Free Mini Audit

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SAMPLE with fictional data. This shows the format of the audit, not a real client.

WHAT I LOOKED AT

How new leads arrive (website form, ads, calls), how fast the first reply goes out, what happens after a booking, how no-shows are handled, and what happens to leads who go quiet.

THE 3 CHANGES THAT MATTER MOST

1 Reply to new leads within minutes

Today the form sends an email notification and someone replies when they see it. Add an instant email and text with a booking link, so the lead hears back while they are still interested.

Effort: small

2 Add reminders and no-show rebooking

Bookings get a confirmation only. Add a reminder before the appointment, and a friendly rebooking message the same day if someone does not show up.

Effort: small to medium

3 Follow up with leads who go quiet

Leads who do not reply are left in the inbox. Add a short nudge after 24 to 48 hours, a final check-in, then move them to a nurture list.

Effort: medium

NEXT STEP

I can build all three in the two-week first sprint, starting with access and a quick audit of what already exists. Scope and price are confirmed in writing first.

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