



A 5-MINUTE CHECK FOR BUSINESS OWNERS

The 6-step client path.

Find where yours breaks.

If people see your business but not enough of them turn into clients, the problem is almost never your work. It's somewhere on this path. Go through the 6 steps, answer honestly, and you'll know exactly where to start.

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[SDMGROWTH.COM](https://sdmgrowth.com)

WHY THIS MATTERS

Attention was never the problem.

One of our clients, a catering logistics company here in NYC, had a great month on paper:

49,060

views on their content

27,617

people reached

3

actually reached out

They didn't need more content. They needed a path from "watching" to "reaching out," and someone there the moment people did.

AFTER WE FIXED THE PATH

0 leads → 174 leads

Same product, same market. The next month, in under 4 weeks.

01 Strategy & story

Who you're for, and what each post is supposed to make them do.

CHECK YOURS

Can you say in one sentence who your content is for and what you want them to do after watching?

Red flag: You post whatever you have that week.

02 The content

Filmed and edited to a standard that matches your business, and showing how you work, not just that you exist.

CHECK YOURS

If a stranger watched your last 5 posts, would they know what you do and why you're good at it?

Red flag: Nice-looking posts that could belong to any company.

03 Getting seen

Showing up consistently, and running ads only once the path behind them works.

CHECK YOURS

Have you posted at least 3 times a week for the last month?

Red flag: Bursts of posting, then weeks of silence.

04 Fast replies

Every comment and message answered right away, with a clear next step.

CHECK YOURS

How long does a new message wait before someone answers it? Minutes, or hours?

Red flag: Hours or days. Interest cools off fast, and I've lost good leads this way myself.

05 Qualify & organize

Every inquiry sorted and written down somewhere real, so nobody falls through the cracks.

CHECK YOURS

Where does a new inquiry get written down?

Red flag: "It's in my DMs" or "I just remember."

06 Report in revenue

Knowing what actually turned into clients, not just what got likes.

CHECK YOURS

How many inquiries became paying clients last month?

Red flag: You know your likes and views, but not that number.

Count your red flags.

0 – 1

You're ahead of most businesses. Keep it consistent and start measuring step 6.

2 – 3

The path is leaking. Fix the lowest-numbered step first, it affects everything after it.

4 +

The path is broken. Don't spend more on content or ads until steps 4 to 6 work, or you're paying to lose people.

Where most businesses break: steps 4, 5 and 6. They post, maybe boost a video, and hope. But the clients come from what happens after someone reaches out, and that's the part nobody sees from the outside.



Want me to look at yours?

Reply to my DM with the step that hit home the most. I read every message myself, and I'll tell you honestly what I'd fix first.

Or if you'd rather talk it through, book a free 30-minute call. It's just you and me, no pitch deck, and you'll leave with real ideas for your business either way.

Book a call at sdmgrowth.com

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