

Vortex Check-In

Value Velocity Vortex · Apply-It Worksheet · OPTIMUS

Vortex Check-In

V³: Value (how much you deliver, to whom), Velocity (how fast value cycles), Vortex (whether each cycle compounds into the next). Funnels leak; vortexes pull. This sheet finds your leak.

Scope: one coffee. 8-12 minutes, a pen, one real situation. No hypotheticals.

1 · The situation

Name your current top offer — the one that pays the bills. What is it, who buys it, and what does a cycle (sale → delivery → next sale) look like?

2 · Apply the framework

Score your top offer, 0-5 each:

Value — is it undeniable to a specific someone (who exactly, and how much)? Score: _____
Evidence: _____

Velocity — how long is one full cycle, and what drags it (decision lag, delivery lag, follow-up lag)? Cycle time: _____ Score: _____ The drag: _____

Vortex — does each delivered cycle mechanically create the next one (referral, resell, re-curring, content)? Score: _____ The loop (or the missing loop): _____

The leak — your lowest score is where the vortex breaks:

My leak is: _____ **because** _____

3 · What changes now?

One concrete action, small enough to start **today**. One move on the leak dimension only — a faster cycle step, a sharper value claim, or one compounding loop wired in.

I will: _____

By (date): _____

4 · Where else does this apply?

Name the *next* place in your work the same framework fits. (This is your seed for next week.)

Finished this? Next time you land in the portal, the recommender will surface your next series. Keep the sheet — revisit it next week and see what moved.