WEALTH BUILDING INSTITUTE

THE ALWAYS-ON READINESS SCORECARD

Score your business the way a deep-dive would — before someone else does.

Eight dimensions. Four honest answers each. About ten minutes. This is the same audit framework behind the Deep-Dive Review — the front door to The Always-On Blueprint.

A FREE SELF-AUDIT FROM KINJI RIDLEY

Accountant, tax planner & financial adviser — in practice since 1995

How to score yourself

Read each dimension's four descriptions. Circle the one that is honestly true today — not the one you're working toward. The one that's true on a normal Tuesday.

Each dimension is worth 0–3 points. Eight dimensions, 24 points maximum. Add them up on the last page and read your band.

Bring the finished scorecard to any serious conversation about your business — including an application for The Always-On Blueprint. It will save you an hour of explaining.

> No inflated answers. A scorecard you flatter is just a mirror you fogged.

1. OFFERS & PRICING

What you sell, what it costs, and whether the ladder climbs.

0 One offer, priced by gut or by what competitors charge. Clients ask “how much?” and every answer is a negotiation.

1 A few offers exist, but they're a list, not a ladder. No clear entry point, no next step after a client buys.

2 A real ladder: entry, core, premium. Prices reviewed in the last year. Some clients climb; most aren't asked to.

3 A ladder that sells itself: every offer has a next step, prices are set from your numbers and reviewed on a schedule, and premium buyers are identified and invited.

YOUR SCORE: _____ / 3

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2. LEAD FLOW & FUNNEL

How strangers become leads — without you in the room.

0 Leads arrive by luck and referral only. If you stop showing up, the pipeline stops the same week.

1 You post, you network, people reach out — but there's no capture mechanism. Interest evaporates because there's nowhere for it to land.

2 A capture path exists (a free resource, a booking link, a form) and it works when you drive traffic to it. It just isn't fed consistently.

3 Capture runs around the clock: a lead magnet or booking door, fed by always-on content, and every lead lands somewhere tracked.

YOUR SCORE: _____ / 3

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3. SALES FOLLOW-UP

What happens between “I'm interested” and “I paid.”

0 Follow-up is memory-based. Interested people are lost because nobody — including you — remembers to chase them.

1 You follow up when you can, once or twice, by hand. Warm leads cool off in your inbox.

2 A basic sequence exists (a few emails or reminders), but it's inconsistent, partly manual, and stops too early.

3 Every inquiry triggers a timed, multi-touch follow-up automatically. No lead dies of neglect; you only see the ones who reply.

YOUR SCORE: _____ / 3

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4. DELIVERY & CLIENT EXPERIENCE

What a client feels from payment to completion.

0 Every engagement is improvised. Onboarding lives in your head; clients ask what's next because nobody told them.

1 You have a rough process, but it's rebuilt per client. Delivery quality depends on your week.

2 A documented journey exists — onboarding, checkpoints, completion — and clients mostly experience it the same way.

3 Delivery runs on rails: automated onboarding, scheduled touchpoints, and a client who always knows where they stand. Your time goes to judgment, not logistics.

YOUR SCORE: _____ / 3

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5. OPERATIONS & ADMIN LOAD

The hours the business takes from you that it shouldn't.

0 You are the admin department: inbox, scheduling, invoicing, filing, chasing. Most of your week is work a system should do.

1 A few tools help, but you still touch everything at least twice. Nothing runs if you're sick.

2 Core admin is partly automated or delegated. You still carry a visible weekly load of repetitive work.

3 Admin runs itself: scheduling, reminders, invoicing, filing, and reporting happen on systems. Your calendar holds client work and decisions, not errands.

YOUR SCORE: _____ / 3

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6. MONEY HYGIENE

Billing, collections, and whether your numbers tell the truth.

0 Invoices go out late or not at all; you chase money awkwardly or eat losses. You couldn't state last month's revenue without digging.

1 Billing happens, collections are uncomfortable, and your books lag reality by weeks or months.

2 Invoicing is timely, most clients pay on schedule, and you review real numbers monthly — even if the review raises questions you can't answer yet.

3 Money runs on discipline: automatic invoicing and reminders, collections handled by the system, and a monthly numbers review you actually do, from figures you trust.

YOUR SCORE: _____ / 3

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7. TECH STACK

Whether your tools form a system or a pile.

0 Tools were bought one problem at a time. They don't talk to each other; you are the integration — copying, pasting, re-typing.

1 The basics are in place (email, payments, calendar) but data lives in silos and you maintain it by hand.

2 Key tools are connected (some automations run), but the setup grew organically and has dead ends you work around.

3 A lean stack where each tool has one job, data flows between them automatically, and you could hand the whole picture to a new hire in a day.

YOUR SCORE: _____ / 3

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8. AI READINESS

Whether an AI operator could actually run your back office.

0 Nothing is written down. Your process, your voice, your rules — all tacit. An AI (or a new hire) would have nothing to stand on.

1 You've experimented with AI for one-off tasks, but there's no setup, no instructions, no memory — every chat starts from zero.

2 Some processes are documented and you've used AI on real work. A structured setup could take over defined tasks.

3 Your business runs on documented process, a defined voice, and clear rules. An AI brain given identity, instructions, and memory could operate the back office — and parts of it already do.

YOUR SCORE: _____ / 3

THE ALWAYS-ON READINESS SCORECARD

Your total

Add the eight dimension scores.

TOTAL: _____ / 24

0–8 — THE BUSINESS RUNS ON YOU

Every dimension that scored 0 or 1 is a place where the business stops when you do. This is the most common honest score for a real, working business — and the most fixable. You don't need more effort; you're already the hardest-working part of the system. You need the system.

9–14 — POCKETS OF SYSTEM, MOSTLY YOU

You have real pieces — probably a 2 or 3 somewhere you're proud of — surrounded by leaks you can now name. This is the band where owners say “I know what to do, I just can't get to it.” The leaks are invisible from inside precisely because you've been compensating for them personally for years.

15–19 — REAL FOUNDATION, REAL LEAKS

Your business has bones. What's missing is the connective tissue: the follow-up that never sleeps, the delivery rails, the brain that holds it all. Owners in this band get the fastest Blueprint results — the build is assembly, not excavation.

20–24 — ALWAYS-ON READY

Your operation is unusually disciplined. Your remaining gaps are optimization problems — pricing architecture, capacity, the premium rung. A deep-dive at this level is about leverage, not rescue.

THE HONEST GAP

A scorecard shows you where you stand. It can't tell you what to build.

What to build first, in what order, with what words — that answer is different for every business. It depends on your offers, your numbers, your tools, your hours, your life. It's also exactly what a course can't give you. Courses teach the system — a system, for businesses like yours.

THE ALWAYS-ON BLUEPRINT is the version built from yours: a Deep-Dive Review of your actual business across these same eight dimensions, scored from evidence — your pages, your numbers, your process. Then a step-by-step implementation blueprint, a 90-minute deep-dive call with Kinji, and a complete, paste-ready Claude Brain Package written for your business, so your AI starts pre-trained on you, not blank.

THE BLUEPRINT — $2,997

Review + Blueprint + Business Plan + Brain Package + deep-dive call + walkthrough

THE BLUEPRINT + SUPPORT — $4,997

Everything above + 30 days of implementation support

Application-only. 2–4 clients a month — every blueprint is hand-built, and the calendar is real.

APPLY: always-on-blueprint.netlify.app/application.html

Bring this scorecard. We'll start from your numbers.

The courses teach the system. The Blueprint installs it in your business.

Wealth Building Institute · Kinji Ridley