



Revenue Leak Finder

REVENUE LEAK FINDER (5-min diagnostic)

Why Your Leads Aren't Turning Into Booked Calls

(Health & Wellness Edition)

For	Time	Goal
Coaches, clinics, consultants, practitioners, studios, specialists (personal brands or teams)	5 minutes	Identify your #1 leak so you know what to fix first.



How to score (0-2)

- **0** = No / rarely true
- **1** = Sometimes / inconsistent
- **2** = Yes / consistently true

SECTION A — DEMAND QUALITY & OFFER CLARITY (0-8)

(Are you attracting the right leads + giving them a clear next step?)

Item	Statement	Score (0-2)
A1. Qualified volume	We consistently book 8-12+ qualified calls/month (≈2-3/week).	—
A2. Clear next step	Our main CTA is obvious (book/apply) and not buried under many links.	—
A3. Specific outcome	A stranger can understand who we help + what outcome we deliver in 10 seconds .	—

Item	Statement	Score (0-2)
A4. Trust answered	We address the top hesitation (price, time, fit, skepticism, "will this work for me?").	—
Section A Subtotal:		— / 8

SECTION B — BOOKING CONVERSION (0-8)

(Does interest reliably turn into calendar bookings?)

Item	Statement	Score (0-2)
B5. Low-friction booking	Booking takes under 60 seconds and feels simple.	—
B6. Safety + expectations	The booking page explains what happens next + who it's for + what they'll leave with.	—
B7. Light qualification	We ask 3-5 quick questions so better-fit people book (and others self-select out).	—
B8. Strong confirmation	After booking, they instantly get confirmation + prep + reschedule instructions.	—
Section B Subtotal:		— / 8

SECTION C — SPEED-TO-LEAD & FOLLOW-UP (0-8)

(Do leads get handled fast, consistently, and visibly?)

Item	Statement	Score (0-2)
C9. Fast response	New leads get a response the same business day (ideally fast during business hours).	—
C10. Consistent follow-up	Leads who don't book get a consistent follow-up (not "maybe I'll remember").	—
C11. Pipeline visibility	We can see who is New → Contacted → Booked → No-show → Won/Lost.	—
C12. No-show protection	We have reminders + easy reschedule + a simple "save the call" message.	—
Section C Subtotal:		— / 8

YOUR TOTAL SCORE (0–24)

Total	Quick read
___ / 24	<ul style="list-style-type: none">• 0–10: major leaks• 11–16: inconsistent systems• 17–20: solid foundation• 21–24: strong machine

Important: your **Fix-First Route** is based on *where* you scored low (not just the total).

FIX-FIRST ROUTE (CIRCLE ONE)

(This tells you what to fix first for the fastest improvement in booked calls.)



ROUTE 1 — FRONT-END FIRST (Acquire + Convert)

- **Choose this if:** A1 = 0–1 *or* Section B is mostly 0–1 (booking conversion is low).
- **Your likely leak:** unclear path, low-intent leads, or booking flow friction.
- **Fix-first focus:** one clear path → better-fit leads → higher booking rate.
- **Next step:** Apply (Front-End Install) **[APPLY LINK]**
- **If unsure:** \$97 Paid Audit **[AUDIT LINK]**



ROUTE 2 — BACK-END FIRST (Follow-up + Pipeline + Show Rate)

- **Choose this if:** A1 = 2 (you have lead flow) BUT C9–C11 are mostly 0–1.
- **Your likely leak:** slow response, inconsistent follow-up, no visibility, leaks between “inquiry → booked call.”
- **Fix-first focus:** speed-to-lead → consistent follow-up → pipeline visibility → fewer no-shows.
- **Next step:** Apply (Back-End Ops Install) **[APPLY LINK]**
- **If unsure:** \$97 Paid Audit **[AUDIT LINK]**



ROUTE 3 — END-TO-END (Connected Revenue System Install)

- **Choose this if:** A1 = 0–1 AND C9–C11 = 0–1 (low calls + messy ops).
- **Your likely leak:** acquisition and operations aren’t connected, so intent gets lost at multiple points.
- **Fix-first focus:** capture → follow-up → qualify → book → onboard (one connected machine).
- **Next step:** Apply (End-to-End Install) **[APPLY LINK]**



ROUTE 4 — MIXED / NOT SURE

- **Choose this if:** your scores are inconsistent or you’re thinking “it depends.”
- **Best move:** get a clear prescription + fix order.
- **Next step:** \$97 Paid Audit **[AUDIT LINK]**

QUICK WINS (PICK ONE THIS WEEK)

- **If Section A (clarity) is low:** Replace “many links” with **one** primary CTA + add a 10-second “who/outcome” line.
- **If Section B (booking) is low:** Add “what happens next” + “who it’s best for” to the booking page + reduce friction to **60 seconds**.
- **If Section C (follow-up) is low:** Set a same-day response rule + add a simple follow-up rhythm (Day 0 / 1 / 3 / 6 / 10).



Note: This is a marketing + operations diagnostic (not medical advice). Results vary by offer, market, and execution. The goal is to improve clarity, trust, and systems so more interested leads become booked calls.