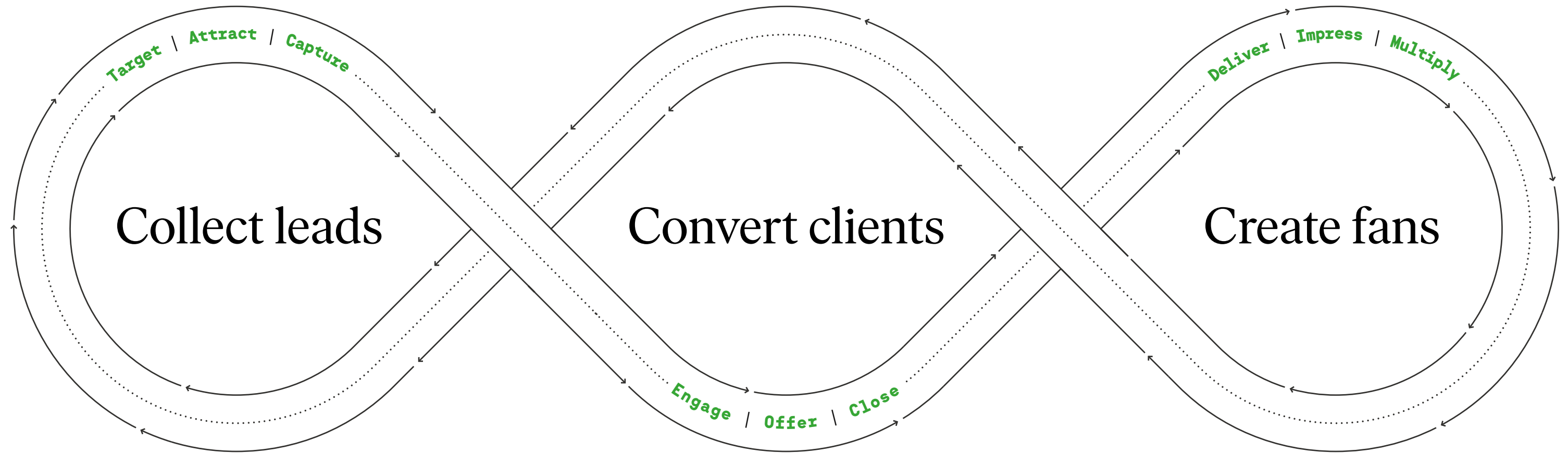


Lifecycle Marketing



Target

Clearly define your target customer so you understand who they are, identify their pain, and where they go to find answers.



Attract

Understand the problems and motivations of your target customer, so you can launch high-value content that addresses their biggest pains and aspirations.



Capture

Now it's time to carefully build bulletproof lead capture methods so that you can collect contact information in one central place for later follow-up.



Engage

This is where you get to educate your buyers. It's up to you to guide them properly so they look to you as someone they can trust. By doing it right, you can create a monopoly in their mind so that they immediately think of you when it is time to buy.



Offer

Get clear on the most critical steps in your sales process and make sure it aligns with what your clients' needs are. As leads engage, present offers that lead them to the most natural next step.



Close

Streamline a simple process for clients to purchase from your business by implementing tactics that align with your sales cycle.



Deliver

Make sure you systematize your delivery so that clients consistently get everything they were sold.



Impress

Create intentional plans to go above and beyond with every client. Leave a mark that keeps them coming back for more.



Multiply

Guarantee repeat business, positive reviews, and customer referrals by making these steps part of your customer journey.