

# DIAGNOSE THE CONVERSION GAP

IF PEOPLE ARE INTERESTED BUT NOT BUYING, SOMETHING IS BREAKING BETWEEN CURIOSITY AND COMMITMENT.

CONVERSION GAP

## HOW TO USE THIS WORKSHEET

Interest doesn't disappear. It decays. Not because prospects change — but because momentum dies.

Today's worksheet identifies the exact gap between:  
 interest → action  
 curiosity → commitment  
 conversation → conversion

So you stop guessing and start fixing.

## THE WORKSHEET:

<p><b>1. Track the moment interest stalls</b></p> <p>Think about your last 10 "interested but not buying" leads.</p> <p>Finish this sentence: "Interest usually stalls after _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• first conversation</li> <li>• discovery call</li> <li>• price reveal</li> <li>• proposal send</li> <li>• follow-up message</li> <li>• demo</li> <li>• strategy session</li> </ul> <p>Write yours: _____</p>	<p><b>2. Identify the transition point</b></p> <p>1. Where should movement happen — but doesn't? Check one:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> DM → call</li> <li><input type="checkbox"/> Call → proposal</li> <li><input type="checkbox"/> Proposal → decision</li> <li><input type="checkbox"/> Conversation → commitment</li> <li><input type="checkbox"/> Interest → payment</li> </ul> <p>Your answer: _____</p> <p>This is your leak.</p>	<p><b>3. What usually replaces momentum?</b></p> <p>Choose what shows up instead of action.</p> <ul style="list-style-type: none"> <li>• Silence</li> <li>• Delays</li> <li>• "I'll get back to you"</li> <li>• "I need to think about it"</li> <li>• Ghosting</li> <li>• Comparison shopping</li> <li>• Price resistance</li> </ul> <p>These are symptoms, not causes.</p>	<p><b>4. Diagnose the real failure</b></p> <p>Which one is actually happening?</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Lack of clarity</li> <li><input type="checkbox"/> Lack of urgency</li> <li><input type="checkbox"/> Lack of safety</li> <li><input type="checkbox"/> Lack of trust</li> <li><input type="checkbox"/> Lack of structure</li> <li><input type="checkbox"/> Lack of direction</li> <li><input type="checkbox"/> Lack of leadership</li> </ul> <p>Circle the top 2: _____</p>	<p><b>5. What does the buyer feel at that moment?</b></p> <p>Finish this sentence: "At the point of decision, the buyer likely feels _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• confused</li> <li>• overwhelmed</li> <li>• uncertain</li> <li>• unsure</li> <li>• hesitant</li> <li>• unsafe</li> <li>• pressured</li> </ul> <p>Write yours: _____</p>
<p><b>6. What do YOU feel at that moment?</b></p> <p>Be honest.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Uncomfortable</li> <li><input type="checkbox"/> Afraid to push</li> <li><input type="checkbox"/> Unsure what to say</li> <li><input type="checkbox"/> Avoidant</li> <li><input type="checkbox"/> Hopeful</li> <li><input type="checkbox"/> Passive</li> <li><input type="checkbox"/> Reactive</li> </ul> <p>Circle the truth: _____</p> <p>Your emotion shapes the outcome.</p>	<p><b>7. What question is never being answered?</b></p> <p>Finish this sentence: "They're interested, but they don't know _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• what to do next</li> <li>• what happens if they don't act</li> <li>• why this matters now</li> <li>• how this solves their real problem</li> <li>• what decision they're making</li> </ul> <p>Write yours: _____</p>	<p><b>8. Identify the missing structure</b></p> <p>Finish this sentence: "There is no clear _____ guiding the buying process."</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• decision point</li> <li>• path</li> <li>• timeline</li> <li>• next step</li> <li>• framework</li> <li>• commitment checkpoint</li> </ul> <p>Write yours: _____</p>	<p><b>9. Define your conversion gap in one line</b></p> <p>Fill in the blank: "Interest forms, but conversion fails because _____."</p> <p>Example:</p> <ul style="list-style-type: none"> <li>• no decision moment exists</li> <li>• no urgency is created</li> <li>• no structure is provided</li> <li>• no leadership is applied</li> </ul> <p>Write yours: _____</p>	<p><b>10. Lock the core diagnosis</b></p> <p>Finish this sentence: "My conversion problem is not persuasion. It's _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• structure</li> <li>• clarity</li> <li>• direction</li> <li>• decision design</li> <li>• process</li> <li>• leadership</li> </ul> <p>Write yours: _____</p>

### Why This Matters:

People don't fail to buy because they lose interest. They fail to buy because the system doesn't carry them forward. When structure disappears, momentum collapses. When direction is unclear, delay feels safe. When decisions aren't framed, inaction becomes the default. Tomorrow, we redesign the buying journey so movement becomes natural instead of forced.

If you want help repairing your conversion flow and installing a real commitment path:

<https://square1grp.com/brainstormsession>