

Find where people drop off. *Fix what's in their way.*

A self-serve version of the first hour of a Growth Fix: map your journey from first touch to paying customer, find the stage that leaks most, and choose one improvement you can measure.

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For B2B software and tech-enabled services with real customer activity—traffic, leads, signups, or trials. Examples are illustrative; no results are promised.

Map the journey

Write the steps a real person takes, in order, from the first time they hear of you to paying. Use rough numbers—“we don’t know” is a finding.

#	Step (what the person does)	How many reach it / month	% of previous step	Where you’d check
1	First touch (search, referral, post, ad)		—	
2	Lands on the page			
3	Raises a hand (form, booking, signup, trial)			
4	Gets a response / first value			
5	Qualified conversation or activation			
6	Pays			

The biggest drop between two steps is between... and ...

That’s your first place to look. If you couldn’t fill in the numbers, your first fix may be measurement (page 6).

Find the leak

Score each stage honestly: **2** holding, **1** seeping, **0** leaking or don't know.

1 · The promise

Does the way people find you describe exactly what you deliver, in their words?

Score ____ Evidence: _____

2 · The page

Can a stranger tell in five seconds who it's for, what they get, and what to do next?

Score ____ Evidence: _____

3 · The form

Have you completed your own form or booking on a phone this month? Did the confirmation say what happens next?

Score ____ Evidence: _____

4 · The follow-up

Does a named person respond to every new inquiry within one business day?

Score ____ Evidence: _____

5 · The measurement

Can you tell where a lead came from—and whether it became a customer—without guessing?

Score ____ Evidence: _____

6 · The economics

Do you know your close rate and what a new customer is allowed to cost you?

Score ____ Evidence: _____

Your lowest-scoring stage (earliest one wins a tie)

Fix the earliest leak first: improvements downstream can't help people who never get there.

Look at it *like a stranger*

Use a phone, a private window, and a fresh email address. Go from the first touch to the step after you raise your hand. Write down every pause.

Where I was	What I expected	What actually happened	Pause? (Y/N)

Common leaks worth checking

- ☐ Headline describes you, not their problem
- ☐ More than one primary action
- ☐ Price or scope hidden until a call
- ☐ Form asks for things you never use
- ☐ No confirmation of what happens next
- ☐ Reply arrives days later—or never
- ☐ Welcome email does onboarding’s job
- ☐ Source lost at the scheduler handoff

Choose one fix

List possible fixes for the leaking stage, then score each 1–5. Pick the highest total you can ship in a week.

Possible fix	Impact	Confidence	Ease	Total

The one fix I'll ship

Owner

Ship by

How to undo it if it hurts

What this is not

Not a redesign, a CRM migration, or a new campaign. One change, at the leaking stage, that you can measure. If the audit points to something bigger, scope it separately.

Measure it

The number that should move

e.g. % of page visitors who book; % of signups who reach first value

Baseline (before the change)

Value, date range, and denominator

Where you'll watch it

Guardrail

What must not get worse (lead quality, refunds, support load)

Review on _____ and decide

- ☐ **Keep it** — the number moved and the guardrail held.
- ☐ **Change it** — something moved, but not enough; adjust one thing.
- ☐ **Undo it** — it didn't help or the guardrail broke. That's still learning.

Small-number warning

With a few dozen visitors or leads, one week can swing wildly. Write “directional” next to any result built on small numbers, and look for a consistent change over several weeks.

Want the first fix *shipped with you?*

The Growth Fix · \$997

A fixed-price diagnostic and working session. I trace your journey from first touch to paying customer, find the problem that matters most, and implement one improvement with you—live—then leave you with a measurement plan.

agency.waymaker.cx/#growth-fix

Not sure it fits?

Book 15 minutes and bring this audit: cal.com/waymakeragency/15min

Thinking about paid ads?

Run the free Paid Traffic Leak Check at agency.waymaker.cx/#paid-traffic-check, then work out what a click is worth with the PPC Planner at outcomedriven.xyz/ppc-planner/.

Deliberately small: the Growth Fix is one priority problem, one agreed fix, one measurement plan—not ongoing ad management or a rebuild. Scope and price are confirmed before you pay.