

BUSINESS SUCCESS FORMULA™

| IDEAL CLIENT (who my offer is best for) | TRAFFIC SOURCE (how you get consistent leads) | LEAD GENERATOR (how am I going to get their attention) | MARKETING OPT-IN (how will I capture their info) | NURTURE SEQUENCE (build KLT) | SALES TOOL (how will I convert them to a client) | OFFER/MONEY (my solution to their problem & investment) | FOLLOW UP SEQUENCE (how will I stay top of mind until they close) | ON-BOARDING (how you welcome new clients with ease) |
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