

The Funnel Leak Checklist

23 places your funnel quietly loses leads and revenue, and how to spot each one.

Most service businesses do not have a traffic problem. They have a leak. Money comes in through the top of the funnel and quietly escapes through gaps in the offer, the nurture, the follow-up or the tech.

Work through the 23 checks below and tick everything that is genuinely true of your business today. Every box you cannot tick is a place revenue is slipping away, and a place worth fixing first.

YOUR OFFER & POSITIONING

- ☐ Your offer solves a problem people already know they have and want fixed now
- ☐ Your pricing is anchored to the outcome, not to your hours or deliverables
- ☐ One primary offer is obvious; you are not splitting attention across five
- ☐ A visitor can tell who it is for, and who it is not for, in under 10 seconds

TRAFFIC & FIRST IMPRESSIONS

- ☐ Your main landing page has one job and one call to action
- ☐ Above the fold answers: what is this, who is it for, what do I do next
- ☐ Your page loads in under 3 seconds on mobile
- ☐ The traffic you drive matches the offer the page is actually selling

OPT-IN & LEAD CAPTURE

- ☐ You have one clear lead magnet that solves a specific, narrow problem
- ☐ The freebie is short enough to consume in a single sitting
- ☐ Your opt-in asks for the minimum: a name and email is plenty
- ☐ Every key page gives people a way to join your list

NURTURE & FOLLOW-UP

- ☐ New subscribers get a welcome sequence, not silence
- ☐ Each email makes one clear point and one clear ask
- ☐ Enquiries are followed up within 24 hours, automatically where possible
- ☐ You give people a reason to hear from you every single week

SALES & CONVERSION

- [] The path from interested to booked is one or two clicks, not ten
 - [] Every discovery call is qualified before it reaches your calendar
 - [] You handle your top three objections before the call, in writing
 - [] You ask for the sale clearly, with a deadline or a reason to act
-

TECH & TRACKING

- [] Every automation has been tested end to end, recently
- [] The right email reaches the right person at the right trigger
- [] You can see where leads drop off, with at least basic tracking

Want me to find your biggest leak for you?

The Revenue System Audit pinpoints the exact bottleneck holding your revenue back, then gives you a personalised plan and two calls to fix it.

Start with an audit → revenuefunnels.online/audit.html