Discover Your Income Stability Score: Are You a Feast-or-Famine Creator Operator?

Is your business income riding a rollercoaster? Discover your stability score in less than 3 minutes!

Take this quick quiz to discover how well your current strategies protect you from feast-or-famine income cycles—and what you can do to stabilize and grow even more.

Questions 1-2: Recurring Income and Revenue Streams

Question 1

How much of your income comes from repeat clients or recurring contracts?

1. Less than 20%
2. 20%-50%
3. More than 50%

Question 2

How many different income streams do you currently have?

1. 1–2
2. 3–4
3. 5 or more

Questions 3-4: Financial Planning and Data Tracking

Question 3

Do you have clearly defined financial goals and a comprehensive financial plan with regular reviews?

1. No clear goals or plan
2. Some goals and a basic plan, but not regularly reviewed
3. Clearly defined goals, a comprehensive plan, and regular reviews

Question 4

How consistently do you track and utilize sales and marketing data (e.g., conversion rates, sales figures, client feedback) to improve your earnings?

1. Rarely or never
2. Occasionally, but not consistently
3. Very consistently, regularly applying insights

Questions 5-7: Pricing, Sales, and Content Strategies

Question 5: How do you manage pricing strategies, especially when clients push back?

1. Often discount to keep the client and rarely adjust pricing
2. Adjust scope to maintain pricing integrity; occasionally review overall pricing
3. Confidently communicate value, hold firm, and regularly adjust pricing strategically

Question 6: How often do you proactively seek opportunities to upsell or cross-sell your products/services?

1. Rarely or never
2. Occasionally
3. Regularly

Question 7: How frequently do you publish new content and actively engage your audience across platforms?

1. Rarely or irregularly
2. Regularly (weekly) with moderate audience engagement
3. Very regularly (multiple times weekly or daily) with active engagement on multiple platforms

Scoring Your Income Stability Quiz

Point System

1. Give your answers the following scores:

- 1) = 1 point
- 2) = 2 points
- 3) = 3 points

Record Your Results

2. Total your scores:

My total score on (date) ____________ is _________

Low Score Results (7-11 points)

> "Your business is highly vulnerable to feast-or-famine cycles. Implementing the practical steps from The Creator Operator's Playbook: 13 Income Stability Tactics will help you stabilize your income effectively."

If you scored in this range, your business likely experiences significant income fluctuations that make financial planning difficult. The good news is that with targeted strategies, you can quickly begin to stabilize your revenue streams and build greater financial resilience.

Medium Score Results (12-16 points)

> "You're managing your income stability reasonably well, but there's substantial potential to strengthen your financial resilience. Optimize your strategies further using The Creator Operator's Playbook: 13 Income Stability Tactics."

With a medium score, you've implemented some effective strategies to manage income fluctuations, but there's still room for improvement. By refining your approach to recurring revenue, diversification, and client relationships, you can achieve greater financial stability and predictability.

High Score Results (17-21 points)

> "Excellent work! You're effectively protecting your business from major income fluctuations. Leverage the advanced tactics in The Creator Operator's Playbook: 13 Income Stability Tactics to ensure continued growth and maximum stability."

Congratulations on your high score! Your business demonstrates strong financial resilience and stability. You've implemented effective strategies that protect you from the feast-or-famine cycles that plague many creator operators. The advanced tactics in the Playbook will help you further optimize your already strong foundation.