



plateau **TO** summit

**The Planning Phase (Prospect)**

1) Who is my ideal client?

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2) What is my message to my ideal client?

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3) How will I reach my ideal client?

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**The Selling Phase (Lead)**

4) How will I capture leads? (My sales funnel)

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5) How will I engage my leads?

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6) How will I convert my leads to sales?

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**The Retention Phase (Customer)**

7) How will I deliver more than I promise?

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8) How will I increase customer lifetime value?

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9) How will I encourage customer referrals?

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