EXAMPLE · My own potential check from 4 November 2026 (my German-language website, translated). This is how my website looked back then, and this is what the check you receive looks like. Implemented since: the strategy session, a paid one-off focus session, and a dedicated path for AI in companies. Adjusted for publication: current price in the closing block, one non-public page and a note on internal processes removed; content from 4 November, shown in the current version of the check. Gold Pass has been paused since 7 November 2026.

THE GROWTH AUDIT
by Choose The Alchemy

POTENTIAL CHECK

Sascha Busse / Choose The Alchemy

https://choosethealchemy.com · 2026-11-04

WHAT YOUR BUSINESS MAY BE OVERLOOKING RIGHT NOW

Page type: Personal brand · **Primary goal:** Visitors choose the entry point that fits them: a free download with email sign-up (Freedom Protocol, THE BRAIN) or the Clarity Call. From there they should move on to Gold Pass, Gold Kompass or AI OS.

Your untapped lever

A single call is already hinted at – but on the pages checked it has no price and no way to book it.

You deliberately leave open whether a single call follows the free conversation – according to your site, that is only decided there. The cost: anyone with just one concrete question either gets it answered for free or leaves, because on the pages checked there is no priced step between free and Gold Pass or Gold Kompass. It is worth testing whether a visible focus call brings more serious inquiries without replacing conversations that would otherwise lead to Gold Kompass.

WHY WE SEE THIS

OBSERVED The Gold Pass page explicitly sends people with a single concrete question to the Clarity Call, which according to its own page is free.
Found on: /gold-pass, /clarity-call

OBSERVED On the Crypto Compass page, step 3 “Clarify personally” is meant for a concrete question and leads into the Clarity Call. Only the small print below it mentions the single call, without a price and without booking.
Found on: /crypto-compass

OBSERVED The Gold Kompass page assumes a regular price for single calls.
Found on: /gold-kompass

Assessment — this is what you would need to confirm: Whether there is a fixed price for single calls and how many Clarity Calls lead to Gold Kompass today – this decides whether a focus call sells on top or replaces Gold Kompass conversations.

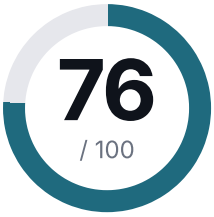
WHAT THIS MAKES POSSIBLE

Focus call as its own bookable step

Where: Crypto Compass page, section “Where do you start?”, and Clarity Call page

A new “Focus call” card between “Clarify personally” and “Ongoing guided implementation”, with duration, price, booking and risk notice right on the card; for orientation only, not a recommendation to buy or sell. The Clarity Call stays for the question of what fits. Because every call takes your own time: limit focus calls per month and set the price so that Gold Kompass becomes the better deal by the second or third single call.

Potential score



Your website's score today: 76 / 100 · solid

Eight categories, each with 4–5 fixed criteria (met, partly met, not met). The percentage shows how far the website meets these criteria today: an assessment score, not a measured success or conversion rate. "Measured" = taken automatically from the snapshot; "assessed" = scored against the same criteria with evidence. The score is an orientation at the time of the analysis, not a legal or performance guarantee.

This scores the website, not the quality or economic health of your business.

Legal & privacy deliberately get no percentage. The full analysis frames legal questions; a qualified professional should assess them.

Clarity & positioning

ASSESSED — 75%

Biggest lever: Target customer named (partly met) · home page names no target group; only Crypto Compass names people with capital and little time

Desire & impact

ASSESSED — 88%

Biggest lever: Imagery shows the result (partly met) · top of home page: portrait instead of a scene from the everyday life visitors want

Offer & price orientation

ASSESSED — 75%

Biggest lever: Price orientation given (partly met) · entry overview without prices; prices only on the Gold Pass and Gold Kompass pages

Inquiry & purchase path

ASSESSED — 63%

Biggest lever: Low-friction inquiry or purchase (partly met) · direct online purchase offered, forms and checkout not tested

Trust & proof

ASSESSED — 75%

Biggest lever: Testimonials near the decision (partly met) · testimonials on home and crypto page, none on the Gold Pass, Gold Kompass and AI pages

Mobile & user experience

MEASURED — 70%

Biggest lever: Tap targets large enough (not met) · 18 small tap targets (home page)

Discoverability (SEO)

MEASURED — 70%

Biggest lever: Structured data (JSON-LD) (not met) · none on the home page

Technology & performance

MEASURED — 90%

Biggest lever: Fast page load on all pages (lab) (partly met) · 86 % of pages fast (load under 2.5 s, server under 1.5 s; lab)

WHAT ELSE IS POSSIBLE

1

GROWTH OPPORTUNITY 1

Make the Gold Pass inside Gold Kompass visible

OBSERVED Gold Kompass includes twelve months of Gold Pass, which costs €70 a month on its own. The price box does not show the two side by side. Found on: /gold-kompass, /gold-pass

Why it matters: For anyone who would stay in Gold Pass for a year anyway, this value is already part of the annual programme. So far it only becomes visible if you do the maths yourself. A value anchor right at the price can make it easier to choose the higher-priced offer.

2

GROWTH OPPORTUNITY 2

Give AI for companies its own path

OBSERVED On the pages checked there is no dedicated entry with a path to a conversation for companies. AI Presence appears in body text and in the footer, without a bridge to AI OS for companies. We did not see the AI OS page. Found on: /clarity-call, /ki

Why it matters: The Clarity Call already names embedding AI in a company as its own reason to talk, and the AI page shows real day-to-day use with five of your own workflows. A dedicated section with a path to a conversation can channel these inquiries more effectively – if company projects are wanted.

AI POTENTIAL · POSSIBLE WITH SETUP OR INTEGRATION

Every conversation prepared, every agreed next step recorded

This builds on Fathom and your AI system, which you already use: before every call, a short briefing is created from the Cal.com details. If Fathom summaries do not yet land in your AI system, they become a draft for the right follow-up offer after the call. You approve before anything goes out.

Two ways to continue — both equally good.

TALK IT THROUGH

Clarity Call

Free · 30 minutes

Together we work out what you actually need: do it yourself, the audit, implementation with support — or nothing for now.

Pick a time: cal.com/saschaawakens/clarity-call

EVERYTHING IN DETAIL

THE GROWTH AUDIT

from €290 · one-time

All findings, opportunities and risks, what comes first, and ready proposals for implementation.

- Where your testimonials are missing when it comes to paying
- How Freedom Protocol and THE BRAIN differ in structure
- How the service description and notices for personal guidance fit together

Reply to this email with “Audit”.

Want it implemented directly — website or AI workflows? Reply with “Implementation” and we'll come back with a proposal (on request).

Limits of this check: The AI OS page, forms, checkout and booking flow were not captured or triggered. Your actual capacity is not visible from the outside. Score and observations are taken unchanged from the analysis of your public website at the stated date. An orientation, not a promise of results.