real YAN

RESULT E

People See You. They Just Don't Care Enough To Click.

Lead / Offer / Message Self-Diagnosis

For online coaches, consultants, and agencies who get views but almost no opt-ins, purchases, or inquiries: use this quick self-diagnosis to see if your front-end entry offer is low value, vague, or solving the wrong problem – and how to fix it in 4 weeks.

If your content gets impressions and your page gets traffic, but hardly anyone raises their hand, you don't have a "traffic problem." You have a lead / offer / message problem. This worksheet walks you through:

- *View → entry rate (opt-in / low-ticket / call),*

- *The value equation of your **entry offer**,*

- *Clarity of your promise,*

- *Friction in your signup / purchase flow,*

…so you can see why people aren't taking the first step and exactly which piece to change first: the problem you solve, the promise you make, or the way you package it.

*__P.S.__ I don't run your ads or build your entire funnel. My core work is helping businesses that already get leads and calls **make far more per lead** through better nurture, sales, onboarding, and LTV.*

*Use this worksheet as your 4-week **front-end fix** (or hand it to your copy/landing-page person): sharpen the problem, the promise, and the packaging until your best prospects actually opt in.*

*Once you're consistently above **30+ leads or 10+ calls per month** and your opt-in isn't obviously broken, retake the main quiz. You'll almost certainly land on F, G, H, I or J – and that's where my 90-day sprints kick in to turn that improved front end into real profit.*

GOAL: Find out why people won't opt-in or inquire, and how fix the frontend.

INSTRUCTIONS:

- Answer the questions

- Mark what applies

- Then follow your type's plan

SECTION 1 – Prove It's A Lead / Offer Problem

Use your **last 1 month** of data.

(If you have <100 visits in a month, use the last 3 months and divide by 3.)

Q1. What is the main first step you ask strangers to take?

- □ A **free** step (opt-in, DM, quiz, free/low-friction call)

- □ A **low-ticket paid** offer (about $1–$99)

- □ Straight to my **core high-ticket call / application**

For that first step:

Q2. Total visitors / views to your main entry point (page, profile, content, etc.) in that period:

≈ _____

Q3. Total people who actually took that step in that period
(opt-in, DM, booked call, or bought the low-ticket offer):

≈ _____

View → Entry rate = Q3 ÷ Q2 × 100 = _____ %

Now interpret it:

Q4. Based on Q1 and Q3/Q2, which is true?

- If you chose **free step** in Q1 and your rate is **under ~20%** on warm, relevant traffic →
  Mark: **"OPT-IN RATE = LOW"**

- If you chose **low-ticket paid** and your rate is **under ~2–5%** on warm, relevant traffic → Mark: **"ENTRY CONVERSION = LOW"**

- If you chose **straight to core call/app** and **<5–10%** of visitors take that step → Mark: **"ENTRY CONVERSION = LOW"**

Q5. Do you offer any **free, low-friction way** for interested people to raise their hand *before* that main step (e.g. lead magnet, quiz, DM audit, short call)?

- □ Yes

- □ No → Mark: **"NO LOW-FRICTION ENTRY"**

If you've marked **OPT-IN RATE = LOW**, **ENTRY CONVERSION = LOW**, or **NO LOW-FRICTION ENTRY**, you are absolutely in Result E territory: your first step is either too weak, too confusing, or too heavy for the traffic you have.

SECTION 2 – Value: Does The Entry Offer Feel Worth It?

Use your main **entry offer** (free or paid).

Rate each 1–5 (1 = terrible, 5 = amazing):

Q6. Target State
"How big/compelling is the result they get from this entry offer alone?"
Score: _____ (1–5)

Q7. Execution Certainty
"Do they believe this will actually get them that result?"
Score: _____ (1–5)

Q8. Time To Impact
"How fast do they expect to see a real result?" (Shorter = better)
Score: _____ (1–5)

Q9. Implementation Friction

"How easy is it to consume and implement?" (Easier = higher score)

Score: _____ (1–5)

If any of Q6–Q9 are ≤ 2 → Mark: **"VALUE = WEAK"**

Use this to decide:

- Any 1–2 → **Weak**: redesign the idea.

- All 3s → **Average**: don't expect miracles.

- Mix of 3–4 with at least two 4s → **Good**: worth testing.

- 4–5 with at least two 5s → **Weapon**: drive traffic.

SECTION 3 – Clarity & Specificity Of The Promise

Look at the **title / headline** of your entry offer (free or paid).

Q10. Could a 12-year-old read the title and know "who it's for" and "what it gets them" in one sentence?

- □ Yes

- □ No → Mark: **"MESSAGE = UNCLEAR"**

Q11. Is the outcome ultra-specific (numbers, timeframe, tangible result) vs vague ("grow your business," "get healthier")?

- □ Specific (e.g. "Get 10 booked calls in 14 days…")

- □ Vague → Mark: **"PROMISE = GENERIC"**

Q12. Does your title feel more clever (a stranger instantly knows what it is and who it's for) than clear (it sounds cool, but you have to think about it to figure out what it is)?

- □ Yes → Mark: **"TRYING TO BE CLEVER"**

- □ No

Don't be clever. Be clear.

SECTION 4 – Friction & Cost

Q13. How long is the form / process to take the first step?

- □ 3–5 fields OR 1 click

- □ 6–10 fields

- □ 10+ fields / multi-step

If > 5 fields or multiple steps → Mark: **"FRICTION = HIGH"**

Q14. Does the entry offer feel like a full solution to a **narrow** problem, or like a teaser / fluffy checklist?

- □ Full solution to one narrow, painful problem

- □ Teaser, overview, or "101 tips"

If teaser → Mark: **"PROBLEM SOLVED = VAGUE / TOO BIG"**

Q15. Compared to what you're asking (email, time, attention, or a small payment), would a stranger see the benefits as clearly bigger than the "costs"?

- □ Yes

- □ Not really / not obvious → Mark: **"BENEFIT:COST RATIO = WEAK"**

SECTION 5 – Your Lead / Offer Type

Use your marks to pick your type.

Type 1 – Low Value, High Friction

You marked things like:

- OPT-IN RATE = LOW or ENTRY CONVERSION = LOW

- VALUE = WEAK

- FRICTION = HIGH or NO LOW-FRICTION ENTRY

Meaning: People see you, but the first step isn't worth the hassle.

4-Week Fix:

- Pick **one** narrow, painful problem your best customers have.

- Turn your entry offer into a **complete solution** for just that, delivered fast and easy to consume.

    - If it's paid: either

        - add a free, low-friction step before it, **or**

        - make the paid offer feel like a stupid-obvious win for the price.

- Shorten the form/process to essentials (name + email + 1 qualifier max for free; minimal steps for low-ticket).

- Rename it with a clear, specific promise and timeframe.

Type 2 – Vague / Generic Promise

You marked:

- MESSAGE = UNCLEAR or PROMISE = GENERIC or TRYING TO BE CLEVER

Meaning: They don't "get" what they get.

4-Week Fix:

- Rewrite the title in this format:
  "How [avatar] can get [specific result] in [timeframe] without [big hated thing]."

- Remove jargon and cute names; use plain language about outcomes.

- Update all creatives and CTAs to feature that exact line.

Type 3 – Wrong Problem / Too Broad

You marked:

- PROBLEM SOLVED = VAGUE / TOO BIG

Meaning: Your entry offer solves "everything" (so nothing feels solved) or solves something they don't urgently care about.

4-Week Fix:

- Break your big promise into steps; pick **step 1** as the entry offer.

- Make that step fully done in your asset (template, script, calculator, etc.).

- Clearly tell them what to do next and how your core offer solves step 2.

SECTION 6 – Write Your 4-Week Plan

Fill in:

My type:
□ 1 Low Value / High Friction
□ 2 Vague Promise
□ 3 Wrong Problem

One change I will ship in 7 days to my entry offer:

_____

Date I will relaunch and test the new version:
___ / ___ / _____

SECTION 7 – How This Connects Back To Me

My work isn't running your ads or building your pages. It's helping you **make far more from every lead** *you already get – through better nurture, sales, onboarding, and LTV.*

For Result E, your job for the next 4 weeks is to:

- *Fix the front-end offer using this worksheet,*

- *Relaunch it,*

- *Get your View → Lead rate to a healthy level (~20%+ on warm, relevant traffic).*

Once you're:

- *Consistently generating* **30+ leads or 10+ sales calls per month**, *and*

- *Your opt-in is no longer obviously broken,*

…retake the main constraint quiz. You'll likely land on F (Nurture), G (Sales), H (Onboarding), I or J (LTV) – and that's where I can help you turn those improved front-end results into a much higher **revenue per lead** *across your whole funnel.*

YAN