
A WORKING FRAMEWORK

The Memorable Business Framework

Why people visit your page but never contact you.

Most business owners assume a quiet contact form means the wrong offer or the wrong price. Usually it's neither. People forget you before they ever get to the point of reaching out, because nothing about the visit gave them something specific enough to hold onto. Attention without memorability evaporates in days, not weeks.

01

The Attention Gap

A visit that doesn't anchor to one distinct idea doesn't survive the scroll to the next tab. If a stranger couldn't repeat back what makes you different in one sentence, nothing landed.

02

The Proof Gap

Years of experience and a warm bio don't differentiate you from the next ten pages they'll see today. A specific number, a named result, or a real client detail does.

03

The Next-Step Gap

Visitors don't take three actions from one page. A menu of options where none is clearly the one lets people leave without deciding anything, which they read as your indecision, not theirs.

04

The Follow-Up Gap

Even a genuinely interested visitor forgets within days without a reason to stay in your orbit. No way to capture that interest means losing it to time, not to a competitor.

HOW TO USE IT

Most businesses lose visitors at one gap more than the others. Read through once for recognition, then use the worksheet on the next page to find which gap is actually costing you the most, and fix that one first.

THE WORKSHEET

Apply it to your own business

Answer each honestly before you change anything on your page.

01

The Attention Gap

In one sentence, what makes you different from the next option someone will see today?

02

The Proof Gap

What's the most specific, concrete proof you have, a number, a name, a result, that you're not currently using anywhere visible?

03

The Next-Step Gap

Right now, how many different actions could a visitor take on your page? What's the one you'd cut the others down to?

04

The Follow-Up Gap

If someone left today without contacting you, what's the only way you'd have to reach them again? If the answer is none, that's the fix.
