MULTIVIEW

FIELD GUIDE

Invisible Demand

A four-step worksheet for finding, evaluating, and validating overlooked revenue opportunities.

01
Surface
Who's finding you that you never meant to reach?

02
Signal
Which of them are actually ready to buy?

03
Stress-test
What do you believe about your market that might not be true?

04
Scale
Is this opportunity real enough to invest in?

Each page ends with one sentence. That sentence starts the next page.

HOW TO USE THIS GUIDE

Some of your best new customers are already showing up in your data. They just don't look like the audience you planned for. Work through the four steps above, one page each, to find them and decide what to do next.

BEFORE YOU START

1. **Pick one real opportunity.** Not a category, not a wish list.
2. **Bring the right people.** Marketing, sales, and a customer-facing teammate each see signals the others miss.
3. **Work with directional evidence.** Imperfect attribution is fine; note what you're unsure of.
4. **Finish with a decision.** Plan for 30 to 45 minutes and land on expand, refine, hold, or drop.

STEP 01 · SURFACE

Who's finding you that you never meant to reach?

Look for groups appearing in your data that are outside, adjacent to, or missing from your current ideal customer profile. Start with evidence, not assumptions.

WHERE TO LOOK

- Search terms bringing people to your site
- Inbound inquiries and contact forms
- CRM lead source, industry, role, geography, company size
- Sales notes on customers or use cases that surprised the team
- Referral sources and conversion paths

UNEXPECTED GROUP	HOW THEY FOUND US	WHAT THEY WANTED	NUMBER OBSERVED	WHY THIS SURPRISED US

ICP COMPARISON

For the group you'll carry forward, check one.

- ☐ Already included in our ICP
- ☐ Adjacent to our ICP
- ☐ Outside our ICP
- ☐ Unknown: we don't collect enough data

→ CARRY THIS TO SIGNAL

The audience we may be overlooking is _____ .

They are finding us through _____ ,

and appear to be looking for _____ .

OWNER _____ **REVIEW DATE** _____

STEP 02 · SIGNAL

Which of them are actually ready to buy?

Score the audience pattern, not one isolated action. Evaluate whether the group resembles a viable buyer and is moving toward a commercial conversation.

EVIDENCE TO CAPTURE

- Calls, quote requests, contact forms
- Pricing, product, case-study, or comparison-page visits
- Problem-specific or high-intent search terms
- Repeat visits, multiple contacts from one account
- Qualified leads, opportunities, new accounts, purchases

BUYER-READINESS SCORECARD

Circle one score per row, then total.

FACTOR	0	1	2	3	SCORE
Fit	Not viable	Unclear	Adjacent fit	Strong commercial fit	
Relevance	Generic activity	Broad interest	Problem-specific	Solution or product-specific	
Frequency + recency	Isolated or old	Occasional	Repeated	Repeated and recent	
Progression	Passive viewing	Research	Conversion action	Sales or revenue action	
				TOTAL (OUT OF 12)	

0 to 4
ACTIVITY ONLY

Observe. Don't prioritize on volume alone.

5 to 8
EMERGING SIGNAL

Collect more evidence or nurture.

9 to 12
TEST CANDIDATE

Move the audience into Stress-Test.

These thresholds are starting guidelines, not universal lead-scoring rules. Define recency and progression based on your sales cycle, conversion history, and baseline behavior.

→ CARRY THIS TO STRESS-TEST

This audience earned _____ out of 12 because we observed _____

_____ .

OWNER _____ **REVIEW DATE** _____

STEP 03 · STRESS-TEST

What do you believe about your market that might not be true?

Write down the belief that could cause your team to dismiss or misread the opportunity. Then try to disprove it with your own data.

BELIEF STATEMENT

We have historically believed _____ .

_____ .

EVIDENCE AUDIT

EVIDENCE SOURCE	WHAT TO EXAMINE	WHAT THE EVIDENCE SHOWS	VERDICT
Customer / CRM	Revenue, conversion, retention, account growth by segment		☐ Supports ☐ Challenges
Website	Conversion rates, product-page behavior, forms, content paths		☐ Supports ☐ Challenges
Search	Queries, paid-search terms, problem-specific language		☐ Supports ☐ Challenges
Sales	Calls, objections, lost deals, requested use cases		☐ Supports ☐ Challenges

ALTERNATIVE EXPLANATION CHECK

- ☐ Could the activity be spam, recruiting, research, or irrelevant traffic?
- ☐ Is one large account or outlier distorting the pattern?
- ☐ Did a promotion, referral, season, or temporary event cause the activity?
- ☐ Is the audience interested in something you can't profitably sell?
- ☐ Do sales and revenue data support the website or search signal?

→ CARRY THIS TO SCALE

We believed _____ .

The evidence challenges that belief because _____ .

Our revised hypothesis is _____ .

OWNER _____ **REVIEW DATE** _____

STEP 04 · SCALE

Is this opportunity real enough to invest in?

Test small. Decide clearly. Invest proportionally. The goal isn't to scale immediately; it's to gather enough commercial evidence to justify the next level of investment.

OPPORTUNITY STATEMENT

We believe _____ **has demand for** _____

AUDIENCE — OFFER / OUTCOME

because _____ .

EVIDENCE

FOCUSED VALIDATION TEST

TEST ELEMENT	DECIDE	OUR ANSWER
Audience	Who specifically are we testing?	
Message / offer	What problem or outcome will we emphasize?	
Channel	Where will we reach them?	
Conversion action	What do we need the audience to do?	
Commercial measure	How will this connect to leads, accounts, opportunities, or revenue?	
Test period	When will we make a decision?	
Owner	Who is accountable?	

DIAGNOSTIC METRICS Tell you how it's running

Impressions · Clicks · Sessions · Engagement rate · Page views

DECISION METRICS Tell you whether to invest

Qualified leads · Sales conversations · Opportunities · New accounts · Pipeline or revenue

PREDEFINED DECISION

Agree on the rule before the test starts. Check one at the end.

- ☐ **EXPAND** — Qualified demand meets the threshold.
- ☐ **REFINE** — Intent exists, but execution is weak.
- ☐ **HOLD** — Promising evidence is still insufficient.
- ☐ **DROP** — Activity doesn't progress commercially.

→ YOUR DECISION RULE

We will invest further if _____ .

We will refine if _____ .

We will stop if _____ .

OWNER _____ **REVIEW DATE** _____