



THE MISSED LEAD AUDIT

Ten minutes. A pen. One number at the end.

Nobody has a lead problem. They have a follow up problem. This finds the leaks, then puts a dollar figure on them.

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How this works

Five places leads go missing. Work through them in order. Each one asks you to check something real, then write a number down. At the end you multiply.

You will need your phone, your website, and about ten minutes. Do not estimate. Go look. The number is only useful if it is real.

First, one number you need for everything else

What is one customer actually worth to you? Not one job. One customer, including the times they come back and the people they tell.

\$ _____

Most owners guess low here. A tree service owner in Utah told us his small jobs turn into fifteen hundred to three thousand dollars. A caterer had three thousand dollar requests sitting unread. Use the real number, including repeat work.

- 1 Open your call log. Count the incoming calls from the last 7 days that you did not answer.
- 2 Now count how many of those you called back the same day.

Missed calls last week that never got a same day callback:

A call that goes to voicemail at 2pm on a Tuesday is a person who is already dialling the next name on Google. Most of them never leave a message.

- 1 Of those missed calls, how many came in before 8am, after 5pm, or on a weekend?
- 2 Check your voicemail box too. Anything sitting there from outside business hours counts.

Calls and messages that arrived while you were closed:

This is usually the biggest single bucket and the one owners are most surprised by. One tree company caught a call at 7:12 on a Sunday night.

- 1 Go to your own website on your phone. Fill in your contact form as if you were a customer.
- 2 Time how long it takes before anything happens. An auto reply, a text, an email, anything.

Minutes before a real human replied to your own test:

If nothing arrived inside five minutes, write the number of minutes it actually took. If nothing ever arrived, write NEVER. That answer is common.

- 1 Open Facebook and Instagram messages. Scroll to the bottom of the unread ones.
- 2 Count anything that looks like a real customer question you never answered.

Unanswered messages that were actually customers:

One business owner had 878 unread texts. Real catering requests were in there, worth three thousand dollars each, sitting next to spam.

- 1 Look at your last 10 leads, wherever they live. A notebook, your phone, a CRM, anywhere.
- 2 Count how many got exactly one contact from you and then nothing else.

Leads out of your last 10 that got one touch and went cold:

You have about three days before a lead hires whoever answered first. After that you are not competing, you are just late.

The number

Add up the five numbers you wrote down. That is roughly how many people tried to give you money in one week and did not get through.

Add your five numbers together = ____ leads

Multiply by what one customer is worth = \$ ____

That is one week = \$ ____

Multiply by 52 = \$ ____

That last figure is what this is costing you a year.

Most owners land somewhere between twenty and eighty thousand dollars. Almost nobody guesses it correctly before they do the math.

Want to sanity check it against your own numbers? There is a calculator at cost.builtbyf4te.com that does the same math in about a minute.

What to fix first

Do not try to fix all five. Fix the one with the biggest number, and fix it so it does not need you.

Leak 01 or 02 was biggest

Missed call text back. The moment a call goes unanswered, the caller gets a text in your voice, in seconds, day or night.

Leak 03 was biggest

Instant form response. The text goes out the second they hit submit, not whenever you next open your laptop.

Leak 04 was biggest

One inbox. Facebook, Instagram, text and web chat land in the same place, and the first reply happens without you.

Leak 05 was biggest

Automatic follow up. Staged nudges over the next few days so a lead never dies because you got busy.

See it work before you talk to anybody

Call 801-441-4229 right now. Nobody is going to answer. That is the point. Watch what hits your phone about five seconds later, then text it back and try to break it.

That is the same thing, pointed at a different number.



Know your number now?

Send it to me and I will tell you which leak to close first.
No call required. I will just tell you.

801-441-4229

Call it. Nobody answers. Watch what happens.

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

builtbyf4te.com cost.builtbyf4te.com

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

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