

real **YAN**

RESULT 0

**You Don't Have A Funnel Problem Yet - You Have A
Lead Flow Problem**

**Lead Flow Self-Diagnosis &
12 Week Starter Plan**

For online coaches, consultants, and agencies who aren't yet at 30+ leads or 10+ sales calls per month: use this to confirm it's a lead flow issue and build a simple 12-week plan to get "enough at-bats" before you worry about optimization.

If you're not consistently generating leads and calls, you don't have a "conversion" problem yet. You have a "not enough people entering the game" problem. That's normal. Every business goes through this stage. The worst thing you can do right now is obsess over complex funnels or tiny tweaks. This worksheet helps you confirm that lead flow really is the issue, then gives you a simple 12-week action plan built around volume: more of the right actions, done consistently, so you hit the baseline where optimization and LTV work actually matter.

GOAL: Confirm that “not enough leads/calls” is your real constraint and design a simple daily volume plan to fix it.

INSTRUCTIONS:

- Use last 4 weeks of reality.
- No guessing.
- Fill this out once, then commit to the 12-week sprint.

SECTION 1 – Confirm It’s Really A Lead Flow Problem

Last 4 weeks:

Q1. How many new leads did you generate (opt-ins, inquiries, hand-raisers)?

Leads = _____

Q2. How many sales calls / demos did you book?

Booked calls = _____

Q3. How many new paying clients did you sign?

New clients = _____

Q4. Roughly what % of calls did you close?

Close rate = $\text{New clients} \div \text{Booked calls} \times 100 = \text{_____} \%$

If ALL are true:

- Leads < 30 / month AND
- Calls < 10 / month AND
- Your close rate is $\geq 20\text{--}30\%$ on qualified calls

...then your main constraint is **lead flow**, not sales or LTV.

Mark: **“LEAD FLOW = PRIMARY CONSTRAINT”**

SECTION 2 – Focus: One Offer, One Avatar, One Outcome

Scattered offers kill simple lead gen.

Q5. What is your **one primary offer** you want more leads for?

Offer: _____

Q6. Who is the **specific avatar** you're targeting with this offer?

Avatar (niche + situation): _____

Q7. What is the **clear, concrete outcome** you deliver?

“We help [who] go from [current state] to [dream state] in [timeframe].”

If you can't answer these in one sentence, your first task this week is to decide. Volume only works if you're clear on what you're inviting people into.

SECTION 3 – Choose Your Lead Channels

Pick **1–2 channels** max for the next 12 weeks:

Outbound (pick at least one):

- Cold/warm DMs
- Cold email
- Cold calling
- Networking / referrals

Audience (optional second):

- Short-form content (IG/TT/YT Shorts)
- Long-form (YT/Podcast/Email)
- Groups / communities

Write your two primary channels:

1. _____
2. _____

SECTION 4 – Your Rule Of 100 Plan (Daily Inputs)

The fastest way to get more leads is to do **more of the right actions, every day**, using the Rule of 100 (100 primary advertising/outreach actions per day, for 100 days).

Q8. For the next 12 weeks, what will your 100 “primary actions” be?

Examples:

- Warm / cold DMs or emails
- Calls made
- Minutes spent making and posting content
- Minutes spent improving offers to existing audiences

Define your daily input:

Every weekday, I will do at least **100** units of:

(e.g. 60 DMs + 40 emails, or 100 minutes content, etc.)

Start date: ___ / ___ / _____

End date (12 weeks later): ___ / ___ / _____

SECTION 5 – Simple Tracking Sheet

Each week, track only:

- Leads generated
- Calls booked
- Clients closed

Make a tiny table (you can sketch it or put it in a sheet):

Week	Inputs hit? (Y/N)	Leads	Calls	Clients
1				
2				
3				
...				

Your only job: **hit the inputs** and fill this out weekly. Outputs will follow.

SECTION 6 – Your 12-Week Lead Flow Sprint

Write this down:

- For the next 12 weeks, my single focus is:
“Hit my Rule of 100 inputs every weekday to reach **30+ leads or 10+ calls per month** consistently.”
- Keep it Simple: One thing that’s slowing me down that I’ll fix this week (tech, offer confusion, fear of outreach):

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- Accountability:
“I will review my weekly numbers every _____ (day) at _____ (time).”

SECTION 7 – When To Come Back To Me

The quizzes and my consulting are built for businesses that:

- Already generate **30+ leads or 10+ calls** per month, and
- Want to **make far more per lead** through better nurture, sales, onboarding, and LTV.

Once your tracking sheet shows you’ve hit that baseline for **2–3 months in a row**, come back and retake the 🖱️ [MAIN QUIZ](#). You’ll likely land on F, G, H, I, or J – and that’s where I can help you turn that lead flow into much bigger, more stable profit.

Until then, this 12-week lead flow sprint is not “prep work.” It **IS** the work.

YAN

P.S. I believe in you