



The 3 Leaks Killing Your Leads

A 15-Minute Clarity Guide + Action Checklist

If you're running ads, posting content, or getting inquiries — and still not booking consistently — this is why.

Most small businesses don't have a traffic problem.

They have a system problem.

This short guide walks you through the three most common leaks that kill lead flow — and exactly how to fix them without more ads, tools, or overwhelm.

If you fix even one of these today, you'll feel it immediately.

The Core Reframe

Leads don't ghost you.

Bad systems ghost leads.

Every lead system follows the same path:

Attention → Clarity → Action → Follow-Up

If even one of these breaks, everything breaks.

Most businesses don't need more traffic.

They need more clarity.



Leak #1: Too Many Options

The Problem

When prospects are given too many choices, they don't choose — they leave.
Common signs:

- Multiple buttons
- Menus everywhere
- “Contact us,” “Learn more,” “Book now” all at once

Confused people don't convert.

They bounce.

The Fix

One page. One action. One outcome.

If you want them to book a call, everything on the page should point to booking the call.

Leak #2: No Commitment Before Booking

The Problem

Easy booking creates low commitment.

Low commitment creates no-shows.



If someone can book without thinking, they can cancel without caring.

The Fix

Add one qualifying question before the calendar.

Use something simple, like:

“What’s the ONE thing you want fixed right now?”

This single question:

- Filters tire-kickers
- Creates ownership
- Increases show-up rate

Effort creates commitment.

Even 30 seconds of thought dramatically increases show-up rate.

Leak #3: Dead Air After Booking

The Problem

The calendar gets booked... then nothing happens.

No confirmation clarity.

No reminders.

No authority positioning.



You didn't lose the sale on the call.

You lost it before the call.

The Fix

The sale starts after the booking.

Your confirmation and reminder messages should do three things:

- 1.Reinforce value
- 2.Set expectations
- 3.Position authority

The 10-Minute Lead System Fix Checklist

Use this checklist today to plug the leaks and increase bookings.

- Remove all extra buttons and links from your main page
- Choose ONE primary call-to-action
- Add ONE qualifying question before booking
- Make booking feel intentional, not casual



- Add a clear confirmation message after booking
- Set at least one reminder before the call
- State clearly that the call is focused and time-bound
- Remove distractions from the booking page
- Limit available time slots to increase commitment
- Review your system weekly — not daily

If you checked at least 3 of these, your system will already perform better.

What to Do Next

If this helped in 15 minutes, imagine having:

- The exact page layouts
- Proven copy blocks
- Booking and follow-up scripts
- A simple system you can run confidently

That's what the full **Lead System Blueprint** is for.

Either way, stop guessing.

Systems beat hustle.

— Bennett