

THE DEAD PAGE CHECKLIST

5 checks, a score sheet, and the fix for each.

If your page feels dead, it is usually one of five things. Go through them in order and score yourself. Fix the lowest score first.

THE 5 CHECKS

#	Reason	Fix
1	Nothing on screen in the first second	Add text on screen. A spoken hook alone is not enough.
2	The video is for everyone	Pick one person, like a homeowner with an old roof.
3	The caption does not say who it is for	Put the customer and the topic in the first line.
4	Not enough posts to judge	I would not judge a page until it has 30 videos.
5	Talking to other business owners	Decide who you want to hire you, and speak to them.

SCORE SHEET (0 = NO, 1 = SOMETIMES, 2 = EVERY VIDEO)

Check	Score
Text on screen in second one	
One clear person in each video	
Who + topic in caption line one	
30+ videos posted	
Speaking to customers, not other owners	
TOTAL (max 10)	

30-VIDEO TRACKER

Videos	1-10	11-20	21-30
Posted	[]	[]	[]
Views checked	[]	[]	[]
Changes made			

Educational only. Results vary by business and by account. No views, followers or sales results promised.

Page fixed. Now find who to message.

- I sell ready-made business lists to reach customers by email. Message me LIST.
- Free community, more plays like this: skool.com/unlimitedleads
- Find and verify the emails free: EmailClik.com