LAZARUS™

STAGE 3 · IT'S STALLED

THE STALL AUDIT.

12 checks to find out why the phone went quiet, and what to fix first.



A free guide from The Lazarus Agency · lzrus.com

BEFORE YOU START

IT'S RARELY JUST THE LOGO.

When a business stalls, the first reaction is often a new logo or a new website. Usually the offer has drifted, the website no longer explains it, and the marketing is talking to yesterday's customer.

Use real numbers where you can: your enquiries, your website stats, your last ten sales. Tick **OK** only if you've checked it and it's working. Otherwise tick **Fix**.

1.

Check each one against real numbers, not memory.

2.

Tick **OK** only if you've checked it and it works. Otherwise tick **Fix**.

3.

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

Time: About 20 minutes, plus a few minutes to pull up your numbers.

"It worked in 2019. Why not now?"

WALT · DON'T BE WALT



THE LEADS Where did they go?

01 **When did enquiries start to drop, and what changed around then?**

A new competitor, a price rise, a staff change, a Google update?

☐ OK ☐ FIX

02 **Where do your enquiries come from now, compared with before?**

Referrals, Google, social, repeat customers. Check the numbers.

☐ OK ☐ FIX

03 **How many enquiries turn into sales, compared with a year ago?**

If enquiries are steady but sales dropped, it isn't a marketing problem.

☐ OK ☐ FIX

THE WEBSITE What does it say in five seconds?

04 **Can a stranger tell what you do and who it's for in five seconds?**

Ask someone who doesn't know you. Time them.

☐ OK ☐ FIX

05 **Does it work properly on a phone?**

Most of your visitors are on one.

☐ OK ☐ FIX

06 **Is there one clear next step on every page?**

Call, book or enquire. Not five options.

☐ OK ☐ FIX

THE OFFER Does it still fit?

07 **Is your main offer still what customers ask for most?**

Look at your last ten sales, not your price list.

☐ OK ☐ FIX

08 **Are your prices in line with what buyers expect today?**

Too cheap can lose sales as easily as too expensive.

☐ OK ☐ FIX

09 **Can you explain why you're better in one sentence?**

If you can't, customers can't either.

☐ OK ☐ FIX

THE CUSTOMER Who are you talking to?

10 **Is your best customer the same as three years ago?**

Markets move. Check who is buying now.

☐ OK ☐ FIX

11 **Are you still where they look for help?**

The channels that worked a few years ago may be quiet now.

☐ OK ☐ FIX

12 **Do your best customers come back and refer others?**

If not, find out why before you spend on new ones.

☐ OK ☐ FIX

YOUR SCORE

COUNT YOUR OK 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

It's not the business, it's the noise.

The basics are working. Look at your marketing channels and timing, and test small changes before big ones.

6–9

A few leaks to fix.

Start with your Fix ticks in the website and offer sections. They're usually cheaper and faster to fix than finding new customers.

0–5

Time for a proper rebuild.

Several things have drifted at once. That's fixable, but it needs a plan, not another boosted post. Fix the offer first, then the website, then the marketing.

Scored 0–9? Start with these two. The Website That Sells and The Offer & Pricing Workbook take you through the fixes step by step: lzrus.com/resources.

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 A SECOND PAIR OF EYES?

Book a free 20-minute discovery call. We'll look at your answers and tell you, plainly, what's holding the business back.

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

© 2026 The Lazarus Agency (ABN 57 660 541 257). For use in your own business. Please don't share, resell or publish this guide. The guidance is general and doesn't replace advice for your situation.

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

The Lazarus Agency · hello@lzrus.com · lzrus.com

By John Salib & Sylvia Goro, co-founders