

Before you filter your leads, check if they pay for themselves.

Five dials raise lead quality. All five charge volume.

Weak leads are the most common complaint in lead generation. Five levers exist against them, and every one cuts volume. Each card shows what a dial gains and what it costs. The dark panel is the check that comes first: return per lead by day 30.

DIAL 01

Targeting

QUALITY GAINED
The right audience. Zip code, income level, profession.

VOLUME LOST
Pricier ad auctions, fewer people reached.

For offers that need one specific buyer. Never a repair for a weak offer.

DIAL 02

Friction

QUALITY GAINED
Proven intent. Ten steps filter harder than one click.

VOLUME LOST
Prospects drop off at every step.

Add steps when your calendar is full. Remove them when it is empty.

DIAL 03

Offer

QUALITY GAINED
Commitment. A booked call selects harder than a free giveaway.

VOLUME LOST
The casual majority stays out.

Giveaways win only with a monetization machine behind the flow.

DIAL 04

Application

QUALITY GAINED
Real answers. Their goal, their problem, their budget.

VOLUME LOST
Everyone unwilling to write them.

Free-text fields filter harder than checkboxes. The sales conversation starts in the form.

DIAL 05

Value first

QUALITY GAINED
Trust upfront. The ad teaches before it asks.

VOLUME LOST
The merely curious move on.

Ungated value qualifies on its own. The few who reach out are already warm.

Five different dials. One currency: volume.
Every turn of a dial means fewer leads for your funnel.

TURN THE DIALS WHEN

→ The team cannot work the volume already coming in.

→ The ticket justifies paying more per lead.

→ Capacity is the bottleneck, not revenue.

LEAVE THEM ALONE WHEN

→ Flow is the constraint. Your offers and follow-up need volume to work with.

→ The day-30 return is unmeasured. Measure before you filter.

→ The inbox is annoying but the calendar is not full.

STEP ZERO · BEFORE ANY DIAL

Measure first. Filter second.

Before you touch any dial, measure one number: what a lead returns after **15, 30 and 60 days**. Cost per lead is on every dashboard. Return per lead is not. Build that report: **ad spend connected to the CRM, tracked week by week**. Then decide.

If your funnel earns its money back, you want more leads, not better ones.

Revenue per lead over time. Bars above the dashed line: leads pay for themselves.

Note: The five dials are standard direct-response craft. Thresholds shift with industry, price point, and model. Calibrate against your own funnel.