

THE LEAD GENERATION PIPELINE

Why good businesses stay quiet, and where your leads are leaking. One page.

Most service businesses don't have a lead problem. They have a leak problem.

1

VISIBILITY *Get found where customers already search.*

The leak: you're great at the work, but you're not on page one. The jobs go to whoever shows up first.

Self-check: search "your service + your city" privately. Not in the top results? Start here.

2

TRAFFIC *Turn searches and ads into the right visitors.*

The leak: paying for clicks from people who were never going to buy. Traffic without intent is just a bill.

Self-check: do you know your cost per LEAD, or just per click? If you can't answer, money is leaking.

3

CAPTURE *Turn visitors into enquiries before they leave.*

The leak: people visit, look around, and vanish. A pretty website that asks for nothing produces nothing.

Self-check: does your homepage push ONE clear action (call, book, quote), or ten competing links?

4

FOLLOW-UP *Chase every quote and enquiry automatically.*

The leak: you send the quote, wait, and hear nothing. Most sales die here, not at the first contact.

Self-check: what happens 10 minutes after someone fills your form? If nothing, that's the leak.

5

CONVERSION *Turn interest into booked, paying customers.*

The leak: no recent reviews, hard-to-book calendar, and a customer list nobody has emailed in years.

Self-check: when did you last contact your past customers? They're the cheapest revenue you'll ever get.

SCORE YOURSELF: 5 self-checks above. Every "no" is a leak.

Each stage feeds the next. Fix them in order: there's no point buying traffic your website can't capture.

Want me to find your leaks? DM "AUDIT" on Instagram | @yourhandle | yourwebsite.com