

THE COST OF BEING INVISIBLE

KEY TAKEAWAYS FROM THE KEYNOTE



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Every business runs the same flow

Attention → enquiry → decision → money

If you can't see where people drop off in this flow, you can't improve it.

Why growth feels hard

- No clear numbers
- No clear source of leads
- No clear leaks

When it's unclear, people default to working harder instead of smarter.

The only maths that matters

- Lifetime Value (LTV): what a client is worth over time
- Cost to acquire: what it costs to get or keep them

If LTV is higher than cost to acquire, the trade makes sense.

Your Homework

- Google your service as a customer / Google your name. Like what you see?
- Time your enquiry response
- Track where your last 5 clients came from
- Ask 5 clients for a google review