MAP YOUR REVENUE SYSTEM

The Revenue Architecture® Map

Mark what's in place: eleven components, the connections between them, and where your business sits.

Revenue grows when every component is in place, connected, and fit to where your business sits.

BUSINESS ARCHITECTURE CONTINUUM

Mark where each offering sits. Where the business sits shapes how every component below is built.

DIRECTION

Audience & Position

Who you serve, segments that pay, where you win — decided and written down.

NOTES

Value Story & Messaging

One value story — firm, offer, audience — everyone tells it the same way.

NOTES

GTM Plan

The motion, channels and revenue model that fit your position.

NOTES

FOUNDATION

Brand Identity

Name, mark, voice — the identity of the firm you're becoming.

NOTES

Website & Digital Presence

Built for how your buyers and referral sources check you out.

NOTES

Pitchbook & Collateral

The deck, one-pagers and case studies your people actually use.

NOTES

Revenue Stack

CRM, marketing automation, your AI layer — connected and calibrated.

NOTES

Operating Rhythm

Stages, qualification, forecast — and the review cadence that keeps it honest.

NOTES

GROWTH ENGINE

Demand Programs

Awareness, campaigns and nurture that produce conversations.

NOTES

Selling Enablement

Pursuit support, discovery tools, the economic case that closes.

NOTES

Client Growth

Account plans, value reviews, expansion and advocacy.

NOTES

the compounding loop — results recalibrate the architecture

expansion feeds demand

REVENUE ARCHITECTURE

By John Stone and Sherwin Uretsky, authors of the book *Revenue Architecture*

Map your revenue system →

revenuearchitecture.com/map

☐ component in place · ☐ connection holds · ☐ where the business sits — **mark your gaps.**

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