

# Where's the Leak? Marketing Gap Worksheet

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Find the one spot where your message isn't getting through, and one thing to fix this week.

Name: \_\_\_\_\_ Business: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

What do you sell, in one sentence? \_\_\_\_\_

## Part 1 · Quick 4Ps Self-Check Marketing is more than promotion. Circle 1 (shaky) to 5 (solid).

| The P                             | Ask yourself...                                                                                                | Score     |
|-----------------------------------|----------------------------------------------------------------------------------------------------------------|-----------|
| <b>Product</b><br>what you sell   | Could a stranger explain what I do and the problem I solve after 10 seconds? Do I have a clear "main" service? | 1 2 3 4 5 |
| <b>Price</b><br>what it costs     | Does my price match the value I deliver and who I'm trying to attract? Do customers balk, or say "that's it?"  | 1 2 3 4 5 |
| <b>Place</b><br>how they get it   | Is it easy to find me, contact me, and book or buy? (Website, phone, hours, service area, online booking.)     | 1 2 3 4 5 |
| <b>Promotion</b><br>how they hear | Am I showing up regularly where my customers actually look, with a consistent message?                         | 1 2 3 4 5 |

Lowest P: \_\_\_\_\_ Tip: if Product, Price, or Place is your lowest, more promotion won't fix it. It just sends more people to the leak.

## Part 2 · The Communication Diagnostic Every sale is a message trying to get from you to the right person.



| Step                                                                                                                                                                                        | Your answer | How clear? (1-5) |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|------------------|
| <b>1. Sender</b> · who you are. Why should they trust you? What makes you different from the next guy?<br><i>e.g. "Family-owned, 22 yrs, licensed &amp; insured, we answer the phone."</i>  |             | 1 2 3 4 5        |
| <b>2. Message</b> · what you say. What do you say you do? Is it about <i>you</i> or about <i>their problem</i> ?<br><i>"Full-service law firm" vs. "Hurt at work? We get you paid."</i>     |             | 1 2 3 4 5        |
| <b>3. Channel</b> · where you say it. Where do customers hear from you? Which ones actually bring in work?<br><i>Referrals, Google, Facebook, yard signs, TV, email, this room...</i>       |             | 1 2 3 4 5        |
| <b>4. Receiver</b> · your ideal customer. Who exactly? What are they worried about the moment before they call you?<br><i>"Homeowner, 40s, roof leaking, scared of getting ripped off."</i> |             | 1 2 3 4 5        |
| <b>5. Noise</b> · what gets in the way. Competitors, confusing website, slow callbacks, bad reviews, jargon, wrong timing?<br><i>"They find us, then can't tell what we charge."</i>        |             | 1 2 3 4 5        |
| <b>6. Feedback</b> · how you know it worked. Do you ask "how did you hear about us?" Track calls, leads, reviews, close rate?<br><i>"Honestly? We guess."</i>                               |             | 1 2 3 4 5        |

For "Noise," score how well you've handled it (5 = very little noise gets through).

# Find the Leak & Plug It

Your lowest score is where customers are slipping away.

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## Part 3 · Where's the Leak? Scorecard

| Step                                                                                     | Sender | Message | Channel                                                                                | Receiver | Noise | Feedback                                                                                                                    | Total (out of 30) |
|------------------------------------------------------------------------------------------|--------|---------|----------------------------------------------------------------------------------------|----------|-------|-----------------------------------------------------------------------------------------------------------------------------|-------------------|
| My score                                                                                 |        |         |                                                                                        |          |       |                                                                                                                             |                   |
| <b>25–30 · Tight pipe.</b> Your message gets through. Focus on doing more of what works. |        |         | <b>18–24 · Slow drip.</b> One or two leaks are costing you jobs. Fix the lowest first. |          |       | <b>Under 18 · Burst pipe.</b> Spending more on ads right now would mostly pour money down the drain. Fix the message first. |                   |

**Rule of thumb:** fix the *earliest* low score in the chain first. A great channel can't save an unclear message.

## Part 4 · My #1 Communication Gap

My biggest leak is at the \_\_\_\_\_ step, because...

If I fixed it, I'd expect to see... (more calls, better-fit customers, fewer "just browsing," higher prices...)

## Part 5 · One Fix to Try This Week

**This week I will:** (small, specific, doable in under 2 hours)

Ideas: rewrite your website headline to name the customer's problem · ask every new customer "how did you hear about us?" · call back leads within 1 hour · add prices or "starting at" ranges · ask 5 happy customers for a Google review.

**By (date):** \_\_\_\_\_ **I'll know it worked if:** \_\_\_\_\_

## Part 6 · Holiday Push: Nov & Dec

**Is this my busy season or my slow season?** ☐ Busy ☐ Slow  
☐ Not sure

**What could I offer before Dec 31?** (gift card, year-end booking, "beat the January rush," package deal)

**Who's my holiday Receiver?** ☐ Past customers ☐ Gift-buyers  
☐ Businesses spending year-end budget ☐ New-year planners

**Key dates I'll use:** ☐ Thanksgiving week ☐ Small Business Sat. (Nov 28) ☐ Mid-Dec ☐ Year-end

**Channel I'll use:** \_\_\_\_\_

[ QR CODE ]  
booking link  
goes here

### Want help fixing this? Book a free 20-minute Gap Review.

Bring this sheet. We'll look at your leak together, and you'll leave with a clear next step, whether or not you ever hire me.

**Book:** [BOOKING LINK] · **Email:** [YOUR EMAIL] · **Text:** [YOUR PHONE]

☐ Yes, please reach out to schedule my free Gap Review. ☐ Send me the holiday checklist. Best time to reach me: \_\_\_\_\_

**Workshop attendees (Oct 27):** book by Tue, Nov 3 for event-only pricing and bonuses.