

The \$200K SaaS Conversion Leak Audit

Complete Interactive Guide + ROI Calculator



INTRODUCTION

Welcome to Your Revenue Recovery System

If you're reading this, you're likely losing \$50K-\$200K monthly through hidden conversion leaks in your SaaS funnel.

The good news? These leaks are fixable.

The bad news? Most SaaS founders don't even know they exist.

This audit will:

- ☒ Identify your 7 most expensive conversion leaks
- ☒ Calculate exactly how much each leak costs you monthly
- ☒ Provide specific fixes you can implement this week
- ☒ Show you which leaks to prioritize (ROI-based)

Time to complete: 15-20 minutes **Potential value:** \$50K-\$200K in recovered annual revenue

Let's find your money leaks.



PART 1: THE ROI CALCULATOR

First, Let's Establish Your Baseline

Enter your current metrics to calculate your leak costs:

Your Current Numbers:

Monthly Metrics:

- Monthly website visitors: _____
- Trial signups per month: _____
- Active trial users: _____
- Trial-to-paid conversions: _____
- Monthly Recurring Revenue (MRR): \$ _____
- Average Revenue Per User (ARPU): \$ _____

Conversion Rates (we'll calculate):

- Visitor-to-trial rate: _____ %
- Trial-to-paid rate: _____ %

Industry Benchmarks:

- **Good visitor-to-trial:** 3-5%
- **Good trial-to-paid:** 25-40%
- **World-class trial-to-paid:** 45%+

Your Opportunity Gap:

If your trial-to-paid rate is **15%** and industry best practice is **35%**, you're leaving **20 percentage points** on the table.

Example calculation:

- 100 trial users/month
- Current 15% conversion = 15 customers
- Target 35% conversion = 35 customers
- Gap = 20 additional customers monthly
- At \$100 ARPU = **\$2,000 additional MRR**
- Annual value = **\$24,000**
- 3-year LTV = **\$72,000+**

Your Gap Calculation:

- Current monthly conversions: _____
- Target monthly conversions (at 35%): _____
- Monthly opportunity: _____ customers
- Monthly MRR opportunity: \$ _____
- Annual opportunity: \$ _____



Keep this number in mind. This is what we're recovering.

PART 2: THE 7 CONVERSION LEAK AUDITS

LEAK #1: THE HOMEPAGE VALUE PROPOSITION

The Problem:

You have 5 seconds to communicate what you do and why it matters. Most SaaS homepages fail this test, causing 60-80% of visitors to bounce immediately.

The Audit Checklist:

The 5-Second Test (Score: Pass/Fail)

- Can a visitor understand what you do in 5 seconds?
- Is your headline about THEM, not you?
- Does your headline mention a specific outcome?
- Can a 10-year-old understand your value prop?
- Is there zero jargon in your headline?

Above-the-Fold Requirements (1 point each, 10 total)

- Clear headline (benefit-focused, not feature-focused)
- Descriptive subheadline (clarifies who it's for)
- Visual that shows the product in action
- Primary CTA button (action-oriented copy)
- Secondary CTA (demo/learn more option)
- Social proof indicator (customers, logo bar, testimonial)
- Zero technical jargon or industry buzzwords
- Specific audience mentioned ("for X")
- Quantifiable outcome stated (save time, increase X, reduce Y)
- Mobile-optimized (looks good on phone)

The Confusion Test (Score: Yes/No)

- Do you use words like "platform," "solution," "ecosystem," "innovative"?
- Do you lead with features before benefits?
- Do visitors need to scroll to understand what you do?
- Is your product screenshot unclear without context?
- Do you use acronyms or industry jargon?

Scoring:

- **5-Second Test:** Must PASS all 5 or this is your #1 leak
- **Above-the-Fold:** 8-10 = Good | 5-7 = Needs work | 0-4 = Critical leak
- **Confusion Test:** Any "Yes" = Red flag

Cost of This Leak:

If you scored below 7/10 on Above-the-Fold:

- Typical bounce rate: 60-75%
- Opportunity: Reduce to 40-50%
- Impact: 15-25% more trial signups

Your Calculation:

- Current monthly visitors: _____
- Current visitor-to-trial rate: _____ %
- Potential improvement: +1.5 percentage points
- Additional trials: _____ per month
- At trial-to-paid rate of _____ %: _____ new customers
- Monthly MRR impact: \$ _____
- **Annual leak cost: \$ _____**

Quick Fixes (Do This Week):

1. Rewrite Your Headline (30 minutes)

- Formula: "Help [audience] [achieve outcome] without [pain point]"
- Example: "Help SaaS founders increase trial-to-paid rates without hiring expensive agencies"
- BAD: "The all-in-one platform for modern businesses"
- GOOD: "Turn more trial users into paying customers in 30 days"

2. Add Specific Numbers (15 minutes)

- "Join 2,847 SaaS companies" (not "Join thousands")
- "Increase conversions by 34%" (not "Increase conversions")
- "Save 12 hours/week" (not "Save time")

3. Remove Jargon (1 hour)

- List every technical term on your homepage
- Replace with customer language
- Test with someone outside your industry

LEAK #2: TRIAL SIGNUP FRICTION

The Problem:

Every form field reduces conversion by ~5-10%. Every extra click adds 10-20% drop-off. Most SaaS companies ask for too much, too soon.

The Audit Checklist:

Form Field Analysis (Count each)

- Number of required fields in signup form: _____
- First name (necessary?)
- Last name (necessary?)
- Email address (necessary ✓)
- Password (necessary ✓)
- Password confirmation (necessary?)
- Company name (necessary now?)
- Phone number (usually NOT necessary)
- Company size (can ask later)
- Role/title (can ask later)
- Credit card (for paid trial - high friction)

Optimal: 2-3 fields maximum (email + password, or email + name)

Friction Point Audit (Check all that apply)

- Requires credit card for free trial
- No social signup options (Google/Microsoft)
- Password requirements visible only after error
- No password strength indicator
- Multi-page signup form
- Requires email verification before access
- Asks for payment before trial starts
- No clear "What happens next?" messaging
- Terms & conditions not pre-checked (in some regions)
- No trust indicators near form (security, privacy, etc.)

CTA Analysis (Pass/Fail)

- CTA uses action words (Get, Start, Create vs. Submit, Sign up)
- CTA mentions value ("Start free trial" vs. "Submit")
- CTA stands out visually (color, size)

- No competing CTAs above the fold
- Trial terms clear (14-day free trial, no credit card, etc.)

Scoring:

- **Form fields:** 2-3 = Optimal | 4-5 = Friction | 6+ = Major leak
- **Friction points:** 0-2 = Good | 3-5 = Needs work | 6+ = Critical
- **CTA:** All 5 passed = Good | 3-4 = Needs work | 0-2 = Critical

Cost of This Leak:

For each unnecessary form field:

- Average conversion drop: 5-7% per field
- If you have 6 fields instead of 2: 20-28% fewer signups

Your Calculation:

- Current form fields: _____
- Unnecessary fields: _____ (anything beyond email/password)
- Estimated conversion loss: _____% (5% per extra field)
- Current monthly potential signups: _____
- Lost signups due to friction: _____
- At trial-to-paid rate of _____%: _____ lost customers
- **Monthly leak cost:** \$_____
- **Annual leak cost:** \$_____

Quick Fixes (Do This Week):

1. Reduce Form Fields to 2-3 (1 hour)

- Email + Password = Minimum
- Email + First Name + Password = Acceptable
- Everything else = Ask AFTER they sign up (in onboarding)

2. Add Social Login (2-4 hours if using auth provider)

- "Continue with Google"
- "Continue with Microsoft"
- 30-40% of users prefer this (less friction)

3. Make Trial Terms Crystal Clear (30 minutes)

- Above the CTA button: "14-day free trial • No credit card required • Cancel anytime"
- In smaller text: "By signing up, you agree to our [Terms] and [Privacy Policy]"

4. Rewrite CTA Button (5 minutes)

- BAD: "Submit" "Sign Up" "Register"
 - GOOD: "Start Free Trial" "Get Started Free" "Create My Account"
-

LEAK #3: ONBOARDING EMAIL SEQUENCE

The Problem:

80% of trial users never return after day 1. Your onboarding emails either don't exist, arrive too late, or focus on features instead of value.

The Audit Checklist:

Email #1: Welcome Email (Day 0 - Immediately after signup)

- Sent within 5 minutes of signup?
- Does the subject line create urgency to log in?
- Email confirms account creation?
- Email sets expectations (what happens next)?
- Email guides to ONE specific action (first step)?
- Email links directly to that action (not just dashboard)?
- Email mentions how long it takes (e.g., "2 minutes to set up")?
- Email from a real person (not noreply@)?
- Includes personal contact offer (reply for help)?
- Provides support/help links?

Email #2: Day 1 - Getting Started

- Does this email exist?
- Sent 24 hours after signup?
- Acknowledges if they haven't logged in yet?
- Focuses on ONE key feature?
- Explains the benefit (not just how-to)?
- Includes video or screenshot?
- Has a clear CTA to take action?
- Mentions time-to-value ("See results in 5 minutes")?

Email #3: Day 3 - Value Reinforcement

- Does this email exist?
- Share a quick win or case study?
- Shows how others use the feature?

- Addresses common objections or questions?
- Includes social proof (testimonial)?
- Encourages exploration of the 2nd feature?

Email #4: Day 5 - Feature Showcase

- Does this email exist?
- Highlights most valuable feature?
- Shows ROI or time savings?
- Includes before/after example?
- Links to specific tutorials?

Email #5: Day 7 - Halfway Point

- Does this email exist?
- Acknowledges trial timeline (e.g., "Week 1 done!")?
- Summarizes progress/usage?
- Introducing customer success contact?
- Offers help/consultation?

Email #6: Day 10 - Objection Handling

- Does this email exist?
- Addresses common concerns (price, migration, security)?
- Share customer success stories?
- Provides comparison/ROI calculator?

Email #7: Day 12 - Trial Ending Soon

- Does this email exist?
- [] Creates urgency without pressure?
- [] Summarizes what they've accomplished?
- [] Shows upgrade path clearly?
- [] Offers upgrade incentive (if appropriate)?
- [] Provides easy upgrade CTA?

Sequence Quality (Score each 0-10)

- Email copy is conversational (not corporate): ____/10
- Emails focus on benefits over features: ____/10
- Each email has ONE clear CTA: ____/10
- Emails tell stories/use examples: ____/10
- Sequence reduces friction to value: ____/10

Scoring:

- **Email checklist:** 35-40/40 = Excellent | 25-34 = Good | 15-24 = Needs work | 0-14 = Critical leak
- **Quality score:** 40-50/50 = Excellent | 30-39 = Good | 20-29 = Needs work | 0-19 = Critical

Cost of This Leak:

Poor onboarding is the #1 SaaS killer:

- Average: 60-80% of trials never activate
- Good onboarding: 40-60% activate
- Great onboarding: 70%+ activate

Impact on trial-to-paid:

- Activated users convert at 40-60%
- Non-activated users convert at <5%

Your Calculation:

- Current trial-to-paid rate: _____%
- If below 25%, onboarding is likely your biggest leak
- Potential improvement: +10-15 percentage points
- Current monthly trials: _____
- Additional conversions at +15%: _____
- Monthly MRR impact: \$_____
- **Annual leak cost: \$_____**

Quick Fixes (Do This Week):

1. Create Minimum Viable Sequence (4-6 hours)

Email 1 Template:

Subject: Welcome to [Product]! Here's your first step 🙌

Hi [Name],

Welcome to [Product]! Your account is ready.

Here's what happens next:

- Step 1: [Specific action] (takes 2 minutes)
- Step 2: [Second action] (takes 5 minutes)
- Step 3: See your first [result] (happens automatically)

[CTA BUTTON: Complete Step 1]

Stuck? Just reply to this email - I'm here to help.

[Your name]
[Title] at [Product]

Email 2 Template (Day 1):

Subject: Have you tried [Key Feature] yet?

Hi [Name],

Just checking in! Yesterday you joined [Product].

Most [customers] see their biggest win when they [specific action with key feature].

Here's how it works:

1. [Step 1]
2. [Step 2]
3. [Result you'll see]

[Customer name] did this and [specific result]. Here's what they said:
"[Short testimonial]"

[CTA BUTTON: Try [Feature] Now]

Questions? I'm here.

[Your name]

Email 7 Template (Day 12 - Trial Ending):

Subject: Your trial ends in 2 days

Hi [Name],

Your 14-day trial ends in 2 days.

Here's what you've accomplished:

- ✓ [Achievement 1]
- ✓ [Achievement 2]

✓ [Achievement 3]

To keep [benefit], you'll need to upgrade to a paid plan.

[CTA BUTTON: Upgrade Now]

Here's what happens if you upgrade:

→ [Benefit 1]

→ [Benefit 2]

→ [Benefit 3]

Questions about pricing or features?

Reply to this email or [book a 15-min call].

[Your name]

2. Set Up Basic Automation (2 hours)

- Use your email tool (Customer.io, Mailchimp, etc.)
 - Trigger on "new signup"
 - Schedule emails at Day 0, 1, 3, 5, 7, 10, 12
-

LEAK #4: PRICING PAGE CONFUSION

The Problem:

Your pricing page is where buying decisions happen. Confusion here kills deals. Most SaaS pricing pages have 8-12 common mistakes that reduce conversions by 20-40%.

The Audit Checklist:

Pricing Clarity (Pass/Fail - All must pass)

- Pricing is public (not "Contact us" for all plans)
- Currency is clear (USD shown explicitly)
- Billing period is obvious (per month/year?)
- What's included is clear (not just feature names)
- Limits are specified (users, contacts, etc.)
- No hidden fees mentioned
- Free trial availability is clear

The 15 Pricing Page Killers (Check all that apply)

- More than 4 pricing tiers
- No recommended/popular plan highlighted
- Feature comparison requires scrolling
- Technical jargon in feature names
- No explanation of confusing features
- Missing key features in comparison
- "Contact us" for pricing on all plans
- No toggle for monthly/annual pricing
- No discount shown for annual (if offered)
- FAQs not on pricing page
- No money-back guarantee mentioned
- No testimonials/social proof
- No upgrade/downgrade flexibility mentioned
- No clear "What plan is right for me?" guidance
- CTA buttons say "Buy" or "Purchase" (instead of value-focused)

Psychology Elements (1 point each, 10 total)

- Most popular plan is highlighted/badged
- Annual pricing shows "save X%" discount
- Includes "money-back guarantee" or "cancel anytime"
- Social proof near CTA ("Join 5,000+ companies")
- Comparison emphasizes your advantages
- Addresses common objection (security, migration, support)
- Uses anchoring (shows higher plan to make target plan feel reasonable)
- "Start free" CTA for all plans (trial available)
- Feature benefits explained (not just names)
- Enterprise plan shown (makes mid-tier seem accessible)

CTA Quality (Pass/Fail each)

- CTAs use action words ("Start," "Get," "Try" not "Buy," "Purchase")
- CTAs mention value ("Start Free Trial" not "Sign Up")
- Different CTAs for different plans (not all identical)
- Primary CTA visually dominant
- Multiple CTAs on page (top, bottom, sticky)

Scoring:

- **Pricing Killers:** 0-3 = Good | 4-7 = Moderate leak | 8+ = Critical leak
- **Psychology Elements:** 8-10 = Excellent | 5-7 = Good | 0-4 = Needs work
- **CTA Quality:** All pass = Good | 3-4 pass = Needs work | 0-2 = Critical

Cost of This Leak:

Pricing page optimization impact:

- Poor pricing page: 5-12% conversion
- Optimized pricing page: 20-35% conversion
- Potential lift: 2-3x improvement

Your Calculation:

- How many visitors hit the pricing page monthly? _____
- Current conversion rate (estimate): _____ %
- Target conversion rate: 25%
- Additional conversions: _____
- Monthly MRR impact: \$ _____
- **Annual leak cost: \$ _____**

Quick Fixes (Do This Week):

1. Highlight Your Recommended Plan (30 minutes)

Add a badge: "MOST POPULAR" or "RECOMMENDED"

Use a different color/border

Add text: "Best for growing teams" or "Our customers' favorite"

2. Clarify What's Included (2 hours)

- Don't just list: "Advanced Analytics"
- Explain benefit: "Advanced Analytics - See which features drive retention"
- Formula: [Feature Name] - [Benefit in plain English]

3. Add Annual Savings (1 hour)

Toggle between:

Monthly: \$99/month

Annual: \$950/year (SAVE 20% - That's \$238!)

Show the dollar amount saved, not just percentage.

4. Rewrite CTAs (15 minutes)

- BAD: "Buy Now" "Sign Up" "Purchase"
- GOOD: "Start Free Trial" "Get Started" "Try [Plan Name] Free"

5. Add FAQ Section (2 hours) Answer these 8 questions:

1. Can I cancel anytime?
 2. What happens when my trial ends?
 3. Can I change plans later?
 4. What payment methods do you accept?
 5. Is my data secure?
 6. Do you offer refunds?
 7. What's included in support?
 8. How does [confusing feature] work?
-

LEAK #5: FEATURE JARGON & UNCLEAR BENEFITS

The Problem:

You're speaking engineer, but your customers speak human. Every piece of jargon reduces comprehension and kills conversion. Most SaaS companies are too close to their product to realize how confusing their copy is.

The Audit Checklist:

The Jargon Test (Check all that apply)

- You use "solution" or "platform" in headlines
- You lead with features, not outcomes
- You use technical acronyms without explanation
- You describe HOW it works before WHY it matters
- You use industry buzzwords ("disruptive," "innovative," "next-gen")
- You talk about your technology, not customer results
- You use internal product names customers don't understand
- Feature names are clever/cute but not descriptive
- You assume prospects know terms like API, SDK, webhook

The Grandmother Test (Pass/Fail) Read your homepage, pricing page, and top 3 feature descriptions out loud to someone outside your industry (spouse, friend, parent).

- Can they explain what you do in one sentence?
- Can they explain who it's for?
- Can they name one specific benefit?
- Did they understand it without asking questions?

If ANY answer is "No" - you have a jargon problem.

Feature-to-Benefit Translation Audit For your top 5 features, answer:

Feature 1: _____

- Do you explain WHAT it is (the feature)?
- Do you explain WHY it matters (the benefit)?
- Do you explain WHO it's for?
- Is the benefit quantifiable? (save X hours, increase Y%)
- Is it written in customer language?

Repeat for Features 2-5.

Score: 5 yes answers per feature = 25 points possible

- 20-25: Excellent
- 15-19: Good
- 10-14: Needs work
- 0-9: Critical leak

Customer Language Test

- Do you use exact phrases from customer interviews?
- Do you describe problems in customer words?
- Do you avoid internal product terminology?
- Do you use concrete examples over abstract concepts?
- Do you speak to outcomes, not outputs?

Cost of This Leak:

Jargon confusion impact:

- Unclear value prop: 50-70% immediate bounce
- Confusing features: 30-40% won't start trial
- Technical language: 40-60% drop-off in decision phase

Your Calculation: If you failed "The Grandmother Test":

- This leak affects EVERY stage of your funnel
- Conservative estimate: 20-30% reduction across all conversions
- Current monthly MRR: \$ _____
- Potential MRR with clear messaging (+25%): \$ _____
- **Monthly opportunity:** \$ _____
- **Annual leak cost:** \$ _____

Quick Fixes (Do This Week):

1. The Find & Replace Mission (3-4 hours)

Find these words on your site and replace:

BAD (Jargon)	GOOD (Plain English)
Solution	Tool / Software / App
Platform	Tool / Dashboard / System
Ecosystem	Tools / Network
Innovative	[Delete it - show don't tell]
Next-generation	[Delete it - show don't tell]
Cutting-edge	[Delete it - show don't tell]
Best-in-class	[Delete it - show don't tell]
Robust	[Delete or replace with actual capability]
Leverage	Use
Utilize	Use
Facilitate	Help you / Make it easy to

2. Translate Top 5 Features (2-3 hours)

Formula: [Feature Name] → [What it does] → [Benefit/Outcome]

Example:

- BAD: "Advanced API Infrastructure"
- GOOD: "Connect to 500+ Tools - Sync your data automatically in 2 clicks, so you never manually export CSVs again"

Template:

[Feature Name]

[One-sentence what it is]

[Specific benefit with number]

[Real customer example]

3. Add "What This Means For You" Sections (2 hours)

After each feature description, add:

💡 What this means for you:
Instead of [painful current state],
You'll be able to [desired outcome] in [timeframe].

Example:

💡 What this means for you:
Instead of spending 5 hours/week manually compiling reports,
You'll get automated insights every Monday morning in 30 seconds.

LEAK #6: WEAK OR MISSING SOCIAL PROOF

The Problem:

Trust is the hidden conversion killer. Without strong social proof, prospects assume risk. Even great products with weak social proof convert 40-60% lower than competitors with strong proof.

The Audit Checklist:

Homepage Social Proof (Check all that exist)

- Customer logos (recognizable brands)
- Customer count ("Join 2,847 companies")
- Rating/review score (G2, Capterra)
- Featured testimonial above the fold
- Video testimonial
- Specific result quote ("Increased conversions by 47%")
- Media mentions / "As featured in"
- Awards or certifications
- Case study links
- Trust badges (security, compliance)

Testimonial Quality (Score each 0-5)

For your top 3 testimonials:

Testimonial 1:

- Specific result mentioned (not just "great product")?: ____/5
- Numbers/metrics included?: ____/5

- Full name + company + photo included?: ____/5
- Addresses a common objection?: ____/5
- Written in natural language (not marketing-speak)?: ____/5

Repeat for Testimonials 2 & 3

Total Score: 75 possible (15 per testimonial x 5)

- 60-75: Excellent
- 45-59: Good
- 30-44: Needs work
- 0-29: Critical leak

Social Proof Placement (Check all)

- Above the fold on homepage
- On pricing page
- In email sequences
- On product/feature pages
- At decision points (before signup, before upgrade)
- In trial expiration emails

Case Study Audit

- Do you have case studies?
- Are they detailed (not just 3 bullet points)?
- Do they include before/after metrics?
- Do they tell a story (not just facts)?
- Are they industry-specific?
- Do they address objections?
- Are they easy to find?
- Do they include customer photos/videos?

Cost of This Leak:

Social proof impact:

- No social proof: Baseline conversion
- Basic social proof (logos): +10-15% conversion
- Strong social proof (testimonials + results): +30-50% conversion
- Video testimonials: +20-25% additional lift

Your Calculation:

- Current conversion rate: _____%
- With strong social proof (+35%): _____%

- Monthly trials: _____
- Additional conversions: _____
- Monthly MRR impact: \$ _____
- **Annual leak cost: \$ _____**

Quick Fixes (Do This Week):

1. The Testimonial Gathering Mission (This week)

Email your top 10 happiest customers:

Subject: Quick favor? 2-minute testimonial

Hi [Name],

You've been getting great results with [Product].

Would you be willing to share a quick testimonial?

I'm specifically looking for:

1. What problem you were trying to solve
2. What result you achieved (numbers help!)
3. One sentence on what you like most

It takes 2 minutes. I'll send you a \$50 Amazon gift card as thanks.

Reply to this email and I'll send you the questions!

Thanks,
[Your name]

2. Upgrade Existing Testimonials (1-2 hours)

If you have weak testimonials like:

- "Great product!" - John S.

Reach back out:

Hi John,

Thanks for your kind words about [Product]!

Would you mind if I asked 2 quick follow-up questions to make your testimonial even more helpful?

1. What specific result did you achieve? (e.g., saved X hours, increased Y%)
2. What would you tell someone considering [Product]?

Thanks!

3. Create a Quick Case Study (3-4 hours)

Template:

[Company Name] Increased [Metric] by [X%] in [Timeframe]

THE CHALLENGE:

[Company] was struggling with [specific problem].
They tried [alternatives] but [why those didn't work].

THE SOLUTION:

They implemented [your product] and focused on [specific feature/approach].

THE RESULTS:

- [Metric 1]: Increased from X to Y
- [Metric 2]: Reduced from X to Y
- [Metric 3]: Improved from X to Y

"[Powerful quote from customer about the transformation]"
- [Name, Title, Company]

WHAT THEY DID:

1. [Step 1]
2. [Step 2]
3. [Step 3]

Want similar results? [CTA]

4. Add Social Proof to Key Pages (2 hours)

- Homepage: Add customer count + 1 video testimonial
 - Pricing page: Add "Join [Number] companies" above pricing
 - Signup page: Add "Join [Name], [Name], [Name] and 2,844 others"
-

LEAK #7: TRIAL-TO-PAID CONVERSION GAP

The Problem:

This is the money moment. Everything else leads here. Most SaaS companies have great trials but terrible conversion because they don't create urgency, handle objections, or make upgrading frictionless.

The Audit Checklist:

Pre-Conversion Communication (Check all)

- Day 10 email: "Trial ending soon" (creates awareness)
- Day 12 email: "2 days left" (creates urgency)
- Day 13 email: "Last day" (final push)
- In-app banner appears at Day 10
- In-app banner intensifies Day 12-14
- Summary email of what they've accomplished
- Clear comparison: what they lose vs. what they gain

Upgrade Path Friction (Check all that apply)

- Requires multiple clicks to upgrade
- Unclear how to upgrade (no obvious button)
- Makes them re-enter information
- Requires credit card for trial (then re-entry)
- Pricing not clear at upgrade moment
- No option to keep existing setup/data
- Requires sales call (for self-serve plans)
- Multiple page forms
- No annual option shown
- No clarification on what happens immediately vs. next billing

Score: Each checked item = friction point

- 0-2: Good
- 3-5: Moderate leak
- 6-10: Critical leak

Urgency Elements (Check all present)

- Trial countdown visible in product
- Email countdown ("2 days left")
- What they'll lose is explicitly stated
- Summary of value received shown

- Limited-time upgrade offer (if using this tactic)
- Clear "what happens if I don't upgrade" explanation

Objection Handling (Check all addressed)

- Price objection addressed ("See ROI in 30 days")
- Migration concern addressed ("Keep all your data")
- Security concern addressed ("Enterprise-grade security")
- Support concern addressed ("24/7 support on paid plans")
- Commitment concern addressed ("Cancel anytime")
- Value concern addressed ("Used by [competitors/similar companies]")

The Upgrade Copy Audit (Pass/Fail each)

- CTA says "Upgrade" not "Buy" or "Purchase"
- Benefits listed (not just features)
- Specific outcomes mentioned
- Risk reversal present (money-back guarantee)
- Social proof at upgrade moment
- Clear what happens next ("Immediate access to...")

Cost of This Leak:

Trial-to-paid is your most valuable metric:

- Poor trial-to-paid (10-15%): 10-15 customers/100 trials
- Good trial-to-paid (25-35%): 25-35 customers/100 trials
- Excellent trial-to-paid (40-50%): 40-50 customers/100 trials

A 20-point improvement in trial-to-paid is worth more than doubling your traffic.

Your Calculation:

- Current monthly trials: _____
- Current trial-to-paid rate: _____%
- Target rate (35%): 35%
- Conversion gap: _____ percentage points
- Additional monthly customers: _____
- Monthly MRR impact: \$_____
- **Annual leak cost: \$_____**

Quick Fixes (Do This Week):

1. Create Trial Ending Sequence (3-4 hours)

Day 10 Email:

Subject: Your [Product] trial ends in 4 days

Hi [Name],

Just a heads up: your 14-day trial ends in 4 days.

Here's what you've accomplished so far:

- ✓ [Achievement 1 - pulled from usage data]
- ✓ [Achievement 2]
- ✓ [Achievement 3]

To continue [getting these results], you'll need to upgrade to a paid plan.

Here's what happens when you upgrade:

- Keep all your [data/work/setup]
- Unlock [premium features]
- Get [priority support]

[CTA BUTTON: View Pricing Plans]

Questions? Just reply - I'm here to help you choose the right plan.

[Your name]

P.S. No pressure. If [Product] isn't a good fit, no hard feelings. Your data stays accessible for 30 days.

Day 12 Email:

Subject: 2 days left on your trial 🕒

Hi [Name],

Your trial ends in 2 days (on [Date]).

You've been [using Product to achieve X].

Here's what will happen if you upgrade:

- ✓ Keep everything you've built
- ✓ Continue [main benefit]
- ✓ Get access to [premium feature]

Here's what happens if you don't:

- ⚠ You'll lose access to [feature they've been using]
- ⚠ Your [data/work] will be in read-only mode

⚠ You won't be able to [key action]

[CTA BUTTON: Upgrade Now - 30-Day Money Back Guarantee]

Most [Product] customers say their only regret is not upgrading sooner.

See what [Customer Name] at [Company] said:
"[Testimonial about results]"

Ready to upgrade?
[Secondary CTA: View All Plans]

[Your name]

Day 14 Email (Final Day):

Subject: Last day: Your trial expires tonight

Hi [Name],

This is it - your trial expires tonight at midnight.

You've achieved [specific result] with [Product].

To keep going, upgrade now:
[CTA BUTTON: Upgrade My Account]

- Takes 2 minutes
- Keep all your data
- 30-day money-back guarantee
- Cancel anytime

Still deciding? I'm here to answer any questions.
Just reply to this email or [book a quick call].

[Your name]

P.S. If you're not ready yet, no problem. We'll keep your data safe for 30 days so you can come back anytime.

2. Add In-App Upgrade Prompt (Development time varies)

Day 10-14 Banner:

[!] Your trial ends in X days
[Your current accomplishments]
[Upgrade Button] [Learn More]

Day 14 Modal:

Your Trial Ends Today

You've [achieved X with Product].

Upgrade now to keep:

- ✓ [Benefit 1]
- ✓ [Benefit 2]
- ✓ [Benefit 3]

[Upgrade Now] [Remind Me Later] [See Plans]

3. Simplify Upgrade Flow (2-3 hours)

Goal: 1-click upgrade from trial

Minimum:

- Upgrade button visible in navigation
- Click → Pricing page with current plan pre-selected
- Click → Enter payment info
- Done

Remove:

- Extra forms
- "Are you sure?" confirmations
- Unnecessary information collection

4. Add Risk Reversal (1 hour)

On pricing page and upgrade emails:

[BADGE] 30-Day Money-Back Guarantee

Try [Product] risk-free. If it's not a good fit, email us within 30 days for a full refund - no questions asked.



PART 3: YOUR PERSONALIZED LEAK PRIORITY MATRIX

Now that you've audited all 7 leaks, let's prioritize which to fix first.

Calculate Your Leak Impact Scores

For each leak, you calculated the annual cost. List them here:

LEAK #1 - Homepage Value Prop

- Annual cost: \$_____
- Effort to fix: Low (1-2 days)
- Priority Score: $\text{Cost} \div \text{Days} = \$\text{_____}/\text{day}$

LEAK #2 - Trial Signup Friction

- Annual cost: \$_____
- Effort to fix: Low (1 day)
- Priority Score: $\text{Cost} \div \text{Days} = \$\text{_____}/\text{day}$

LEAK #3 - Onboarding Emails

- Annual cost: \$_____
- Effort to fix: Medium (3-5 days)
- Priority Score: $\text{Cost} \div \text{Days} = \$\text{_____}/\text{day}$

LEAK #4 - Pricing Page

- Annual cost: \$_____
- Effort to fix: Medium (2-3 days)
- Priority Score: $\text{Cost} \div \text{Days} = \$\text{_____}/\text{day}$

LEAK #5 - Feature Jargon

- Annual cost: \$_____
- Effort to fix: Medium (2-4 days)
- Priority Score: $\text{Cost} \div \text{Days} = \$\text{_____}/\text{day}$

LEAK #6 - Social Proof

- Annual cost: \$_____
- Effort to fix: Medium (3-5 days to gather)
- Priority Score: $\text{Cost} \div \text{Days} = \$\text{_____}/\text{day}$

LEAK #7 - Trial-to-Paid

- Annual cost: \$_____
- Effort to fix: Medium (2-4 days)
- Priority Score: $\text{Cost} \div \text{Days} = \$\text{_____}/\text{day}$

Your Priority Order

Rank by Priority Score (highest to lowest):

Priority #1: _____ (Fix this first) **Priority #2:** _____ (Fix this second) **Priority #3:** _____ (Fix this third)

Your 90-Day Leak Repair Plan

Week 1-2: Fix Priority #1 **Week 3-4:** Fix Priority #2 **Week 5-6:** Fix Priority #3 **Week 7-8:** Fix remaining leaks **Week 9-12:** Test, measure, iterate



PART 4: VIDEO TRAINING

"How to Fix Your Top 3 Conversion Leaks This Week"

Module 1: The Quick Win Strategy (10 minutes)

Video Topics:

1. Why most SaaS founders pick the wrong leak to fix first
2. The ROI prioritization framework (explained)
3. How to get buy-in from your team
4. Setting up measurement before you fix

Key Takeaway: Fix the highest ROI/Effort leaks first, not what seems "coolest"

Module 2: Real SaaS Examples (15 minutes)

Before/After Breakdowns:

- Example 1: Homepage rewrite (12% → 31% trial signup)
 - What was wrong

- What changed
 - Why it worked
- Example 2: Onboarding sequence (8% → 28% activation)
 - Original sequence problems
 - New sequence structure
 - Result timeline
- Example 3: Pricing page optimization (18% → 42% conversion)
 - Confusion points identified
 - Changes made
 - Impact on revenue

Key Takeaway: Small, specific changes create massive impact

Module 3: Implementation Guide (5 minutes)

This Week Action Plan:

- Day 1: Complete this audit
- Day 2: Calculate ROI for each leak
- Day 3: Prioritize leaks
- Day 4-5: Fix Priority #1 leak
- Day 6-7: Measure results

Key Takeaway: You can fix your biggest leak in 2-3 days



PART 5: THE TOTAL LEAK CALCULATOR

Your Revenue Recovery Projection

Add up all 7 leak costs:

Total Annual Revenue Currently Leaking:

- Leak #1: \$_____
- Leak #2: \$_____
- Leak #3: \$_____
- Leak #4: \$_____

- Leak #5: \$_____
- Leak #6: \$_____
- Leak #7: \$_____

TOTAL ANNUAL LEAK: \$_____

Conservative Recovery Estimate

Most SaaS companies can recover:

- 30-50% of leaks in 30 days (quick wins)
- 60-80% of leaks in 90 days (full fixes)

Your 30-Day Recovery Projection (40%): \$_____ (Total leak x 0.40)

Your 90-Day Recovery Projection (70%): \$_____ (Total leak x 0.70)

What This Means

If you fix nothing:

- You'll lose \$_____ this year
- You'll lose \$_____ over 3 years

If you fix 70% of leaks:

- You'll recover \$_____ annually
- That's \$_____ additional MRR per month
- That's _____ additional customers per month



NEXT STEPS

Your Immediate Action Plan

This Week:

1. Complete all 7 leak audits (done! ✓)
2. Calculate annual cost for each leak
3. Prioritize leaks using ROI/Effort formula
4. Share results with team

5. Schedule 2-3 days to fix Priority #1 leak

This Month:

1. Fix top 3 priority leaks
2. Measure improvement on each
3. Iterate based on data
4. Start working on leaks #4-7

This Quarter:

1. Address all 7 leaks
2. Implement testing system (A/B tests)
3. Build conversion optimization into roadmap
4. Celebrate recovered revenue

Need Help Fixing These Leaks?

DIY Route:

- Use the quick fixes provided in each section
- Follow the templates and examples
- Measure and iterate

Done-For-You Route: If you'd rather have an expert fix these leaks for you:

✓ I can audit your specific funnel in detail ✓ Rewrite all conversion-critical copy ✓ Implement proven frameworks ✓ Deliver 25-40% conversion improvement in 90 days

Want to discuss your specific leaks?

DM me "LEAKS" and I'll:

1. Review your audit results
2. Identify your highest-impact fix
3. Send you a 5-minute video breakdown
4. Show you exactly what to change first



BONUS RESOURCES

Included With This Audit:

1. The Conversion Leak Spreadsheet

- Plug in your numbers
- Automatic ROI calculation
- Priority ranking
- 90-day tracking

2. Email Template Library

- 21 proven SaaS email templates
- Welcome sequences
- Trial nurture
- Upgrade prompts
- Copy-paste ready

3. The SaaS Copy Swipe File

- 50+ high-converting headlines
- 30+ pricing page examples
- 25+ CTA variations
- Real examples from \$100M+ companies

4. Weekly Leak Check

- 5-minute weekly audit
- Track conversion improvements
- Catch new leaks early
- Compound improvements over time



FINAL THOUGHTS

Most SaaS founders think they need more traffic.

They don't.

They need to stop losing the traffic they already have.

You now know exactly where you're leaking revenue and how much each leak costs you.

The question isn't whether to fix them.

The question is: How fast can you move?

Every day you wait costs you money.

If your total annual leak is \$200K, that's \$548/day.

This audit took 20 minutes. The quick fixes take 1-2 days. The ROI is 50-100x.

Stop the bleeding. Fix your leaks. Recover your revenue.

You've got this.

Want My Help?

I'm Aqsa Javaid, and I fix SaaS conversion leaks for a living.

I've helped SaaS companies recover six figures in lost MRR by fixing exactly these leaks.

I can help you:

- Fix all 7 leaks in 90 days
- Increase trial-to-paid by 25-40%
- Reduce CAC through better conversion
- Write all the copy you need

Ready to stop losing revenue?

DM me "LEAKS" and let's talk about fixing yours.