

THE IDIOT ENGINE™ · BONUS REFERENCE

# The Lever Equation™

Diagnose · Prescribe · Execute

## STEP 1 · MEASURE WHERE YOU ARE (REVENUE RX™)

**M1**

**WHERE YOU ARE**

Current revenue, growth rate, primary traffic source. The starting line.

**M2**

**BIGGEST BOTTLENECK**

The single weakest point in the chain from stranger to repeat buyer.

**M3**

**HIGHEST-LEVERAGE POINT**

The change that moves the most revenue for the least effort right now.

**3 MEASUREMENTS × 3 LEVERS = 1 ANSWER**

## STEP 2 · PULL THE RIGHT LEVER (THE THREE LEVERS)

**1**

**More People  
In the Door**

ACQUISITION · NEW CUSTOMERS

"Am I bringing in enough new buyers each week to grow?"

**2**

**More From  
Each Buyer**

TRANSACTION · ORDER VALUE

"Am I leaving money on the table on every sale I do make?"

**3**

**Buyers Coming  
Back Sooner**

FREQUENCY · LIFETIME VALUE

"How often does the same buyer come back, and why don't more?"

**YOUR DIAGNOSTIC RESULT**

**My lever right now is:**

Write it below. Don't guess. Use your Revenue Rx™ scorecard.

PULLED BECAUSE →

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## 72-Hour Action Plan

**HOUR 0-24**

**HOUR 24-48**

**HOUR 48-72**

**DAY 4+**

**Pick the ONE move that pulls your lever. Write it in plain language.**

**Build the smallest version that ships. No polish. Ship ugly.**

**Put it in front of real buyers. Watch what happens. Adjust ONE thing.**

**Compound. Don't switch levers. Same lever. More reps. More refinement.**

### **SODS™ TRUTHS (TAPE THIS DOWN)**

- Diagnosis BEFORE prescription. Every other course skips Step 1.
- The hardest lever is rarely the right lever.
- Pull the lever that moves the math. Not the one that feels exciting.
- One lever at a time. Two levers at once = neither moves.
- You're competent in pieces. The system connects them.
- If it ain't on the wall, it ain't your lever.