

package.md

08-sales-page/lost-lead-checklist.md

```
PS> ./lost-lead-checklist
```

```
status: practical, transparent, no hype
```

The Lost Lead Checklist

Use this checklist to find where your business is losing leads after someone reaches out.

1. Where do leads enter?

Check every source:

- ☐ Website contact form
- ☐ Quote request form
- ☐ Phone calls
- ☐ Missed calls
- ☐ Email inbox
- ☐ Facebook/Instagram messages
- ☐ Google Business Profile messages
- ☐ Referrals
- ☐ Ads
- ☐ Old CRM

Question:

Do all leads end up in one place?

2. How fast do you respond?

- ☐ Under 5 minutes
- ☐ Under 1 hour
- ☐ Same day
- ☐ Next day

- ☐ Whenever someone remembers

Question:

If a good lead arrives while you are busy, what happens automatically?

3. Where is the lead stored?

- ☐ CRM
- ☐ Airtable
- ☐ Google Sheet
- ☐ Email only
- ☐ Notes app
- ☐ Not sure

Question:

Could you see every open lead right now in under 30 seconds?

4. Who owns follow-up?

- ☐ One clear owner
- ☐ Shared team responsibility
- ☐ Whoever sees it first
- ☐ No one clearly owns it

Question:

If no one replies today, who notices tomorrow?

5. What happens after no response?

- ☐ Same-day follow-up
- ☐ Next-day follow-up
- ☐ Three-day follow-up
- ☐ Final close-the-loop message
- ☐ Nothing

Question:

Do leads get a second chance, or just one reply?

6. What should be automated?

Good automation candidates:

- ☐ confirmation email
- ☐ internal notification
- ☐ CRM/sheet record creation
- ☐ follow-up reminder
- ☐ AI draft of reply
- ☐ daily list of leads needing attention

Bad automation candidates:

- ☐ pricing promises without rules
- ☐ sensitive replies without review
- ☐ complex branching before the simple version works

Score

Count your unchecked or unclear answers.

Score	Meaning
0–2	Your follow-up system is probably okay
3–5	You have some preventable leakage
6+	You probably need a boring follow-up system

Next step

Pick one leak and fix it first.

Do not rebuild your entire business stack this week.

Start here:

terminal

new lead → instant response → saved record → follow-up reminder

> boring systems_

implementation package draft