Are You Overpaying for Your Leads?

The Lead Cost Scaling Worksheet

Your cost per lead today is only half the story. Bought leads do not get cheaper as you grow. There is no bulk discount. This worksheet shows what your current lead cost becomes at the volume you want, and where a system you own starts costing less.

1 Find your cost per new client

Not per lead. Per client who actually signs, buys, or closes. That is the number that tells the truth.

> Monthly lead spend $_____ ÷ new clients _____ = $_____ per new client

2 Project it at the volume you want

Bought leads cost the same per client no matter how big you get. If a client costs $100 and you want 100 a month, that is $10,000 a month, every month, for as long as you want that volume.

> Cost per client $_____ × target clients per month _____ = $_____ per month

3 Estimate a fixed-cost system

A website built to rank, an optimized Google profile, and consistent content run as a steady monthly cost, not a per-client cost. Most fall between $1,500 and $4,000 a month depending on how competitive your market is, and that number does not rise as you add clients.

> My fixed-cost estimate: $_____ per month

4 Find your break-even point

Divide the fixed cost by your cost per client. Above this many clients a month, the system you own costs less than buying leads.

> Fixed cost $_____ ÷ cost per client $_____ = _____ clients per month

5 Plan the overlap

Owned channels usually take three to six months to produce steady leads. Keep buying leads while you build, then reduce spend as organic leads replace them. Your break-even number tells you when to start cutting.

A worked example

A contractor buying shared leads

Lead spend	$2,700 a month for 4 booked jobs
Cost per client	$675
Goal: 12 jobs a month from bought leads	$675 × 12 = $8,100 a month
Fixed-cost system	$2,500 a month
Break-even	$2,500 ÷ $675 = about 4 clients a month

Past four jobs a month, every additional job from the owned system costs nothing extra in marketing.

What it looked like for a client

A new insurance agency launched under a strict non-compete and could not contact a single past client. It built its own system on about $2,500 a month: Google profile, website, SEO and AEO content, and YouTube. It wrote its first policy in 9 days and grew to $40,000 a month in residuals, with the marketing cost staying flat as volume grew.

Questions to ask about any lead source

- Is the lead exclusive, or sold to several competitors at once?
- What is my cost per booked job from this source, not per lead?
- What happens to my lead flow the month I stop paying?
- Does this source build anything I keep, like reviews, rankings, or an audience?

Want to compare every source side by side?

The free True Cost Per Lead Calculator does this math for each of your lead sources in two minutes: **theevolutionmediagroup.com/true-cost-per-lead-calculator**

Ready to build the owned system? Book a free call: **theevolutionmediagroup.com/contact**

Fixed-cost range reflects typical pricing for a website, Google Business Profile management, and SEO for local service businesses. Example figures are illustrative except where noted as a client result.