

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)