FREE through Fri, Nov 27

THE A.C.E. GUIDE

TO SCALE YOUR COMPANY

You already **paid** for the clients you're losing. They fall out in five hidden places. Plug them, and the same leads can become **three times the clients**.

Healthcare groups · Financial services · Law firms · Home services
Companies and franchises

YOU ALREADY PAID FOR THEM

It's Monday. The numbers are on the screen. Somebody says it, and everybody nods.

"We need more leads."

So you spend more. More ads. A new agency. One more hire.

Ninety days later you're in the same room. Same number. Same sentence.

Here's what 30 years in sales and 6,832 live calls with owners taught me.

You don't have a lead problem.

You have a leak problem.

People who wanted to pay you are falling out of your business. Quietly. In five places. No alarm goes off. No report shows it. It's nobody's job to notice.

And you paid for every one of them.

That's the bad news. Here's the good news.

The growth you keep trying to buy is already inside your business. You don't need more people coming in. You need more of them to make it through.

In the next few minutes you'll see:

> **The five places your buyers fall out.** Plus a sixth, where the easiest money sits.

> **Why your reports hide it.** Every department looks fine. That's the trap.

> **The simple math behind 3x.** Same leads. Three times the clients. You'll run it with your own numbers.

> **What one hour really costs.** In one example, about `$202,000` a month.

One thing first. This guide is the same map I carry into every $4,000 to $8,000 audit. It shows you where to look. It does not show you how to fix it. Fix the wrong leak first and you can burn $30,000 and end up where you started.

So read it with one question in your head.

Which one of these is happening in my business right now?

↓ **First, three words. They take one minute.**

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THREE WORDS YOU NEED

You don't have to be technical. You need three words.

Lead. Anyone who raised a hand. A call. A form. A DM. A comment on your video. A referral. Somebody who wanted to give you money.

Node. A handoff point. Think of a relay race. The runners are fast. The race is lost when the baton gets dropped. Every node is a baton pass.

Leak. A lead you paid for that falls out at a node and never comes back.

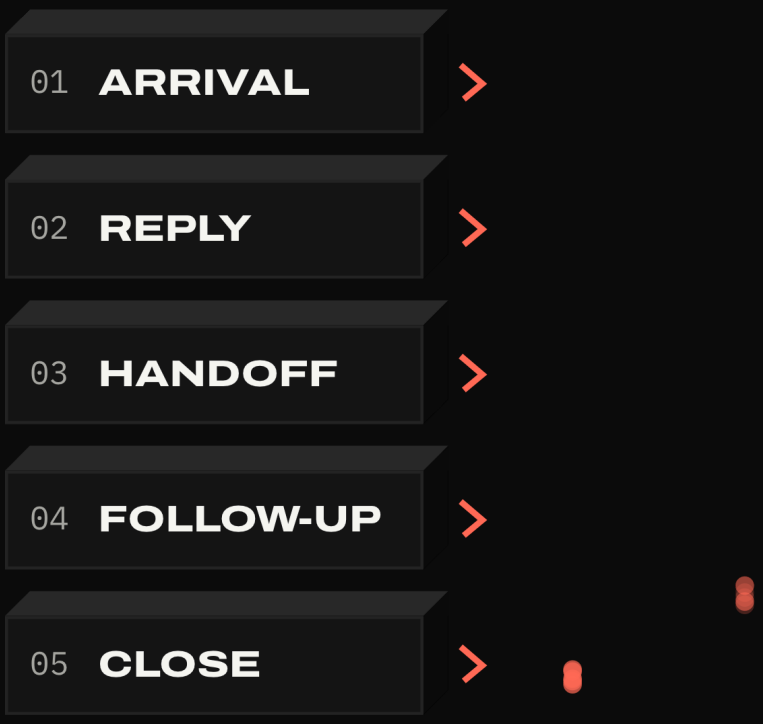
That's it. Every lead in every business runs the same five baton passes.

THE LEAK MAP

One path. Five handoffs. Watch what happens to 100 leads.

EVERY STATION KEEPS 70%

An ordinary business. Together, 83 of 100 are gone.



17 of 100 became clients

100 leads pass five nodes. 17 become clients. Plug the nodes and it is 77.

#	NODE	WHAT IT IS	WHAT YOU LOSE
01	**Arrival**	Where they land first	Ad money and content views that la on a page nobody owns
02	**Reply**	How fast a real person answers	Buyers who hired whoever answere first
03	**Handoff**	When the lead gets passed along	Trust, and the details that made the say yes
04	**Follow-up**	What you do after "not yet"	"Maybe later" leads you never call a
05	**Close**	From "sounds good" to paid	Deals that die after the proposal
★	**Bonus: Lifetime Value**	Everything after the first sale	Repeat sales, reviews and referrals nobody asked for

None of these break loudly. Each one takes a little every day.

THE 19-HOUR PROBLEM

A personal-injury firm told me they had a lead problem. About $12 million a year. They wanted more ads.

So I looked at the leads they already had.

A new client called at 9:47 at night. Voicemail.

The web forms? Somebody called back **19 hours later**.

By then the person had called three other firms. They signed with the one that picked up.

They didn't have a lead problem. They had a 19-hour problem.

Nineteen hours is a horror story, so don't read it and relax because you're faster than that. An hour is still slow enough for them to call the next name on the list and have the whole conversation with somebody else. The number that matters isn't the one in your report. It's whether a human being reached them inside five minutes.

Nobody in that building was lazy. Every report said things were fine.

Your reports say things are fine too.

↓ **So why hasn't anything you've tried fixed it?**

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WHY NOTHING YOU TRIED WORKED

You've tried at least one of these.

More leads. It works for a month. Then the cost creeps back up. You poured more water into a leaky bucket.

More staff. Every new hire gets the same broken path. Payroll goes up. Sales don't.

More AI tools. A chatbot here, an AI receptionist there. Put AI on top of a mess and you get a faster mess.

None of those were dumb moves. Each one was a fair answer, sold by someone who never measured the question.

That's the real problem. Nobody measured.

Here's the part almost nobody sees. The leaks don't live inside a department. They live in the **seams** between them. Marketing hands off to the front desk. The front desk hands off to sales. Every seam is a place nobody owns.

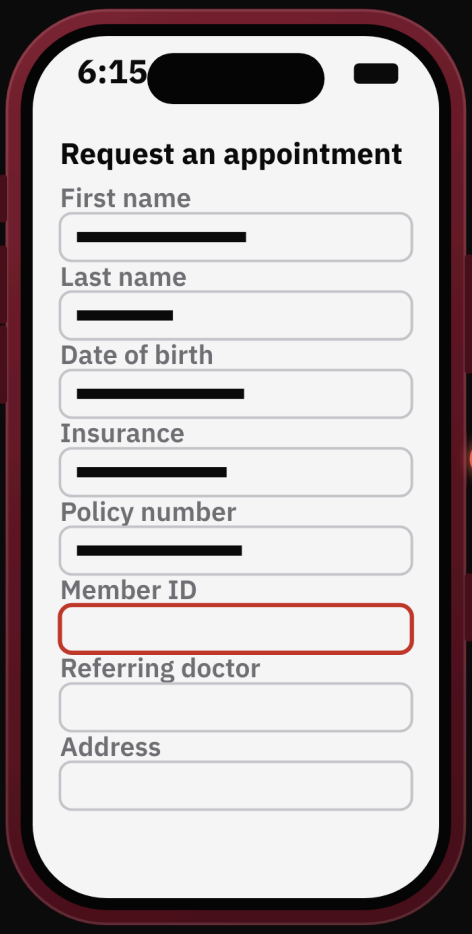
So I stopped looking at departments. I started measuring the seams. Five of them. That's the Leak Map.

Walk it with me. At each node you'll see five ways it leaks. **Tap the ones that sound like you.** You'll need the count later.

01 ARRIVAL

Where they land when they first reach out

PAID OR ORGANIC, SAME FRONT DOOR



01
They see your post or your ad

02
They tap

03
They land on a page nobody owns

04
The form asks for 14 fields

05
They quit at field 6. Gone.

How a lead leaks at Arrival

WHAT IT IS

Arrival is the first touch. They click your ad. They watch your video. They tap the link in your bio. They find you on Google. Paid or free, it's all the same front door.

WHAT IT COSTS YOU

Every ad dollar and every hour of content lands here. If the front door is slow, confusing or wrong, your team never gets a chance.

WHAT IT LOOKS LIKE IN YOUR INDUSTRY

Healthcare | Financial services | Law firms | Home services

The knee-pain ad lands on your "About us" page. Your knee-pain reel gets 40,000 views. The link in bio goes to the same page.

FIVE WAYS ARRIVAL LEAKS *tap the ones that sound like you*

01 **The page nobody owns.** ☐
Every click lands on a page no one at your company is in charge of.

02 **The form that asks too much.** ☐
Fourteen fields on a phone. They quit at field six.

03 **Built on a big screen, opened on a phone.** ☐
Slow page. A number you can't tap.

04 **Your Google listing.** ☐
Wrong hours. A one-star review nobody answered.

05 **The lead four others also bought.** ☐
You didn't buy a lead. You bought a race.

RUN YOUR OWN MATH

Ad spend + content cost, each month × the share of clicks that land on the wrong page.

Most owners have never run that number. Nobody tracks it.

WHY YOU CAN'T SEE IT

You see your site on a big office monitor. Your buyer sees it on a cracked phone in a parking lot. The agency says the page isn't their job. The web person says the ads aren't theirs. So nobody owns it.

FROM THE FIELD

The largest homebuilder in the county asked for more reach. The audit found about `$20,000` a month in wasted ad budget. *Individual result, client anonymized.*

Try this tonight: call your business from your own website, on your phone. Time it.

↓ They made it in the door. Now, who answers?

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02 REPLY

How fast, and how well, a real person answers

58 MIN SINCE THEY REACHED OUT

8:38 PM

COMPETITOR

ANSWERED 8:05 — **GOT THE JOB**

YOU

ANSWERED 8:38 — **NOBODY THERE**

The one-hour promise. They hired whoever answered first.

How a lead leaks at Reply

WHAT IT IS

Reply is what happens the second someone reaches out. Does a person answer? How fast? Do they help, or say "someone will get back to you"?

WHAT IT COSTS YOU

Most buyers contact more than one business. The first good answer wins. Not the best business. The first good one.

WHAT IT LOOKS LIKE IN YOUR INDUSTRY

Healthcare | Financial services | Law firms | Home services

The new-patient call comes at 6:15 a.m. The front desk is checking people in. Every line rings out.

FIVE WAYS REPLY LEAKS *tap the ones that sound like you*

01 **The 6:15 p.m. voicemail.** ☐
Your best buyers reach out when they're free. You're closed.

02 **The one-hour promise.** ☐
Your team hits it every time. That's the problem.

03 **Press 1 to give up.** ☐
Seven menu options, hold music, a dropped transfer.

04 **The front desk doing three jobs.** ☐
At the busiest hour, new calls ring out.

05 **The bot that can't hand off.** ☐
It says "someone will reach out." Nobody does.

THE ONE-HOUR PROMISE

Your site says "We reply within one business hour." Your dashboard says 58 minutes. It's green. You called it fixed.

But the lead clicked at 7:40, got voicemail, and by 8:05 had called the next two names on Google.

Here's what that hour costs a business with 240 leads a month and a $6,400 average job.

	TALKED TO	JOBS	REVENUE / MONTH
Answered in 5 minutes	149	37	~$238K
Answered in 1 hour	22	6	~$36K
The gap		**31 jobs**	**~$202K a month**

Those lost leads never show up as "lost." The report only counts the ones somebody answered.

An hour isn't fast. It's just faster than it used to be.

Example built from typical numbers, not one client's result.

WHY YOU CAN'T SEE IT

Nobody calls your business at 6:15 p.m. except your customers. Your team leaves at 6. Your reports start at 9. Everything in between is invisible.

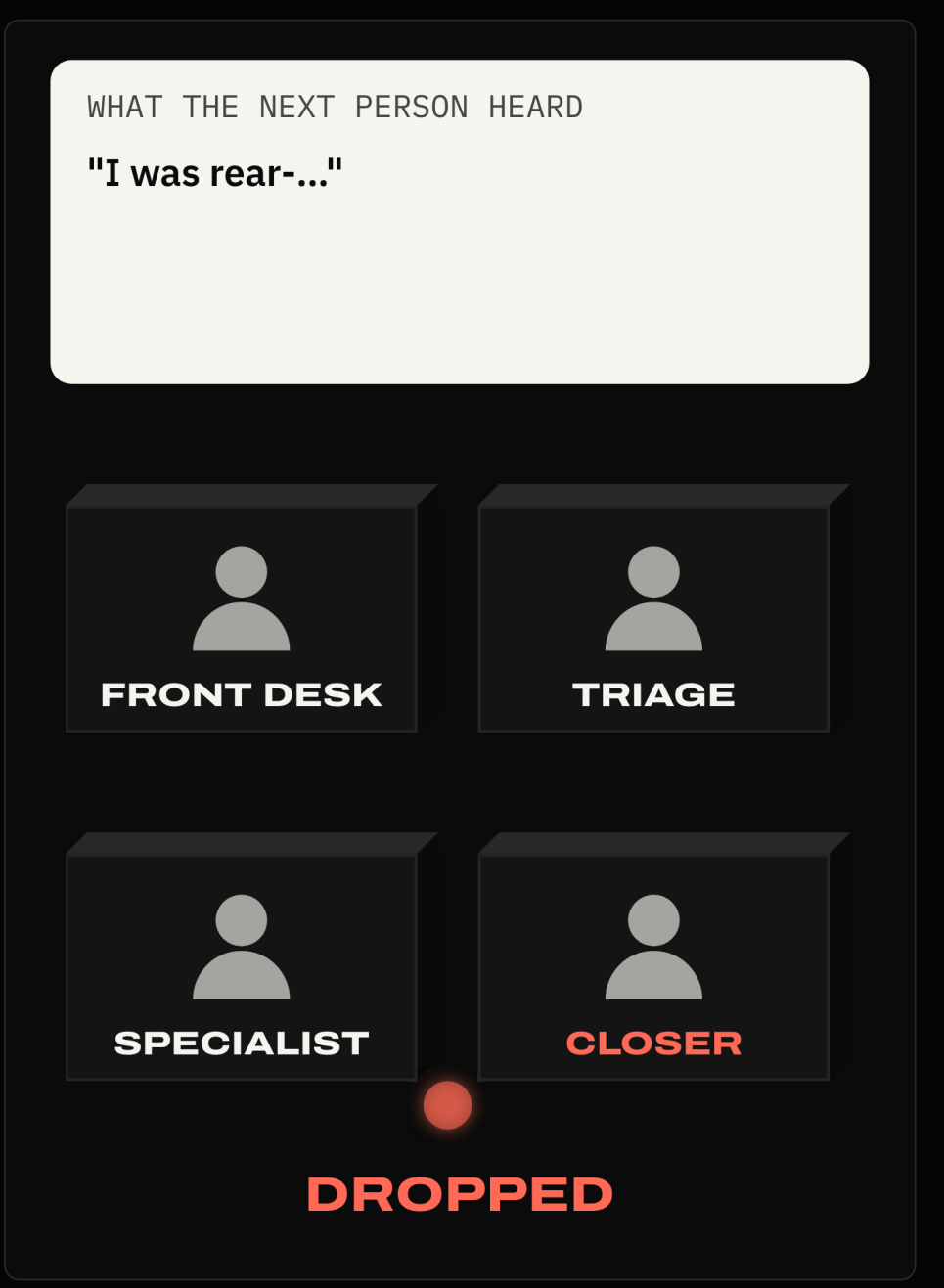
Try this tonight: call your own business at 6:15 p.m. What happens next is what your customers get.

↓ Someone answered. Now watch what happens when they get passed along.

Ready now? Apply →

03 HANDOFF

When the lead gets passed from one person to the next



How a lead leaks at Handoff

WHAT IT IS

Almost nobody buys from the first person they talk to. The call gets passed to a nurse, an advisor, an attorney, a dispatcher. Every pass is a handoff. Every handoff is a chance to drop the baton.

WHAT IT COSTS YOU

This is where trust dies. They told their story once. Now they have to tell it again. And again. By the third time, they're shopping.

WHAT IT LOOKS LIKE IN YOUR INDUSTRY

Healthcare | Financial services | Law firms | Home services

First call, then a nurse callback, then booking, then intake. The appointment gets booked. Nobody sends a reminder. The chair sits empty.

FIVE WAYS HANDOFF LEAKS *tap the ones that sound like you*

01 **"Tell me again from the start."** ☐
Every pass loses a little trust.

02 **Two systems, two stories.** ☐
The CRM says one thing. The spreadsheet says another.

03 **Sold one thing, delivered another.** ☐
The promise never made it into the notes.

04 **Booked is not showed up.** ☐
No reminder. An empty chair.

05 **The referral that went nowhere.** ☐
Nobody thanked the partner, so they stopped sending.

RUN YOUR OWN MATH

People you lose between the first talk and the signed deal × what one client is worth.

WHY YOU CAN'T SEE IT

Each department looks fine alone. Marketing hit its number. Intake answered the calls. Sales closed what it got. The leak lives between them, and nobody's job covers the between.

FROM THE FIELD

An HVAC company got about 612 calls in heating season. The ads were working. The audit found the team booked only 61% of those calls. The leak was in the handoff, not the marketing. *Individual result, client anonymized.*

Your client didn't go cold. They got tired of repeating themselves.

↓ **They didn't say yes today. This next one is the big one.**

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04 FOLLOW-UP

What happens when they don't say yes right away

THE NEXT 30 DAYS



4,000

leads you already paid for.

Never contacted again.

One call. Then silence.

How a lead leaks at Follow-up

WHAT IT IS

Most people don't decide on the first call. They say "let me think about it." Follow-up is everything you do next. Or don't.

WHAT IT COSTS YOU

One call, maybe one email, then the lead gets marked "no response" and forgotten. You keep paying for new leads while thousands of old ones sit in your system. You already paid for every one.

WHAT IT LOOKS LIKE IN YOUR INDUSTRY

Healthcare | Financial services | Law firms | Home services

The patient who asked about price got one callback. The no-show nobody rebooked.

FIVE WAYS FOLLOW-UP LEAKS *tap the ones that sound like you*

01 **One call, then silence.**
Marked "no response" after one try.

02 **The graveyard you already paid for.**
Thousands of old leads nobody has called in a year.

03 **The no-show nobody rebooked.**
"Not today" got treated like "no."

04 **Happy clients nobody asked.**
No review. No referral. No next sale.

05 **"Not right now" with no date.**
"Later" never gets a day on the calendar.

RUN YOUR OWN MATH

Leads marked "no response" or "not now" last year × a small close rate × what one client is worth.

WHY YOU CAN'T SEE IT

A lead that dies in follow-up doesn't look like a loss. It looks like a "no." Nobody reports on the calls that were never made.

FROM THE FIELD

That same $12 million firm had about 4,000 old leads sitting dead in its system. Every one already paid for. *Individual result, firm anonymized, final numbers pending.*

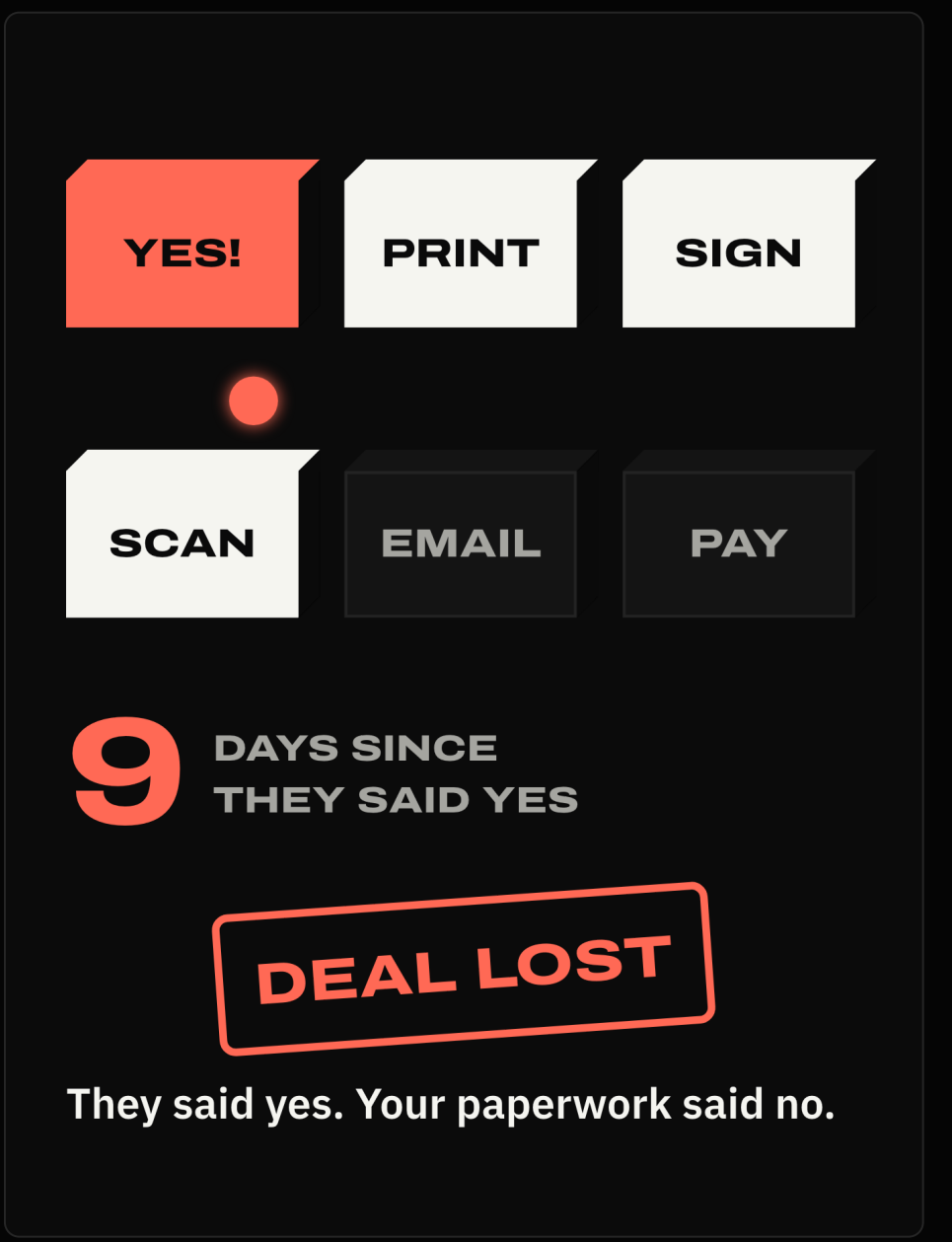
"Not right now" is a date. You just didn't write it down.

↓ **They finally said yes. You'd think you're safe. You're not.**

Ready now? Apply →

05 CLOSE

Getting from "this sounds good" to signed and paid



How a lead leaks at Close

WHAT IT IS

The close is everything between "yes" and money in the bank. The proposal. The quote. The signature. The payment.

WHAT IT COSTS YOU

This is the most expensive place to lose someone. You already paid for every step before it.

WHAT IT LOOKS LIKE IN YOUR INDUSTRY

Healthcare | Financial services | Law firms | Home services

The treatment plan goes home in a folder. Nobody calls to answer the questions that come up at the kitchen table.

FIVE WAYS CLOSE LEAKS *tap the ones that sound like you*

01 **The proposal into the void.** ☐
Sent. Then silence.

02 **The boss is the bottleneck.** ☐
The deal waits for the one person who signs.

03 **Price before diagnosis.** ☐
Quote first and you're just a number next to other numbers.

04 **The decision-maker wasn't in the room.** ☐
Someone who never met you talked them out of it.

05 **Too many steps to say yes.** ☐
Print, sign, scan, email, call to pay.

RUN YOUR OWN MATH

`Proposals you sent last quarter with no follow-up × your close rate × your average deal.`

WHY YOU CAN'T SEE IT

You lost the deal, so you think you lost on price. Most of the time you lost it in the silence after you hit send.

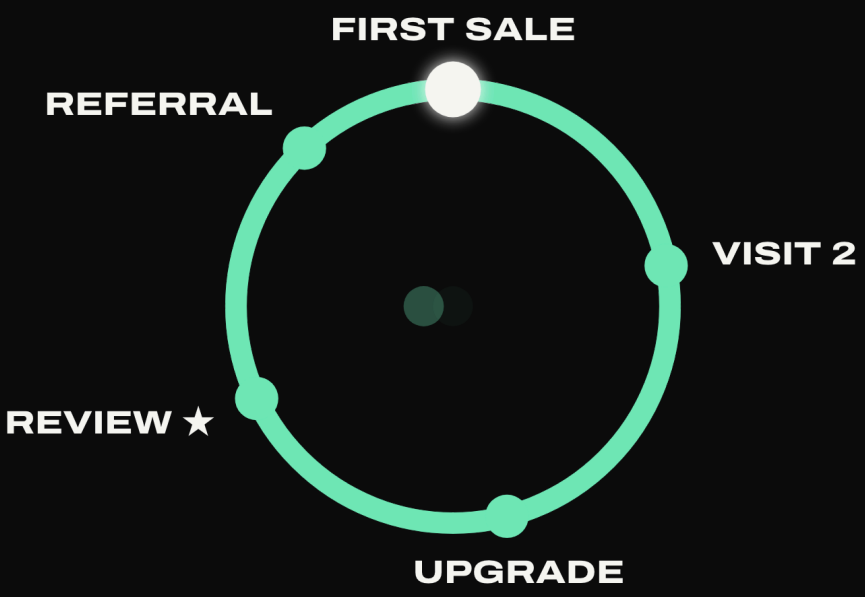
They said yes. Your paperwork said no.

↓ One more. This is where the easiest money you'll ever make is hiding.

Ready now? Apply →

LIFETIME VALUE

The money that comes after the first sale



6.4×

what the first sale was worth

example, not a client result

The first sale is the most expensive one. Everything after is margin.

How a lead leaks at Lifetime Value

WHAT IT IS

Lifetime value is what a client is worth over the whole relationship. The first sale, plus every sale after, plus everyone they send you.

Simple LTV math: average sale × how many times they buy × how many years they stay. Then add the people they refer.

WHAT IT COSTS YOU

The second sale costs far less than the first. A referral walks in already trusting you. It's the best money you'll ever make, and most businesses leave it to luck.

FOUR THINGS THAT SHOULD HAPPEN AFTER EVERY SALE

1. **Repeat.** They come back, because someone reminded them.
2. **Upgrade.** They hear about the next level from you, before a competitor offers it.
3. **Review.** They're asked at the moment they're happiest.
4. **Referral.** They're asked who else has the same problem.

WHAT IT LOOKS LIKE IN YOUR INDUSTRY

Healthcare | Financial services | Law firms | Home services

The pain is finally gone. Nobody asks for a review or books the next visit.

RUN YOUR OWN MATH

Clients you finished with last year × the share who'd buy again or refer if asked × what one client is worth.

Your happiest clients are your cheapest marketing. Nobody asked them for anything.

↓ Now count what you tapped.

Ready now? Apply →

COUNT YOUR TAPS

At each node you tapped the leaks that sound like your business. Here's your count.

01	02	03	04	05
ARRIVAL	REPLY	HANDOFF	FOLLOW-UP	CLOSE
0	0	0	0	0
of 5	of 5	of 5	of 5	of 5

0 of 25 leaks tapped. Go back and tap the ones that sound like you.

How to read it. One tap is one leak. Three or more in a single node is where an audit would start. Taps spread across every node are the costly kind. Leaks in a row don't add up. They multiply.

WHERE 3X COMES FROM

Leaks don't add. They multiply.

Say 100 people reach out this month. Each node keeps 70% of them. That's a normal business with normal leaks.

TODAY. EACH NODE KEEPS 70%.

REACH OUT	100
ARRIVAL	70
REPLY	49
HANDOFF	34
FOLLOW-UP	24
CLOSE	17

17 CLIENTS

PLUGGED. EACH NODE KEEPS 95%.

REACH OUT	100
ARRIVAL	95
REPLY	90
HANDOFF	86
FOLLOW-UP	81
CLOSE	77

77

CLIENTS. SAME 100 LEADS.

77 clients instead of 17. Same leads. Same ad budget. Same team. That's 4.5 times the clients. Fix just four of the five and it's still more than 3x.

Every growth plan you've been handed starts with spending more at the top. This one starts with keeping what you already bought.

Example math, not a client result or a promise. Your numbers will be different. Finding them is what the audit does.

THE 3X LEAK CALCULATOR

NOW RUN IT WITH YOUR NUMBERS

Rough guesses are fine. A guess is still a number nobody in your building had this morning.

Leads a month

100

What one client is worth ($)

5000

Of every 100 people who reach each node, how many make it through? Be honest.

01 ARRIVAL		70%
02 REPLY		70%
03 HANDOFF		70%
04 FOLLOW-UP		70%
05 CLOSE		70%



Clients a month today
17

Same leads, every node at 95%
77

That's
4.5x

What the leak is costing you
$300,000 A MONTH

$3,600,000 a year. Your biggest leak: **a five-way tie**.

Arithmetic on the numbers you typed. Not a forecast, a client result or a promise. Real keep rates come from your own records, which is what the audit reads.

WHY YOUR TEAM CAN'T SEE IT

Your team isn't the problem. They're working hard. That's why they can't see it.

Everybody is at Level 1 with AI. Somebody at your company is "doing AI." Writing emails with it. Asking for a chatbot. Every idea makes their own job a little easier. None of it was built around how a lead turns into money.

Nobody owns the whole path. Marketing owns the ad. The front desk owns the phone. Sales owns the close. Each looks fine on its own report. The leak lives in the seams.

You're paying senior pay for junior work. Look at what your most expensive people do all day. Re-typing data. Chasing callbacks. Answering the same five questions. A well-built system does that in seconds, around the clock.

The biggest firms already know. Word reached me this week about one of the largest law firms in North America. They spent two years building systems that now do work their senior operations managers used to do. They expect it to take tens of millions out of payroll.

Then they did something smarter. They're getting ready to **license that system** to other firms.

Read that again. The system that cut their costs is about to become a product they sell.

Most owners see systems as a cost. The firms pulling ahead see them as an asset. Built once. Owned outright. Worth something to the next company with the same problem.

↓ **So could you do this yourself? Answer that honestly.**

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CAN YOU DO THIS YOURSELF?

MAYBE. BUT ISN'T THAT WHY YOU'RE HERE? BE HONEST.

IF YOU KNEW WHAT TO LOOK FOR, WOULDN'T YOU HAVE ALREADY DONE IT?

Because you've had the numbers all along — the dashboard, the CRM, the call log, the spreadsheet, and a stack of invoices from vendors who each promised this was the fix. The leak is still there. Because finding it takes two things nobody in your chair has.

One: the hours. Somebody has to trace a single lead from the first click to the signed contract, pull the time stamps out of your phone system, your CRM and your inbox, and sit with them until all three agree. Done properly, that's 40 to 60 hours. You don't have 40 spare hours, and neither does the person you're paying to answer the phone.

Two: the vantage point. The leak lives in the day of whoever actually touches the lead — the front desk, the intake coordinator, the closer, the one who "always calls them back." From the owner's chair you only see what the report says. Which is exactly why the report looks fine. Your dashboard said 58 minutes and showed green. It was hiding `$202,000` a month.

That's the part I do. I put myself inside your company. I sit with the people who touch the process — on their floor, on their shift — and ask what really happens to a lead when nobody's at the desk. They tell me what never makes it into a report to the boss: that the handoff he designed is where it dies, that the follow-up list lives in somebody's notebook, that "left voicemail" means never again. Then I build the system that closes it, and hand you the keys.

You could spend the next year working that out on your own. Most owners do. That year is the most expensive thing on this page.

And if a build isn't in this year's budget, that's still not a reason to skip the guide. Take the map, hand it to the person who answers your phone, and fix the first node with the team you already

have. If you want the rest built, you'll know exactly what it costs before you ask anyone for the money.

WHAT THE AUDIT DOES

It's called the Revenue Leak Audit. I do it myself, inside your business.

1

FIND

I trace one lead through your business. From first click to paid.

2

MEASURE

Every node gets a number. From your own calls, CRM and inbox.

3

PRICE

Every leak gets a monthly cost. In your dollars.

4

ORDER

You get the map, and what to fix first.

Nothing gets built until you're holding the map.

The plain numbers

- **$4,000 to $8,000.** Fixed in writing before we start.
- **40 to 60 hours over two weeks.** I'm inside your business, reading your real records. Not a survey.
- **Credited in full** toward the build if you move forward.
- **The map is yours either way.** Build it with me, buy a tool, or do nothing.
- It can start within 48 to 72 hours of our call.

Put that next to one more hire into a broken process. Or next to one more month of the number your calculator just showed you.

After the map, you choose how it runs.

The audit ends with a fixed price to build. If you build, here is how it can run.

YOU OWN IT

I build it. You keep it. A monthly plan covers updates, guardrails and compliance.

WE RUN IT

Hand over the keys. AI Consultancy Edge runs it, tunes it and reports to you.

BY APPLICATION ONLY

WE LICENSE IT

For select builds, there may be a path to license your system to others in your industry.

Who this is not for: No leads yet or unpredictable? The audit isn't for you yet.

A.C.E. builds the thing that runs. Paid media, content machine, or both.

Apply for your audit call →

`aiconsultancyedge.com/apply · Thirty minutes with Jason · Free · Four audits a month`

PICTURE DAY 14. THEN DAY 90.

DAY 0

YOU KNOW.

Which node leaks. What it costs a month. What to fix first. Your numbers, on one page.

DAY 14

THE NUMBER MOVES.

The first node is fixed. Calls that rang out get answered. Web leads get a reply in minutes.

DAY 90

IT COMPOUNDS.

"Not now" leads have a date. Proposals get a follow-up. Happy clients get asked. Your team does the work only people can do.

Now the part that never shows up on a dashboard.

Picture the Sunday night you don't open the laptop to see what got missed.

The dinner where your phone stays face down. The 8:40 inquiry already got an answer.

The Monday meeting where nobody says "we need more leads." The number moved, and everyone knows why.

The business stops needing you to be the safety net. What you do with that is yours. The second location. The buyout. The exit on your terms. The trip you've put off three summers in a row.

TWO ROADS FROM HERE

ROAD ONE.

You close this page. Nothing breaks. That's the danger. Leaks don't break anything. The phone still rings. The team looks busy. A year from now you're in the same Monday meeting. The leak has billed you twelve more times. And the competitor who answers in five minutes has signed a year of clients you paid to reach.

ROAD TWO.

You spend thirty minutes on a call. You name the node that made you wince. I tell you if your numbers back it up. If they don't, you lost thirty minutes. If they do, you finally know where the money is going.

One road costs thirty minutes. The other costs what your calculator said. Every month. For as long as you wait.

Apply for your audit call →

`aiconsultancyedge.com/apply · Thirty minutes with Jason · Free · Four audits a month`

WHAT YOU'RE HOLDING

Look at what's in your hands right now.

The A.C.E. Guide
The same Leak Map used on every paid audit. Five nodes plus the lifetime-value bonus.

The 25-Point Leak Scorecard
Twenty-five real leaks to check against your own business.

The 3x Leak Calculator
Your leads. Your numbers. What the leak costs you each month.

Six "Run your own math" formulas
One per node. Simple enough to run on a napkin tonight.

One-on-one leak call with Jason
Thirty minutes with the founder. Your likely node, a rough monthly cost, a written scope.

It's $997 when it's sold — that's the paid version, and it goes on sale the second the clock runs out. Until then it costs you nothing, and that $997 stays on your account as credit against your first audit. The guide is the cheapest part of this. The leak is the expensive part.

And none of that is the valuable part. The valuable part is the number your calculator showed you. What the leak costs you every month. A guide can show you where to look. It takes someone reading your real records to tell you what's true.

Thirty minutes on a call costs you nothing. If there's a leak worth fixing, you'll know the size of it in dollars before we hang up. If there isn't, you'll know that too, and the guide is still yours.

And here is the whole ladder, so you never have to guess at it. The audit is 4,000 to 8,000 dollars and it's credited in full toward the build. A build starts at 20,000. Most land between 30 and 50. Larger companies go higher. If a build isn't in this year's budget, that doesn't matter much: the guide is enough to find the leak and fix the first node with the team you already have.

Apply for your audit call →

`aiconsultancyedge.com/apply · Thirty minutes with Jason · Free · Four audits a month`

QUESTIONS OWNERS ASK FIRST

"Is this just a sales call?"

It's a diagnosis. If there's no leak worth fixing, I'll say so. You lose thirty minutes and keep the guide.

"Why give this away?"

It does my sorting for me. An owner who read this and ran the math shows up knowing which node hurts. That's a better call for both of us.

"We already have an agency, a CRM and an AI tool."

Good. The audit reads what you have. Most leaks don't live in your tools. They live in the seams between them.

"Can't my team find this?"

They can find their own piece. Nobody inside owns the seams. And nobody inside can tell the boss his handoff is the leak.

"I don't have time."

The call is thirty minutes. The audit is two weeks, built around your team. Nothing gets built until you say yes.

"$4,000 to $8,000 is real money."

It is. So is the leak. Put your calculator number next to the fee. If the leak isn't bigger, don't apply. I mean that.

"What if it doesn't pay off?"

The fee is fixed in writing. It's credited in full toward the build. And the map is yours no matter what you do next.

WHO'S MEASURING

Jason, founder of AI Consultancy Edge.

30 years in sales	**21** years in marketing	**$35M+** in ad spend managed
800+ sales funnels built	**883** owners worked with	**6832** live consultations

For 30 years I was the pit crew behind other people's wins. I know what happens to a lead after it leaves the form. Most AI tools, and

most consultants, never see that part.

Diagnose before you prescribe.

WHY NOW?

The guide isn't the expensive part. The leak is.

Every month it runs, it bills you again. Take your calculator number. Multiply it by twelve. That's what "we'll look at it next year" costs.

And the fourth quarter is when this actually gets decided. Next year's budget gets written in Q4. Fix the leak now and you walk into that meeting with a number that already moved, instead of a request for money to fix something nobody can prove yet. Wait until January and you're asking a committee to believe you.

Four a month. That's how many audits I take. It isn't a sales line. I run every one myself, and four is how many I can do well. When the month is full, the next opening is the month after.

Calls are booked in the order they come in.

Apply for your audit call →

`aiconsultancyedge.com/apply · Thirty minutes with Jason · Free · Four audits a month`

YOUR NEXT THREE STEPS

1. **Pick your node.** The one with the most taps. Or the one that made you wince.
2. **Run the math.** Use the calculator. A rough guess is still a number nobody had this morning.
3. **Apply for your one-on-one.** Thirty minutes with me. One question: what does that leak cost you a month?

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P.S.

Skipped to the end? Here's the whole guide in four lines.

Buyers you already paid for are falling out of your business in five places. Nobody inside can see it, because nobody owns the seams. Plug them in the right order and the same leads can become three times the clients. The first step is a free thirty-minute call with me.

P.P.S. Before you decide, call your own business at 6:15 p.m. tonight. What happens next is what your customers have been getting.

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MEASURE THE LEAK. THEN BUILD.

Jason · Founder, AI Consultancy Edge

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Examples in this guide are illustrative arithmetic, not promises or typical results. Client stories are real and anonymized.