ScoreApp Blueprint Series

SPOT 'EM, FIX 'EM →

The 4 Marketing Traps & *Their Fixes*

Why expert businesses lose leads they should be winning — and the fix for each.

Read · ~15 mins

Reference as you build

Share with your team

HOW TO USE THIS GUIDE

Read in order — each trap builds on the last. Don't skip the bonus at the end; that's where the compounding gains come from.

THE BIG IDEA

It's almost never the *traffic.*

Most expert businesses — coaches, consultants, speakers, authors — assume their lead-gen issues come down to spend, channel, or audience size. They don't. They come down to four very specific traps in the way the marketing is built. Spot the trap, fix it, and the numbers move immediately.

The traps are predictable. We see the same four show up in nearly every audit, regardless of niche. None of them are about your expertise — every business in this category has world-class expertise.

They're about how that expertise gets translated into a lead-gen experience.

This guide walks through each trap, the psychology behind why it happens, the cost it carries, a real example of someone escaping it, and the fix you can apply this week. There's also a bonus at the end — not a trap exactly, but the single biggest missed opportunity we see in this space.

KEY IDEA

The most common reason a scorecard underperforms isn't the platform, the design, or the traffic. It's *a trap baked into how it was built*.

The four traps, plus the bonus, are summarised below. Each gets its own section, and every section ends with a fix you can apply directly.

01

COPYING OTHERS

Replicating someone else's asset, methodology, or template — without the audience, trust, and context that made it work for them.

02

THE CURSE OF KNOWLEDGE

Building the asset *you'd* want to take. Too long, too deep, too rigorous for a lead who's just curious.

03

MAKING IT ABOUT YOU

Filling the page with your story, your credentials, your methodology — when the lead is asking "what's in this for me?"

04

BUILD IT, FORGET IT

Capturing rich answers from every lead, then sending them the same generic follow-up sequence as everyone else.

+

IGNORING THE DATA

The bonus. Treating responses as leads to close, never zooming out to see what the population is telling you.

TRAP ONE

You're building someone else's business.

Replicating an asset, funnel, or methodology that worked for someone else — without the audience, trust, and context that made it work.

The fix: **Start with your lead, not their template**

You see someone in your space crushing it with a scorecard. The conversion numbers they share are real. So you replicate the model — same structure, similar questions, comparable promise. And it flops. Why?

Because the asset isn't what made it work. What made it work was the alignment between that asset and a very specific audience, with a very specific level of awareness, attached to a very specific operator with their own reputation and credibility. Strip any of those out, and you're holding an artefact that does nothing on its own.

The other version of this trap is broader: buying into a methodology — a funnel template, a webinar formula, a launch playbook — and adopting it whole, without thinking about whether your audience is wired the same way as the audience it was designed for.

THE CORE INSIGHT

Your expert business is unique. The experience your leads need to have is unique. Anything you import wholesale will fail at the seams you *don't notice until it breaks*.

ANATOMY OF THE TRAP

How to spot it in your business

- You've adopted positioning language that was originally written for someone else's audience.
- Your scorecard structure mirrors one you saw work in a different niche.

- You're benchmarking your conversion rates against people with much larger audiences or much higher recognition.
- Your "why we built this" answer references someone else's success, not your own customer's needs.
- You can't articulate what makes your version of the asset different from anyone else's.

How to escape

1. **Start with the lead, not the template**

   Write down — specifically — the awareness level, frustrations, and desired outcomes of the person you're trying to reach. Don't borrow this from a competitor's audience document.

2. **Define the experience you want them to have**

   What should they think, feel, know, or do as a result of interacting with your asset? This is the brief. Everything else flows from it.

3. **Only then look at structural options**

   Quiz, scorecard, diagnostic, mini-course — pick the one that fits your brief, not the one that's trending in your feed this month.

4. **Make your uniqueness visible**

   Your stories, frameworks, client wins, language — these belong in the asset itself. If a competitor could swap their logo in and ship your asset as their own, you haven't done this step.

ADAPTED ✓	COPIED ✗
• Built to your audience's actual awareness level • Uses your specific frameworks and language • Reflects who *you* serve and how you serve them	• Replicated from someone else's success • Hopes the structure carries the result • Could ship under any expert's brand without change

Just because something is working for someone else doesn't mean it'll work for you. The variables behind their conversion — audience trust, brand recognition, pricing, niche specificity — are largely invisible to you. You can copy the visible parts and inherit none of the invisible ones.

TRAP TWO

The curse of knowing too much.

Building the asset you'd want to take — deep, comprehensive, rigorous — for a lead who's just curious.

The fix: **Lower the barrier. Save depth for later.**

You know your subject inside and out. You've spent years building genuine expertise. So when you build a scorecard, you build the one *you'd* want to take — deep, comprehensive, rigorous. Then you watch the analytics and discover something painful: people start it, get a third of the way through, and leave.

This is the curse of knowledge. The biggest single trap in expert-led marketing, and one almost everyone falls into at least once. The asset reflects how the expert thinks, not how the lead thinks. The expert wants to demonstrate depth. The lead wants a quick signal that this might help them.

THE RULE

A confused mind won't buy. Neither will an overwhelmed one. The *barrier to entry* is the entire conversion.

The mechanics are simple. Early in the customer journey, the lead is curious. They are not yet expecting their entire problem to be resolved by twelve questions. They want a low-friction signal that there's something here for them. If you over-deliver at this stage — promising to fix their business, their team dynamics, their personal life, their relationship with money — you create a credibility gap. They don't believe twelve questions can deliver any of that, and so the offer collapses under its own weight.

ANATOMY OF THE TRAP

How to spot it in your business

- Your scorecard or quiz has more than 15 questions at the top of the funnel.
- The promise on the landing page is grand: "discover everything you need to know about..."
- You're asking questions the lead can't answer without doing real thinking.
- You're using language that only insiders in your niche understand.
- The "outcome" you offer requires multiple paragraphs to explain.
- You secretly believe that if they really took it seriously, they'd be willing to invest the effort.

A real example

The interview coachA US client of ours is a communications expert, working with people who'd been passed over for promotion or were stuck in their interview process. He'd built a brilliant diagnostic — 50 questions, deeply considered, the work of a real expert. The problem: he was running it against a cold audience. People with an acute problem, but no existing relationship with him. Whilst they had the pain, his reputation at that point wasn't significant enough to justify the time investment in 50 questions, let alone the belief that he'd be the right person to fix them.

We stripped it back to 15 questions. We changed the promise from solving their entire career trajectory to offering three quick-win techniques they could use in their next interview — things they could implement almost instantly. The conversion rate went from **3% to 35%**.

Same expert. Same expertise. The expertise didn't show up in the depth of the diagnostic — it showed up in knowing what to take away.

How to escape

1

Meet the lead where they are, not where you are

Audit your current asset: what awareness level does it assume? Match it to the actual awareness level of the person taking it.

2

Lower the barrier to entry

Cut questions until you have between 10 and 15. Resist the urge to keep them all. Every question removed is a conversion gained.

3

Simplify the promise

Offer one outcome, not five. Make it concrete and immediately useful. "Three techniques for your next interview" beats "a full career repositioning diagnostic" every time.

4

Save the depth for later in the journey

The detailed diagnostic, the deep work, the comprehensive assessment — these belong mid- and bottom-funnel, once trust has been built. Not up front.

CONCRETE ✓

- “Get 3 techniques you can use in your next interview”
- Quick win, low effort, clear outcome
- Lead believes 12 questions can deliver it

GRAND ✗

- “Take our comprehensive career repositioning diagnostic”
- Vague, high effort, abstract outcome
- Credibility gap opens before they start

! **Trying to demonstrate expertise by making the experience harder is precisely the opposite of how it works.** Real expertise shows up in how simple you can make the entry. The depth comes later, when they've already opted in to a deeper conversation.

i **A useful rule of thumb:** if your top-of-funnel scorecard could be the standalone deliverable of a £5k consulting engagement, you've built the wrong thing. Top-of-funnel assets are tasters, not whole meals.

Trap three

You wrote a page about yourself.

The lead reads it and bounces — not because the content was bad, but because none of it was about them.

The fix: **Demote your story. Invite theirs.**

We all love talking about ourselves. So when we write copy for landing pages, scorecards, intro videos, and follow-up emails, we accidentally do it about us. Our credentials. Our methodology. Our founding story. Our results with other clients. The page comes across like a guest at a party who only wants to tell you what they do for a living.

The lead reads it and bounces. Not because the content was bad — but because none of it was about them.

THE RULE

People love to feel involved. The page that asks *about them* wins. The page that talks about you doesn't.

The fix isn't to remove your story entirely. It's to demote it. Your story belongs in the room after the lead has invited it in. Up front, on the landing page, in the scorecard intro, in the early emails — the page is for them. About their problem, their story, their input, their next step. You become the curator of their experience, not the protagonist of yours.

This trap is particularly costly because it doesn't always look like an obvious mistake. The copy might be well-written. The story might be compelling. The credentials might be impressive. None of that matters if the lead's brain is asking "what's in this for me?" and the page keeps answering "here's what's in it for the founder."

ANATOMY OF THE TRAP

How to spot it in your business

- Your landing page opens with "I" or your company name.
- The first scroll contains your bio or founding story.
- The methodology is pitched before the problem is acknowledged.
- The pronoun count tips heavily toward "we" / "us" / "I" over "you" / "your".
- The first thing a lead sees after submitting is more about you (your offer, your background) than about them (their result, their next step).
- Your follow-up email subject lines start with "we've just launched" or "we're hosting".

A real example

The World Cup competitionA US-based client was running a competition aligned to the World Cup, designed to attract grassroots sports clubs in exchange for free kit. The original landing page spent most of its space explaining who the brand was and why they were running the competition. Same ad spend, very few leads.

We rewrote the page around the lead. We invited clubs to tell us *their* story — the origins of their team, the impact they'd had on their community, the people in the organisation who'd made a difference. Suddenly, people wanted to participate. They wanted their story told.

Same ad spend. **1,400 leads in one month.** The asset structure didn't change. What changed was whose voice the page was written in.

How to escape

1

Audit the first thing leads read

Is it about them, or about you? If it's about you, rewrite it. The first three sentences are doing most of the work.

2

Invite participation

Don't just describe your service — give them something to react to, share, contribute. People want to participate, not be sold to.

3

Position yourself as the curator

Your job, on the page, is to make their experience compelling. Your credentials are reassurance, not the main event.

4

Run the pronoun audit

Print out your landing page. Highlight every "we" / "our" / "I" in one colour, every "you" / "your" in another. The ratio should heavily favour the second.

ABOUT THEM ✓	ABOUT YOU ✗
• "Tell us your club's story — we want to celebrate grassroots heroes"	• "About us: we're a leading partner for grassroots sports..."
• Opens with the lead's world	• Opens with your credentials
• Invites participation	• Asks the lead to care about you first

i **A fast diagnostic:** replace every "we" and "our" on your landing page with "you" and "your." Does the page still make sense, or does it fall apart? If it falls apart, you were writing about yourself. If it still works, you were writing about them.

TRAP FOUR

You built it. Now what?

The asset is half the work. The follow-up is the other half — and it's where most of the money actually gets made.

The fix: **Listen to what they told you. Reference it.**

You've built a great scorecard. People are filling it in. The leads are coming in. And then... not much happens. Or worse: the follow-up sequence is generic, identical for everyone, and quietly erases all the personalisation the scorecard just earned.

This is the fourth trap, and it's the most expensive one because it sits at the back end where the money actually gets made. The asset is half the work. The follow-up is the other half.

THE RULE

They've given us permission to be personal. We're *not snooping – we're listening*.

There are two extremes here, both of which kill conversion. The first is **generic follow-up** — ignoring everything the lead just told you and sending the same email everyone else gets. You collected the data; using none of it is the opposite of what the lead expected.

The second extreme is **invasive personalisation** — referencing information the lead didn't volunteer. The kind of email that opens with "Hi Adam, I noticed you went to this university, live in this village, and have two children..." It feels like being watched. The lead's instinct is to retreat, regardless of whether your intent was good.

The sweet spot is in the middle: lean into what they told you, in the way they told you it. They gave you permission. Use it.

ANATOMY OF THE TRAP

How to spot it in your business

- Your post-scorecard email sequence is the same for everyone.
- You're not segmenting based on the answers they gave.
- Your sales calls don't reference what they shared in the scorecard.
- You're using data points the lead didn't volunteer (scraped from LinkedIn, public records, third-party tools).
- The lead's score and category breakdown are never referenced in follow-up.
- You're treating the scorecard as a lead-capture tool only, not as the start of a deeper conversation.

A real example

The commercial property niching question We worked with a client in the commercial property investment space. One of the questions on her scorecard asked: "Have you niched down your commercial property investment strategy?" — and the answer revealed enormous amounts about where each lead actually was in their journey.

What we did was take the answer to that single question and lead with it in the first follow-up email. Not in a creepy way — just acknowledging what they'd said. "You mentioned you haven't yet niched down. Here's what we typically see when investors are at that stage..." It wasn't surveillance. It was listening.

The result: follow-up call conversion went from **30% to 60%**. Same client. Same offer. The shift was that the lead felt heard.

How to do it right

1

Pick one specific answer and reference it

Pull one revealing answer from your scorecard and lead with it in your first follow-up email. Show you actually read what they said.

2

Segment your sequences based on responses

Different paths for different profiles — the high-score lead should not get the same email as the low-score lead, and the lead with frustration X shouldn't get the same email as the lead with frustration Y.

3

Make the next step obviously appropriate

Someone scoring low gets a foundational resource. Someone scoring high in most areas gets a focused offer. Someone scoring high overall gets a 1:1 conversation.

4

Never reference data they didn't share

Even if it's true, even if it's public, even if the intent is good. If they didn't tell you, don't use it. The line is that simple.

LISTENING ✓	SNOOPING ✗
• “You mentioned you haven't yet niched down — here's what's worked for others at that stage” • Uses what they volunteered	• “I noticed from your LinkedIn that you're based in Manchester and have been in property for six years” • Uses what they didn't share

• Feels like being heard	• Feels like being watched

! **Hyper-personalisation that uses information the lead didn't share feels like surveillance**, even if your intent is generous. The line is simple: did they tell you this? If yes, use it. If no, leave it.

i **This trap is also where most of the long-term money in your business is hiding.** The follow-up sequence isn't just for new leads — it's the mechanism for re-engaging existing clients, reactivating dormant ones, and surfacing upsell opportunities. A scorecard built mid- or bottom-funnel for existing clients often outperforms the top-of-funnel version on revenue per lead.

THE BIGGER TRUTH

The majority of the money your business will ever need is locked within your *existing client base*. You just haven't figured out how to unlock it yet.

BONUS

The data is the gift. Most people *leave it on the floor*.

There's a fifth trap, except it isn't really a trap — it's the single biggest opportunity most expert businesses leave on the table. Every scorecard you run is generating data about your audience. Most businesses look at the leads it brought in and stop there. They never zoom out to look at the population.

THE BONUS RULE

The data is incredible — but it's only valuable if you *actually pay attention to it*.

100 people answered your scorecard. That's not 100 leads. That's a market research report you ran for free, in your audience's own words, voluntarily. Look at what they collectively struggle with. Look

at where they cluster. Look at the language they use to describe their problem. That data should be informing every other piece of content and product in your business.

The transformative move here is treating scorecard data as a strategic asset, not just a sales tool. The patterns in the responses tell you what to write your next blog post about, who to invite onto your podcast, what social content will resonate, which YouTube topic will land, and — most powerfully — what offer you should build next.

A real example

The 65,000 completionsA client of ours has a well-known personal brand. They went on a large podcast, and within a month their scorecard had **65,000 completions**. They didn't have an offer ready for those 65,000 people — but they did have the data.

We worked with them to look at the patterns in the 65,000 responses. What did they have in common? What were they all asking? What gap did the data point at?

We used the answer to build an offer that served the majority of that audience. It unlocked a **multi-six-figure income stream**. The data was already there. They just needed to look at it.

How to use the data

1. **Run a quarterly insights review**

   Pull the scorecard data. What are the top three patterns? Where are people clustering? What language are they using?

2. **Feed the patterns into your content calendar**

   Podcast topics, social posts, YouTube videos, blog content — let the data tell you what your audience actually wants to hear about.

3. **Use the data to design new offers**

   What gap is repeatedly showing up? What problem are 30%+ of respondents reporting? That's your next product, programme, or service.

4

Refine the scorecard itself over time

The questions that are surfacing the most useful data should stay. The ones that aren't earning their place should go.

i

The insights from a scorecard with 100 completions are often more useful than a £5k market research project. The people answering are your actual audience, voluntarily, in their own words, in a context where they expect to give honest answers. You couldn't buy data this clean.

PUTTING IT TOGETHER

One framework. *Four checks.* Plus the bonus.

The four traps in order — copy, complicate, centre-yourself, abandon. Plus the bonus: ignore the data. Run any existing or planned asset through these checks before it ships.

TRAP 1 CHECK	Is this asset built for your specific audience, or imported from someone else's playbook? Could a competitor swap their logo in without changing anything else?
TRAP 2 CHECK	Is the entry low-friction enough? Could you defend every question's place in the top-of-funnel version? Is the promise concrete and immediately useful?
TRAP 3 CHECK	Whose voice does the page speak in? Have you run the pronoun audit? Is the first scroll about the lead or about you?
TRAP 4 CHECK	Does your follow-up reference what they told you? Is it segmented by response? Does it avoid any information they didn't share?

BONUS CHECK	Are you reviewing the data at a population level, not just lead by lead? Is the data shaping your content, offers, and strategy — or sitting unused in a dashboard?

The fix in one sentence: build for your specific audience, keep the entry simple, make it about them, listen to what they share with you in follow-up, and pay close attention to the patterns the data reveals.