



THE FIVE MINUTE LEAK CHECK

Three tests. Five minutes. Your own website.

This is not about whether your website looks good. It is about what happens the second somebody fills out the form on it. Most owners have never actually checked.

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How this works

You are going to become your own customer for five minutes. Fill out your own form, on your own site, on your phone, the way a real lead would.

Then you time what happens next. Not what you think happens. What actually happens. Most owners have never once done this on their own business.

You will need your phone, your own website, and a timer. Your phone's clock is fine. Use your real number so you can see exactly what a customer would see, not a test environment or a fake entry.

- 1 Go to your website on your phone, like a customer would. Find your contact or quote form.
- 2 Fill it in with your real name and phone number. Hit submit. Start a timer the second you do.

Minutes before anything reached you, and anything reached them:

Two numbers matter here, not one. How long until you got a notification, and how long until the person who just submitted the form heard anything back. Most owners have only ever checked the first one.

- 1 Go find the submission. Your inbox, a CRM, a spreadsheet somewhere, or nowhere at all.
- 2 If it landed in your inbox, count how many other emails arrived that same day.

Where the submission actually went:

An inbox is where leads go to get buried. If your form dumps into the same place as invoices, newsletters and spam, a real lead sitting in there looks exactly like the rest of it until you happen to scroll past it.

- 1 Look at it from their side. After they hit submit, what did they actually see or receive?
- 2 A confirmation message, a text, an email, anything. Or just a page that reloaded and nothing.

What the customer got after they submitted:

Most people find out the honest answer is nothing. They filled out the form, closed the tab, and had no idea if it worked. So they called the next name on Google while they waited to find out.



So where did yours leak?

Most people find out nothing happens on the customer's end at all. They fill out the form and sit there wondering if it went through, so they call the next guy while they wait.

Send me your site URL and I will tell you where yours is leaking. No worksheet, no call, I will just look and tell you.

801-441-4229

Or send the URL straight to my Facebook or Instagram DMs.

Or just book a time: book.builtbyf4te.com/book

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Month to month. No contracts. You own your number, your data and your CRM.

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