

# DAY 1: AUDIT YOUR FOLLOW-UP SYSTEM

FIND THE LEAKS. FIX THE MONEY LOSS.

REVIVAL OFFER

## HOW TO USE THIS WORKSHEET

Today you're ripping the bandaid off. No coping. No excuses. You're doing a blunt, honest audit of your current follow-up (or lack of one). By the end of this worksheet, you'll know:

1. Why leads aren't converting
2. Where your system breaks
3. Where you're losing cash
4. What needs to be fixed first

Fill in the blanks. Circle answers. No overthinking. This is a diagnostic — not a dissertation

## THE WORKSHEET:

<p><b>1. How fast do you respond to new leads?</b> (Be honest. Don't say what you wish was true.)</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 0–5 minutes</li> <li><input type="checkbox"/> 5–15 minutes</li> <li><input type="checkbox"/> 15–60 minutes</li> <li><input type="checkbox"/> Same day</li> <li><input type="checkbox"/> Next day</li> <li><input type="checkbox"/> Whenever I remember</li> </ul> <p><i>Example reality: "Usually 3–4 hours if I'm being brutally honest."</i></p>	<p><b>2. What is your current Day-1 follow-up process?</b> (Select all that apply)</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Text right away</li> <li><input type="checkbox"/> Email right away</li> <li><input type="checkbox"/> Call right away</li> <li><input type="checkbox"/> Manual reminders</li> <li><input type="checkbox"/> I rely on memory</li> <li><input type="checkbox"/> What follow-up? I don't have one.</li> </ul> <p><i>Example: "Text + email, but no call. And none of it is automated."</i></p>	<p><b>3. How many times do you follow up in the first 7 days?</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 1–3 touches</li> <li><input type="checkbox"/> 4–6 touches</li> <li><input type="checkbox"/> 7–10 touches</li> <li><input type="checkbox"/> 10+ touches</li> <li><input type="checkbox"/> No idea — it's random</li> <li><input type="checkbox"/> Literally zero touches</li> </ul> <p><i>Strong conversion lives at 8–12 touches</i></p>	<p><b>4. What channels do you use?</b> (You should be hitting at least 2.)</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Text</li> <li><input type="checkbox"/> Email</li> <li><input type="checkbox"/> Phone</li> <li><input type="checkbox"/> Social DM</li> <li><input type="checkbox"/> None — I'm embarrassed to admit this</li> </ul> <p><i>Example: "Text + email only."</i></p>	<p><b>5. What percent of your leads do you actually talk to?</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 0–10%</li> <li><input type="checkbox"/> 10–25%</li> <li><input type="checkbox"/> 25–40%</li> <li><input type="checkbox"/> 40–60%</li> <li><input type="checkbox"/> 60%+</li> <li><input type="checkbox"/> No idea — I don't track it</li> </ul> <p><i>Tracking = money. Not tracking = gambling.</i></p>
<p><b>6. Where do you keep track of leads?</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> CRM</li> <li><input type="checkbox"/> Spreadsheet</li> <li><input type="checkbox"/> Notes app</li> <li><input type="checkbox"/> Paper notebook</li> <li><input type="checkbox"/> My brain (I hate myself)</li> <li><input type="checkbox"/> A mix of all the above (chaos)</li> </ul> <p><i>Example: "Zoho + random notes."</i></p>	<p><b>7. What's your biggest follow-up blocker?</b> (Check ONE — the one that actually hurts.)</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Not enough time</li> <li><input type="checkbox"/> No system</li> <li><input type="checkbox"/> No scripts</li> <li><input type="checkbox"/> No automation</li> <li><input type="checkbox"/> Forgetting</li> <li><input type="checkbox"/> I hate chasing people</li> <li><input type="checkbox"/> I don't know what to say</li> <li><input type="checkbox"/> I assume they're not interested</li> </ul> <p><i>This is the emotional driver behind today's audit.</i></p>	<p><b>8. What do you think your follow-up problem is REALLY costing you per month?</b></p> <p>Fill in the blank:</p> <p>"I think my weak follow-up is costing me \$_____ per month."</p> <p><i>Example: "\$8,000/month in missed deals."</i></p>	<p><b>9. What's the #1 thing you MUST fix this week?</b></p> <p>Fill in the blank. Only One:</p> <p>"This week, I need to fix: _____."</p> <p><i>Example: "Speed to lead + first text automation."</i></p>	

## Why This Matters:

Because right now your follow-up is sloppy, fragile, inconsistent, and leaving cash on the ground. And every single day you delay fixing it is another day your competitors are scooping up your leads while you "plan to get organized."

This audit tells you EXACTLY where your system breaks so the rest of the experiment can fix it.

Want help turning this audit into a real follow-up system?  
Book a brainstorm session:

[square1grp.com/brainstormsession](https://square1grp.com/brainstormsession)