The Venue Operator’s Triage Checklist

Stop the bleeding before you scale.

INQUIRY	SALES	OPS	MARKETING
5 leaks	5 leaks	5 leaks	5 leaks

God at the center. Systems that scale.

I paid the tuition.

By year three, I had a full calendar and a full inbox — but I was still guessing at every decision. I had no idea which inquiries were leaking revenue, which leads were actually qualified, or why weekends were chaos and Mondays were worse.

I spent years rebuilding what I should have systematized from the start.

This checklist is the result — 20 points, organized by the four systems that make or break a venue: Inquiry, Sales, Ops, and Marketing.

Work through it in 10 minutes. You'll find your biggest leak, and that's where to start.

SECTION 1 — INQUIRY LEAKS

Every hour an inquiry sits unanswered is an hour you lose forever.

- **Response time:** You respond to all inquiries within 60 minutes — not just first contact, but a real answer.
- **Auto-reply:** An automated response fires immediately (even at 2am Saturday) confirming receipt and setting next-step expectations.
- **Calendar visibility:** Your calendar is linked directly in every response — no back-and-forth to find time.
- **Qualifier:** You ask the 3 qualifying questions in the first reply (date, guest count, budget range) — not in a follow-up.
- **Mobile-friendly inquiry form:** Your contact form works without pinching, scrolling, or dropping inputs on any device.

SECTION 2 — SALES LEAKS

The fastest way to increase revenue without new marketing.

- **Pricing transparency:** Your pricing is published or quoted within the first two exchanges — no one wants to wait for a "custom proposal."
- **Tour script:** You have a documented tour walk-through that hits every selling point in the same sequence every time.
- **Follow-up sequence:** Inactive leads receive an automated touch at days 3, 7, and 14 — without you having to remember.
- **Contract speed:** A signed contract template is ready to go the same day a prospect says yes — no scramble.
- **Payment friction:** Clients can pay via at least two methods (card + bank transfer) and the payment link is in the contract.

SECTION 3 — OPS LEAKS

When ops break down, everything breaks down — including your team's confidence.

- Vendor list: A current, complete vendor directory exists with contact info, contract status, and performance notes.
- Day-of timeline doc: A minute-by-minute run-of-show exists for every event type and is shared with staff 48+ hours in advance.
- Staff training SOP: New staff can complete their onboarding checklist without needing to ask you a single question.
- Post-event debrief: Every event closes with a 10-point debrief — what worked, what didn't, what to fix before next time.
- Review request automation: An automated review request fires 24-48 hours after every event — no one has to remember to ask.

SECTION 4 — MARKETING LEAKS

Marketing without measurement is just money going somewhere.

- Source attribution: You know which channel (Google, referrals, The Knot, direct, etc.) generated every inquiry in the last 90 days.
- Content calendar: A documented 90-day content plan exists with themes, post types, and posting dates — not "when inspired."
- Repurposing flow: Every piece of content is repurposed across at least two channels (e.g., photo !' Instagram + directory listing).
- Paid ROI tracking: Every dollar spent on ads has a cost-per-inquiry attached — you know what's working before the month ends.
- Email list growth: Your email list grows by at least 50 contacts per month through opt-in triggers embedded in your website and follow-up.

This system works — because the foundation does.

When I built my first venue, I thought the goal was to work harder. Fill the calendar, manage the chaos, grow the revenue. It took three years to realize I was building a job, not a business.

CrystalClear exists because I finally systematized what I'd been doing intuitively. Every template, every playbook, every process — it's what I used to go from one venue to four, and from burning out to actually running the operation.

God is at the center of this work — not as a marketing line, but as the actual reason I built something that honors the people I serve.

When you're ready for the systems behind the checklist:

Take the 5-Minute Venue Scorecard

crystalclear-h81x.polsia.app/assessment

Or take the free discovery call — 30 minutes, no pitch:

crystalclear-h81x.polsia.app/discovery-call

My Results

Count the leaks you found in each section:

SECTION 1	SECTION 2	SECTION 3	SECTION 4
Inquiry Leaks Found	**Sales Leaks Found**	**Ops Leaks Found**	**Marketing Leaks Found**
___ / 5	___ / 5	___ / 5	___ / 5

Your highest-leak section is your best starting point.

The systems in each section are built to plug the exact leaks this checklist identifies. Work through the assessment to get a specific recommendation:

crystalclear-h81x.polsia.app/assessment

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