LAZARUS™

STAGE 4 · WE'RE GROWING

THE GROWTH LEAK CHECK.

12 checks to find where leads leak between the click and the sale.



A free guide from The Lazarus Agency · lzrus.com

BEFORE YOU START

GROWTH EXPOSES THE GAPS.

More customers find the weak spots fast: a brand that doesn't stretch, a website that doesn't convert, and campaigns with no clear path to a sale. More ad spend just pours more water into a leaky bucket.

Use real numbers for these checks. Tick **Solid** only if you know the number and you're happy with it. Otherwise tick **Leak**.

1.

Find the number for each check, even a rough one.

2.

Tick **Solid** only if you know it and you're happy with it. Otherwise tick **Leak**.

3.

Count your Solid ticks and check your score on page 5.

Time: Allow about an hour. You'll need real numbers: cost per customer, enquiry rate and close rate.

"Let's just boost another post."

WALT · DON'T BE WALT



QUESTIONS 1–6 · THE CLICK · THE ENQUIRY

THE CLICK

Are the right people arriving?

01 **Which channel brings your best customers, not just the most clicks?**

Cheap clicks from the wrong people cost more in the end.

☐ SOLID ☐ LEAK

02 **Do your ads and posts send people to a page made for that offer?**

Sending everyone to your home page is the most common leak.

☐ SOLID ☐ LEAK

03 **Do you know what it costs to win one new customer?**

Marketing spend divided by new customers. A rough number still helps.

☐ SOLID ☐ LEAK

THE ENQUIRY

Do visitors become leads?

04 **What share of website visitors enquire, book or buy?**

Under 1% usually points to the page, not the traffic.

☐ SOLID ☐ LEAK

05 **How fast do you reply to a new enquiry?**

Replying within the hour wins far more work than next day.

☐ SOLID ☐ LEAK

06 **Do you follow up people who don't buy straight away?**

Most sales happen after the third or fourth contact.

☐ SOLID ☐ LEAK

THE SALE Do leads become customers?

07 **What share of enquiries become paying customers?**

Track it monthly. It's your most important number.

☐ SOLID ☐ LEAK

08 **Does everyone on your team sell the same way, with the same message?**

Inconsistent selling is a hidden leak.

☐ SOLID ☐ LEAK

09 **Do customers buy again, or buy more?**

Selling to an existing customer costs far less than finding a new one.

☐ SOLID ☐ LEAK

THE BRAND Will it stretch?

10 **Does your brand still fit where the business is going?**

New products, new markets, bigger clients?

☐ SOLID ☐ LEAK

11 **Do your website, social, vehicles and documents look like one business?**

Mixed looks make you seem smaller than you are.

☐ SOLID ☐ LEAK

12 **Can new staff explain what you do the way you would?**

If not, write it down. That's your brand message.

☐ SOLID ☐ LEAK

YOUR SCORE

COUNT YOUR SOLID TICKS.

My score: ☐ **out of 12**

Your score isn't a grade. It tells you what to do next, and what to hold off on.

10–12

Built to scale.

Your funnel is solid. Now's the time to spend more on the channels that work, and test one new one at a time.

6–9

Fix the leaks before you spend more.

Every Leak tick is money lost on every new customer. Fix them, then turn the marketing up.

0–5

Stop boosting. Start fixing.

More spend will make the leaks bigger. Get the page, the follow-up and the message right first. Then grow.

Stuck on a few? That's normal, and it's exactly what our first call is for. We'll go through your answers with you, for free.

BOOK A DISCOVERY CALL · LZRUS.COM/DISCOVERY-CALL



LAZARUS™

WANT TO FIND THE BIGGEST LEAK?

Book a free 20-minute discovery call. Bring your numbers, and we'll help you work out where to look first.

Book a free call · lzrus.com/discovery-call

GO DEEPER

The Website That Sells · lzrus.com/resources/website-that-sells

The Offer & Pricing Workbook · lzrus.com/resources/offer-pricing-workbook

24+
years in business

1,800+
projects delivered

5
regions: USA, Australia, China, India, Middle East & North Africa

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Psalm 2:8 · The verse our founders keep close. Faith shapes how we work; it isn't a sales pitch.

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