



Business Health Diagnostic for Youth Sports Facilities



The Core Problem

Your facility isn't struggling because you lack passion or work ethic—you're trapped in a business that runs on you instead of systems. This creates a ceiling on growth and a drain on your time, energy, and revenue.

Quick Assessment: If you check 2+ boxes, you're losing \$50,000+ annually:

- ☐ Personally responding to every lead inquiry
- ☐ Available 24/7 for parent questions/complaints
- ☐ Business would collapse without you for 2 weeks
- ☐ Working 60+ hours with minimal revenue growth
- ☐ Constantly firefighting instead of planning strategically

The 7 Revenue Killers

Lead Response Gap

67% of inquiries never get callbacks within 24 hours

Member Churn

50% of new members quit after year one

Communication Breakdown

Poor parent communication drives 30% of cancellations

Invisible Online

Missing reviews cost 15-20 qualified monthly leads

Staff Turnover

160 hours lost annually training replacements

Owner's Time Trap

20+ hours weekly on \$15/hour tasks

Seasonal Cash Flow

30-40% of revenue lost to seasonal volatility

1. The Lead Response Gap

Problem:

67% of inquiries never get callbacks within 24 hours while you're coaching.

Cost:

\$3,000-\$5,000 monthly (\$36,000-\$60,000 annually)

Reality Check:

Missed calls at 9 PM. Messages from this morning. Prospects already signed with competitors by the time you respond.

Solution Needed:

Automated response system guaranteeing 90-second reply times, 24/7.



2. Member Churn Death Spiral

50%

New members quit after year one
with no systematic retention

\$6K-\$9K

Value of each 3-year member

\$100K+

Annual cost at scale
from losing half your members

Problem:

50% of new members quit after year one with no systematic retention.

Cost:

Each 3-year member is worth \$6,000-\$9,000. At scale, losing half costs \$100,000+ annually.

Reality Check:

Surprise cancellations. No warning signs detected. "Billy's focusing on school now."

Solution Needed:

Automated retention campaigns at 3, 6, and 12-month milestones with engagement triggers.

3. Parent Communication Breakdown

Problem:

Parents demand updates and immediate responses while you're buried in operations. Poor communication drives 30% of cancellations.

Cost:

Each frustrated cancellation costs \$2,000-\$3,000 in lifetime value, plus 3-5 lost referrals from negative word-of-mouth.

Reality Check:

Three unanswered emails about an injury buried in 147 unread messages. Parent already shopping for replacements.

Solution Needed:

Automated progress reports, schedule updates, and injury protocols requiring zero manual effort.

4. Invisible Online Presence

Problem:

Your facility has 12 reviews while competitors with 50+ dominate Google searches.

Cost:

87% of parents check reviews first. Missing reviews costs 15-20 qualified monthly leads who never contact you.

Reality Check:

You're on page 2 of Google results. Better facilities exist, but invisible ones don't get called.

Solution Needed:

Systematic review generation producing 10+ five-star reviews monthly.

5. Staff Turnover Chaos

Problem:

High coach turnover with zero documented systems for training replacements.

Cost:

40+ hours personal training time per new coach × 3-4 annual turnovers = 160 hours lost.

Opportunity cost: \$80,000+ in strategic work.

Reality Check:

Best coach leaves. Parents love them. Kids request them. You're starting from scratch—again—because nothing's documented.

Solution Needed:

Documented SOPs and training systems making new coaches effective in 2 weeks, not 2 months.

6. The Owner's Time Trap



Hours weekly

on \$15/hour administrative tasks



Annual opportunity cost

in lost strategic work

Problem:

You spend 20+ hours weekly on \$15/hour administrative tasks instead of \$500/hour strategic work.

Cost:

\$520,000 annual opportunity cost in lost strategic initiatives, partnerships, and growth planning.

Reality Check:

Monday morning earmarked for high school partnership. Spent 3 hours on makeup scheduling, billing disputes, and "what time is practice?" texts instead.

Solution Needed:

Automation freeing your calendar for high-value activities: strategy, relationships, growth.

7. Seasonal Cash Flow Rollercoaster

Problem:

Revenue spikes spring/fall, crashes summer/holidays. No predictable off-season engagement or reactivation systems.

Cost:

30-40% of potential annual revenue lost to seasonal volatility.

Reality Check:

December hits. Memberships drop 50%. Payroll doesn't. January rent looms. Same cycle, every year.

Solution Needed:

Automated off-season engagement and reactivation campaigns generating predictable year-round revenue.



The Binary Choice

Path 1: Status Quo

- Miss 67% of leads
- Work 60-hour weeks on \$15/hour tasks
- Lose \$50,000+ annually to fixable problems
- Watch competitors with systems pull ahead

Path 2: Build Systems

- Automate lead response (24/7, under 90 seconds)
- Systematize retention (years, not months)
- Generate predictable reviews and referrals
- Reclaim time while growing revenue

The Cost of Waiting

Every week you delay:

\$750-\$1,250

lost lead revenue

2-3 savable members

quit

20+ hours

wasted on automatable tasks

Competitors

gain ground

The truth: You can't work harder—you're already maxed out. You need systems that run your business instead of depending on you.

Schedule Your Free 20-Minute Strategy & Assessment Call

In 20 minutes, we'll audit your current systems (or identify where systems are missing), pinpoint your #1 revenue leak, show you exactly what's fixable in the next 90 days, and give you a clear action plan—whether you work with us or not. This isn't a sales pitch. It's a diagnostic.

Time-sensitive: Assessment spots are limited to 10 per week. Every week you wait, you miss \$750-\$1,250 in lead revenue, lose 2-3 saveable members, and waste 20+ hours on tasks that could be automated.

[Schedule Your FREE 20 Min Strategy Call](#)

www.Built4Conversion.com

The Real Question: Will you get help before you lose another \$50,000?