNNEL. JUST THE CHECKLIST.

BEFORE YOU START

Why these *questions*

A founder brought us in to edit his YouTube channel. By the end of the first call the role had changed, and we spent the next seven months running his business as growth partner and de facto COO.

It was doing around **\$10,000 a month** when we started and consistently **\$35,000 to \$40,000** when the engagement ended. Here is the uncomfortable part: very little of that came from producing more content. It came from answering questions nobody had sat down and answered.

“His biggest skill set is being able to figure things out. In business you have to have that.”

HARRISON ZEP · FOUNDER, STUDENTATHLETE.AI

This document is that habit, written down. Tick a box only when you have a specific answer, not a plan to find one — a vague yes is a no. Most people land in the low teens, and the gap between that and twenty-one is usually where the next thirty percent of revenue is sitting.

How to use it

One sitting, no research. If you have to look something up, that is a no.

Be specific. "We post consistently" is not an answer. "Three shorts a week, and shorts drove 40% of last month's calls" is.

Score at the end. Page seven turns the number into a decision.

OI Offer & Pricing

4 QUESTIONS

Content cannot fix an offer nobody wants at a price that does not work. This section first, always.

- 1 Can you name your single highest-margin offer and its exact margin? ☐

Not revenue. Margin. Most founders know the first number and guess the second.
- 2 Do you know what a customer was doing the day before they bought? ☐

The trigger event. Content that meets the trigger converts; content about your category does not.
- 3 Have you raised prices in the last twelve months? ☐

If not, you are almost certainly underpriced, and the fastest revenue in this document is on this line.
- 4 Could you explain the offer in one sentence to a stranger with no context? ☐

If the sentence needs a second sentence, no amount of distribution will save it.

What we found here

The single largest step change in the seven months was not a new channel. It was pricing and packaging on an offer that already existed and was already selling. It took a week and it cost nothing.

02 Distribution

5 QUESTIONS

The section where most answers turn out to be guesses. Tick only what you can evidence from a dashboard.

- 5

Do you know which channel produced your last ten customers?

Ten names, ten sources. If attribution is fuzzy, every spending decision after this is a coin flip.

☐
- 6

Is there one channel you would call your primary, and does it deserve the title?

Deserving it means it produces more than half your pipeline. Otherwise you have five hobbies.

☐
- 7

Do you publish on a schedule you have held for eight consecutive weeks?

Eight weeks is roughly the point at which data stops being noise. Almost nobody gets there.

☐
- 8

Can you name the best-performing piece of content you have ever made, and say why it worked?

"Why" cannot be "the algorithm". If you cannot explain it, you cannot repeat it.

☐
- 9

Does anything you publish get repurposed to a second platform natively?

Natively means recut, not cropped. A squeezed export is visible and it underperforms.

☐

The trap in this section

Founders answer question 6 with the channel they enjoy rather than the one that pays. Check the dashboard before you tick. In our experience roughly a third of businesses discover their "primary channel" is producing under ten percent of revenue.

03 Conversion

4 QUESTIONS

The gap between attention and revenue. Usually the cheapest place to find money, and the least glamorous.

I0 Do you know your view-to-enquiry rate? ☐

Any number at all. Without it, more views is a hope rather than a strategy.

II Is there exactly one next step at the end of your content? ☐

Two calls to action is zero calls to action.

I2 Does a prospect receive something in writing after the call? ☐

The document that gets forwarded internally to whoever signs. Most businesses have nothing here.

I3 Have you spoken to someone who did not buy, in the last month? ☐

The reason is never the reason you assume. One call a month will change your content more than any tool.

Cheapest fix in the document

Question 12. A properly written follow-up document costs a few days and lifts close rates on deals that were already warm. It is the reason we now build brochures and decks alongside content rather than treating them as a separate discipline.

04 Ownership

4 QUESTIONS

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- 14 If you disappeared for two weeks, would anything still publish? ☐
The founder bottleneck. It caps every business that has one.
-
- 15 Is there one named person accountable for the revenue number? ☐
Not responsible. Accountable. Shared accountability is nobody's.
-
- 16 Does a written process exist for the thing you do most often? ☐
If it lives only in your head, it cannot be delegated and it cannot be improved.
-
- 17 Do you look at the same numbers on the same day every week? ☐
A weekly rhythm you actually keep beats a dashboard nobody opens.
-

05 Trust & Taste

4 QUESTIONS

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- 18 Would a stranger judge your last piece of content as expensive? ☐
Not good. Expensive. Buyers with money price you off production standard within seconds.
-
- 19 Is there a single person whose taste decides what ships? ☐
Committees produce averages. Every brand you admire has one person with veto.
-
- 20 Do you have three clients who would go on camera unprompted? ☐
Written testimonials are cheap. Video is the only social proof that still moves people.
-
- 21 Does everything a prospect touches hold the same standard? ☐
A beautiful video followed by a bad PDF undoes the beautiful video.
-

NOW COUNT THEM

What your score *means*

Count only the boxes you ticked with a specific, evidenced answer. Then read the band you land in and do the one thing it tells you. Not all of them — one.

0–7

Do not make more content

Anything you publish now will be expensive and will not compound. Go back to section one and answer all four questions properly before you spend another pound on production. This is a two-week job, not a quarter.

8–13

You have a distribution problem, not a content problem

The offer works and something is selling. Pick one channel, commit to eight consecutive weeks, and instrument it so question 5 becomes a yes. Most businesses live here, and most of them respond by adding a channel instead of finishing one.

14–18

Now it is worth spending real money

You have the foundations. The constraint is production quality and volume, which is a solvable problem with a budget. This is the point at which hiring a studio produces a return rather than an expense.

19–21

Your ceiling is taste

Everything mechanical is handled, which means the remaining upside is in judgement — which stories you pick, how they are told, and whether the work looks as good as the business is. That is the only thing left, and it is the hardest to buy.

One honest caveat

This document will not tell you what to make. It tells you whether you are ready to make anything. Those are different problems, and confusing them is the most expensive mistake in this business.

LATA HERITAGE

Growth is luck. Luck is *engineered*.

If your score landed in the fourteen-to-twenty-one range, a call is worth your time. Thirty minutes, no deck, no discovery form — your channel on screen and an honest read on what is holding the revenue back.

If it landed lower, tell us your number anyway. We will tell you what to fix first and whether you need us at all.

BOOK A CALL [CALENDLY.COM/LATAHERITAGE/30MIN](https://calendly.com/lataheritage/30min)

CASE STUDIES [LATAHERITAGE.COM/CASE-STUDIES](https://lataheritage.com/case-studies)

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