

Aviation Lead Trace Worksheet

Find out which situation you're in, then trace one real inquiry from first click to signed contract.



Step 1 — Which Situation Are You In?

Pull your last twenty inquiries and check the one box that matches your pattern.

☐ Steady inquiries, thin enrollments or signed contracts.

Your inquiry count holds flat but enrollments or signed contracts drift down.

First move: repair the funnel (follow-up, CRM, booking path) before spending more on ads.

☐ Few inquiries, but you close most of what arrives.

You have a high close rate on a small inquiry pool, a working middle and a quiet top.

First move: paid search earns its budget here, confirm the middle can absorb more volume first.

☐ Neither steady inquiries nor a reliable close rate.

Ads into a leaking funnel just buy more leaks, and the cost compounds with every click.

First move: fix the website and follow-up path before any ad spend.

Step 2 — Trace One Inquiry

Pick one real inquiry from last month. Follow it stage by stage and mark exactly where it went quiet.

Date / Source	Stage Reached	Where It Went Quiet	Next Action Needed

Every gap on this list is cheaper to close than the next click you buy. BrightLine Digital's audit and discovery step exists to name which situation a business is actually in, then fix the handoff before spending more on ads.

