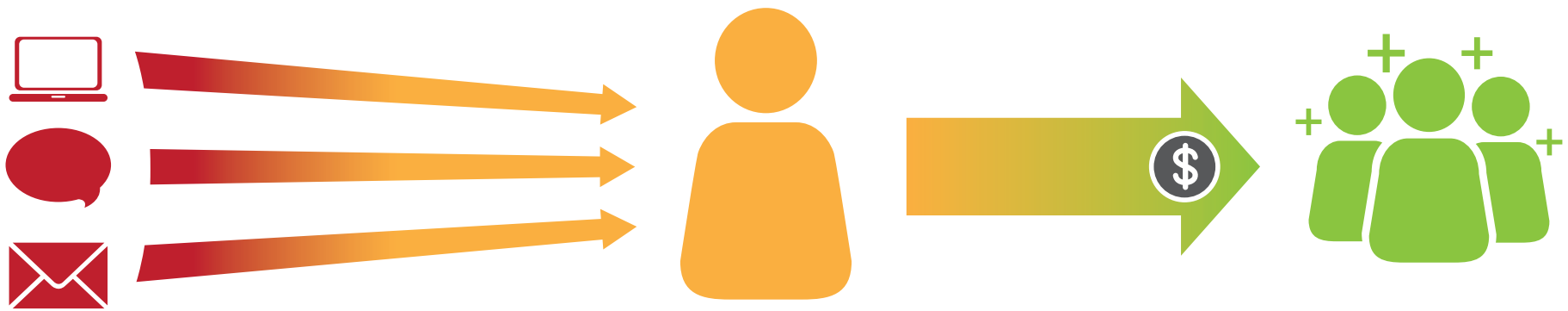


# COLD PROSPECTS

# CUSTOMERS

# RAVING FANS



## Capture Leads

## Convert Sales

## Upsell



### Attract Interest

### Nurture Leads

### Deliver & Wow

### Get Referrals

(Market, Message, Media)

## Front End

## Back End

Your goal is to break even on customer acquisition costs

This is where the real money is made