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You Don't Need More Leads If You're Ignoring The
Ones You Already Have

Nurture & Follow Up Self-Diagnosis

For online coaches, consultants, and agencies with leads sitting in the CRM but **few booked calls: use this quick self-diagnosis to see if your follow-up is slow, tiny, or leaky – then install a simple 30-day nurture system.**

*If you get leads **but very few of them book or show**, you don't have a "lead problem," you have a nurture problem. Most businesses are painfully slow to respond, give up after 1–2 touches, and let people book calls weeks out... then wonder why no one shows. This worksheet walks you through speed to lead, follow-up volume, channels, calendar friction, and long-term nurture so you can see exactly where your follow-up is breaking and what to change first.*

GOAL: Find out why your leads don't book or show, then install a simple follow up machine.

INSTRUCTIONS:

- Use last **1 month** of data.
- Answer honestly.
- Mark what applies.
- Then follow your type's plan.

SECTION 1 – Confirm it's a Nurture Problem

For the last 1 month:

Q1. How many new leads did you get?

Leads = _____

Q2. How many sales calls / demos were *actually booked* from those leads (new bookings only)?

Booked calls = _____

Lead → *Appointment rate* = $Booked \div Leads \times 100 =$ _____ %

Q3. Is your Lead → Appointment rate under ~20–30% for a clear, relevant offer?

- Yes → Mark: **"LEAD→CALL = LOW"**
- No → Your main constraint is probably *sales* (Result G), not nurture.

SECTION 2 – Speed To Lead & Speed To First Appointment

Q4. How fast do you (or your team) typically contact a new inbound lead the *first* time?

- Within 5 minutes
- Within 1 hour
- Same day → Mark: **"SPEED TO LEAD = SLOW"**

- 24+ hours / next day / whenever we get to it → Mark: **“SPEED TO LEAD = SLOW”**

Faster contact means fewer total touches needed and more people reached.

Q5. When a lead books a call, how far out is the average appointment?

- Same day or next day
- 2–3 days
- 4–7 days → Mark: **“SPEED TO FIRST APPT = SLOW”**
- More than a week → Mark: **“SPEED TO FIRST APPT = SLOW”**

Shorter delay between scheduling and having the call = higher show rates.

SECTION 3 – Follow-Up Volume

Think of one *average* new lead who doesn’t instantly book.

Q6. If they don’t respond to the first contact attempt, how many times do you try in the first 7 days?

(Calls, texts, emails, DMs combined.)

- 1–2 attempts → Mark: **“FOLLOW-UP VOLUME = TINY”**
- 3–5 attempts
- 6–10+ attempts

Front-load attempts; call + text multiple times early, then taper.

Q7. How many *different channels* do you use to follow up in week 1?

- 1 (email only, or SMS only, etc.) → Mark: **“CHANNELS = ONE-DIMENSIONAL”**
- 2 (e.g. call + text, or email + DM)
- 3+ channels

Q8. Do you have your follow-up steps *written down* (a checklist / sequence everyone follows), or is it random?

- Written, consistent process
- Everyone “does their own thing” → Mark: **“NO NURTURE SYSTEM”**

SECTION 4 – Calendar & Friction

Q9. How many days into the future can a lead book on your calendar?

- Same day–3 days max
- Up to 7 days
- 7 to 14 days → Mark: **“CALENDAR = TOO OPEN”**
- 2+ weeks → Mark: **“CALENDAR = TOO OPEN”**

Long delays crush show rates and urgency.

Q10. Do you ever *pull appointments forward* (offer earlier times or “talk now” when you’re already in touch)?

- Regularly
- Occasionally
- Almost never → Mark: **“NO PULL-FORWARD”**

SECTION 5 – Long-Term Follow-Up

Q11. What happens to leads who *don’t* book in the first 30 days?

- They receive ongoing value emails / content + periodic offers
- They go on a “dead list” and rarely hear from us → Mark: **“NO LONG-TERM NURTURE”**
- I have no idea → Mark: **“NO LONG-TERM NURTURE”**

Quarterly promos + regular value reactivates “not yet” buyers.

SECTION 6 – Your Nurture Type

Type 1 – Slow & Inconsistent

You marked things like:

- SPEED TO LEAD = SLOW
- SPEED TO FIRST APPT = SLOW
- NO NURTURE SYSTEM

Meaning: You don't have a nurture system. You lose hot leads while they still remember you.

4-Week Fix: Speed System

1. **Set a “contact in 5 minutes” standard for new inbound leads.**
2. **Limit calendar to 72 hours out** for new calls where possible (same day / next day / day after).
3. **Write a day-1 script:** call, double-dial, voicemail, text right after.

Type 2 – Low Volume, One-Channel

You marked:

- FOLLOW-UP VOLUME = TINY
- CHANNELS = ONE-DIMENSIONAL

Meaning: You quit too early and only tap them one way.

4-Week Fix: Volume & Channels

1. **Adopt a simple 7-day sequence:**
 - Day 1: 2–3 touchpoints (call + text + email)
 - Days 2–3: 2 touchpoints/day
 - Days 4–7: 1 touchpoint/day
2. **Use at least 2–3 channels** (call, SMS, email, DM).
3. **Track attempts per lead;** aim for 7–10+ in week one before you declare them “dead.”

Type 3 – Leaky Calendar & Dead Leads

You marked:

- CALENDAR = TOO OPEN or NO PULL-FORWARD
- NO LONG-TERM NURTURE

Meaning: You let interest cool off with long delays, then never circle back.

4-Week Fix: Tighten & Reactivate

1. **Shorten booking window** so new leads can't book 2–3 weeks out.
2. **Add a “pull-forward” question** to every conversation:

“I actually have an opening later today / tomorrow – do you want to move this up?”

3. **Run one simple reactivation campaign** to old leads:
 - 1 value email, 1 clear offer, 1 deadline.

SECTION 7 – Your 12-Week Nurture Sprint

Have them write:

1. My nurture type:
 - Type 1 – Slow & Inconsistent
 - Type 2 – Low Volume, One-Channel
 - Type 3 – Leaky Calendar & Dead Leads
2. One change I will ship in 7 days: _____
3. Start date for my new follow-up system: ___ / ___ / _____
4. Weekly target: “Every new lead gets at least _____ attempts in the first 7 days.”

YOUR NEXT MOVE:

If Your Calendar Isn't Full, Your Follow-Up Is Broken – Not Your Audience.

Once you know whether you're **Type 1 – Slow & Inconsistent**, **Type 2 – Low Volume**, **One-Channel**, or **Type 3 – Leaky Calendar & Dead Leads**, you're one simple system away from more booked calls. The hard part is designing it so it actually gets used.

On a free 45-minute **Nurture & Follow-Up Deep-Dive**, we'll:

- Look at your current lead→call numbers and follow-up process
- Identify the biggest leak in your speed, volume, or calendar setup
- Map a 4-Week nurture sprint: scripts, cadence, and targets for every new lead

👉 [Click HERE to book your free 45-minute Nurture & Follow-Up Deep-Dive Call:](#)

You'll leave with a clear follow-up plan and weekly targets. If you want help building the full "follow-up machine" over 12 weeks, I'll show you how we'd do that together.