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| **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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