

The 7-Day Lead Reset

Who it's for: Owners who need more leads without wasting money

What you'll get: A simple 7-day plan to stop leaks and create momentum

1) The Goal

Get more qualified leads fast by fixing the biggest leaks first.

2) The Checklist

- ~~Day~~ 1: Define what a "win" looks like (calls, bookings, quotes)
- ~~Day~~ 2: Tighten your offer (clear result, clear promise, clear proof)
- ~~Day~~ 3: Clean up your homepage (one message, one main action)
- ~~Day~~ 4: Fix your contact path (call, form, booking all tested)
- ~~Day~~ 5: Check traffic sources (buyers vs browsers)
- ~~Day~~ 6: Speed up follow-up (minutes, not hours)
- ~~Day~~ 7: Pick one channel to push for 30 days (do not spread thin)

3) Quick Wins

- ~~Put~~ your phone number top-right and make it tappable on mobile
- ~~Add~~ one proof block: reviews, results, before/after, logos
- ~~Reduce~~ to one primary action: call, book, or request a quote

4) Common Mistakes

- ~~Buying~~ more traffic instead of improving conversion
- ~~Too~~ many offers at once
- ~~Not~~ follow-up process, then blaming marketing

5) Next Move

If you want this turned into a real growth plan, we will map the fastest route from effort to profit.
