The Structural Income Audit™

A Diagnostic for Business Architecture in Four Key Areas

If you run your own business and you've been frustrated by the gap between your effort and your income, this self-audit is designed to give you a needed blindspot breakthrough.

This is not a mindset quiz. This is a structural audit for your business.

Complete this worksheet honestly, and you will likely discover where you are facing at least one structural distortion, one hidden incentive conflict, one assumption you have never examined, and/or one constraint that is real. You might also realize how something you may think is a problem isn't the real problem.

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How to Use This Audit

For each of the four areas below:

1. Rate each statement from 1–5 (1 = Not True at All, 5 = Strongly True)
2. Record your total at the bottom of each area
3. Complete the Incentive Check and Constraint Sorting prompts
4. Transfer area totals to the Score Summary on the final pages

> **You may not have a motivation problem. You may have structural asymmetry.**

Income instability is rarely caused just from a lack of effort, talent, or desire. Usually, there is a structural misalignment between incentives, assumptions, constraints, and behavior. This audit is designed to help you make that misalignment visible.

AREA 1: RESOURCE CONTROL

Revenue Architecture & Pricing Structure

This area assesses whether you hold real authority over the financial structures that govern your income. Pricing is not just a number—it is a behavioral signal that either rewards or punishes the right clients and behaviors.

#	Statement	Rating (circle one)
1	My pricing reflects the real market value of my work.	1 2 3 4 5
2	I do not discount or lower my rate to secure approval or avoid conflict.	1 2 3 4 5
3	My revenue is not overly dependent on one client, one source, or one method.	1 2 3 4 5
4	I understand the structural income ceiling of my current model.	1 2 3 4 5
5	My offers are financially sustainable without requiring me to overdeliver.	1 2 3 4 5

AREA 1 TOTAL: ___ / 25

Incentive Check

Pricing creates behavioral rewards. This section surfaces hidden incentive structures.

Who benefits from your current pricing structure? (Including you—emotionally.)

___

What behavior does your current pricing reward or incentivize in your clients?

___

What behavior does your current pricing punish or discourage?

Are there any other assumptions or incentives factored into your current pricing strategy?

Constraint Sorting

List what you believe currently limits your pricing. Then classify each one honestly.

Legitimate Constraint (Legal / Contractual / Biological)	**Design Constraint** (Pricing Model / Offer Structure / Positioning)

AREA 2: DECISION AUTHORITY

Structure, Governance & Execution Clarity

This part examines whether your business architecture is built for decisive execution or unconscious accommodation. A business that rewards hesitation will produce hesitation as its primary output.

#	Statement	Rating (circle one)
1	I make key business decisions quickly and without requiring excessive consensus or analysis.	1 2 3 4 5
2	My offers and deliverables are clearly defined with no chronic scope creep or other forms of invisible labor.	1 2 3 4 5
3	I have a repeatable, structured conversion pathway—not a series of improvised conversations.	1 2 3 4 5
4	My time allocation directly reflects my stated revenue priorities.	1 2 3 4 5
5	My business model rewards me for being decisive, not for being endlessly accommodating.	1 2 3 4 5

AREA 2 TOTAL: ___ / 25

Incentive Check

Does your current structure reward decisiveness—or delay and accommodation? What is the evidence?

Constraint Sorting

Where do you rely on personality, charisma, or relationship rather than a defined system or process?

What would immediately change if your execution structure were formalized?

AREA 3: MARKET ALIGNMENT

Relational Clarity & Positioning

This area assesses whether your business is positioned to attract structurally ready clients—or whether it is inadvertently built to attract those who mirror your own unresolved structural tensions. Positioning is not marketing language; it is behavioral gravity.

#	Statement	Rating (circle one)
1	I clearly understand what my target market actually values—not what I assume they value.	1 2 3 4 5
2	I can confidently tell a potential client "this is not for you" without destabilizing or trying to be compromising.	1 2 3 4 5
3	My messaging attracts the right people and naturally filters out poor-fit clients.	1 2 3 4 5
4	I do not over-explain, justify, or apologize for my pricing in sales conversations.	1 2 3 4 5
5	I do not chase validation signals as a proxy for actual revenue generation.	1 2 3 4 5

AREA 3 TOTAL: ___ / 25

Incentive Check

What emotional or relational behavior currently generates revenue in your business?

What emotional or relational behavior currently costs you revenue—even if it feels virtuous?

Assumption Audit

Write your immediate, uncensored answer to each prompt below. Then label each: Evidence-Based / Inherited Belief / Unexamined Assumption.

"People won't pay ___ for this because..." Label: ___

"I need to prove ___ before I can charge more." Label: ___

"Once I have ___, then I can..." Label: ___

AREA 4: DIRECTION & CLARITY

Long-Term Structural Vision

This area reveals whether your current activity is building toward structural stability—or whether short-term behavioral patterns are quietly undermining your long-term income architecture. Clarity is not a feeling; it is a structural decision.

#	Statement	Rating (circle one)
1	I have a clear and specific vision of what I am building—not just what I am doing.	1 2 3 4 5
2	My current offers are directly aligned with my long-term structural direction.	1 2 3 4 5
3	I am not reactively chasing trends, platforms, or strategies at the expense of my core work.	1 2 3 4 5
4	I know what to ignore, and I act on that knowledge consistently.	1 2 3 4 5
5	My current daily effort is directly compounding toward long-term income stability.	1 2 3 4 5

AREA 4 TOTAL: ___ / 25

Incentive Check

What short-term behavior is your current structure rewarding?

What long-term behavior is your current structure quietly punishing or making difficult?

Directional Assumption

What direction feels structurally correct but currently feels unsafe or unrealistic? What assumption protects the status quo?

Score Summary & Structural Imbalance Map

Transfer your area totals below. The pattern of your scores reveals structural asymmetry—*not* personal failure.

Resource Control	Decision Authority	Market Alignment	Direction & Clarity
Score: ___ / 25	Score: ___ / 25	Score: ___ / 25	Score: ___ / 25

Reading Your Scores

Score Range	Structural Signal
20–25	Most likely structurally stable in this part. Not the primary leverage point.
14–19	Moderate asymmetry. Worth monitoring. Not yet causing a crisis.
7–13	Significant structural distortion. This is a priority area for monitoring and repair planning.
Below 7	Critical. This area is likely driving income instability system-wide.

Imbalance Reflection

Answer these questions based on your four scores:

Which area is your lowest? What does that tell you?

____

Which area is highest? Is that strength masking weakness elsewhere?

____

Where does effort currently exceed return?

Where does clarity exist in your thinking but break down in structural execution?

Core Structural Audit: The Four Pressure Points

Based on your scores and your incentive / assumption / constraint responses above, complete the following. This is the diagnostic summary.

Primary Structural Distortion (where the structure is most likely misaligned):

Primary Incentive Conflict (what your business may be rewarding that works against you):

Core Sustaining Assumption (the belief that be holding the distortion in place):

One Design-Based Constraint (adjustable with structural redesign—not a fixed reality):

> **Architecture is the missing variable. Most income problems are structural by nature, not psychological by origin.**

Diagnostic Threshold Indicator

If any of the following are true based on your completed audit, you are likely dealing with structural misalignment—not a mindset or motivation issue:

- ☐ One or more areas scored below 15.
- ☐ Your incentive checks revealed rewards working against your stated goals.
- ☐ At least one assumption came back 'Inherited Belief' or 'Unexamined.'
- ☐ At least one 'legitimate' constraint is actually design-based.
- ☐ You feel consistently busy but structurally unstable.

Then You Are Ready for a Private Structural Diagnostic

This worksheet has identified the geometry.
The diagnostic session will help you map the path forward.

Book your session here

(Contact me at brian@thelucrativevoice.com if you have any questions.)

In a Private Structural Diagnostic Session, we run a live Incentive Alignment Audit, map your true income ceiling, identify the structural distortions with the highest leverage, and design a recalibration path specific to your business architecture. This is strictly an individual diagnostic session—it is *not* a sales conversation. Any discussion of ongoing support or of other services will only take place *after* the session is completed.

This work is structural calibration for earning, leadership, and decision-making. It is not therapy, medical treatment, legal counsel, tax advice, or regulated financial planning.
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