Prepared for **Seaview Sports Therapy**

The M1 Blueprint



A written diagnosis of why customers aren't buying, and exactly what to fix first.

Sample only. Seaview Sports Therapy is a fictional business.

Your Blueprint	Delivered	Revisions asked for by	Your credit ends
Foundation Blueprint	Monday 5 October 2026	Monday 12 October 2026	Monday 19 October 2026

In short

> You don't have a traffic problem. More than half of your calls go unanswered while you're treating, and nobody rings them back the same day. Fix that first: tell callers what to do when you can't pick up, ring back between sessions, and keep a list so nobody slips through. More visitors can wait until every enquiry gets an answer.

How this works

Delivered	Monday 5 October 2026, in writing. Everything you need is in this document.
Questions	Send them in one message, on WhatsApp or by email, and Sammy answers in writing.
A call, if you want one	Your 30-minute walkthrough is included. It's optional: just ask.
The Specific-To-You Promise	If any of this isn't specific to your business, tell Sammy by Monday 12 October 2026 and he'll revise it once, free.
Results	This is advice. It can't promise results, because they depend on how the plan is carried out.

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Sample Blueprint for a fictional business. Every name and figure is illustrative.

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01

The Bottleneck Diagnosis

What's working, what isn't, and the real reason customers aren't buying (often not the one you'd guess).

Where you are now

Sports massage and rehab sessions at £45, mostly to runners and gym members within 20 minutes of the clinic.

Your numbers today	Roughly
Enquiries a month	28
New clients a month	11
Average new client	£180 (4 sessions)
Google reviews	23, rated 4.8

Working: keep doing it

- ✓ Clients who book come back: most finish a course of four.
- ✓ Your Google rating is strong and your reviews are recent.

Not working, and why

- ✗ Calls during sessions go to voicemail, and few callers leave a message.
- ✗ Website enquiries wait until the evening for a reply.

What's actually holding you back

> Enquiries aren't the problem. Answering them is: more than half of calls are missed while you're working, and most of those people book somewhere else.

You thought you needed more visitors to the website. You don't yet: sending more people to the same phone would lose the same share of them.

The evidence behind this, and how sure it is

Finding	Where it came from	How sure
More than half of calls go unanswered while you're treating	Your phone's call log for September: 29 of 52 calls not answered	Sure: counted
Few missed callers leave a message	Your voicemail: 4 messages from those 29 calls	Sure: counted
Few are rung back the same day	Call log: 3 of the 29 rung back before the end of that day	Sure: counted
Website enquiries wait until the evening	Your contact form emails, checked against your reply times	Fairly sure: 5 forms checked
Most missed callers book somewhere else	What you said when you booked, and 2 people who said so when you rang back	A strong guess: few examples

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02

Your Goal in Numbers

Where you want to be and by when, worked backwards into the enquiries and sales it takes.

Your goal	In numbers	By
Twenty new clients a month by March, without working evenings.	20 new clients a month, 9 more than now: about £1,620 a month at £180 each.	By 31 March 2027

Working backwards: what it takes each month

Stage	Need	Have	Gap
People reaching you (calls, visits)	65	65	None
Enquiries you answer	50	28	22
New clients (4 in 10 answered)	20	11	9
Referrals asked for	Every client	Rarely	Ask everyone

Start at the biggest gap. Fix the answering before buying more visitors: more people sent to a leak just leak faster.

Three numbers to watch

Number	Now	Target
Missed calls rung back the same day	About 1 in 10	9 in 10
Enquiries a month you reply to	28	50
New clients a month	11	20

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03

The Fix-First Route

Answer what you already get before paying for more. Each phase uses the one before it, and Phase 1 starts free.

In this order		When
1	**Tell callers what to do when you can't answer**	This week
2	Ring back missed calls between sessions	This week
3	An automatic text for every missed call, and one list of enquiries	1 to 2 weeks
4	Review and referral requests after the third session	1 week
5	A page for each town you cover	2 to 6 months to rank

What, and why	Rough cost	How you'll know it's working
Phase 1: answer every enquiry		
Tell callers what to do when you can't answer Most missed callers never ring twice, but many will text	£0	Texts arrive while you're treating
Ring back missed calls between sessions A same-day call back wins most of them	£0, 10 minutes a day	No missed caller waits past the end of the day
An automatic text for every missed call, and one list of enquiries Replies stop depending on memory	A paid text-back tool, about £20 to £50 a month	Missed calls get a text within 5 minutes
Phase 2: ask every client		
Review and referral requests after the third session Happy clients bring friends when asked	Mostly time	Referrals and reviews every month
Phase 3: grow and keep		
A page for each town you cover Be found beyond your own postcode	Your time, or part of a build	Calls from those towns

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The Cost and Effort Map

Rough costs, time and tools for each step, so you can plan and budget.

Step	One-off	Monthly	Your time	Tools	Who does it
Voicemail and website wording	£0	£0	30 minutes	Your phone, your website	You
Same-day call backs	£0	£0	10 minutes a day	Your phone	You
Enquiry list with follow-up dates	£0	£0	1 hour, then 5 minutes a day	A spreadsheet	You
Automatic missed-call text	£0 if you set it up	About £20 to £50	2 to 3 hours	A text-back tool or business number	You, or with help
Review and referral asks	£0	£0	30 minutes a week	Your phone	You
Town pages	Part of a build	£0	Some each week	Your website	You, or for you

Rough figures to plan and budget with, not quotes. Third-party costs (domains, paid ads spend and paid tools, such as SMS or CRM fees) are billed at cost or paid directly by you, and are listed in your proposal before you agree.

What's free, and what isn't

Your mobile can't text every missed call back on its own. iPhone and Android let you send a quick text when you decline a call yourself, but not when a call just rings out while you're treating. Doing that automatically needs a paid tool: unanswered calls divert to it and it sends the text. Diverting calls can carry a charge on some contracts, so check yours. Tool prices change, so check them before you sign up.

Before you spend anything

Do this week's quick wins first. They cost nothing, and they show whether the next step is worth paying for. Anything M1 builds is scoped and priced in writing before any work begins.

If you'd rather have help

Page 7 shows each option with its exact price and payment stages, and how your £200 credit comes off if you start by Monday 19 October 2026.

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05

This Week's Quick Wins

3 to 5 things you can do this week, with no spend.

	Do this	Time	What it will show you
☐	**Change your voicemail: "It's Jo at Seaview. I'm with a client. Text this number your name and what you need, and I'll reply after this session."**	10 minutes	How many callers text instead of hanging up
☐	**Under your phone number on the website and in your Google profile description, add: "With a client? Text this number and I'll reply between sessions."**	20 minutes	Whether people would rather text than call
☐	**Keep 10 minutes between sessions to ring back every missed number**	10 minutes a day	How many missed callers still want a session
☐	**Text everyone who enquired in the last 60 days and didn't book**	45 minutes	Which of them still want a session
☐	**Start a list of every enquiry: name, date, where they found you, follow-up date**	30 minutes	Where enquiries really come from

Every one is free and works with the phone and website you already have. What they show you is the next thing worth fixing.

Questions for Sammy

Note them here as you go, then send them in one message. You'll get the answers in writing.

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06

Your Three Options

Do it yourself, do it with our help, or have us do it for you. The choice is yours.

1

Do it yourself

Follow this Blueprint

Do Phase 1 yourself: the voicemail and website wording, call backs between sessions and an enquiry list. That's about half a day to start, then 15 minutes a day. If you want missed calls texted automatically, add a text-back tool yourself.

£0 to M1

Your time. A text-back tool, if you add one, is about £20 to £50 a month, paid to the tool.



Recommended: start here

Missed-Call Rescue

It does Phase 1 properly, in one go: missed-call text-back, a simple list for every enquiry (a CRM), automatic reminders and review requests. It fixes the leak that's costing you the most, and nothing else has to change first.

Text and CRM fees are billed at cost or paid directly by you, and listed before you agree.

£800, fixed

1 to 2 weeks. £400 to start, £400 at launch.

With your £200 credit: £400 to start, £200 at launch.

Reply to start



The larger project

Growth Build

Not needed yet. Worth it only if you want Phases 1 to 3 done at once: a new website with the follow-up system built in, review requests, a chat assistant and a page for each town you cover.

from £6,500

4 to 6 weeks. 4 equal payments of £1,625: at the start, design sign-off, systems working in test and launch.

With your £200 credit, the last payment is £1,425.

How your credit works	Missed-Call Rescue	Growth Build
Project price	£800	from £6,500
Your Blueprint credit, off the final payment	£200 off	£200 off
Left to pay M1	**£600**	**from £6,300**
Total, including the Blueprint you paid for	£800	from £6,500

Monthly plans are separate from builds. You can join any plan without a build, and you don't have to join a plan after one. Blueprint credit never comes off them.

Start by this date to use your credit

Monday 19 October 2026

The full £200 comes off the final payment of any M1 build or quick win you start by Monday 19 October 2026, 14 days after this written Blueprint was delivered. It's used once, can't be transferred and has no cash value. It never comes off a monthly plan or the Website Care Plan. It stacks with M1 referral credit.

Your next step, in writing

1. **Reply on WhatsApp (07340 896045) or email (hello@m1studio.co.uk) with the option you want and your Blueprint reference, SV-0105.**
2. Sammy sends the written scope, the fixed price and the payment stages. Nothing starts, and nothing is paid, until you agree.
3. Doing it yourself, or not sure yet? That's fine. Send any questions in one message. A call is there only if you'd like one.

Samuel Morgan trading as M1 Studio. Trading address: 69 Adelaide Road, Chichester, PO19 7NQ. No VAT is charged. Payments are taken securely by Stripe. We never see your card details or your bank login. Scope and a fixed price are agreed in a proposal before any work begins.