

FREE WORKSHEET · LAUNCH FORTE

The Lead Capture Audit Worksheet

A self assessment that surfaces the gaps in how you capture and route leads, before they cost you another deal.



the path a lead should take, with nothing dropped

THE WORKSHEET

Ten questions. Five minutes.
Score yourself, then fix the gaps.

01 · THE WORKSHEET

Score how you capture and route leads

Answer honestly. Each Yes is a point. The gaps are where deals leave before anyone sees them.

YES = 2 PARTIAL = 1 NO = 0

SPEED

Y P N

Every new inquiry gets a response within five minutes, automatically.

After hours inquiries still get an instant acknowledgment.

CAPTURE

Every channel, form, call, chat, and email, lands in one place.

A missed call triggers an automatic text back.

ROUTING

Leads are scored and routed to the right person without manual sorting.

High intent leads are flagged and prioritized.

01 · THE WORKSHEET (CONTINUED)

FOLLOW UP

Y P N

A lead with no response triggers an automatic follow up sequence.

Nothing depends on someone remembering to follow up.

 VISIBILITY

You can see how many leads came in and how many were worked, this week.

You can name your average response time without guessing.

02 · YOUR SCORE

Add it up

Score 2 for every Yes, 1 for Partial, 0 for No. Total the ten questions, then read where you land.

16 to 20

Strong. Your capture and routing is doing its job. Tighten the edges and move budget to demand.

10 to 15

Gaps worth fixing. Money is getting through, but leads are cooling off and some are never worked.

Under 10

You are likely losing deals you never see. This is the layer to fix before you spend more on leads.

Wherever you scored a Partial or a No, that is a gap an engineered capture layer closes. The audit prices the fix.

NEXT STEP

Want the full diagnosis?

This guide shows the pattern. A Growth Systems Audit applies it to your business. A written diagnosis of what is worth fixing and what it is costing you, prioritized, with fixed pricing on every fix and credits toward your first build.

Book a Growth Systems Audit

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Launch Forte

Engineers that speak revenue. Based in Dallas-Fort Worth, serving clients nationwide.