

Plug the three leaks that cost you seven figures

THE PROBLEM, AS YOU'D SAY IT

Revenue's fine but profit isn't, and you can't see where it's going.

A \$1.3M/month brand losing about \$1M a year to coupon codes on Honey. A brand with a 2.9-star Trustpilot wondering why paid conversion was low. A luggage brand with a 12% returning-customer rate.

There are three leaks I find on almost every account over \$100k a month, and none show up in your ad dashboard: coupon leakage, abandoned carts nobody calls, and a public trust score that kills conversion. **Together they're usually worth more than a new ad campaign**, and they take a week.

THE PROCEDURE

1 Kill every public code today

Owner You · Time 1 hour · Cost \$0

- Shopify → Discounts → sort by uses. Anything with more than 50 uses that was ever public → deactivate.
- Search Honey, RetailMeNot and Google '[brand] coupon'. Every live code you see is a leak. Kill it.
- Klaviyo → Coupons → create unique codes for welcome, abandoned cart, win-back. Update the flows. Creators get their own unique code each.

2 Call abandoned carts inside 24 hours

Owner CS · Time Daily · Cost \$0 / commission

- Export abandoned checkouts over \$100 every morning. CS calls by 5pm. Two attempts, then a text. Script in SOP 01.
- Overflow to a recovery agency on commission. Log recovered revenue weekly.

3 Fix the trust score in 30 days

Owner CS · Time Daily, 15 min · Cost Trustpilot free tier

- Day-7 post-delivery email: 'Two questions and a link — how's it going?' Link to Trustpilot. Package insert with a QR to the same.
- Reply to every negative review within 24 hours, publicly, with what you fixed. Not with an explanation.
- Under 4.0 → this is the priority. At 4.2 paid conversion moves visibly.

4 Measure and fix returning-customer rate

Owner Email · Time 1 week · Cost \$0

- Shopify → Analytics → Returning customer rate, last 90 days. Under 20% means you're paying full CAC for every sale.
- Three fixes: subscription pre-selected on the PDP; free gift in the second order (the commodity product, see SOP 09); a subscriber-only edition nobody else can buy.
- Win-back flow at day 45 with a unique code and the subscriber-only product as the hook.

5 Audit the app stack this month

Owner Ops · Time 2 hours · Cost Saves money

- Shopify → Apps. Every app: what does it produce, who uses it, when was it last opened. One brand had 84.
- Duplicate function → keep one. Not opened in 60 days → uninstall. Seats on tools nobody logs into → cancel.

6 Renegotiate shipping once

Owner Ops · Time 1 call · Cost Saves 15–20%

- A few thousand parcels a month → a freight consolidator can re-rate you without changing carriers. One brand saved an estimated 18% in a single conversation. Ship Savers or similar; they take a share of the saving.

GATES — YOU'RE DONE WHEN

- Zero public coupon codes
- Carts over \$100 called within 24 hours, 100%
- Trustpilot 4.2+
- Returning-customer rate above 20%
- App stack audited, duplicates gone

DON'T

- Don't solve coupon leakage with a bigger discount.
- Don't respond to a bad review with a defence. Respond with a fix.
- Don't add a loyalty app before you've measured returning-customer rate.

COPY-PASTE TEMPLATES

PUBLIC REPLY TO A NEGATIVE REVIEW

Thanks for telling us, [name] — you're right and I'm sorry. Here's what we've done: [the specific fix]. I've also sent you [replacement / refund] directly. If it's not sorted by [date], reply here and I'll handle it personally. — [your name], founder

Tools named on the calls: Klaviyo — unique single-use codes · iSell For You or similar — recovery calls · Trustpilot — the score people check · Ship Savers — freight audit

Examples are drawn from private coaching calls and anonymised. Figures are the ones used on those calls, not audited results. Any figure from Josh Snow's own businesses is his own result and not typical; your results depend on your product, market and execution. Nothing here is a guarantee of income or financial advice. Tool pricing and availability change often — re-check before committing budget.