

HIDDEN PROFIT FINDER

A 15-Minute Self-Audit to Uncover the Money Your Business Is Already Losing

“If you can’t fix these seven leaks, stop running ads.”



By ROLTIVA | From the A.R.C.™ Founder Program (€6K Edition)

(Adapted for founders who want clarity before commitment.)

WHY YOU'RE LEAKING MONEY (AND DON'T KNOW IT)

Most businesses don't struggle because they're bad,
they struggle because their systems leak money quietly.

- ✦ Leads fall through the cracks.
- ✦ Funnels look good but convert poorly.
- ✦ Pricing feels emotional, not strategic.
- ✦ And automations, if they exist, don't talk to each other.

These are the silent profit leaks that cost founders **€50K - €300K** per year.
You don't see them until someone audits your business with logic, not hope.

The Hidden Profit Finder™ gives you that logic.

It's a 15-minute clarity test. You'll see where your systems leak,
how much it's costing you, and what to fix first,
before spending another euro on ads.



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HOW TO USE THIS AUDIT

- ◆ Read each of the 7 Leak Zones below.
- ◆ Score yourself from 1 (broken) to 5 (optimized).
- ◆ Add up your **total at the end** and use the chart to calculate your Hidden Money Value.



Be honest.
Don't overthink.
The goal isn't perfection, it's direction.

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THE 7 LEAK ZONES THAT DRAIN YOUR PROFIT

LEAK // 001
OFFER & PRICING
STRUCTURE

LEAK // 002
LEAD FLOW &
FOLLOW-UP

LEAK // 003
FUNNEL & WEBSITE
PERFORMANCE

LEAK // 004
BRAND
PERCEPTION

LEAK // 005
AUTOMATION & SYSTEM
CONNECTIONS

LEAK // 006
CLIENT EXPERIENCE &
RETENTION

LEAK // 007
DATA & DECISION
LOGIC

LEAK #1 — OFFER & PRICING STRUCTURE

You might deliver premium results, but if your offer and pricing don't match the value, you're bleeding margin.

Why it happens:

Most founders price emotionally

(this feels right) instead of strategically

(this creates profit).

Check yourself:

- Do you have a clear Core, Upsell, and Retainer model?
- Is your pricing tied to value, not hours?
- Are upsells automated or manual?

➤ If you said “no” to any, you're likely losing 10–25% of potential revenue.



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LEAK #2 — LEAD FLOW & FOLLOW-UP

You don't need more leads, you need to follow up better.

Why it happens:

Manual replies, no reminders, and **“forgot to text back”** are the fastest ways to burn warm interest.

Check yourself:

- Are all new inquiries tracked and followed up within 2 hours?
- Do you have a 3-step reactivation flow for cold leads?
- Is your CRM clean or chaotic?

➤ If not, you're losing 15–30% of sales that were already yours.



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LEAK #3 — FUNNEL & WEBSITE PERFORMANCE

Your funnel is your first impression — if it confuses, you lose.

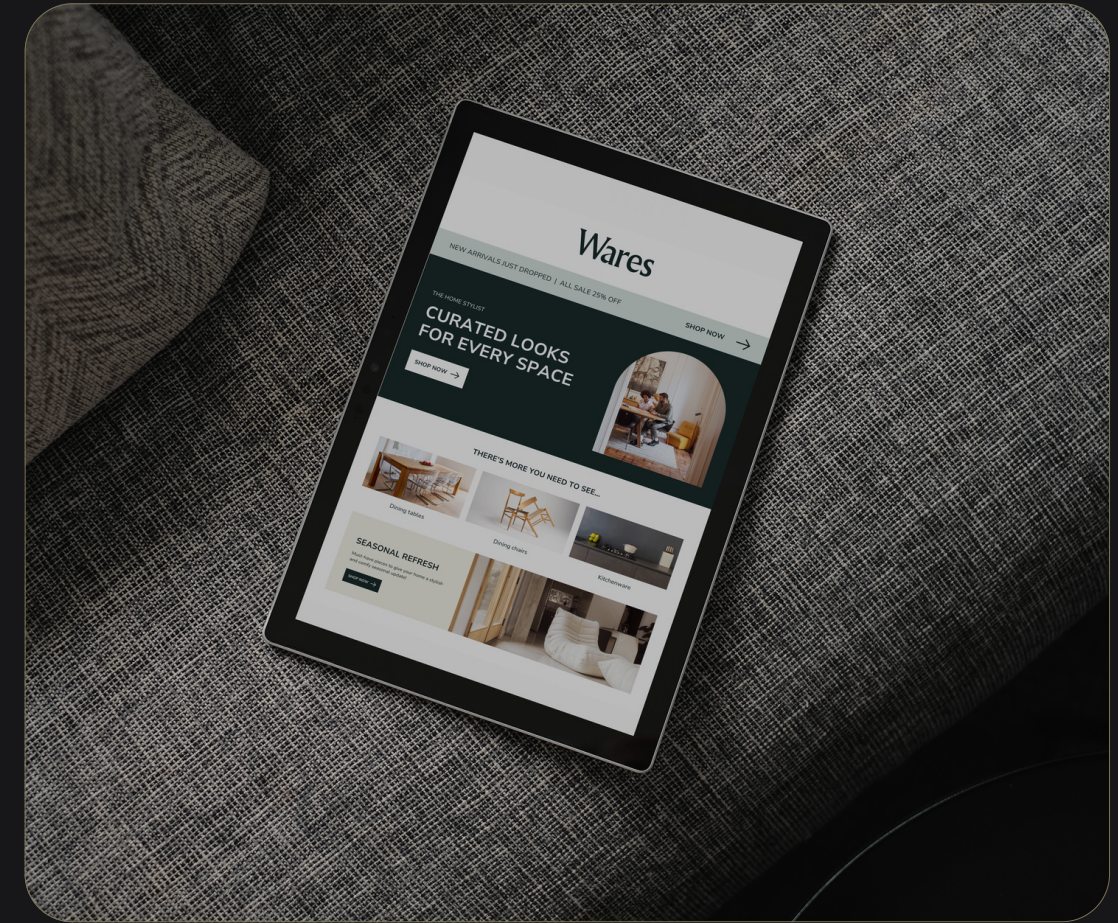
Why it happens:

Founders **design for aesthetics**, not logic. Fancy pages that don't sell.

Check yourself:

- Does your homepage say exactly who you help and what you do, in 5 seconds?
- Is your CTA logical (Book Call) or emotional (Join the Revolution)?
- Do you test your mobile funnel monthly?

► If not: You're losing **5–20% of buyer intent** every month.



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LEAK #4 — BRAND PERCEPTION

You might be premium, but do you look premium?

Why it happens:

Brand design and messaging don't match the pricing level. Clients hesitate because of the **perceived ≠ value**.

Check yourself:

- Does your brand visually communicate trust and authority?
- Is your tone consistent across site, email, and DMs?
- Could someone justify your pricing after a 2-minute scroll?

➤ If not: You're **leaking 10–35%** of potential margin through weak presentation.



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LEAK #5 — AUTOMATION & SYSTEM CONNECTIONS

Disconnection kills growth. Manual = margin death.

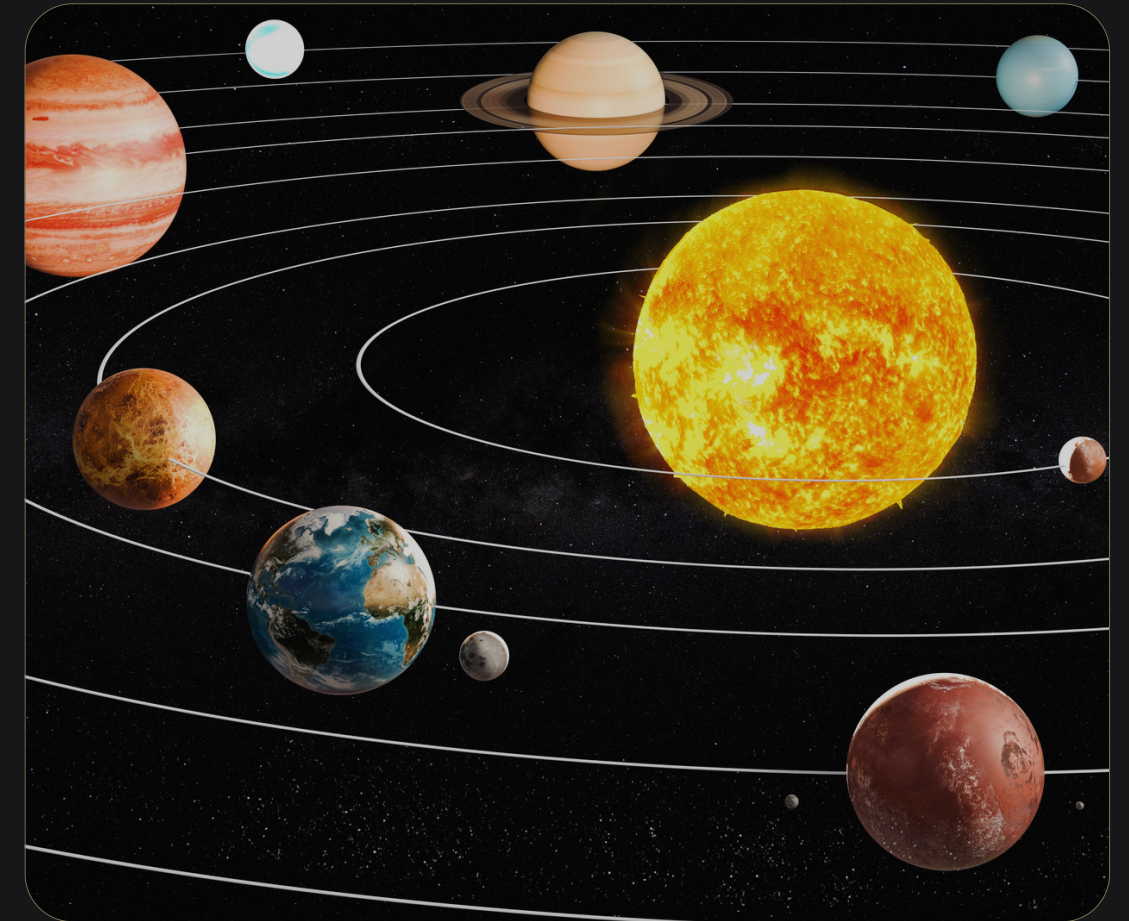
Why it happens:

You use 6 tools that don't talk to each other. Nothing's tracked, everything's late.

Check yourself:

- Is your CRM linked to your booking and payment systems?
- Do automations send follow-ups when you forget?
- Do you get weekly reports automatically?

► If not: You're leaking 5–15% in operational waste.



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LEAK #6 — CLIENT EXPERIENCE & RETENTION

Your best marketing is happy clients, but if you don't re-engage them, you're restarting from zero each month.

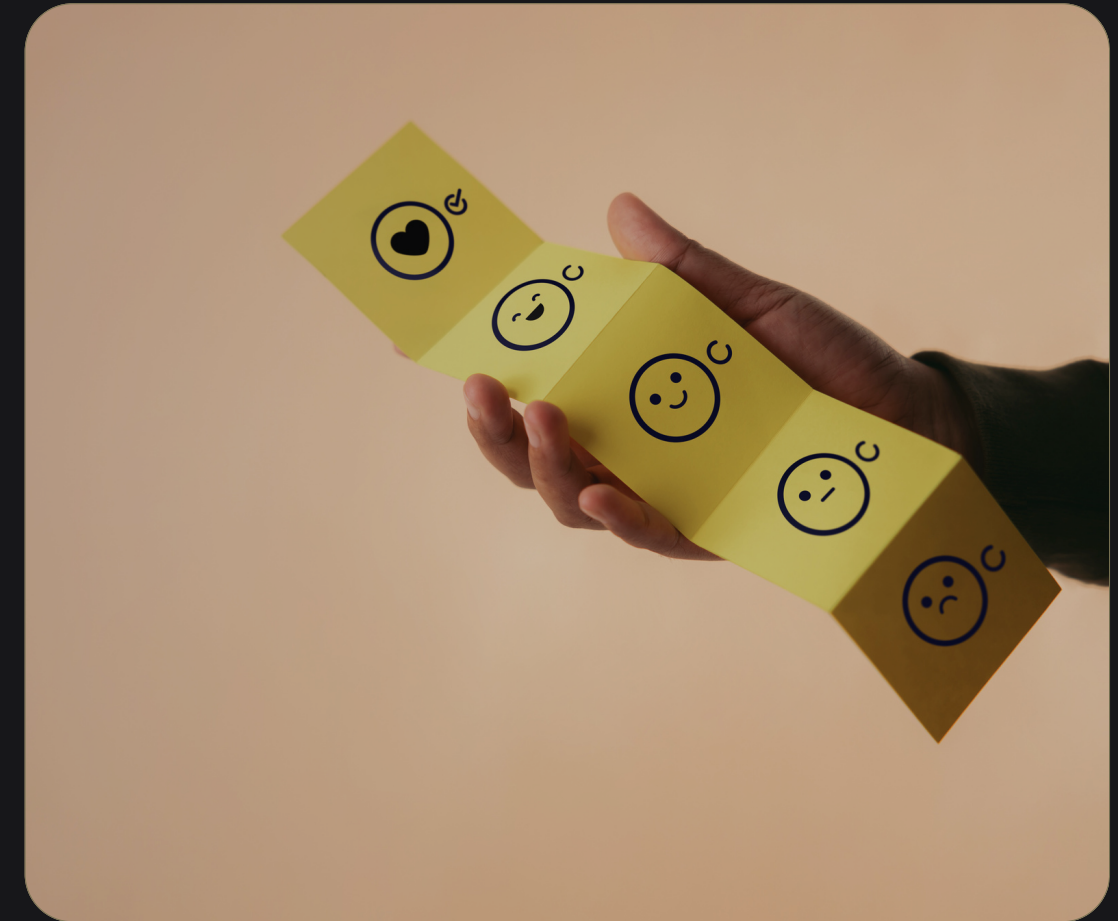
Why it happens:

Most founders don't automate onboarding, feedback, or renewals.

Check yourself:

- Do you have an onboarding sequence that feels premium?
- Are upsells or renewals part of your flow?
- Do you collect testimonials and referrals consistently?

➤ If not: You're leaking 10–25% of lifetime client value.



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LEAK #7 — DATA & DECISION LOGIC

You can't scale chaos. Every missing number is a blind spot, and blind spots burn profit.

Why it happens:

You don't track the right metrics,
or you check them too late.

Check yourself:

- Do you know your conversion rate from inquiry → call → client?
- Do you measure ROI per funnel?
- Are you reviewing numbers weekly, not when you "feel off"?

► If not: You're **leaking 10–25%** of lifetime client value.



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YOUR HIDDEN MONEY SCORE

Add your scores across the 7 leaks (max = 35).

Score	Leak Level	Hidden Profit Range
0–15	Critical	25–40% of annual revenue
16–25	Moderate	15–25% of annual revenue
26–30	Stable	5–10% of annual revenue
31–35	Optimized	<5% — congrats!

Hidden Money Formula:

(Annual Revenue × Leak %) = Estimated Recoverable Profit

Example:

€200,000 × 25% = €50,000 hidden inside your business right now.

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DIY FIX FRAMEWORK, HOW TO PATCH YOUR LEAKS NOW

If you're not ready to hire help yet, here's what you can do yourself this week:

- ◆ **Audit Your Pricing Logically.**

List every offer, real margin, and delivery time. Remove or reprice anything that isn't profitable.

- ◆ **Automate the Top 3 Repetitive Tasks.**

Follow-ups, invoices, and booking confirmations are easy wins — automate them first.

- ◆ **Track Your Conversion Path.**

Start measuring: Inquiry → Call → Closed. The leak is likely to be in one of these steps.

- ◆ **Simplify Your Tech Stack.**

One CRM. One calendar. One payment link. Disconnection kills focus.

- ◆ **Brand Clean-Up.**

Audit your visuals and tone — premium buyers notice what average buyers don't.

You don't need more content or traffic. You need connection, clarity, and control.

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WHEN YOU'RE READY TO SCALE, DO THIS NEXT

You now know where your profit hides.
If you want to recover it faster,
without doing it all alone,
Here's how we can help.

Next Step: Choose Logic.

[APPLY FOR A.R.C.™ FOUNDER ACCESS \(\\$6K\)](#)

[BOOK MY 15-MINUTE DISCOVERY CALL](#)

The A.R.C.™ Founder Program (ROLTIVA)

A 60-day rebuild that finds and fixes your leaks, then installs the automation, funnels, and systems that keep your profit compounding for the next 10 months.

We call it **The Advanced Revenue Compounder™**.

It's not coaching. It's not a theory. It's done-for-you precision growth.

Guarantee:

If your brand doesn't look, sound, and sell like a premium leader in 60 days, we keep working free until it does.

ROLTIVA™

**PRECISION SYSTEMS FOR PREMIUM BRANDS.
WE DON'T MAKE NOISE — WE MAKE GROWTH INEVITABLE.**