
LEAD FIT SCORECARD

Uncover the hidden issues
in your lead flow and start
closing better leads faster

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Quick Start Guide

Welcome

If you want to fix your lead generation and start closing more sales faster, The Lead Fit Scorecard will show you exactly where to focus.

How to Use This Tool

- ✓ Set aside a few minutes of quiet time.
- ✓ Answer each question honestly, not aspirationally. There are no wrong answers.
- ✓ Calculate your score to see where your lead quality stands.
- ✓ Follow the customized next steps based on your score.



Important

The more honest and specific you are, the faster you will see improvements in your targeting and results.

Let's get started.

Introduction

You work hard to generate leads. You invest time, energy, and money into marketing, outreach, and building relationships. However, if those leads are not closing, if you or your sales team are burning cycles on prospects who disappear or ghost after one call, the problem may not be your sales skills. Instead, it is likely your targeting.

When your targeting is even slightly off, everything else downstream suffers. Your messaging feels generic. Your meetings feel forced. Your sales cycle drags longer than it should. Worst of all, your revenue becomes unpredictable and stressful to manage.

The truth is simple: a mediocre sales process with great targeting will outperform a great sales process with bad targeting every single time.

The Lead Fit Scorecard was built to help you pinpoint the silent leaks killing your sales efficiency. It will show you exactly where your lead quality is breaking down and give you a customized action plan to fix it fast.

You will walk away with:

- ✓ Clarity on whether your targeting is helping or hurting you
- ✓ A simple scorecard to guide your next moves
- ✓ Tactical recommendations tailored to your current situation



Important

This is not just about improving your lead lists or tweaking your ads. It is about building a system that consistently attracts the right buyers; buyers who are ready, willing, and able to say yes.

Set aside 5–10 minutes. Answer honestly. This tool is your first step toward building a sales system that actually pays you back.

“

Better leads are not found by chance. They are created through clarity, discipline, and focus. Every strong pipeline begins with one honest look at what is working and what is not.

Lead Fit Scorecard

Answer honestly, not aspirationally. For each question, choose either “always”, “sometimes”, or “never”.

	NEVER	SOMETIMES	ALWAYS
Targeting Accuracy			
Are your leads the actual decision makers or strong influencers of the decision makers?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do your leads fit your ideal industry, company size, or job role?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are leads generated through intentional efforts rather than random inbound traffic?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buyer Readiness			
Are your leads aware they have the problem you solve?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are your leads actively seeking a solution within the next 6 months?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Budget Fit			
Do your leads fit your ideal pricing tier without discounting?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are lost deals a result of budget objections?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

LEAD FIT SCORECARD

Lead Fit Scorecard

Answer honestly, not aspirationally. For each question, choose either "always", "sometimes", or "never".

NEVER SOMETIMES ALWAYS

Buying Authority

Are you typically speaking directly to a person who can approve purchases?

--	--	--

Is your messaging aimed at budget holders and decision makers?

--	--	--

Lead Pipeline Quality

Do new leads result in discovery calls, demos, samples, or proposals?

--	--	--

Total Selected from Each Column

Multiply by Points

x0 x5 x10

Total Selected from Each Column

0	+		+
---	---	--	---

Total Lead Fit Score
(add three boxes directly above)

Scoring System

HOW TO CALCULATE YOUR SCORE

Add up all of your "sometimes" answers. For each "sometimes" answer, give yourself 5 points.

Add up all of your "always" answers. For each "always" answer, give yourself 10 points.

"Never" answers receive 0 points.

Add up your total points.

Maximum Score: 100 points

HEALTHY PIPELINE

80 - 100 POINTS

Your lead generation consistently attracts qualified, ready-to-buy ideal customers.

WARNING SIGNS EMERGING

60 - 79 POINTS

Your system works but loses revenue due to poor targeting, weak qualification, or misaligned messaging.

BROKEN TARGETING

LESS THAN 60 POINTS

You're wasting resources on leads who lack budget, authority, need, or timing.

Healthy Pipeline 80 - 100 Points

WHAT THIS MEANS

Your lead generation systems are strong. You are consistently attracting prospects who match your ideal customer profile, have buying authority, and are ready to make a purchase decision.

WHY THIS IS IMPORTANT

A healthy pipeline allows you to scale predictably and profitably. It means your time, budget, and team energy are being spent efficiently on high-probability opportunities.

What to Do Next

1

AUDIT SUCCESS PATTERNS

Analyzing your successful deals is critical to reinforcing what is working. Start by reviewing your last 10 to 20 deals and noting every common thread: What industries do they represent? What size companies? What were their job titles? What problem were they solving? Which offer or package did they buy? Write this down systematically. Patterns will emerge, and these insights will help you focus even more precisely on the profiles that convert the fastest and spend the most.

Healthy Pipeline What to Do Next

2

DOUBLE DOWN ON WINNING CHANNELS

After identifying where your best leads are coming from, increase your investment in those areas by 10 to 20 percent. For example, if LinkedIn outbound messages are producing highly qualified leads, commit more daily outreach time or upgrade your LinkedIn tools. If one ad channel consistently brings in profitable leads, increase its ad spend before testing entirely new platforms. Reinforcing strengths almost always outperforms trying to fix underperforming sources.

3

TIGHTEN MESSAGING

Good leads deserve great messaging. Review your best performing emails, sales pages, and ads. Identify words and phrases that clearly resonated with your audience. Revise your messaging to focus even more tightly on the pain points, triggers, and aspirations that you know convert. Speak directly to their fears, frustrations, and goals. When messaging and targeting align perfectly, your conversion rates jump dramatically.

4

PREPARE FOR SCALE

Scaling without systems causes chaos. Begin creating a detailed SOP (Standard Operating Procedure) for your lead generation. Document exactly how you research leads, which filters you apply, what criteria qualify them, and how you initiate contact. This living document ensures consistency, reduces onboarding time for future team members, and protects your business from the chaos that occurs when growth outpaces systems.

Warning Signs Emerging 60 - 79 Points

WHAT THIS MEANS

Your system is partially working but leaking revenue and wasting some resources through poor targeting, weak qualification, and/ or misaligned messaging.

WHY THIS IS IMPORTANT

Small inefficiencies multiply over time. Leaking leads and wasting resources like time, money, and energy at the top of the funnel causes downstream chaos in your sales pipeline.

What to Do Next

1

ICP DEEP DIVE

Interview 3 to 5 of your best clients and ask them focused questions: Why did they choose you? What nearly stopped them? What alternatives did they consider? Their answers will reveal emotional drivers and practical needs you might be overlooking. Update your Ideal Customer Profile to reflect these real-world insights. A crystal-clear ICP will plug holes in your targeting and messaging.

Warning Signs Emerging What to Do Next

2

LEAD SOURCE AUDIT

Quantify every lead source, not just by volume but by lead-to-close conversion rates. For example, if Facebook ads generate 200 leads but only 1 sale, while LinkedIn generates 20 leads and 4 sales, LinkedIn is your superior channel. Shift time, budget, and energy toward your best-performing sources. Ruthlessly eliminate channels that produce noise instead of results.

3

ADD QUALIFICATION LAYERS

Improve your lead quality before a sales conversation even begins by adding simple qualification steps. Insert short questions into your lead forms or initial conversations, such as “Who ultimately decides to purchase something like your product or service?” or “What is your expected timeline to solve this problem?”. Leads who cannot meet basic qualification criteria should not consume your sales resources. This simple layer dramatically improves your pipeline efficiency.

4

MESSAGING REVIEW

Weak messaging often sounds feature-focused and generic. Go back through your last 10 emails or sales scripts. Are you leading with “We offer...” or “Our product...”? If so, you are losing your audience. Rewrite your messaging to focus purely on the buyer: “You will gain...”, “You will save...”, “You will protect...”. Speak to outcomes and emotional drivers first, and benefits second.

Broken Targeting

Less Than 60 Points

WHAT THIS MEANS

You are spending time, energy, and money pursuing leads who were never likely to buy. Your targeting is missing budget, authority, need, or timing.

WHY THIS IS IMPORTANT

Without the right buyers in your pipeline, you have no product-market fit and thus no sales script, product discount, or nurturing campaign will fix your sales results.

What to Do Next

1

PAUSE AND REBUILD

Stop all outbound activities that continue to feed the broken system. Continuing to generate poor-quality leads will only make matters worse. Pause cold outreach, pause paid ad campaigns, and halt aggressive scaling until a rebuilt targeting foundation is established. Wasting resources compounds the original mistake.

Broken Targeting What to Do Next

2

CREATE A FRESH ICP

Rebuild your Ideal Customer Profile from scratch based on actual success data, not assumptions. Study your best customers closely: What industries are they in? What job titles do they hold? What specific problem were they trying to solve? Organize this information into a new working ICP with clear, specific details across demographics, psychographics, behaviors, and geography.

3

REFOCUS ON DECISION MAKERS

Decision makers are the only audience that matters when fixing broken targeting. Use tools like LinkedIn Sales Navigator, Apollo.io, or even manual research to isolate job titles, department heads, founders, executives, or whoever controls budget approval. Do not waste time marketing to fans, users, or gatekeepers who cannot sign checks.

4

REDEFINE QUALIFIED LEADS

Establish much stricter lead qualification criteria: Budget (they can afford you), Authority (they control the decision), Need (they recognize the pain you solve), and Timeline (they plan to act within a reasonable timeframe). Create a checklist for every inbound and outbound lead, and disqualify those who do not match. A tighter pipeline is always better than a bigger but weaker one.

Broken Targeting What to Do Next

5

TEST SMALL, SCALE CAREFULLY

Once your new ICP is built, test it on a small batch of leads (50-100). Monitor results closely: Are conversations opening? Are calls being booked? Are deals being closed? If the new targeting works, slowly scale upward. If not, revisit your ICP and adjust based on real buyer feedback.



Action Plan

Healthy Pipeline

Taking action based on your lead fit score is where the real improvements happen. Here is a detailed roadmap tailored for a Healthy Pipeline to help you move forward with clarity and confidence.

PREPARE FOR SCALE

Your lead generation systems are strong. You are consistently attracting prospects who match your ideal customer profile, have buying authority, and are ready to make a purchase decision.

● SYSTEMATIZE YOUR WINNING PROCESSES

Document your best-performing lead generation methods in detail. Write out clear steps for researching, qualifying, and contacting your ideal customers. This ensures you can train new team members quickly and maintain consistency as you scale.

● TEST AND EXPAND MICRO-SEGMENTS

Analyze your best customers and break them into even narrower sub-groups. For example, if SaaS companies are a great fit, are early-stage or growth-stage SaaS firms more profitable? Testing micro-segments allows you to refine messaging even further and uncover hidden opportunities.

● INVEST IN QUALITY LEAD SOURCES

Allocate more budget, time, or energy to your highest-performing lead channels. Rather than spreading thin across many sources, focus deeply on 2-3 proven winners and aim to dominate those platforms.

● ENHANCE BUYER EXPERIENCE

Map your customer's buying journey and remove friction wherever possible. Small improvements in your email follow-ups, landing pages, or call booking processes can boost conversion rates without more ad spend.

By preparing smartly now, you will avoid bottlenecks and maintain control as you grow your pipeline and revenue.

Action Plan

Warning Signs Emerging

Taking action based on your lead fit score is where the real improvements happen. Here is a detailed roadmap for when Warning Signs are Emerging to help you move forward with clarity and confidence.

TIGHTEN YOUR TARGETING

You are doing some things well, but cracks are forming. If you do not patch them now, bigger problems will surface later.

● REVALIDATE YOUR IDEAL CUSTOMER PROFILE

Conduct a mini research sprint. Interview your best customers, analyze your last 10 closed deals, and look for patterns you might have missed. Use real buyer behavior, not assumptions, to tighten your ICP.

● STRENGTHEN YOUR QUALIFICATION PROCESS

Build a stronger “entry gate” for leads. This can be as simple as adding a pre-qualification question to your inquiry form or creating a short checklist your sales team uses before advancing prospects. Only allow high-fit leads deeper into your pipeline.

● PRIORITIZE HIGH-INTENT CHANNELS

Shift your focus toward channels where buyers are actively looking for solutions. Outbound LinkedIn, targeted warm email lists, and strategic partnerships often outperform cold paid traffic for precision targeting.

● IMPROVE LEAD NURTURE FOR “ALMOST READY” LEADS

Not all leads will be ready immediately. Build a simple nurture sequence (3-5 emails) that continues to educate and re-engage prospects who are close but not quite there yet.

Focus now on patching leaks and strengthening weak points, and you will build a much more powerful and profitable pipeline in the months ahead.

Action Plan

Broken Targeting

Taking action based on your lead fit score is where the real improvements happen. Here is a detailed roadmap tailored for Broken Targeting to help you move forward with clarity and confidence.

PAUSE, REBUILD, AND VALIDATE

This is a critical turning point. Continuing with broken targeting will cost you time, money, and credibility.

● PAUSE ALL MAJOR LEAD GENERATION ACTIVITIES

Stop spending on ads, mass outreach, and scaling initiatives until you have fixed your foundation. Continuing to feed a broken pipeline only digs a deeper hole.

● REBUILD YOUR IDEAL CUSTOMER PROFILE FROM SCRATCH

Approach this exercise with a beginner's mindset. Interview your best current or past customers. Analyze what markets your competitors dominate. Build a detailed profile including demographics, psychographics, buying behaviors, common triggers, and decision-making patterns.

● PRIORITIZE HIGH-BUYING INTENT CHARACTERISTICS

Focus your targeting around buyers who show clear indicators of readiness to purchase. Budget authority, recent funding, hiring growth, or recent leadership changes are all strong buying signals.

● PILOT SMALL, CONTROLLED CAMPAIGNS

Once you have a new ICP, build a small, hyper-targeted lead list and run a micro-campaign (50-100 prospects). Use personalized outreach to validate whether your new targeting resonates. Only scale when you have real-world confirmation.

● DOCUMENT EARLY WINS AND PATTERNS

As soon as you start seeing positive responses, document the common traits and channels behind those wins. Use these insights to optimize and expand carefully.

Rebuilding targeting from scratch is challenging, but it is often the single most powerful move you can make to reset your trajectory and accelerate your sales success.

Readiness Checklist

Before you move forward, review this simple checklist. Each item you check means you are one step closer to building a smarter, faster, more profitable sales system.

I know my current lead generation health score (Healthy, Warning Signs, or Broken Targeting).

I understand where my lead quality is strong and where it needs immediate improvement.

I have a clear, customized action plan based on my score.

I know which lead sources, audiences, or messages need to be optimized, adjusted, or replaced.

I have identified at least one next step I will take this week to improve my targeting.

I feel more confident about building a lead system that works for me, not against me.

I am ready to stop guessing and start scaling smarter.

Congratulations!

You have just done what most business owners never do:

You stopped guessing.
You found the gaps.
You created a real plan to fix them.

That is the foundation of every business that scales profitably and sustainably.

Wherever you are starting from, progress is within reach. The businesses that dominate their market are not the ones who guess. They are the ones who diagnose, adapt, and execute consistently.

You are already ahead simply by taking this diagnostic seriously.

Now you have a clear action plan. Now you can make real improvements.

Want the full toolkit to rebuild your targeting, build smarter lead lists, and close better deals? Unlock Incredibly Effective Leads for the complete system.

- ✓ Build smarter lead lists faster.
- ✓ Craft irresistible messaging for decision makers.
- ✓ Scale your sales pipeline with confidence.

[CLICK HERE TO UNLOCK THE FULL COURSE](#)



BONUS POWER USER TIP

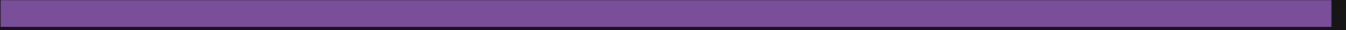
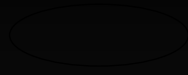
Small Wins Build Big Momentum

Pick just one action from your plan and complete it today. Not tomorrow. Not next week. Today.

Even a single small win like clarifying your ICP, disqualifying a wrong-fit lead, or rewriting one outreach message builds confidence, creates momentum, and puts you back in control of your growth.

Success does not come from massive leaps. It comes from stacking smart moves consistently.

Start stacking your wins today.



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