

Hey Coach! I'm *Maria* from Funnel Studio —

and I created this guide because I know how frustrating it feels to show up online every day and still not get real leads.





Your content *isn't* the problem.

Your skills *aren't* the problem.

The missing system behind your content is the **real** issue.

Inside this checklist, you'll uncover the most common **“lead leaks”** coaches don't realize they have — plus simple fixes you can apply right away. *My goal?* To help you finally turn your visibility into actual leads (without posting harder, longer, or more).

The Hidden Lead Leaks

1. No Clear Call-to-Action (CTA)

If your audience doesn't know what to do next, they won't take action. Most coaches rely on vague CTAs like "DM me" or "Check the link in bio."

Give ONE clear next step — always the same.

Examples:

"Download my free checklist here"

"Join my email list for coaching tips"



The Hidden Lead Leaks

2. No Lead Magnet to Capture Interested People

Most coaches talk, teach, and inspire... but don't collect leads. Your content is working — but the leads are slipping through cracks.

Offer a simple freebie like this one: checklist, template, short guide.
Link it in your bio and mention it in your content weekly.

The Hidden Lead Leaks

3. Your Messaging Isn't Clear Enough

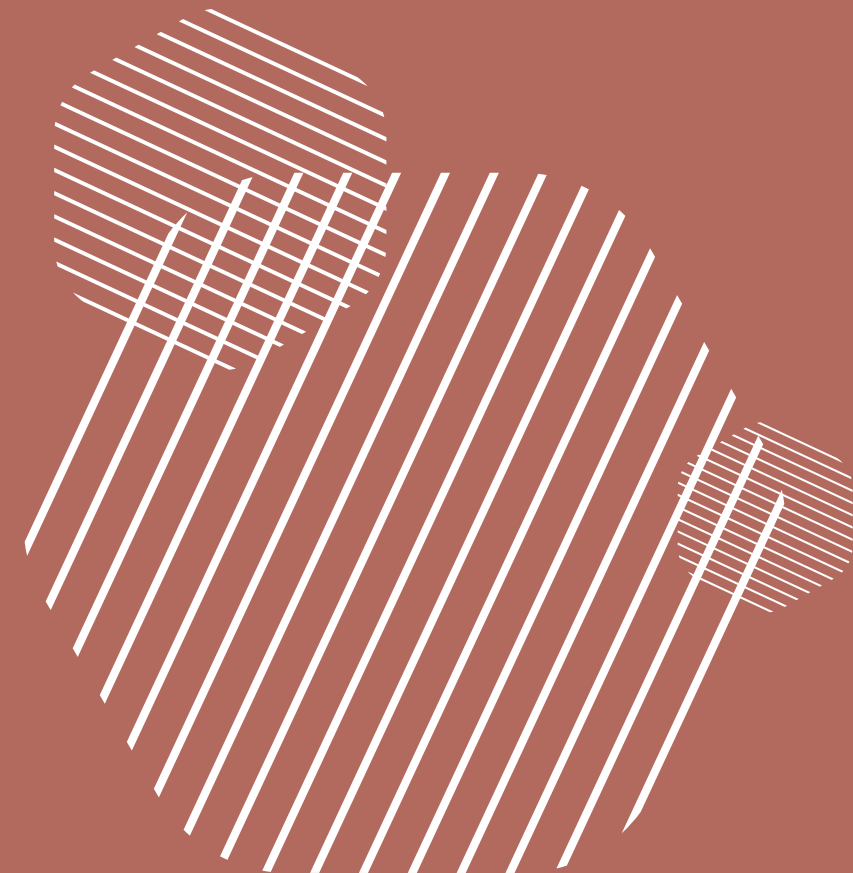
You might be posting valuable content, but it's not speaking to a specific pain point.

Talk to ONE person with ONE problem.

Examples:

Instead of: "How to improve your mindset"

Try: "How to stop overthinking before your client calls."



The Hidden Lead Leaks

4. No Funnel or Follow-Up System

Even if someone downloads your freebie, if there's no follow-up — the lead dies.

Have a simple funnel path:

Content → Freebie → Landing Page → Email → Offer

You don't need a big setup. You just need a path.



The Hidden Lead Leaks

5. No Authority Elements in Your Content

People won't sign up if they're not convinced you can help them.

Add simple credibility signals:

- *Share small wins*
 - *Show client stories (or beta wins)*
 - *Post before/after transformations*
 - *Teach bite-sized lessons*
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Use this page like a quick “**am I leaking leads?**” test.

YES

NO

Do I have ONE clear CTA in most of my posts?

☐☐

Do I have a lead magnet people can download right now?

☐☐

Am I speaking to one specific pain point consistently?

☐☐

Is there a simple path from my content → freebie → follow-up?

☐☐

Would a new follower instantly understand who I help and how?

☐☐

***If you checked “NO” on 2 or more... you’ve got hidden leaks – and fixing them will instantly boost your lead flow.*

Want help building a simple, clean lead funnel that actually converts?

I'm currently offering Beta Funnel Setup for coaches who want:

- ✔ more leads
- ✔ less stress
- ✔ a system that works even when they're not posting



If you want me to **build your funnel, type “Need Funnel”** (without the tech overwhelm), send me a message here:

MESSAGE ME HERE