YOUR ARCHITECTURE. YOUR LEADERSHIP.

The Revenue Architecture® Map

The eleven components of a connected revenue system, and how they connect.

Revenue compounds when the architecture is complete, connected, and calibrated to your position.

BUSINESS ARCHITECTURE CONTINUUM

Mark where each offering sits — position calibrates every component below.

CONSULTING | SOLUTIONS | PRODUCTS

Advisory · Consulting Practice · Service-Led · Product-Led · Complex · Scalable

DIRECTION

Audience & Position

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

- Ideal client profile & scoring
- Segment priorities
- Target account list

Value Story & Messaging

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

- Value proposition architecture
- Messaging guide
- Proof point library

GTM Plan

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

- Go-to-market plan & channel design
- Revenue model & targets
- Team design & capacity

FOUNDATION

Brand Identity

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

- Naming (incl. breakaway launches)
- Logo, visual identity & standards
- Brand voice guide

Website & Digital Presence

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

- Website design & build
- SEO & GEO — found in search and AI answers
- Analytics & conversion setup

Pitchbook & Collateral

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

- Pitch deck master
- Capability one-pagers & fact sheets
- Case study system

Revenue Stack

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

- Stack blueprint & setup
- CRM / automation configuration
- AI workspace with your firm's knowledge

Operating Rhythm

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

- Lifecycle stages & gates
- Qualification & forecast method
- Meeting / review rhythm

GROWTH ENGINE

Demand Programs

Awareness, campaigns and nurture that produce conversations.

- Campaign plans & calendar
- Content / authority program
- Nurture tracks

Selling Enablement

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

- Discovery & qualification toolkit
- Proposal and business-case templates
- Pursuit support on live opportunities

Client Growth

Account plans, value reviews, expansion and advocacy.

- Account plans
- Quarterly value reviews
- Expansion & referral program

the compounding loop — results recalibrate the architecture

expansion feeds demand

REVENUE ARCHITECTS™

From Revenue Architects — the firm behind the Revenue Architecture® method

☐ complete · ☐ connected · ☐ calibrated — **mark your gaps.**

Address the gaps →

revenuearchitects.com/map