

# Game Plan Call Prep Checklist

TopSpin Digital | 30 minutes, no commitment

Bring these numbers and the call gets useful fast. You do not need all of them. Fill in what you know and mark the rest unknown, that tells us something too.

## Know your numbers

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- ☐ What one hour of court time or one lesson is worth to you
- ☐ Courts or coaching hours you have open in a normal week
- ☐ Rough percentage of that time sitting empty
- ☐ New members or new students added in the last 90 days
- ☐ How many of them you can trace back to a source

## Know your leaks

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- ☐ Who answers the phone when you are on court or on the floor
- ☐ How fast a website form or DM gets a real reply
- ☐ What happens after a no show or a late cancel
- ☐ How you collect payment and how often you chase it
- ☐ Your Google rating and how many reviews in the last year

## Know your front door

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- ☐ The one offer a new person should say yes to first
- ☐ Where that offer lives online right now
- ☐ What you currently spend a month on marketing, all in
- ☐ What you are running today: ads, email, social, nothing

## Know what winning looks like

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- ☐ The number you want moved in 90 days
- ☐ The part of this you refuse to manage yourself
- ☐ Anything you tried before that did not work

**Book your call: [topspindigital.co/consultation](https://topspindigital.co/consultation)**