CHECKLIST · 10 MINUTES

15 places your marketing leaks money

I use the same questions in my audits. Click to tick what you already have in place. Whatever stays empty is your to-do list. Then save the file (Cmd+S / Ctrl+S).

Name / company:

01 Direction

People know in 5 seconds what you do and for whom.

- [ ] **You can name one ideal customer (industry, size, problem), not “everyone”.**
  → Narrow first. List your 3 best recent customers and find what they share.
- [ ] **The top of your website says in one line what you do, for whom and what result.**
  → Rewrite the headline as: “I help [who] get [result] without [pain].”
- [ ] **You have a 90-day goal in numbers (leads, revenue), not “more awareness”.**
  → Pick one number that pays the bills and check it every week.

02 New customers

Ads and content bring the right people.

- [ ] **You know your cost per lead (CPL) for every channel.**
  → Without tracking, money stays where it doesn’t work. Set up conversion tracking before raising budgets.
- [ ] **Your ads get new visuals and copy at least once a month.**
  → Ad fatigue raises CPL. Test 3 new creatives a month and switch off the worst one.
- [ ] **Every ad leads to a page with the same offer, not to your homepage.**
  → One ad, one page, one button. Conversion is often 2 to 3 times higher.

03 Sales

Leads turn into customers.

- [ ] **You reply to a new lead within 1 hour during working hours.**
  → Whoever replies first often wins. Set an instant auto-reply with a clear next step.
- [ ] **Every lead has a status and a next step (a CRM or at least a spreadsheet).**
  → Leads without a next step go cold. Use 4 stages: new, in progress, proposal, closed.

☐ **After sending a proposal, you follow up at least twice until you get an answer.**
→ Most deals close only after a follow-up. Prepare 2 templates and put the dates in your calendar.

04 Repeat customers

Customers buy again and refer you.

☐ **You contact existing customers at least once a quarter with something useful.**
→ Selling to an existing customer is far cheaper than winning a new one. Send a tip, news or an offer.

☐ **You ask for a review or referral after every successful project.**
→ Happy customers refer when asked. Add one question to your wrap-up email.

☐ **Your website shows concrete client results (numbers, names, logos).**
→ People trust numbers and names. One case study with a number sells more than 10 adjectives.

05 Numbers & systems

You know what works and don't do it all by hand.

☐ **Once a month you see on one page: visits, leads, deals and revenue by source.**
→ One simple report is enough. A channel with no result after 3 months gets switched off or changed.

☐ **Tracking works on your site (GA4, pixel) and you know where every lead came from.**
→ Add UTM parameters to all links and store the source with every lead.

☐ **Repetitive tasks (replies, reminders, reports) run automatically.**
→ Any task you do more than 3 times a week is a candidate for automation.

Boxes ticked: ☐ / 15

0 – 6	Your marketing is leaking a lot of money. Empty boxes are the fastest route to cheaper customers.
7 – 11	You have the basics; a few leaks are worth fixing. Start with the area with the most empty boxes.
12 – 15	Great. Now it is about scaling what works.

Want your result scored and saved? Fill in the checklist online and get your summary by email:
tabacekconsulting.com/checklist.html

Want me to go through it with you? Free 20-minute call:
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