



FREE STRATEGY GUIDE

The Lead Leak Checklist

Ten places local service businesses lose work they already earned, and what to do about each one.

Meridian Marketing · For owners who are on the job all day

Most local businesses do not have a lead problem. They have a **follow-through problem**. The calls come in. The forms get filled out. The customer is genuinely interested. Then the owner is under a truck, on a roof, or driving between jobs, and the opportunity quietly goes to whoever picked up first.

This is a checklist, not a pitch. Walk your own business through the ten leaks below and mark the ones that are true today. Most owners find four or five. Every one of them is fixable, and most are fixable in a week.

The ten leaks

01 The missed call that never gets called back

A customer calls while you are working, gets voicemail, and calls the next name on the list. Studies of local service calls put the odds heavily on whoever answers first. The call was already paid for by your marketing, and it produced nothing.

Fix: An automatic text back within seconds of a missed call. "Sorry we missed you, we are on a job. What do you need done?" That single message keeps the conversation alive until you can get to it.

02 After-hours inquiries that sit until morning

A large share of service inquiries arrive in the evening and on weekends, when people finally sit down and deal with the thing that broke. If nothing responds until 8am, you are competing against every business that did.

Fix: Something that answers at 9pm. Not a full quote, just an acknowledgement, a couple of qualifying questions, and a held time slot.

03 Website forms that go into an inbox nobody watches

The form works. The email arrives. It lands under receipts, supplier newsletters, and a reply chain about a different job. Two days later you find it.

Fix: Route form submissions to a text message, not just email, and give every submission an owner and a next step the moment it arrives.

04 Quotes sent with no follow-up

You send the number and wait. The customer got busy, or is comparing, or simply forgot. Silence gets read as "they went with someone else" when usually nothing has been decided at all.

Fix: Two scheduled nudges, one at 48 hours and one at about a week. Short, friendly, no pressure. This alone recovers more revenue than most advertising.

05 Conversations spread across five apps

Some customers text. Some use Facebook. Some go through Google. Some email. Nobody can see the whole picture, so people get asked the same question twice or get missed entirely.

Fix: One inbox that gathers every channel, so a conversation is a conversation regardless of where it started.

06 No idea which marketing actually produced work

You are spending on something, but when asked which channel brought in last month's booked jobs, the honest answer is a guess. So the budget stays flat and the waste stays invisible.

Fix: Attach a source to every lead at the moment it arrives, and report on booked work rather than clicks.

07 A Google Business Profile that is half filled in

For local search this profile often outranks the website. Missing hours, thin service lists, no photos, and unanswered questions all cost position and trust before anyone reaches your site.

Fix: Complete every field, list services individually, set your real service areas, and post something monthly.

08 Reviews you never ask for

Your happiest customers rarely leave reviews unprompted. Your one frustrated customer always does. Over time this makes a good business look average.

Fix: An automatic request the day after a job closes, with a direct link. Ask every single time, not when you remember.

09 Past customers who never hear from you again

The cheapest work you will ever win is from someone who already paid you and was happy. Most local businesses never contact that list again.

Fix: A seasonal or maintenance reminder to past customers. Two or three sends a year is enough.

10 Everything depends on the owner

This is the leak underneath the other nine. If you are the only one who can answer, quote, follow up, and remember, then the business stops every time you pick up a tool. Growth becomes a question of how many hours you can stay awake.

Fix: Get the routine, repeatable part of every customer interaction out of your head and into a system, so the only thing that needs you is the part that genuinely needs judgment.

The pattern: None of these are marketing problems. Every one of them is an opportunity you already paid for, arriving at a moment when nobody was free to catch it. Fix the catching and the same amount of marketing produces noticeably more work.

What to do this week

- **Count your missed calls.** Open your phone's call log for the last thirty days. Every missed call from an unknown number was probably a customer.
- **Time your response.** Have a friend fill out your website form. Note how long until a human replies. Anything over an hour is a leak.
- **Pull your last ten quotes.** Mark the ones you never followed up on. That is recoverable revenue sitting in a folder.
- **Open your Google Business Profile.** Fill in every empty field today. It is free and it moves the needle fastest.
- **Ask your last five happy customers for a review.** Send the link directly. Most will say yes.

Do those five things and you will close more work next month without spending another dollar on advertising. If you want the rest handled so it keeps happening without you, that is the part we build.

Want us to find your leaks for you?

We will walk your business through this checklist on a short call and show you exactly where work is slipping away, whether or not you hire us. No cost and no obligation.

meridianmarketing.social