



The 5 Minute Fix

◆ MEMBER RESOURCE ◆

THE DROP-OFF DIAGNOSTIC

Find the exact spot your clients stall, so you can be waiting there when they do.

HERE'S THE GIST

Before you start

I have bought a LOT of courses. The shiny ones, the ones everybody raved about, the ones I paid for out of my own pocket while I was already working in this industry. And somewhere around module three, almost every single time, I stalled out. Then I did the thing we all do, which is decide it was my fault. Not disciplined enough. Too busy. Should have wanted it more.

Sound familiar? You're not alone.

For about five years I led tech and marketing for a big online coaching company. Happy students, glowing testimonials, a healthy stream of people upgrading into the higher programs. And nobody was tracking who actually finished. It didn't seem to matter, because the testimonials kept coming and the upgrades kept selling. Then the market shifted, those upgrades started dropping, and somebody finally asked the obvious question: where are people falling off?

Nobody on the team could answer it. We knew everything about who bought and almost nothing about who stalled.

ONE SPOT, NOBODY STANDING THERE

That question changed how I think about programs. Because here is what I have seen in every program I have worked on since: there is almost always ONE spot where people get stuck, it is usually the same spot for most of them, and almost nobody is standing there when it happens.

This diagnostic finds your spot. It takes about five minutes, works whether you sell a course, a group program, a membership, or a 1:1 package, and it does not require a single line of analytics data (though I will show you where to check if you have it). You will end up with a map of your program, a circle around the step where people stall, and a plan for what to put there.

ONE PROMISE BEFORE YOU START

This is not an exercise in finding out what's wrong with your program. Programs are not broken because people stall. People stall because doing is harder than learning, and because the moment it gets hard is usually the moment they are most alone.

You're about to fix the alone part.

STAY MAGICAL! ✨

Pam Langord, Simply Magic Marketing

MAP YOUR PROGRAM

THE JOB Get your program out of your head and onto one line so you can look at it like an outsider.

Write your program as a sequence of steps. Rough is fine. Napkin-sketch rough. You are not building a curriculum document here, you are making something you can point at.

WHAT COUNTS AS A STEP, DEPENDING ON WHAT YOU SELL

What you sell	Your steps are
Course	Modules or lessons
Group program	Weekly calls plus the work between them
Membership	The first 90 days, week by week
1:1 package	Sessions plus the homework in between
DIY product or template kit	Setup, first use, then the point where they customize it
Hybrid	Whatever has a beginning, a middle, and a "now go do it"

YOUR ACTION PLAN

- ☐ Write your steps in order, left to right, with a number on each one
- ☐ Under each step, write what the client has to DO at that step (not what they learn, what they DO)
- ☐ Mark any step where the doing happens somewhere other than inside your program (in their inbox, on their website, on a call with THEIR client)
- ☐ Note how long each step is supposed to take

That last one matters more than it looks. A step that takes 20 minutes and a step that takes four hours are not the same kind of step, even if they are both one module.

✗ TOO VAGUE TO USE

"Module 3: Messaging"

✓ USABLE

"Module 3: Write your positioning statement and rewrite your website headline. Client has to open her own website. About two hours."

See the difference? The second one tells you something. That step involves a blank page, her real website, and two hours she does not have. Of course that is where people stop.

PRO TIP

If you cannot remember what your own step 4 asks people to do, that is worth knowing too. Go look. It has probably been a while.

THE THREE TELLS

THE JOB Find the step where people stall, using what you already know instead of data you do not have.

You do not need a completion-rate dashboard to find your drop-off spot. You need to notice three things you have been seeing all along.

01 THE SILENCE

Where do the questions stop?

Think about your inbox, your community, your call chat, your DMs. Early on, people ask things. They post wins. They reply to your emails. Then at some point it goes from chatty to crickets, and it tends to go quiet at the same place.

Silence reads like satisfaction. It usually is not. People who are moving forward ask questions. People who are stuck go quiet, because asking the question means admitting they are behind.

YOUR GUT CHECK

- ☐ When was the last time someone asked a question about your final module? Your first one?
- ☐ Which step gets the most questions? (That step is FINE. Questions mean engagement.)
- ☐ Which step gets none at all?
- ☐ In your community or group chat, where do the posts thin out?
- ☐ If you run calls, at which week does attendance drop and never come back?

02 THE HEAVY LIFT

Where does learning turn into doing?

This is my module three. It is the first step that asks someone to make something, decide something, or say something out loud. Watching a video is easy. Writing the sales page is not. Picking a niche is not. Raising your prices is not. Calling the client who ghosted you is definitely not.

The Heavy Lift is usually the most valuable step in your whole program, which is exactly why it is where people stall. Value and difficulty are the same thing wearing one outfit.

YOUR GUT CHECK

- ☐ Which step requires a blank page or a blank screen?
- ☐ Which step asks them to do something public, where other people can see it?
- ☐ Which step requires a decision they might get wrong?
- ☐ Which step involves a tool they have never used?
- ☐ Which step takes the most actual hours?
- ☐ Which step would YOU put off if you were doing it for the first time?

That last question is the cheat code. Answer it honestly.

03 THE LONG GAP

Where is the longest stretch with nothing from you?

Go look at your calendar and your automation. Find the longest period where a client hears from you exactly zero times. No call, no email, no check-in, no anything. People fill silence with doubt, and the doubt sounds like "maybe this isn't for me."

The Long Gap shows up in sneaky places. The week after a big call, when everyone is supposedly implementing. Any holiday. The gap between the last module and the offboarding. The stretch right after the first month, when your welcome sequence has run out and nothing has replaced it.

YOUR GUT CHECK

- ☐ Map out every touchpoint you have, scheduled or automated, across your whole program
- ☐ Find the longest gap between two of them, in days
- ☐ Does that gap land on or right after a Heavy Lift step? (If so, circle that step twice.)
- ☐ Does your welcome or onboarding sequence end before your program does?
- ☐ Is there a point where clients have to initiate contact to get any support?

THE ONE THAT CATCHES ALMOST EVERYBODY

If the only way to get help at step 5 is to raise your hand and ask, the people who need help most will not get it, because asking feels like failing.

CIRCLE YOUR DROP-OFF SPOT

THE JOB Turn three hunches into one circled step.

Tally it up. For each step in your map, mark which tells landed there.

Step	The Silence	The Heavy Lift	The Long Gap	Total
Step 1	☐	☐	☐	
Step 2	☐	☐	☐	
Step 3	☐	☐	☐	
Step 4	☐	☐	☐	
Step 5	☐	☐	☐	
Step 6	☐	☐	☐	

HOW TO READ YOUR TALLY

Three tells on one step. That is your drop-off spot, and it is not a mystery anymore. It is a hard step, at the end of a long silence, with nobody home. Start there and do not look at anything else yet.

Two tells on one step. Same answer, slightly less certain. Start there.

Two tells spread across two neighboring steps. Your drop-off is the transition between them, not either one. Put your check-in at the end of the earlier step, before they hit the wall rather than after.

One tell each on three different steps. Pick the Heavy Lift. It is the most reliable of the three, because it is about the work itself rather than about your behavior.

Nothing stands out at all. Two possibilities. Either your program is short enough that there is no real drop-off (lucky you, go add a check-in at the halfway mark anyway), or you are too close to it to see. In that case, ask three past clients where they got stuck. They will tell you in about one sentence each, and it will be the same sentence.

YOUR ACTION PLAN

- ☐ Fill in the tally
- ☐ Circle the step with the highest total
- ☐ Write one sentence:

"Most of my people stall at _____ because _____"

- ☐ Keep that sentence. It is the whole diagnosis, and you will use it in Part 5

CHECK IT AGAINST REAL DATA

THE JOB Confirm your circle if you happen to have numbers, without letting the lack of numbers stop you.

You do not need this part. But if you have any of the following, it takes two minutes and it is satisfying:

- ☐ **Course platform progress reports.** Most platforms show lesson completion. Sort by lesson and find the cliff. There is always a cliff.
- ☐ **Email click data.** If each step has its own email, the click-through rate tells you where attention drops.
- ☐ **Call attendance.** Week-by-week attendance is a drop-off map with the numbers already filled in.
- ☐ **Community activity.** Which step's discussion thread has posts, and which has three and then nothing.
- ☐ **Support requests.** Sort by topic. The topic with a lot of questions is your healthiest step. The topic with none, on a hard step, is your drop-off.
- ☐ **Delivered assets.** If your program produces something (a page, a plan, a rewritten offer), count how many clients actually finished it.

REALITY CHECK

Platform data tells you WHERE, and it almost never tells you WHY. Your Three Tells tell you why. **Use both, trust the why.**

A WORD ABOUT COMPLETION RATES YOU READ ONLINE

You will see statistics thrown around about how few people finish online courses. Most of them trace back to studies of free university MOOCs, which have nothing in common with a paid program run by a coach who knows her clients' names. Do not benchmark yourself against those numbers. Your own cliff, on your own step, is the only figure that matters here.

PUT SOMETHING THERE

THE JOB Turn your circled step into one message, scheduled, this week.

Here is the smallest useful version of the fix, and I would rather you do the small version today than the big version never.

YOUR ACTION PLAN

- ☐ Write ONE check-in for your circled step (the **Still With Me Check-In Scripts** give you the words)
- ☐ Make sure it does these four things: tells her getting stuck here is normal, names the specific step so she knows you are paying attention, hands her a next step small enough to do in ten minutes, and gives her a one-word way to ask for help
- ☐ Schedule it. An automated email triggered at that step if your platform can do it, a recurring calendar reminder if it cannot
- ☐ Send it to the people who are already sitting at that step right now. Yes, the ones from months ago. Especially those.

THE CHECK-IN THAT WORKS VS. THE ONE THAT GETS IGNORED

✗ GETS IGNORED

"Just checking in! How's it going with module 3?"

✓ WORKS

"You're at the part where most people stall out, including me, every time. Don't rewrite the whole page. Just change your headline and send it to me. Ten minutes, that's it."

The first one asks her to report on herself, which she will not do if she is behind. The second one tells her she is normal, shows her you know exactly where she is, and shrinks the task to something she can do before her coffee gets cold.

IF YOU WANT TO GO FURTHER THAN ONE MESSAGE

Once your check-in is live, these are the three durable fixes, in the order I would do them:

- 01 **Shrink the Heavy Lift.** Break your hardest step into two or three smaller ones with visible finish lines. Same content, more places to feel done. This one fix does more for completion than anything else on the list.
- 02 **Add a live touchpoint at that step.** A call, an office hour, a co-working session, a "bring your messy draft" thread. The Heavy Lift is where people most need another human, and it is usually where your program is most self-serve.
- 03 **Move the doing earlier.** If your program is four modules of learning followed by one module of doing, flip it. Give people something to make in week one, even something tiny. People who have made something already will make something again.

TRUTH BOMB

A program where 70% of people finish is worth more to your business than a program with better marketing and a 20% finish rate. Finishers give you testimonials, referrals, renewals, and the next yes. Everybody else gives you a quiet unsubscribe and a story about how they were too busy.

◆ BEFORE YOU GO ◆

ONE LAST THING

When your client hits her module three, she is going to do exactly what I did. She is going to decide it is her. Her discipline, her schedule, her whatever.

You are the one person who can tell her otherwise, and you can only do it if you know where she is standing. That is what this map is for.

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Now go circle your step and write the one message that catches her there. ✨

◆ WHAT'S NEXT ◆

READY FOR YOUR NEXT MAGIC MOVE? ✨

☕ WANT TO TALK THROUGH WHAT YOU FOUND?

Bring your map and your circled step to a coffee chat with me.

👉 [Grab a Coffee Slot](#)

✨ READY FOR BIGGER HELP?

Here's how we can work together.

👉 [Apply to Work With Pam](#)



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Pam Langord is a Digital Marketing Strategist and Automation Specialist who helps coaches, consultants, and service-based entrepreneurs build marketing systems that feel human. She's the founder of Simply Magic Marketing and the creator of the HEART Method, which puts Relationships Before Revenue on purpose.