

AMPLIFAI

FIELD GUIDE / NO. 01

Five places leads *quietly die* between ad and booking.

A short read for service businesses who can't quite figure out where the money is going.

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First

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FOR

Service businesses

You probably don't have a marketing problem. You have a *leak* problem.

Most service businesses we look at are already spending real money on attention. Ads run, the phone rings, forms come in. The problem almost never lives in the top of the funnel.

The problem lives in the five or six points between an ad click and a booked appointment. Each one looks small in isolation. Together they regularly account for thirty to forty percent of would-be revenue, quietly, every month, without anyone on the team being able to point at exactly where it went.

Below are the five we see most often in businesses doing \$500K to \$10M in annual revenue. Read it as a checklist for your own operation. If three or more sound familiar, you have a leak large enough to be worth measuring.

The missed call *nobody calls back*

If your phone rings while you are with a customer, the next thing that happens is critical. For most service businesses, the next thing that happens is nothing.

WHAT IT LOOKS LIKE

Phone rings. Caller hits voicemail. The caller does not leave one, because most people do not. They Google the next business in the results. The missed call shows up in your phone log and never makes it to your CRM or to anyone who would think to follow up.

WHAT IT COSTS

Industry data consistently shows sixty to seventy percent of inbound calls to service businesses go unanswered during peak hours, and the large majority of callers who reach voicemail do not leave one. If your average booked job is worth \$300, missing five callable leads a week is more than \$75K a year sitting in your voicemail.

HOW TO LOOK FOR IT IN YOUR OWN BUSINESS

- Pull your phone log for the last seven days. Count missed calls.
- Cross-reference against your CRM. How many of those numbers became leads, in any system?
- Of the ones that did not, how many got a follow-up text or callback within ten minutes?
- The gap between calls received and calls captured is the size of the leak.

The form that *sits*

The lead you respond to in five minutes converts at roughly twenty times the rate of the lead you respond to in thirty.

WHAT IT LOOKS LIKE

Someone fills out your contact form on a Sunday evening. You see it Monday morning. You reply by lunch. By then they have filled out two other forms and booked with whoever called first.

WHAT IT COSTS

Inbound web leads are uniquely time-sensitive. The conversion curve on first-response time is steep and unforgiving. Most service businesses we assess have first-response measured in hours, not minutes, and most are surprised when we show them the actual numbers.

HOW TO LOOK FOR IT IN YOUR OWN BUSINESS

- Look at the timestamps on your last twenty form submissions.
- Compare to when someone on your team replied.
- If the gap is more than fifteen minutes on any of them, that lead was already discounted by the time you reached it.
- If the gap is hours, that lead was already gone.

The first touch that never gets *a second one*

*Most leads need five to twelve touches before they convert.
Most service businesses make one or two and call it good.*

WHAT IT LOOKS LIKE

A lead comes in. You answer. You send a quote or a brochure or answer their question. You do not hear back. You do not follow up, because you are busy and they did not technically say no. Six months later they hire your competitor.

WHAT IT COSTS

This leak is the easiest to ignore because it does not show up as a rejection. It shows up as silence. But silence after first touch is where most pipeline revenue actually dies. The fix is not pressure. It is consistency.

HOW TO LOOK FOR IT IN YOUR OWN BUSINESS

- Pull a list of leads from ninety days ago who never booked.
- Count how many got more than two follow-ups from anyone on your team.
- If it is less than half, you have a leak that compounds every month.
- Bonus diagnostic: ask your team what they consider the right number of follow-up touches. Compare answers.

The returning customer *treated like a stranger*

*Your repeat customer is your highest-converting lead.
Most intake processes treat them like a first-time inquiry.*

WHAT IT LOOKS LIKE

A customer from two years ago calls back. The intake person does not recognize them, asks for their address, walks them through the standard new-customer questions, books them into the next available slot the way anyone else would get booked.

WHAT IT COSTS

Returning customers convert at three to five times the rate of new leads and cost effectively nothing to acquire. Treating them like strangers either burns the trust they came in with or burns the revenue they were willing to give you, sometimes both.

HOW TO LOOK FOR IT IN YOUR OWN BUSINESS

- Call your own business as a returning customer.
- Notice whether the intake person recognizes you in the system.
- Notice whether you get the new-lead script or the I-remember-you script.
- If returning customers route through your standard intake, you have a leak.

The quote *nobody nudges*

Most quotes do not die at "no." They die at "I'll think about it" followed by silence on both sides.

WHAT IT LOOKS LIKE

You send a quote. The prospect says they will get back to you. They do not. You are busy. You do not follow up. Two weeks later the deal is dead, but neither of you ever formally said it was.

WHAT IT COSTS

Quote-to-close drop-off is one of the cleanest leaks to measure and one of the hardest to fix manually because it depends on consistency that humans rarely sustain. The fix is not aggressive sales pressure. It is a predictable cadence that runs whether or not anyone remembers to send it.

HOW TO LOOK FOR IT IN YOUR OWN BUSINESS

- Pull your quote pipeline.
- Count quotes more than fourteen days old with no recorded follow-up activity.
- Multiply that count by your average deal size.
- That number is, conservatively, the size of this leak.

A field guide is only useful if it *changes a decision.*

The hardest part of fixing operational leaks is not the fix. It is naming them in dollars and prioritizing which one to address first.

That is what an Amplifai assessment does. We walk through your business with you, identify the leaks that match this guide and the ones that do not, and put a defensible number next to each one. You leave with a ranked, costed list.

Whether we build the fix is a separate conversation.

THE AMPLIFAI ASSESSMENT

Find the leaks. *Cost them out.* Decide what to fix.

Roughly ninety minutes of structured conversation, followed by a written diagnostic with prioritized recommendations. Currently complimentary for founding-cohort clients in exchange for case-study rights.

Book at amplifai.to/assessment · jonathan@amplifai.to

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