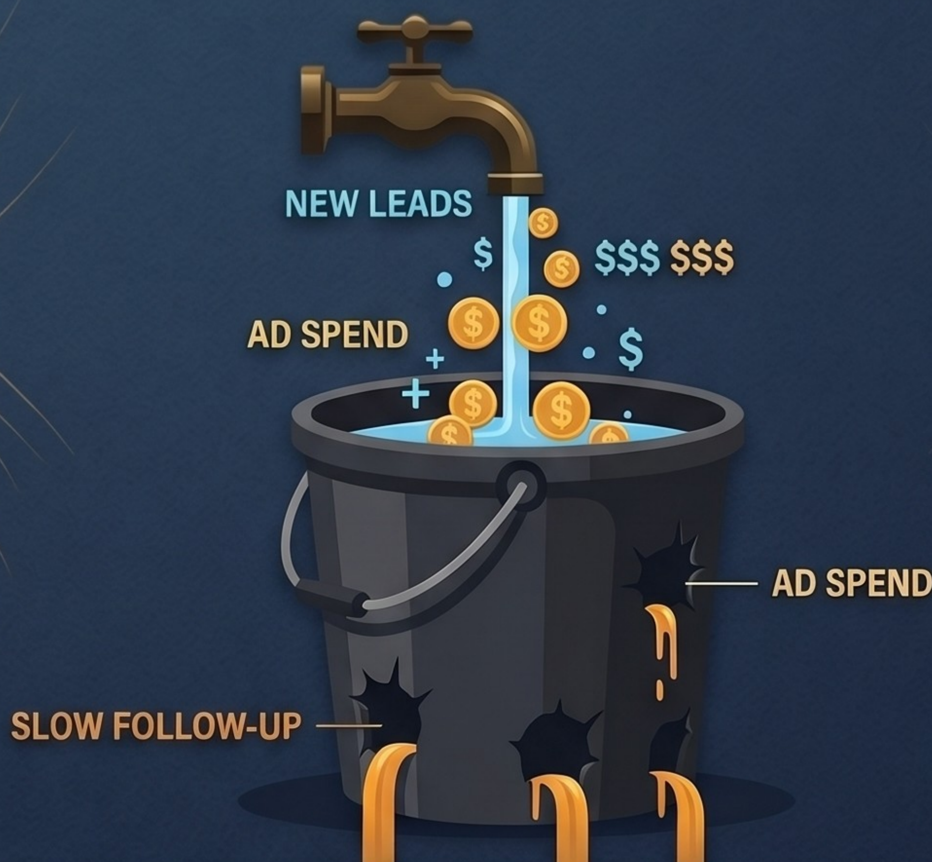
Special Report for SMB Owners

STOP "LEAKING" OUT OF YOUR BUSINESS

Exposing the '9 Invisible Traps' & 'Major Leak Points' that Hinder Growth and Longevity.



Includes a Strategic Diagnostic Tool to avoid critical leak points.

www.MarcusWells.info

The Market Reality: Why Businesses Fail

We've all heard the numbers but thought we could beat the odds....

Nearly 70% of businesses fail by year ten

Bureau of Labor Statistics

Slow replies cost service businesses 50% of buyers

U.S. Small Business Administration

Discounting and underpricing destroy 15% of profit margins

U.S. Small Business Administration

Early client loss kills 40% of lifetime revenue

National Federation of Independent Business

Half of the people starting a business tomorrow will close their doors within five years. We tell ourselves they did not work hard enough. That is a comforting lie. The truth is much quieter. Businesses do not explode. They bleed out in the dark. We call these invisible drains **"Leak Points."** They are the tiny, unmeasured drips emptying your bank account while you play the hero.

> You can outwork your competition, but you cannot outwork bad math. Are you willing to fix the real problem, or do you prefer being busy?

How to Use This Diagnostic

Use this diagnostic to quickly spot where your business is leaking time, money, customers, or control.

For each of the 9 Leak Points, read the summary and answer each question with **Yes** or **No** based on how your business operates right now, not how you want it to operate. Be honest. The goal is not to get a perfect score. The goal is to find the problems that are quietly slowing growth, creating stress, or keeping the business too dependent on you.

After each section, count how many times you answered **Yes**. The more "Yes" answers you have, the bigger that leak is in your business today.

Use your results to identify your biggest problem areas first. Do not try to fix everything at once. Start with the leaks causing the most damage, then work through them one by one.

How to Read Your Score

5–7 Yes Answers

This leak is actively costing you money, time, and options. It is the **first problem to fix.**

3–4 Yes Answers

The leak exists and will get worse as you grow. **Address it now** before scale amplifies it.

1–2 Yes Answers

Early signs are present. **Build your systems now** while the stakes are lower.

0 Yes Answers

This leak is sealed. **Move to the next diagnostic.**

*If you scored 3 or higher, the complete system for fixing this leak is inside the **Owners Vault**.*

LEAK POINT #1

YOU Are the Business

What It Means

Your business runs because you show up. You hold the relationships, make the decisions, carry the knowledge, and personally deliver the results. If you step away for a week, things slow down, fall apart, or stop completely. The business isn't a system yet. It's a job you created for yourself, with employees around the edges. Everything flows through you because nothing has been built to work without you.

How This Impacts Your Business

- You cannot take a vacation without checking your phone.
- You cannot scale because you are the bottleneck.
- You cannot sell the business because a buyer would be buying you, not a system.
- Every new client adds pressure instead of momentum.
- Growth makes things harder, not easier.
- **Over time, the business stops feeling like freedom and starts feeling like a trap you built with your own hands.**

Diagnostic: Yes or No

1. Do team members regularly need your approval before they can move forward?
2. If you disappeared for two weeks, would sales, service, or daily operations likely suffer right away?
3. Are you the main person responsible for solving most customer, staff, or operational problems?
4. Do important tasks live in your head instead of being written down in a simple process?
5. Do customers or staff often say they need to "check with you" before anything gets done?
6. Have you ever felt like taking time off would create chaos in the business?
7. Are you still wearing multiple roles that should be handled by staff or systems?

My Yes Count: _____ / 7

LEAK POINT #2

Customer Rollercoaster

What It Means

This leak happens when the business does not have a steady, repeatable way to bring in new customers. Some weeks feel strong, while other weeks feel dry and unpredictable. Instead of having a clear system for lead flow, follow-up, referrals, and marketing, the business depends on random spikes, word of mouth, owner hustle, or luck. That makes revenue harder to predict and planning much harder. A healthy business should know where customers are coming from, what is working, and how to keep demand more consistent month after month.

How This Impacts a Business

- Revenue becomes inconsistent, which makes planning and decision-making harder.
- The owner feels pressure to chase quick sales instead of building a steady system.
- Slow periods create stress, while busy periods feel random and hard to repeat.
- Marketing money gets wasted because the business does not know what is actually working.
- Staff scheduling, hiring, and growth plans become harder to manage.
- The business becomes too dependent on luck, referrals, or seasonal swings.

Diagnostic: Yes or No

1. Do you regularly have slow weeks where you are unsure where the next customers will come from?
2. Are most of your new customers coming from random referrals instead of a repeatable process?
3. Do you have trouble naming your top 2–3 lead sources with confidence?
4. Have you ever spent money on marketing without being sure whether it produced real results?
5. Does customer demand rise and fall in a way that feels hard to predict?
6. When sales drop, do you usually respond by scrambling instead of following a clear plan?
7. Would it be difficult for your team to explain exactly how the business consistently gets new customers?

My Yes Count: _____ / 7

LEAK POINT #3

Slow Reply, Lost Sale

What It Means

This leak happens when new leads are not contacted fast enough or followed up with in a consistent way. A business may spend time and money getting people to raise their hand, but then loses those opportunities because nobody responds quickly, nobody knows what to say, or follow-up stops too soon. Most leads do not buy from the first contact. They need timely replies, clear next steps, and steady follow-up. When that process is weak, good leads go cold, choose a competitor, or disappear before the business ever gets a real chance to convert them.

How This Impacts a Business

- Good leads go cold before anyone speaks with them.
- Marketing dollars get wasted because the business fails to act on inbound interest.
- Sales become inconsistent even when lead flow looks healthy.
- Staff may assume leads are "bad" when the real issue is slow follow-up.
- Competitors win customers simply by replying faster.
- The owner ends up frustrated because revenue does not match demand.

Diagnostic: Yes or No

1. Do new leads sometimes wait hours or even days before getting a response?
2. Do you rely on memory or manual effort instead of a clear follow-up process?
3. Have leads ever gone unanswered because someone was busy, off, or forgot?
4. Do you stop following up after only one or two contact attempts?
5. Would it be hard for your team to explain exactly how and when every new lead is contacted?
6. Have you ever felt like you had enough leads but still not enough conversions?
7. Do you suspect competitors are winning prospects simply because they reply faster than you?

My Yes Count: _____ / 7

LEAK POINT #4

Hiring Headache

What It Means

This leak happens when the business struggles to find, train, and keep the right people. Hiring feels rushed, inconsistent, or based on gut instinct instead of a clear process. New staff may not know what success looks like, how to do the job well, or what standards they are expected to meet. Good people leave because the role feels unclear or unsupported. Weak hiring and retention systems create constant disruption. Instead of building a stronger team over time, the owner keeps restarting, retraining, and filling the same gaps again and again.

How This Impacts a Business

- Bad hires waste time, money, and energy.
- Good employees leave because expectations and support are unclear.
- The owner gets pulled back into daily tasks when staff cannot perform well.
- Service quality becomes inconsistent across the business.
- Team morale drops when turnover stays high.
- Growth slows because the business cannot build a stable team.

Diagnostic: Yes or No

1. Do you often hire based on urgency instead of a clear hiring process?
2. Have new employees started work without a simple training plan?
3. Do staff members sometimes seem unclear about their role or expectations?
4. Have you had employees leave sooner than expected in the past year?
5. Do you feel like finding reliable people is one of your biggest ongoing struggles?
6. Are you still the main person fixing mistakes or covering for weak staff performance?
7. Would it be hard to explain how your business consistently hires and keeps good people?

My Yes Count: _____ / 7

LEAK POINT #5

Nobody Wrote It Down

What It Means

This leak happens when important tasks, routines, and standards are not documented in a simple way. The business may still function, but people are forced to rely on memory, verbal instructions, or asking the owner what to do next. That creates inconsistency and confusion. The same task can be done three different ways by three different people. A business does not need a giant operations manual to fix this. It needs a small set of clear, repeatable instructions for the work that matters most so people can do the job right without constant supervision.

How This Impacts a Business

- Staff make more mistakes because tasks are done differently each time.
- The owner repeats the same instructions over and over.
- Training takes longer because there is no simple guide to follow.
- Work quality becomes inconsistent across the team.
- Small tasks break when the usual person is out.
- Growth slows because the business cannot repeat work in a reliable way.

Diagnostic: Yes or No

1. Do important tasks still live mostly in your head or in your team's memory?
2. Do staff often ask how to do the same task more than once?
3. Would work be delayed or confused if one key employee were out for a few days?
4. Do different team members complete the same task in different ways?
5. Have mistakes happened because nobody documented the correct steps?
6. Does training new staff rely more on verbal explanations than a written guide?
7. Would it be hard to hand off key tasks without personally explaining them first?

My Yes Count: _____ / 7

LEAK POINT #6

Busy But Broke

What It Means

This leak happens when the business stays active, but the money, time, and effort going into it are not producing strong enough results. The owner is working hard, the team is staying busy, and the business may even be making sales, but profit stays thin and cash feels tight. This usually points to poor pricing, wasted time, weak cost control, low productivity, or too much work that does not move the business forward. A business should not just stay busy. It should turn effort into healthy margins, clear priorities, and real financial progress.

How This Impacts a Business

- The owner works long hours without seeing enough financial reward.
- Cash stays tight even when sales look decent on paper.
- Time gets spent on low-value work instead of high-value priorities.
- Stress rises because the business feels active but not financially strong.
- Growth decisions get delayed because there is not enough room financially.
- Burnout increases when effort and results stay far apart.

Diagnostic: Yes or No

1. Do you often feel like the business is working hard but not keeping enough money?
2. Are you busy most days but still unsure where the profit is going?
3. Have you delayed hiring, tools, or improvements because cash feels too tight?
4. Do you sometimes underprice your work just to keep sales coming in?
5. Are you spending large parts of your week on tasks that do not clearly grow revenue or improve operations?
6. Does it feel like the business needs constant activity just to stay in the same place?
7. Would it be hard to explain which activities create the most profit in your business?

My Yes Count: ____ / 7

LEAK POINT #7

No Performance Score

What It Means

You are running a business without a clear picture of what the numbers are actually telling you. Revenue, expenses, margins, conversion rates, and customer acquisition costs are either unknown, rarely checked, or only reviewed when something goes wrong. Decisions get made on instinct and assumption rather than data. The business feels like it is moving forward but without a dashboard to measure against, there is no way to know if it is actually growing, shrinking, or simply spinning in place.

How This Impacts a Business

- Problems stay hidden until they become expensive or hard to fix.
- The owner makes decisions based on guesswork instead of clear numbers.
- Team performance becomes harder to measure and improve.
- Marketing, sales, and operations are harder to manage with confidence.
- It becomes difficult to know what is actually improving the business.
- Growth slows because the owner cannot clearly see where to focus.

Diagnostic: Yes or No

1. Do you make important business decisions without reviewing clear numbers first?
2. Would it be hard to name the 5 to 7 key numbers that matter most in your business?
3. Do you mostly judge business health by how busy things feel instead of measurable results?
4. Are problems often discovered late instead of being caught early through tracking?
5. Do team members lack clear numbers or targets tied to their performance?
6. Do you check revenue, but not other key numbers like leads, conversion, retention, or profit?
7. Would it be difficult to show whether the business is improving month over month using a simple scorecard?

My Yes Count: ____ / 7

LEAK POINT #8

Win Them, Forget Them

What It Means

This leak happens when the business works hard to win customers, but does very little to keep them engaged, loyal, and coming back. After the sale, communication becomes inconsistent, follow-up disappears, and there is no clear process for retention, repeat business, or relationship building. Many owners focus heavily on getting new customers while ignoring the people who already said yes. That creates unnecessary churn and missed revenue. A strong business should have simple ways to stay connected, deliver a solid experience, and increase the chances that customers stay longer, buy again, and refer others.

How This Impacts a Business

- Customers leave quietly because there is no system to keep them engaged.
- The business spends more money replacing customers it could have kept.
- Repeat sales and referrals stay lower than they should be.
- Revenue becomes harder to grow because retention is weak.
- Customer relationships feel reactive instead of intentional.
- The owner keeps chasing new sales while ignoring existing value.

Diagnostic: Yes or No

1. After a customer buys, do you have little or no structured follow-up process in place?
2. Do customers sometimes stop buying or disappear without anyone reaching out to understand why?
3. Are referrals mostly random instead of encouraged through a simple system?
4. Do you spend more time trying to get new customers than keeping current ones engaged?
5. Would it be hard to explain your process for improving retention or repeat business?
6. Do customers rarely hear from your business unless there is a problem or a promotion?
7. Are you unsure why some customers stay while others leave?

My Yes Count: _____ / 7

LEAK POINT #9

Too Many Broken Tools

What It Means

This leak happens when the business uses too many disconnected tools, outdated systems, or clunky workarounds to run daily operations. Information lives in different places, tasks get duplicated, and staff have to jump between platforms just to complete simple work. The problem is not having technology. The problem is having the wrong mix of tools with no clear structure behind them. A small business does not need a giant tech stack. It needs a small set of reliable tools that are easy to use, support the workflow, and reduce confusion instead of adding more of it.

How This Impacts a Business

- Staff waste time switching between tools and chasing missing information.
- Work falls through the cracks because systems do not connect cleanly.
- Errors increase when tasks are copied manually from one place to another.
- The owner ends up acting like the glue between broken processes.
- Reporting becomes messy because data lives in too many places.
- The team feels frustrated because simple work takes longer than it should.

Diagnostic: Yes or No

1. Do your team members have to use too many different tools to complete basic tasks?
2. Does information often live in separate places that do not connect well?
3. Are tasks sometimes repeated manually because your systems do not work together?
4. Do staff ever miss steps because they have to jump between platforms or spreadsheets?
5. Have you kept using tools that no longer fit the way your business operates?
6. Do you sometimes feel like technology is creating more confusion than clarity?
7. Would it be hard to explain which tools are truly necessary versus which ones just add clutter?

My Yes Count: _____ / 7

Marcus Wells

FRACTIONAL BUSINESS OPERATIONS & CONSULTANT

Problem solver. Systems builder. Growth enabler. Marcus helps small business owners identify and fix the operational gaps that are quietly costing them time, money, and growth.

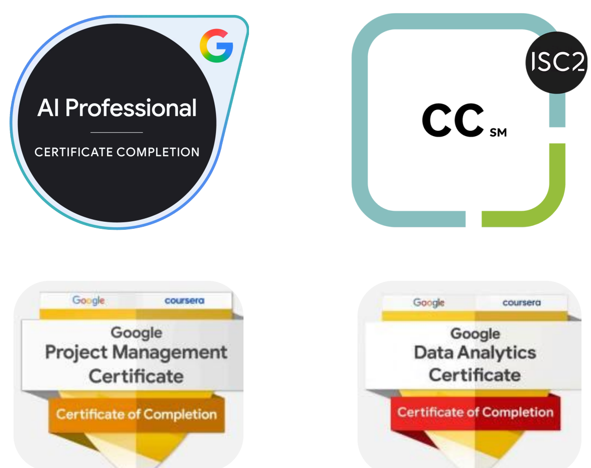
"If your business is heavily dependent on you to survive, it is eventually going to fail."

If you answered YES to any of the following, let's talk:

- Struggling with consistent marketing?
- Can't find the right people to hire?
- Lead follow-up falling through the cracks?
- Running on scattered systems, or no systems at all?

Credentials & Experience

- 15 Years Small Business Operations & Digital Marketing Experience
- Google AI Professional Certificate
- Google Project Management
- Wharton: AI Applications in Marketing Cert
- Google Cybersecurity Professional Cert
- AS in Business Administration
- Six Sigma Green Belt
- Creator of the "Leak Point" System(TM)
- Certified in Cybersecurity (ISC2)



Ready to Fix Your Leaks?

📅 Schedule your Strategy Session today: www.MarcusWells.info — get your time back!