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REVENUE RECOVERY AUDIT™ · SAMPLE REPORT

Online education company. *Live webinar funnel.*

+$2.35M

a year in recoverable revenue, found in the funnel the business was already running, on about $5M a year in revenue.

This is a real audit with the client's name, brand, product and identifying details removed and figures rounded. Every number comes from the original report.

SAMPLE · DETAILS REMOVED

The diagnosis isn't *what you think.*

This business did not have a lead-cost problem, an attendance problem or an offer-quality problem. It had an **ad-efficiency problem** and a **post-webinar problem**. Spend per webinar more than quadrupled in a year, but same-day revenue per webinar grew only 30%.

AVERAGE PER WEBINAR	A YEAR EARLIER	NOW	CHANGE
Ad spend	$37K	$158K	more than 4x
Sign-ups	about 2,600	about 7,300	almost 3x
Same-day revenue	about $165K	about $215K	+30%
Same-day conversion	about 4.0%	about 1.6%	-60%
Same-day return on ad spend	about 4.5x	about 1.4x	-70%
Average order value (AOV)	about $1,600	about $1,800	+15%
Refund rate	about 13%	about 10%	better

BOTTLENECK 1

Webinar to buyer

The room shows up. The pitch stopped closing. The same discount had run unchanged for 18 months, and buyers had stopped believing the deadline.

BOTTLENECK 2

Everything after the webinar

Over 43,000 sign-ups in one quarter didn't buy, and nothing was bringing them back. No replay, no 7-day sequence.

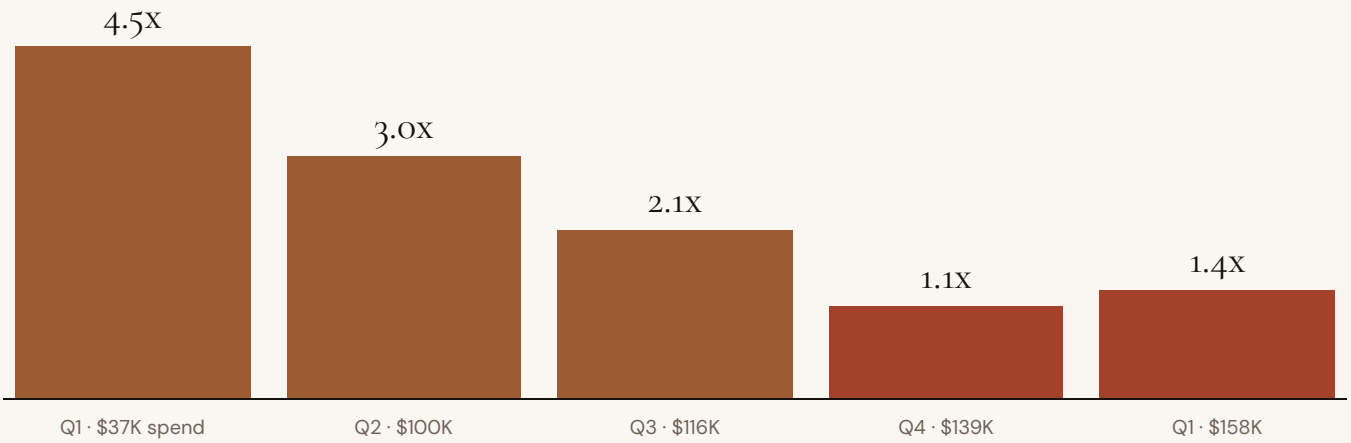
02 · LEAK MAP, METRIC BY METRIC

Where the money *leaks.*

Every number is checked against the benchmark for this funnel type. Green is working and gets left alone. Red is where the recoverable revenue sits.

LAYER	METRIC	THIS FUNNEL	BENCHMARK	STATUS
Getting leads	Cost per lead (CPL)	about $21	$15–25	WORKING
Showing up	Attendance rate	about 25%	25–35%	WORKING
The offer	Average order value	about $1,800	$1,500–3,000	WORKING
The offer	Sign-up to buyer	about 1.3%	5–10%	LEAKING
The offer	Attendee to buyer	about 5%	15–25%	LEAKING
Return	Same-day return on ad spend	about 1.4x	4.5x a year earlier	LEAKING
Follow-up	Non-buyers in a sequence	none	7-day sequence	LEAKING
Customer value	Pricing for more than one student	none	asked for 15× in one webinar	LEAKING

SAME-DAY RETURN ON AD SPEND, BY QUARTER



Spend per webinar rose every quarter. Return fell with it. More traffic was being poured into a pitch that had stopped converting.

Why buyers *stopped deciding.*

THE PITCH AND THE OFFER

The same discount had run for 18 months. The audience had seen it.

The sales page ran a countdown timer around the clock, even when no webinar was on. Buyers learned the deadline wasn't real.

The price reveal was improvised and stumbled, at the single most important moment of the webinar.

The offer was listed as features with prices, not as outcomes. People saw costs, not what they were buying.

No single belief the pitch was built to land. Every teaching moment pulled in a different direction.

The close ended by giving people permission to leave without buying.

AFTER THE WEBINAR

Over 43,000 sign-ups and more than 10,000 attendees in one quarter didn't buy, with no escalating follow-up.

No replay. Anyone who couldn't decide live had nothing to come back to.

The code “expired tonight”, then reappeared on the sales page the next day. Follow-up emails couldn't enforce it.

Dozens of buyers asked for a longer or multi-student option in the chat. The follow-up treated it as an objection, not a sale.

ALREADY WORKING. DON'T TOUCH.

- ✓ Lead cost at the low end of the benchmark
- ✓ Average order value up 15% in a year
- ✓ Refund rate down from about 13% to about 10%
- ✓ A guarantee strong enough to lead the whole offer

04 · THE FIX LIST, RANKED BY DOLLARS

What to fix first, *and what it's worth.*

Every fix is ranked by the revenue it brings back in year one, on the ad spend the business was already making. Do them in this order.

#	FIX	A YEAR
1	**Rebuild the pitch and the offer.** A real deadline (a named start date with limited places), the offer sold as outcomes, the guarantee first, a scripted close.	+$1.0M
2	**Build the 7 days after the webinar.** A countdown sequence to the real deadline, a 48-hour replay, personal follow-up to the hottest leads.	+$400K
3	**Turn the thank-you page into a show-up engine.** Calendar reminders that fire on the phone, a private group for each webinar, the live-only bonus made visible.	+$300K
4	**Warm people up before the webinar.** Short daily messages and success stories, and reminder emails people actually open.	+$300K
5	**Price for families with more than one child.** One extra choice at checkout, for demand that was already in the room.	+$250K
6	**Sharpen the registration page.** One line of social proof and three results with real numbers.	+$100K
	Total recoverable revenue, year one	+$2.35M

about $5.0M
a year at the current pace

about $7.35M
a year with the fixes

+$2.35M
recoverable, on the same ad spend

Figures are deliberately conservative. Extra cash from a new low-priced add-on was counted against ad costs, not added to the total.

Fake urgency out. *Real reasons in.*

Every fix in the report comes with the exact change to make. Here is the biggest one, the offer, before and after.

BEFORE	AFTER
“Today only” discount that comes back at every webinar.	Each webinar opens a named group with a real start date and a fixed number of places.
A countdown timer on the sales page, running all day, every day.	The deadline is the group's live kickoff call. Miss it and you wait for the next group.
One discount, one day, then silence.	A bigger discount live, a smaller one for 7 days, then full price. Each with a reason buyers can believe.
Price revealed, then features remembered afterwards.	The guarantee first, the offer as outcomes, then the price, so the number lands small.
“Whether you join or not, best of luck.”	A clear final ask, and a way to say yes in the chat.

“Same content. Same offer. Same price. The change is how the decision is framed.”

Expected effect in the original report: 1.5 to 2 times the conversion on the offer, with a 7-day window that catches the buyers who need to talk it over first.

One change at a time, *so you know what worked.*

Changes ship in phases of two webinars each. Ship on the next webinar, watch the result, confirm on the second, then move on.

Phase 0

BEFORE KICKOFF

Confirm what the plan depends on.

- Who handles personal follow-up after the webinar
- Who hosts each group's kickoff call

Phase 1

ABOUT 4 WEEKS · 2 WEBINARS

Ship the new offer.

- Named groups with real start dates and limited places
- Live and 7-day discount levels
- Pricing for more than one student at checkout

Phase 2

ABOUT 4 WEEKS · 2 WEBINARS

Ship the new close.

- Offer rewritten as outcomes, guarantee first
- A scripted price reveal and close, with no dead air
- The one belief planted early and reinforced throughout

Phase 3

ABOUT 4 WEEKS · 2 WEBINARS

Ship the follow-up.

- 7-day sequence counting down to the kickoff
- 48-hour replay and abandoned-checkout recovery
- Personal outreach to the hottest leads

Phase 4

ONGOING

Polish and scale.

- Registration page and warm-up refinements
- Return on ad spend at 2x or above: hold spend. Above 2.5x: scale it up

WHAT YOUR REPORT WOULD LOOK LIKE

Your funnel, your numbers, *your fix list.*

Every audit gets a written report like this one, built on your own data, plus a 90-minute walk-through with me. If I don't find at least $100,000 a year you can recover, you don't pay.

Apply for an audit call at marishalakhiani.com/apply

"Found" means the revenue the audit showed could be recovered, not a guaranteed result. Results vary by business. Only 4 audits a month.