

# The Betterly Growth Check.

A quick way to see what's actually slowing your agency's growth.

Takes 5 minutes. No fluff.

## INSTRUCTIONS

Score each statement from 1 to 5.

- 1 Rarely true
- 3 Sometimes true
- 5 Consistently true

### 01 **Clarity** (Positioning)

We are known for something specific  
Clients refer us for defined strengths  
Our proposition is easy to explain in one sentence

### 02 **Flow** (Pipeline)

We know where our next 3–5 opportunities come from  
Outreach happens regularly, not reactively  
Pipeline doesn't rely solely on referrals

### 03 **Movement** (Conversion)

We have a clear process from first call to close  
We understand why we win and lose work  
Opportunities don't stall or drift

### 04 **Momentum** (Consistency)

Growth activity happens weekly  
It doesn't depend entirely on the founder  
We maintain momentum even when busy

## YOUR SCORES

Clarity

Flow

Movement

Momentum

# What your results usually mean.

IF CLARITY IS LOWEST

**You're harder to choose than you should be.**

You may be doing good work.  
But you're not clearly understood.

IF FLOW IS LOWEST

**You don't have a demand problem.  
You have a flow problem.**

Opportunities aren't arriving consistently enough  
to build momentum.

IF MOVEMENT IS LOWEST

**You're generating interest. But not progressing it.**

The issue isn't volume. It's movement.

IF MOMENTUM IS LOWEST

**Growth is happening in bursts. Not systems.**

This is where most agencies stall.

**If any of this feels familiar, it's fixable.  
And it's usually simpler than it looks.**

START A CONVERSATION

**hello@betterly.co** →