

The Growth *Leak Checklist*

20 checks across the five joints of your growth pipe. Tick what's true today. Every unticked box is a leak worth fixing.

1. Brand

Would a stranger choose you?

- ☐ You can say what makes you different in one sentence.
- ☐ You know exactly who you are not for.
- ☐ Your logo, colours and tone look the same everywhere.
- ☐ Your website says who it's for in the first five seconds.

2. Attention

Are the right people noticing?

- ☐ Each post is written for one specific buyer.
- ☐ Every post or ad ends with one clear next step.
- ☐ You show proof: results, reviews, real numbers.
- ☐ You post consistently on the one or two channels your buyers use.

3. Enquiry

Is it easy to say yes?

- ☐ Enquiring takes under a minute: a short form, call or WhatsApp.
- ☐ Every form, call and WhatsApp click is tracked.
- ☐ Each lead shows where it came from.
- ☐ Your Google Business Profile is complete, active and reviewed.

4. Sale

Do warm leads become customers?

- ☐ You reply to every enquiry within an hour.
- ☐ A price card and answers to common questions are ready to send.
- ☐ You follow up at least three times before giving up.
- ☐ You know your cost per customer, not just cost per lead.

5. Repeat

Do customers come back and bring friends?

- ☐ Every happy customer is asked for a review.
- ☐ You have a simple referral offer.
- ☐ Past customers hear from you at the right moments.
- ☐ You track how much revenue comes from repeat and referral.

YOUR SCORE

17–20: scale it · 11–16: plug the leaks · 0–10: rebuild the pipe

Want us to find yours?

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