

The Feast-Famine Diagnostic

Five questions that locate where your pipeline actually breaks - and which of the three structural fixes applies to a firm your size. Two minutes, honest answers only.

1. In the last 12 months, how many months had you starting ZERO new client conversations?

- ☐ 0-1 months (0)
- ☐ 2-4 months (2)
- ☐ 5+ months (4)

2. Who actually starts a new client conversation in your firm?

- ☐ A dedicated person who does not deliver (0)
- ☐ Me and one other, between delivery (2)
- ☐ Only me (4)

3. In your busiest delivery week, how many hours went to new business?

- ☐ 5+ hours (0)
- ☐ 1-4 hours (2)
- ☐ Zero (4)

This is the one that stings. Most owners answer zero - and then blame themselves for the quiet quarter that follows 90 days later.

4. Can you name the month each of your last three clients FIRST heard from you?

- ☐ Yes, all three (0)
- ☐ One or two (2)
- ☐ No idea (4)

5. If you stopped all selling today, how many months until revenue drops?

- ☐ 6+ months (0)
- ☐ 3-5 months (2)
- ☐ Under 3 months (4)

Add up your score. Then read the band below. The score is not a judgement of effort - it is a measurement of how much of your new business depends on you having spare hours.

Your score, and the fix that applies

SCORE	WHAT IT MEANS	THE FIX THAT FITS
0-6	New business runs without your spare time. Your pipeline is genuinely engineered.	Protect it. Do not let delivery reclaim those hours.
7-13	It works when you have room, and stops when you do not. This is the classic feast-famine firm.	SYSTEMISE or SEPARATE. Systemising alone is a half-fix - it still runs on your hours.
14-20	New business exists only when you personally make it exist. The famine is already scheduled.	SEPARATE it. Under ~10 heads, hiring usually fails to fix this - the desk cannot feed a BD hire enough at-bats.

The 90-day math, on your numbers

First conversation to signed client runs 60-90 days in this industry. So whatever month you want clients to LAND, the conversations start 90 days earlier. Fill this in:

My average placement fee: £_____

Placements in a normal quarter: _____

Placements in my last quiet quarter: _____

Difference x fee = £_____ <- the price of one planting gap

Run it across a year, not a quarter. Most owners find the loop costs them more annually than a full-time salary.

The one number to track from Monday

New client conversations started this week: _____

Not placements - that is last quarter's news. Conversations started is next quarter, told to you 90 days early. If this number is zero for three weeks running, your autumn is already decided.

If you would rather never run this yourself, that is literally what we do: we run the client-side new-business department for owner-led recruitment and search firms, under your name, and book intro calls into your diary. You close. We never touch your candidate side.

Book a 15-minute diagnostic: calendly.com/clientflow/clientflow-dfy | or DM me on LinkedIn - Jalal Khan