

WEEK 5 TAKEAWAY · SEPTEMBER 20-26

The Fall Readiness Check

From: Falling Into Your Next Growth Season

Growth doesn't happen because the season changed. It happens because you changed with it. Before you plan your next campaign or your next hire, know exactly where you stand on these five things.

☐ **1. Ad Spend**

Is your budget the same in your slowest month as your busiest? It shouldn't be.

☐ **2. Demand Curve**

Do you actually know which months you get busiest, or are you guessing?

☐ **3. Team Capacity**

Could you handle a 30% jump in leads next week without chaos?

☐ **4. Messaging**

Does your website and your ads still talk about spring, when it's already fall?

☐ **5. Response Time**

Are fall leads getting the same speed of follow-up as the leads you got in your slow season?

"The season changing is not permission to abandon the system. It's the reason you built one."

Print this. Screenshot it. Bring it to your next team meeting. The goal isn't to fix all five today. It's to know exactly where you stand.

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