

Find Your Enrollment Growth Score

How Strong Is Your Follow-Up System?

Instructions: Choose the answer that most accurately reflects your current reality. Not your intentions. Reality.

How To Use This Worksheet:

- Download the PDF to your computer or device
 - Take the quiz using any PDF editor/filler (or print a hard copy to complete by hand)
 - Calculate your score & learn how to improve your conversion system
 - Watch [David Martin's video](#) for more information on creating a scalable system for leads
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1. When a new lead comes in, how quickly do they receive a response?

- A) Within 5 minutes (automated + personal follow-up)
- B) Within 30–60 minutes
- C) Same day
- D) Next day or later

2. Do you have a clearly defined follow-up timeline?

- A) Yes, written, documented, and consistent
- B) Yes, but it's informal
- C) Kind of, but it varies
- D) No

3. How many total touches does a typical lead receive before you stop?

- A) Ongoing until they enroll or opt out
- B) 8–11 touches

- C) 4–7 touches
- D) 1–3 touches

4. Over how many days does your follow-up sequence run?

- A) Ongoing until they enroll or opt out
- B) 7–13 days
- C) 3–6 days
- D) 1–2 days

5. Which communication channels are consistently used in your follow-up?

- A) Email + Text + Phone + Voicemail + Direct Mail
- B) Email + Text + Phone
- C) Email + Text only
- D) Mostly one channel

6. Do you stop following up because you're afraid of being "annoying"?

- A) No. We follow up until they enroll or opt out
- B) Occasionally
- C) Often
- D) Yes

7. Do you currently use an offer with urgency to convert prospects?

- A) Yes, with a deadline and clear value
- B) Yes, but no real deadline
- C) Occasionally
- D) No

8. How easy is it to sign up for a trial lesson on your website?

- A) Obvious call-to-action on every page
- B) Clear, but not prominent
- C) Somewhat hidden
- D) Difficult to find

9. Do you track your conversion funnel (leads → trials → enrollments)?

- A) Yes, monthly with data
- B) Yes, occasionally
- C) Roughly in my head
- D) No

10. Do you know your current conversion rate?

- A) Yes, exactly
- B) Approximately
- C) Not really
- D) No idea

11. Do you know your cost per enrolled student?

- A) Yes
- B) Rough estimate
- C) Not clearly
- D) No

12. If you left for two weeks, would follow-up continue flawlessly?

- A) Yes, fully automated and systemized
- B) Mostly

- C) Probably not
- D) Definitely not

13. If your conversion rate increased by 10%, what would that mean financially?

- A) I've calculated it
- B) I could calculate it quickly
- C) I've never thought about it
- D) No idea

What Your Score Says About Your Conversion System and How to Improve

Score as follows:

- A = 4 points
- B = 3 points
- C = 2 points
- D = 1 point

Based on your score, find your recommendations here:

- [44–52 Points: Conversion Machine \(Refinement Mode\)](#)
- [35–43 Points: Solid, But Leaking Revenue](#)
- [24–34 Points: Inconsistent Operator](#)
- [13–23 Points: Manual Overreliance](#)

44–52 Points: Conversion Machine (Refinement Mode)

Your Strengths:

- Immediate response
- Structured follow-up
- Multi-channel outreach
- Tracking
- Automation

What to Improve:

- Eliminate “silent” leads → follow up until you get a yes or a no.

- Sharpen urgency → clearer deadlines, stronger offers.
- Test your funnel → button wording, form friction, drop-off points.

Make Sure You Have a System With:

- Full lead management tracking, through all funnel stages
 - Visibility & analytics through all stages
- SMS and email automation, including analytics
- Conversion metrics

If you're looking for a system to take follow-up to the next level, [book an Opus1 demo](#).

35–43 Points: Solid, But Leaking Revenue

Your Strengths:

- Some structured follow-up
- Some tracking
- Consistent responses
- Basic automation or reminders

What to Improve:

- Make response truly immediate → within minutes, not hours.
- Reduce manual dependence → remove any manual follow-up elements.
- Expand multi-channel outreach → email alone isn't enough.
- Extend follow-up timeline → only stop reminders with a "yes" or "no" response.

Make Sure You Have a System With:

- Lead assignment and follow-up reminders
- Integrated email + SMS in one place
- A defined, repeatable follow-up sequence
- Clear visibility into where leads drop off

If you're ready for a more centralized, automated system built specifically for performing arts schools, [book an Opus1 demo](#).

24–34 Points: Inconsistent Operator

Your Strengths:

- You are responding to leads
- You recognize the importance of follow-up

- You likely have some tools in place

What to Improve:

- Define your sequence → number of touches, timeline, channels.
- Install automation → it must run when you and your team aren't available.
- Remove fear of "bothering" → people are used to regular follow-ups.
- Add urgency → deadlines boost conversion.

Make Sure You Have a System With:

- Automated multi-touch campaigns
- Lead status tracking (last touch / next touch visibility)
- Enrollment tools that reduce friction (self-booking links with real-time availability)
- Conversion tracking from lead → trial → enrollment

If you're ready to move from reactive to scalable growth, [book an Opus1 demo](#).

13–23 Points: Manual Overreliance

Your Strengths:

- You are generating leads
- You want to grow
- You are investing in marketing

What to Improve:

- Respond within minutes → speed builds trust.
- Stop relying on memory → no sticky notes or "call tomorrow."
- Use multiple channels → email + text + phone minimum.
- Track conversion rate → guessing won't scale.
- Make it easy to start → obvious calls to action.

Make Sure You Have a System With:

- Centralized lead capture and CRM tracking
- Automated response sequences
- Integrated SMS and email campaigns tied to your CRM
- Real-time visibility into conversion metrics

If you're ready to improve your lead management with an all-in-one solution designed for music schools, [book an Opus1 demo](#).



Ready to Grow Your Performing Arts School? Visit opus1.io