

Customer Growth Formula

Attract • Engage • Convert

Phase 1: Foundation

- Develop the CEO Mindset
- Know What You Want
- Identify Your Perfect Customer
- Build Your Brand

Phase 2: Attraction

- Social Media Foundations
- Guest/Expert Speakers
- Outreach Strategy
- Lead Magnet

Phase 3: Engagement

- Authentic Engagement
- Community & Culture
- Email Nurture
- Storytelling

Phase 4: Conversion

- Sharing vs. Selling
- Core Message That Moves People
- Simple Campaigns That Convert
- Automate Your Conversions