

LEAD LEAK SELF-CHECK

The Lead Leak *Self-Check*

Find the places customers slip away before you ever hear the phone ring. Built for Houston and Katy service businesses: 15 minutes, your phone log, and honesty.

THE REFRAME

You may not have a leads problem. *You may have a leaks problem.*

Most service businesses do not need more leads first. They need to stop losing the ones already calling, texting, and filling out forms. Check what is actually true today. Every box is one point; tally your score at the end.

LEAK 1

The Phone Leak

- You know exactly how many calls you missed last week (your phone log knows; most owners guess low)
- After-hours and weekend calls get answered by a person or an assistant, not voicemail
- Anyone who does hit voicemail gets a text back within minutes
- Your voicemail box has room, and someone checks it daily
- A Spanish-speaking caller gets helped, not hurried off the phone

WHY IT LEAKS Most customers under 50 will not leave a voicemail. They dial the next company on the list.

LEAK 2

The Follow-Up Leak

- Every estimate gets a follow-up within 2 days, every time, not when someone remembers
- Web form and Google leads get a response within 15 minutes during business hours
- No-shows and cancellations get a reschedule offer the same day
- Quotes older than 30 days get one revival touch before being written off
- One named person owns follow-up (when it is everyone's job, it is no one's job)

WHY IT LEAKS Most quotes die from silence, not rejection.

LEAK 3

The Website Leak

- Tapping your phone number on the site starts a call
- You submitted a test through your own contact form this month, and it arrived
- A ready customer can book or request service without calling first
- The first screen says what you do and where, with one obvious button

WHY IT LEAKS A visitor who cannot act in 10 seconds becomes a competitor's caller.

LEAK 4

The Measurement Leak

- You can name where your last 10 customers came from
- Calls from ads and Google are tracked, so marketing results are counted, not guessed
- You review one number weekly: leads in, jobs booked, or calls missed
- You know roughly what winning a new customer costs you

WHY IT LEAKS A leak you cannot see never gets fixed.

15 TO 18 · WATERTIGHT

You lead

Leads that reach you get caught. Now go get more of them; you have earned the right to spend on ads.

9 TO 14 · DRIPPING

Fixable

Money is slipping out quietly. Fix the Phone and Follow-Up leaks before spending another dollar on marketing.

0 TO 8 · POURING

Act now

New marketing would pour water into a leaking bucket. Plug the leaks first; most fixes take days.

This is the self-serve version of our free Lead Leak Audit.

In 20 minutes we find your three biggest leaks and hand you a one-page action plan, free. Book a free 30-minute session, no pitch. poppymarketingandconsulting.com/contact · (941) 777-4933 · English y Espanol