AgencyGod

FREE PLAYBOOK

THE BOOKED-CALLS SCORECARD

The Booked-Calls Fix-It Playbook

Your calendar is empty for a reason, and it is almost always one of four leaks. This playbook shows you how to **spot the leak, why it happens, and the exact fix**, plus a self-scoring rubric so you know how far off you really are.

4 Leaks • **1 Scoring Rubric** • Spot it, score it, fix it

A free playbook from **AgencyGod**
agencygod.com

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The $10,000 Guarantee

You get the result, or you get paid $10,000.

Your calendar has zero booked calls this week - and the leak is hiding in plain sight.

You are not lazy and you are not bad at this. You have a leak somewhere between "stranger" and "booked call," and you cannot fix what you cannot see. Getting clients is the number one problem agencies report, by a wider margin than time and cash flow combined. Only 14% call their pipeline "healthy." The other 86% are leaking calls and most do not know where.

There are only four places a booked call leaks out. Find the one draining yours and you stop guessing. The pages that follow give you each leak, how to spot it, why it happens, and the fix with real numbers. Score yourself on page 3 first.

37%
name getting clients their single biggest challenge

14%
describe their sales pipeline as "healthy"

~117
cold emails it takes to book one meeting, on average

1 Weak Offer
LEAK ONE

Replies are warm but go nowhere, or you target everyone. The market does not believe your promise is **worth a call.**

2 No Traffic
LEAK TWO

Your offer is fine but almost nobody sees it. **Too few of the right people** enter the top of your funnel each week.

3 Broken Outreach
LEAK THREE

You send plenty but get "not interested," spam, and silence. The **message, list, or deliverability** is broken.

4 Leaky Sales
LEAK FOUR

Calls book but they no-show, or you hear "let me think about it." The leak is at the **show and the close.**

How to use this: score yourself on the rubric on page 3, find your worst leak, then go straight to that leak's page and run the fix. Fix one leak at a time, lowest score first. Trying to fix all four at once is how owners stay stuck.

Score yourself in 90 seconds.

Pull last month's real numbers. For each row, circle the column your number lands in. The lowest score is your worst leak and your first fix. Anchor on reply, positive-reply, and booked-meeting rates, never open rates. They are inflated 27 to 47% by tracking pixels and tell you nothing about revenue.

THE METRIC	LEAKING (1 PT)	HOLDING (2 PTS)	WINNING (3 PTS)
Reply rate Leak 3 · Outreach	**Under 5%** List or message off	**5 - 10%** Good	**10%+** Great to top-tier
Positive-reply rate Leak 1 · Offer	**Under 50%** Offer not landing	**50 - 60%** Good	**60%+** Great to top-tier
Email-to-meeting rate Leak 2 · Traffic / volume	**Under 1.5%** Too few, too cold	**1.5 - 2.5%** Good	**2.5%+** Great to top-tier
Show rate on booked calls Leak 4 · Sales	**Under 60%** No-show problem	**60 - 80%** Good	**80%+** Healthy
Close rate on held calls Leak 4 · Sales	**Under 20%** Pitch is leaking	**20 - 35%** Workable range	**35%+** Strong

5 - 7 POINTS

Multiple leaks

You have no repeatable system yet. Pick your single lowest row and fix that leak first. Do not touch the others until it scores 2+.

8 - 11 POINTS

One clear leak

Most of the funnel works. One row is dragging the rest down. That row's page is your whole job this month.

12 - 15 POINTS

Volume problem

Your rates are solid. You simply need more of the right people at the top. That is a scale problem, not a fix problem.

Read it like this: a low row is the leak, not the symptom. Empty calendars upstream usually trace to a weak offer or thin traffic, not bad luck. All benchmarks here are cited industry figures and vary by niche and list quality.

1

LEAK ONE

A weak offer nobody wants a call about.

If the promise is not worth a call, no amount of volume saves you. This is the leak owners skip and the one that quietly sinks everything downstream.

! How to spot it

- ✕ Your **positive-reply rate sits under 50%**. People answer, but with "not a fit" or "no budget," not interest.
- ✕ You target everyone. You "don't know which niche actually pays," so your message speaks to no one.
- ✕ You sell the mechanism ("we run ads," "we build chatbots") instead of an **outcome the buyer already wants.**
- ✕ Prospects ask for an "AI discount" or treat you like an expense. The offer has no anchored value.

? Why it happens

You built the offer around what you do, not around what one closed customer is worth to the buyer. A generalist promise reads as risk. The buyer cannot picture the result, so a call feels like a waste of their time. Niche-focused agencies command **20 to 50% higher rates** for exactly this reason: a specific promise to a specific buyer is believable, and belief is what books the call.

✓ The fix

- → Pick **one niche** where one closed customer is worth thousands. One closed roof is $15K, so a $5K retainer is a no-brainer to that buyer.
- → Sell the **outcome, not the mechanism**. "Book 20+ qualified consults" beats "we run your ads." Tie your price to their deal size, not your hours.
- → Stack a real guarantee. Risk reversal is the single strongest trust lever you have. State it plainly: **you get the result or you get paid.**
- → Anchor value before price. Name the gap first ("$40K target minus your $8K = $32K left on the table"), then reveal the fee as a fraction of it.

68%

Your benchmark: 68% of agencies that raised their offer and price reported better profitability with minimal churn. A sharper offer to a richer niche is the whole reason you can charge more and still close.

2

LEAK TWO

No traffic into the top of the funnel.

Your offer can be perfect and your calendar still empty if too few of the right people ever see it. Calls are a volume game played on a tight list.

! How to spot it

- ✕ You "keep starting over every Monday with no pipeline." Outreach happens in bursts, then stops.
- ✕ Roughly **50% of your work comes from referrals** you cannot control. When they dry up, the calendar empties.
- ✕ You send to a handful of contacts a week, not a steady daily flow. The math cannot produce calls.
- ✕ You rely on one channel. Email only, or DMs only, with no warm-up and no follow-through.

? Why it happens

It takes roughly **117 cold emails to book one meeting** on average, or about 23 for top performers on a tight list. If you only touch a few prospects a week, the funnel mathematically cannot fill. Owners also lean on referrals because outreach feels uncomfortable, but referrals are a leak you do not own. The fix is a predictable daily flow across more than one channel.

✓ The fix

- → Set a **daily volume floor** on a tight list. To net ~40 booked calls a month at a 2% rate, that is roughly 1,650 well-targeted emails, about 75 a day across two inboxes.
- → Go multichannel. Sequences across **3+ channels drive roughly 287% more responses**. Add LinkedIn and IG DMs, which reply at about 2x cold email.
- → Build a list of under 100 decision-makers per cohort, **one contact per company**. One decision-maker replies at 7.8% versus 3.8% for ten contacts.
- → Tighten the list to lift reply rate to 5%, and you roughly halve the emails you need for the same calls. Quality of list beats raw volume.

287%

Your benchmark: multichannel sequences of 3 or more channels drive about 287% more responses than single-channel blasting. More traffic does not mean more strangers. It means the same tight list, reached in more places.

3

LEAK THREE

Broken outreach that gets "remove me."

You sent your 40th DM today, got two replies, both said no. The volume is there. The message, the timing, or the inbox itself is broken.

! How to spot it

- ✕ Replies are mostly "not interested" or "remove me." Your **reply rate is under 5%**, below the floor of "good."
- ✕ Emails land in spam and your "domain got burned." Sends from your main domain with no warm-up.
- ✕ You ask for the meeting on the first touch, then never follow up.
- ✕ Every message is about you and your agency, not the prospect and their problem.

? Why it happens

Three things kill cold outreach. First, deliverability: about 17% of cold emails never reach the inbox and 72% of first-time senders damage their domain in week one. Second, the wrong ask: an interest-based opener gets **68% positive replies versus 41%** for a hard meeting ask on touch one. Third, no follow-up: follow-ups generate 42 to 55% of all replies, yet roughly 48% of reps never send a single one.

✓ The fix

- → Fix deliverability first. Use **secondary domains**, set up SPF, DKIM and DMARC, warm inboxes 3+ weeks, cap 30 to 50 sends a day, and turn tracking pixels off.
- → Open with a timeline or numbers hook, never a pain hook. Timeline hooks reply at **10% versus 4.4%**. Keep emails 6 to 8 sentences, 80% about them.
- → Never ask for the meeting on touch one. Use a **soft interest CTA** ("is this on your radar for Q3?"), then escalate to the meeting later.
- → Follow up on a 3-7-7 cadence. That captures about 93% of replies by day 10. Add a 90-second Loom to lift replies into the 10 to 16% range.

3.43%

Your benchmark: average cold-email reply is ~3.43% and falling. "Good" is 5%+, top-quartile is 15 to 25% on a tight ICP. Scripts are one part of a system. The lift comes from list, deliverability, and follow-up together.

4

LEAK FOUR

Leaky sales at the show and the close.

You book calls but they do not show, or they show and you hear "let me think about it." The hardest-won calls leak out at the very end.

! How to spot it

- ✕ You "book calls but they don't show up." Your **show rate is under 60%**, well below the ~80% healthy mark.
- ✕ On calls you hear "let me think about it" or "it's too expensive," and your close rate sits under 20%.
- ✕ You dropped your price to $500 just to land them, and now you resent the work.
- ✕ You open on price, or pitch your deliverables before the prospect feels the cost of staying stuck.

? Why it happens

No-shows come from a gap between booking and the call: no confirmation, no reminder, no reason to value the time. Low closes come from a leaky pitch. You open on price before value, so the brain reads the number as pure pain. You name no comparable client, so there is no proof. And you never resolve loss-aversion, so "let me think about it" wins. A real **discovery-to-close runs 20 to 35%**, and that is the workable range to aim for.

✓ The fix

- → Cut no-shows. Confirm the call, send reminders, and give a reason to show ("I'll bring a 90-second teardown of your funnel"). Push show rate toward **80%+**.
- → Never open on price. Lead with a **quantified outcome and a named comparable client**, then reveal price as a fraction of the value.
- → Resolve loss-aversion before the ask. Make the cost of staying stuck concrete: the revenue walking out the door every month they wait.
- → Close on risk reversal. **"We put $10K on it. You get the result or you get paid."** A guarantee turns "let me think" into "let's start."

~80%

Your benchmark: aim for an ~80% show rate and a 20 to 35% close on held calls. At $5K, 8 clients is $40K/month, which back-solves to roughly 32 qualified calls. Fix the show and the close and you need far fewer calls for the same income.

Found your leak? Here's the move.

Match your lowest-scoring row from page 3 to the one action that plugs it. Fix one leak, score it again next month, then move to the next.

Weak Offer LEAK 1	Pick one high-budget niche and sell the **outcome, not the mechanism**. Tie your price to their deal size and stack a guarantee. Get the promise believable before you send another message.
No Traffic LEAK 2	Set a **daily volume floor** on a tight list and go multichannel. Stop living on referrals you cannot control. Steady flow beats Monday-morning scrambles every week.
Broken Outreach LEAK 3	Fix deliverability, open with a **timeline hook and a soft CTA**, and follow up on a 3-7-7 cadence. The reply rate climbs without sending a single extra cold stranger.
Leaky Sales LEAK 4	Confirm and remind to lift the show rate, then **lead with a quantified outcome** and close on risk reversal. Stop opening on price. Let the guarantee carry the ask.

The order matters. Fix upstream leaks first. A leaky sale on a weak offer is two leaks pretending to be one. Get the offer believable, get steady traffic, fix the message, then tighten the close. **One leak at a time, lowest score first.**

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You know the leak. Plugging it every week is the hard part.

Spotting the leak is fast. Building the offer, the list, the outreach, and the close into one machine that runs every week is what stops most owners cold. **AgencyGod fixes your exact leak WITH you**, done-with-you, backed by the $10,000 guarantee. New model, same bottleneck: you still need booked calls. We make them predictable.

AgencyGod

THE NEXT STEP

YOU FOUND THE LEAK. WANT US TO PLUG IT WITH YOU?

We fix the leak. You book the calls.

You now know exactly where your calls are leaking out. Building the offer, the traffic, the outreach, and the close into one machine that runs every week is where most owners stall for good. AgencyGod installs that **done-with-you machine that books qualified calls**, so you go straight to closing. Backed by our $10,000 guarantee.

Why now: we cap onboarding at a handful of agencies a month so we can actually deliver. Cost to acquire a client is up ~60% in five years and close times keep lengthening, so an empty calendar gets more expensive every week you wait.

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The $10,000 Guarantee

You either get the result, or you get paid $10,000. We carry the risk.

Apply to AgencyGod →

Free 30-min strategy call · backed by the $10,000 guarantee

Apply now at **agencygod.com**

Results shown are not typical and not guaranteed. All figures are estimates that vary by niche and market.