real YAN

RESULT D

You Don't Have A "Funnel Problem" If Nobody Sees You.

Traffic & Attention Self-Diagnosis

For online coaches, consultants, and agencies who feel invisible: use this traffic check to see if you're actually a ghost town, a dabbler, or just running weak hooks – and what to fix in the next 4 weeks.

Most people blame their funnel or offer when the real issue is simple: not enough strangers see them every day. If you're getting a handful of likes, a few DMs, and "some activity," that's not saturation, that's obscurity. This self-diagnosis forces you to count your real reach, shots, and hook performance so you can stop pretending it's a conversion problem and commit to the volume and messages needed to actually fill the top of the funnel.

P.S. I don't run your ads or design your website. My core work is helping you make more from the leads you already get. Use this as your 4-week traffic sprint (or hand it to your media person). Once your lead flow is consistent, that's when my nurture, sales, and LTV work kicks in.

GOAL: Confirm you have a traffic problem and decide exactly how to fix it over the next 4 weeks.

INSTRUCTIONS:

- Answer the questions

- Mark what applies

- Follow your type's plan

SECTION 1 – Are You Actually A Ghost Town?

For the last 1 month:

Q1. How many **new people** saw you or your offer?
Count across all channels (ads, outreach, content). Best estimate is fine.
Total unique people reached ≈ _____

Q2. On average, how many **new people** see you per day?
= Total reached ÷ 30 = _____ per day

Q3. Are you consistently getting at least 100 new strangers per day seeing you or your offers?

- ☐ Yes

- ☐ No → Mark: **"REACH = LOW"**

If you're below that, you're invisible.

SECTION 2 – Shots Taken: How Many Attempts Are You Really Making?

Count a "shot" as:

- 1 warm or cold outbound message (DM, call, email), or

- 1 content piece (≈ 5 shots), or

- 1 new ad creative (≈ 10 shots).

For the last 7 days:

- **Q4.** Total warm reach outs (past clients, followers, list): _____

- **Q5.** Total cold reach outs (DMs, calls, emails): _____

- **Q6.** Total content pieces published (shorts, posts, emails, videos): _____

- **Q7.** New ad creatives launched (new ads, not just budget tweaks): _____

Now weight them:

- Total "shots" this week = Q4 + Q5 + (5 × Q6) + (10 × Q7) = _____

- Average per day = Total ÷ 7 = _____

Mark your volume:

- If **< 20 per day** → Mark: **"VOLUME = VERY LOW"**

- If **20–99 per day** → Mark: **"VOLUME = LOW"**

- If **100+ per day** → Mark: **"VOLUME = HIGH"**

If you are under ~100 primary actions per day, you're not even running the basic volume play to fix a traffic constraint. Hit that first, then use your reach metrics to judge whether your hooks and channels are actually working.

SECTION 3 – Hook Quality: Do Any Of Your Messages Actually Hit?

Look back 3 months.

Q9. Do you have at least 3 posts, emails, or ads that did 3–10x better than your usual (views, clicks, replies)?

- □ Yes

- □ No → Mark: **"HOOKS = UNPROVEN"**

Q10. Do you have a simple list of your top-performing hooks or headlines you review before creating new content or ads?

- □ Yes

- □ No → Mark: **"HOOK BANK = MISSING"**

You should be reusing and remixing your best hooks as 70% of your output, not reinventing the wheel every time.

Q11. When you launch new ads or content, are you mostly:

- □ Reusing or remixing proven hooks

- □ Making up brand new ideas from scratch each time → Mark: **"WINNERS = UNUSED"**

SECTION 4 – Channel Focus

Q12. In the last month, where have you actively tried to get attention?
Check all that you used weekly:

- □ Warm outreach

- □ Cold outreach

- □ Content (social, email list, YouTube, etc.)

- □ Paid ads

Q13. On how many channels are you doing meaningful volume (10+ actions per week)?

- □ 0–1 → Mark: **"FOCUS = NARROW"**

- □ 2–3 → Mark: **"FOCUS = HEALTHY"**

- □ 4+ but all low volume → Mark: **"FOCUS = SPRAY & PRAY"**

SECTION 5 – Your Traffic Type

Match your marks.

Type 1 – True Ghost Town

Signs:

- REACH = LOW

- VOLUME = VERY LOW or LOW

- HOOKS = UNPROVEN and HOOK BANK = MISSING

Meaning: Almost nobody sees you. You do not have a "conversion problem" yet. You have a "nobody knows you exist" problem.

4-week plan: Volume First

- Pick 2 channels max from: warm outreach, cold outreach, content, paid.

- Define what counts as a "shot" on each.

- Commit to 50–100 shots per day for 30 days.

- Track shots daily on a simple tally sheet.

Type 2 – Some Activity, Tiny Audience

Signs:

- REACH = LOW

- VOLUME = LOW, but you are doing *something* weekly

- You have a couple pieces that did well, but WINNERS = UNUSED

4-week plan: Double Down On Winners

- List your top 5 posts/ads by performance.

- Turn each into 5–10 remixes: new angle, new open, new format.

- Double your weekly shots for 4 weeks using only remixed winners, not random ideas.

Type 3 – High Volume, Weak Hooks

Signs:

- VOLUME = HIGH

- REACH still feels low

- HOOKS = UNPROVEN or no clear "bangers"

Meaning: It's a message issue.

4-week plan: Hook Lab

- Spend ~80% of creative time writing hooks, 20% on the rest.

- Once a week, write 50 new hooks based on:

    - Past winners (yours and competitors)

    - Customer pains and desires

- Test 10–20 new hooks per week across content or ads. Keep and reuse only the top 10%.

SECTION 6 – Your Next Move

Write this down:

My Traffic Type is:

- □ Type 1 – Ghost Town

- □ Type 2 – Dabbler

- □ Type 3 – High Volume, Weak Hooks

For the next 4 weeks, I will:

Commit to: _____ at _____ shots per day, starting: ____ / ____ / _____

SECTION 7 – How This Connects Back To Me

*If you're Result D, your **only job** for the next 4 weeks is to run this traffic sprint (or hand this sheet to your media person and hold them to it).*

*Once you're consistently at 30+ leads per month **OR** 10+ qualified sales calls per month*

…retake the main constraint quiz.

*At that point, you'll almost certainly land on F (Nurture), G (Sales), H (Onboarding), I or J (LTV & ascension), and that's where I help you **turn that attention into profit**: more revenue per lead, better retention, higher LTV.*

*Until then, this isn't "prep" work. This **is** the work that unlocks everything else.*

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