BUSINESS GROWTH WORKBOOK

AI Daddy Automations

Growth Leak Quick-Fix Playbook™

+ 30-Day Growth Leak Action Plan™

Find the leak first. Then fix the system causing it.

Practical fixes for the moments where opportunities stall, disappear, or never return.

THE CUSTOMER JOURNEY

GENERATE → **CONVERT** → **NURTURE** → **RETAIN**

01 · GENERATE

Bring in qualified opportunities.

02 · CONVERT

Make the next step clear.

03 · NURTURE

Follow through with “not yet.”

04 · RETAIN

Create a reason to return.

Use with your Growth Leak Report™ from the Growth Leak Calculator™.

ONE LEAK. ONE PRIORITY. ONE CLEAR NEXT STEP.

START HERE

Your score showed the leak.

This workbook helps you decide what to do next.

You do not need to fix everything at once. Start with the pillar that scored lowest on your Growth Leak Report™, choose one meaningful improvement, and track what changes.

The 30-day rule

One leak. One priority. One clear next step.

The four places a business can leak

Customer journey: GENERATE → CONVERT → NURTURE → RETAIN

01 · GENERATE

Are enough qualified opportunities coming in?

Create a dependable flow of opportunities.

02 · CONVERT

What happens when someone shows interest?

Make the next step obvious and easy.

03 · NURTURE

What if they are interested, but not ready today?

Stay in the conversation with the right people.

04 · RETAIN

What happens after they become a customer?

Strengthen the relationships you have earned.

How to use this workbook

- ☐ Open your 1 leak's page first. The journey has an order; your fixes do not.
- ☐ Choose the smallest useful fix you can install within 7 days.
- ☐ Use the 30-day plan to assign ownership, test, and track the fix.
- ☐ After 30 days, retake the Growth Leak Calculator™ and compare scores.

My diagnosed #1 Growth Leak

Find your next page
Pillar fixes: 03–06 · Scripts: 07
Sprint setup: 08 · Action plan: 09–12
Tracker & next step: 13

What does this leak make harder for my customers?

GENERATE

Create a more dependable flow of opportunities.

Why it matters

A business can be excellent at follow-up and still struggle if too few new opportunities enter the customer journey. Strengthen one dependable source before chasing more tactics.

WHAT THE LEAK LOOKS LIKE

Inquiries arrive inconsistently. Lead sources are unclear. Marketing creates activity, but few qualified conversations.

Three quick fixes

01 **Know your sources**
List your top three lead sources. If you cannot name them, record the source of every inquiry for 30 days.

02 **Pick one dependable channel**
Choose a source that already shows promise: referrals, networking, content, paid traffic, partnerships, or search. Make it consistent before adding another.

03 **Track opportunity, not activity**
Count inquiries, calls, form submissions, appointments, or qualified conversations—not just views, likes, or clicks.

Quick checklist

- ☐ I can name my strongest lead sources.
- ☐ One channel has a repeatable activity and a clear owner.
- ☐ I record new inquiries and whether they are qualified.

What to watch

- New inquiries per week
- Cost or effort by source
- Top lead source
- Qualified opportunities created

DO THIS NOW

Start an inquiry log: date, name, source, need, and next step. Add your most recent inquiries, then choose one source to strengthen this week.

My first fix

Owner **Complete by**

CONVERT

Make the next step obvious and easy.

Why it matters

Interest is not the same as a customer. Prospects can wait too long, miss the next step, or fall between people and systems. The fix is usually clarity, speed, and ownership.

WHAT THE LEAK LOOKS LIKE

Messages go unanswered. Prospects are unsure how to book or buy. Open opportunities have no owner or next action.

Three quick fixes

01 **Set a response standard**
Decide how quickly an inquiry should receive a first response during business hours. Name the person responsible.

02 **Give every inquiry one next step**
Choose the right action: booking, estimate request, consultation, call-back, or purchase. Do not make the prospect figure it out.

03 **Create visible ownership**
Give every open opportunity a status, an owner, and a next action. If nobody owns it, it is already leaking.

Quick checklist

- ☐ The team knows the response standard and who owns it.
- ☐ Each inquiry receives one clear next step.
- ☐ Open opportunities have a status, owner, and next action.

What to watch

- Average response time
- Unanswered or missed inquiries
- Inquiry-to-next-step rate
- Open opportunities with no next action

DO THIS NOW

Send yourself a test inquiry. Follow it through the actual process. Fix the first delay, unclear instruction, or missing handoff you encounter.

My first fix

Owner

Complete by

NURTURE

Stay in the conversation with the right prospects.

Why it matters

Many prospects are not ready on the first contact. Treating “not yet” like “never” lets good opportunities disappear. A consistent follow-up rhythm gives them a way back.

WHAT THE LEAK LOOKS LIKE

Follow-up stops after one message. Quotes remain open. “Not now” prospects have no future follow-up date.

Three quick fixes

01 **Create a minimum follow-up rhythm**
Decide the minimum number of appropriate follow-up attempts a qualified lead should receive before being marked inactive.

02 **Use more than one touch**
Combine email, text, phone, reminders, and useful information where appropriate and permitted. One message is rarely a system.

03 **Separate “not now” from “not interested”**
Create a future follow-up bucket for prospects who need time, approval, budget, or a later date. Record when to reconnect.

Quick checklist

- ☐ Qualified leads have a defined follow-up rhythm.
- ☐ Every active lead has a next follow-up date.
- ☐ “Not now” leads are separate from declined or opted-out contacts.

What to watch

- Follow-up attempts per lead
- No-shows recovered
- Leads with no next follow-up date
- Quotes or estimates still open

DO THIS NOW

Review five open leads or quotes. Give each a status, owner, and next follow-up date. Adapt a relevant script from page 07.

My first fix

Owner **Complete by**

RETAIN

Keep the relationships you already paid to earn.

Why it matters

A past customer is not a finished transaction. Constantly hunting for new customers while your database sits untouched misses chances to return, review, refer, or re-engage.

WHAT THE LEAK LOOKS LIKE

Past customers rarely hear from you. Review and referral requests are inconsistent. Every contact gets the same message.

Three quick fixes

01 **Create a reactivation rhythm**
Choose a regular time to reconnect with dormant leads and past customers. Give each group a relevant reason to return.

02 **Ask for the next relationship action**
After service, offer a useful next step: a review, referral, repeat service, maintenance, renewal, or another relevant offer.

03 **Segment your database**
Separate active customers, past customers, dormant leads, lost opportunities, and no-shows so each receives the right follow-up.

Quick checklist

- ☐ Customer and lead groups are clearly separated.
- ☐ A relevant reactivation activity has an owner and date.
- ☐ After service, customers receive a suitable next-step invitation.

What to watch

- Repeat customers
- Reviews requested or received
- Reactivated customers or leads
- Referrals generated

DO THIS NOW

Choose one small group of past customers and one useful reason to reconnect. Draft a relevant message and set a permitted follow-up date.

My first fix

Owner **Complete by**

QUICK-FIX LANGUAGE

Scripts for the next step.

Use these as starting points—not as a one-size-fits-all sequence.

01 · NEW INQUIRY RESPONSE

Hi [Name], thanks for reaching out to [Business]. I received your message and wanted to make sure you have a clear next step. [Insert next step/link/question].

02 · NO-RESPONSE FOLLOW-UP

Hi [Name], just following up in case my last message got buried. Are you still looking for help with [need/service]?

03 · ESTIMATE OR QUOTE FOLLOW-UP

Hi [Name], checking in on the estimate we sent for [service]. What questions can I answer to help you decide on the next step?

04 · NO-SHOW RECOVERY

Hi [Name], we missed you today. If you still want help with [service], here is the easiest way to reschedule: [next step].

05 · PAST-CUSTOMER REACTIVATION

Hi [Name], it has been a while since we worked together. We are reaching out to past customers about [relevant service/reason]. Would it be helpful if I sent you the details?

06 · REVIEW OR REFERRAL ASK

Thank you for trusting us with [service]. If we earned it, would you be willing to share a quick review or refer someone who may need the same help?

Before sending: Make the wording sound like your business. Use only contact details and channels you are permitted to use; honor consent, opt-outs, and applicable communication requirements.

MAKE ONE SCRIPT YOUR OWN

Choose the script for your current leak. Replace the placeholders and make one next step explicit.

My message

QUICK-FIX SUMMARY + SPRINT SETUP

Choose one fix. Make it specific.

Use the row for your diagnosed #1 leak, not the first row in the table.

Pillar	Start here	Watch for change
GENERATE	Track inquiries and strengthen one dependable source.	New inquiries and qualified opportunities.
CONVERT	Set response ownership and one clear next step.	Response time and next-step rate.
NURTURE	Give open leads a repeatable follow-up rhythm.	Follow-up coverage and stalled opportunities.
RETAIN	Reconnect with one relevant customer group.	Repeat activity, reactivation, reviews, or referrals.

My 30-day commitment

My diagnosed #1 leak

Sprint start date

The moment opportunities get lost

The first fix I will test

Process owner

First fix installed by

Your implementation roadmap

WEEK 1 · DIAGNOSE & PRIORITIZE

Confirm the leak and record a baseline.

WEEK 2 · INSTALL THE FIRST FIX

Make the highest-priority change.

WEEK 3 · FOLLOW-THROUGH

Add ownership, reminders, and follow-up.

WEEK 4 · MEASURE & IMPROVE

Compare, stabilize, and choose what is next.

Keep the scope small. If the fix includes several changes, choose the first change that directly addresses the diagnosed leak.

Diagnose & prioritize

Confirm the leak and record a baseline before changing the process.

- ☐ Write down your 1 Growth Leak and the business problem it creates.
- ☐ Choose one or two numbers to track for the next 30 days.
- ☐ Map the current process from opportunity to next step.
- ☐ Identify the handoff, delay, or drop-off where opportunities are lost.
- ☐ Choose one improvement to test first.

Map the moment that leaks

Describe what happens just before the problem, where it stalls, and what should happen next.

BEFORE	THE DROP-OFF	NEEDED NEXT STEP

Define your baseline

Use the same definition and reporting period each week. Record both the number and where you found it.

Metric & unit	Baseline	Date range & source

For a rate, use the same numerator and denominator each week. For response time, define how business hours are counted. If no historical data exists, begin logging now.

My first fix—and the problem it directly addresses

WEEK-END CHECKPOINT

I can name the leak, the first fix, the owner, and the measure I will use to review it.

Install the first fix

Change the process at the highest-priority point—not everywhere at once.

- [ ] Implement the first fix you selected in Week 1.
- [ ] Assign clear ownership for the new process.
- [ ] Write the response or follow-up language if needed.
- [ ] Test the process yourself from beginning to end.
- [ ] Correct anything confusing, slow, or broken.

Write the operating rule

A useful process makes the trigger, owner, timing, and next action explicit.

When this happens...

This person owns the response...

Within this timeframe...

The required next action is...

We record the status and next action here...

Test it as a customer would

What worked in the end-to-end test?

What still needs correcting?

Installed / tested on

Owner confirmed

WEEK-END CHECKPOINT

The fix is live, one person owns it, and a real end-to-end test confirms the next step is clear.

Strengthen follow-through

Make the fix repeatable instead of relying on memory.

- [ ] Add reminders, automation, or a checklist where appropriate.
- [ ] Make sure every open opportunity has a next action.
- [ ] Review missed calls, no-shows, unanswered messages, stalled quotes, and dormant customers relevant to your leak.
- [ ] Coach anyone on the team who touches the process.
- [ ] Record problems that still require a fix.

Make the handoff visible

Primary owner

Backup owner / escalation contact

The reminder, checklist, or automation that supports the fix

Where the team sees status and the next follow-up date

Review one exception

Choose an opportunity that still stalled. Adjust the process, not just that one record.

What was missed, delayed, or left without a next action?

What ownership or reminder change will prevent a repeat?

- [ ] The team member who touches this process knows the updated rule.

WEEK-END CHECKPOINT

The fix has a visible owner, a reliable follow-up cue, and a clear way to handle exceptions.

Measure & improve

Review what changed, what is still leaking, and what deserves attention next.

- ☐ Compare Week 4 numbers with the Week 1 baseline.
- ☐ Keep what improved the customer journey.
- ☐ Remove or simplify what created unnecessary work.
- ☐ Identify the next biggest leak, but do not change it until this fix is stable.
- ☐ Retake the Growth Leak Calculator™ and compare scores.

Read the numbers in context

Compare the same metric, definition, and date-range length. Note changes in lead volume, source mix, staffing, or other conditions. A four-week change is useful evidence—not proof that one fix caused every result.

Keep · simplify · investigate

KEEP — What improved the next step or made the process reliable?

SIMPLIFY — What created unnecessary work or confusion?

INVESTIGATE — Where are opportunities still being lost?

Calculator retaken on

Score change / current #1 leak

WEEK-END CHECKPOINT

I have compared my baseline, reviewed the customer journey, and decided whether this fix is stable enough to keep.

Complete the sprint tracker and final decision on page 13 before choosing another leak.

SPRINT TRACKER + NEXT STEP

Retest. Compare. Improve.

The goal is visibility—not perfection. Use what you learn to choose the next step.

Metric 1 & unit

Metric 2 & unit (optional)

Record the same measures each week. Add the date range and source beside the values. If you use a rate, retain the underlying counts.

Week	Primary focus	Values, dates & source	What changed?
01	Diagnose & baseline		
02	Install the first fix		
03	Strengthen follow-through		
04	Measure & improve		

My 30-day decision

What improved?

What is still leaking?

What should stay?

What should be my next priority?

MY NEXT ACTION

- ☐ Keep this fix stable.
- ☐ Continue testing this fix.
- ☐ Start the next leak only when this first fix is stable.

Next action & owner

Next review date

When you can see where opportunities are getting lost, you can make better decisions about what to fix, automate, delegate, or strengthen next.