

THE CONVERSION FIX

Scope Document

This Scope of Work is governed by and should be read alongside the Terms of Service available at <https://conversiondelta.com/terms>. By accepting this scope, you agree to both documents.

The Outcome

I find the single biggest leak in your signup-to-paid funnel and tell you exactly how to fix it. You ship the fix. The broken step gets closed.

What You Get

- **A 10–15 minute Loom walkthrough** of your funnel, showing where users are dropping off and why.
- **A written deliverable** your team can implement the specific change in plain steps, clear enough to ship without coming back to me with questions
- **One clarification round** over email after delivery (within 14 days)

Turnaround

72 hours from the moment you send me what I need. Not 72 hours from payment. The clock starts when I can actually look at your product and your data.

What I Need From You

There are two steps. First, before you pay, you fill in a short form so I can confirm it's a fit and send your payment link. Then, after you pay, you'll receive the full intake form. Fill it in with:

1. Product access

- The URL of your product
- A free or test account I can sign up with, for most products this is enough
- If your product has admin-only or paid-only features I need to see, a test account with access to those

2. Data

Send me the following numbers from the last 30 days (or whatever window you have):

- Visits to your landing/signup page
- Signups
- Definition of "activated user"
- Users who completed your activation event (your product's first meaningful action)
- Paying conversions

If you don't track all of these, send what you have. If you don't track any of them, this engagement may not be a fit yet. Message me first.

3. Session recordings (optional, very useful)

If you use Hotjar, FullStory, LogRocket, Microsoft Clarity, or similar, share 20-25 recordings of users dropping off at the step you think is leaking. Recordings from the actual leak point cut my diagnostic time in half and produce sharper fixes.

If you don't have session recordings set up, I'll work from your numbers and a product walkthrough instead.

4. Your one-line problem statement

2–3 sentences: where do you think you're losing users, and why?

What's Not Included

- **Implementation.** I tell you what to fix. You (or your team) ship it. I'm not a developer.
- **More than one leak.** I find the biggest one. If your funnel has three problems, this fix addresses the one with the highest impact.
- **Ongoing support.** After the 14-day clarification round, the engagement is closed. Ongoing coverage is the retainer.
- **Out-of-scope work.** A/B test setup, design mockups, copywriting beyond the specific fix, full strategic audits, or roadmaps.
- **Discovery calls.** Everything you need to decide is in this scope document.

Measuring Whether The Fix Worked

The numbers you send me at the start become your baseline. After you ship the fix, track the same numbers for 30 days. That's how you'll know if the fix paid for itself.

If you don't currently track these numbers, I'll point you to what to measure so you can set it up before shipping. Setting up your analytics is yours to handle.

Who This Is For

SaaS founders who have:

- A live product with paying customers (not pre-revenue)
- Enough user activity to see clear patterns in where users drop off
- A real conversion problem you can see in the data, not just “I think we could do better”

If you're not sure whether you have enough data, send me a quick note before paying. I'll tell you honestly within a few hours.

Not A Fit

- Pre-revenue or pre-launch products.
- Anyone without basic numbers, you don't need fancy analytics, but you need to know your signups and paying users.

- Anyone looking for a strategic audit, a redesign, or a marketing plan.

Price

\$750 USD, paid upfront via Stripe.

Work begins the moment you submit the intake form with the access and data I need.

Refunds

This is a productized service with a defined scope. Work begins the moment you submit the intake form with the access and data I need to start.

What “matching the scope” means

The work matches the scope if I deliver all four of the following:

- Identification of one specific leak in your signup-to-paid funnel.
- A written recommendation for one specific change to your product, in plain steps.
- A 10–15 minute Loom walkthrough explaining the leak and the recommendation.
- 14 days of email Q&A after delivery.

The work does not match the scope if any of the above is missing, if the recommendation is generic enough to apply to any product, or if the analysis addresses something outside your signup-to-paid funnel.

How refunds work

If after delivery you believe the work doesn't match the scope, email me within 14 days. I'll revise the deliverable once at no extra cost. If after the revision you still believe it doesn't match the scope, I'll refund you in full.

The scope document is the shared reference. We both agree to it before payment, so neither of us is deciding refunds on a feeling. We're comparing the delivered work against the four items above.

After the 14-day window, the engagement is final.

What happens after delivery is yours

I deliver the recommendation. You take it from there. That handoff is intentional. I'm not on your team, I'm not your developer, and I don't make decisions about how your product gets built or how your market reacts to changes.

That means the following are yours to own:

- Shipping the change in a way that matches the recommendation.
- Measuring the impact once it's live.
- Adapting to how your users actually respond.
- Any decisions about what to do next based on what you learn.

I'm available for one round of clarification questions within 14 days if you need anything explained. After that, the engagement is closed, and the next phase is yours to run.

Confidentiality

Everything you share with me, your product, your data, your funnel, stays between us. I don't share client work in public case studies without explicit permission. If I want to anonymize and reference a pattern I saw, I'll ask first.

Common Questions

Can we hop on a call before I buy?

Most engagements are fully async. That's how I keep the price at \$750 and delivery at 72 hours. But if you have a question before you start, a short 15-minute call is fine.

The deliverable itself includes a 10–15 minute Loom walkthrough. Ongoing calls are part of the retainer.

What if there's no clear leak in my funnel?

I check fit before you pay, so this rarely gets that far. But if I get your data and genuinely can't find a leak worth fixing, I tell you before I start and refund you in full. I've never had a funnel without one, but the promise stands.

Why the retainer instead of just buying two fixes?

If your product is stable and you have one specific bottleneck, the one-time fix is the right choice. The retainer is for SaaS shipping fast, where new features break old funnels and the leak moves every month. The retainer means I'm tracking your funnel as it evolves, so each fix builds on context instead of starting from scratch.

Questions before buying?

Email me directly. I usually reply within a few hours.

If it helps, we can also do a quick 15-minute call to see if it's a good fit.

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