

Business Diagnosis

Understand the problem before choosing the solution.

BUSINESS / PROJECT NAME:	PREPARED BY / ROLE:	DATE:
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THE ZILGROW THINKING SHIFT:

Marketing problems are not always marketing problems. Before you fix your marketing, diagnose the business.
Instead of asking: "Which platform or tool should I use?" -> Ask: "What is actually stopping this business from growing?"

01

Business Context & Core Idea

Establish what the business is building, how it operates, and the current growth challenge.

1. What is the Business Building? Describe the core business idea, product/service, and revenue model.	2. Current Growth Challenge (Symptom) What seems to be going wrong right now? (e.g. low leads, poor conversion)
3. Current Marketing Activities Which channels, campaigns, or activities are currently running?	4. Desired Business Outcome (90 Days) What specific business result would prove real progress?

02

The 10-Pillar Growth System Audit

Growth is connected. Rate each area (Strong / Needs Attention / Critical) and record the evidence.

Growth Pillar	Core Diagnostic Question	Status (S / NA / C)	Evidence / Bottleneck Observed
01. Business	Are you clear about what you're building and why?		
02. Market	Do you understand the category and competitors?		
03. Buyer	Do you know who you're reaching and why they care?		
04. Offer	Is what you're selling clear and easy to understand?		
05. Brand	Does the business have a clear position in the market?		
06. Presence	Can people discover and trust the business online?		

03 System Audit (Continued) & Root-Cause Diagnosis

Complete the remaining pillars and separate surface symptoms from the primary growth gap.

Growth Pillar	Core Diagnostic Question	Status (S / NA / C)	Evidence / Bottleneck Observed
07. Traffic	Are the right people actually discovering you?		
08. Content	Does your content help people understand, trust or act?		
09. Conversion	What happens when someone becomes interested?		
10. Measurement	Do you know what is working and what needs to change?		

04 Primary Growth Gap & Priority Decision

Identify where to look first and what marketing actions to pause until the foundation is fixed.

Primary Growth Gap (The #1 Bottleneck)

Which single pillar above is holding back everything that comes after it?

Symptom vs. Root Cause

Why is this happening? Separate assumptions from verified evidence.

What NOT To Do Right Now

Which tactics or spend should be paused until this gap is resolved?

Immediate Next Decision (Priority #1)

What is the exact next step to fix or examine before launching more tactics?

Zilgrow Diagnosis Rules (Verify Before Moving to Execution)

☐ If your foundation is unclear -> Do NOT immediately increase advertising spend.

☐ If your offer is unclear -> Do NOT simply drive more traffic to the website.

☐ If your conversion journey is weak -> Do NOT celebrate more website visitors or clicks.

☐ If you don't measure properly -> Do NOT make decisions based only on platform metrics.