

GrowthZone
smarter association software

OFFER

DELIVER

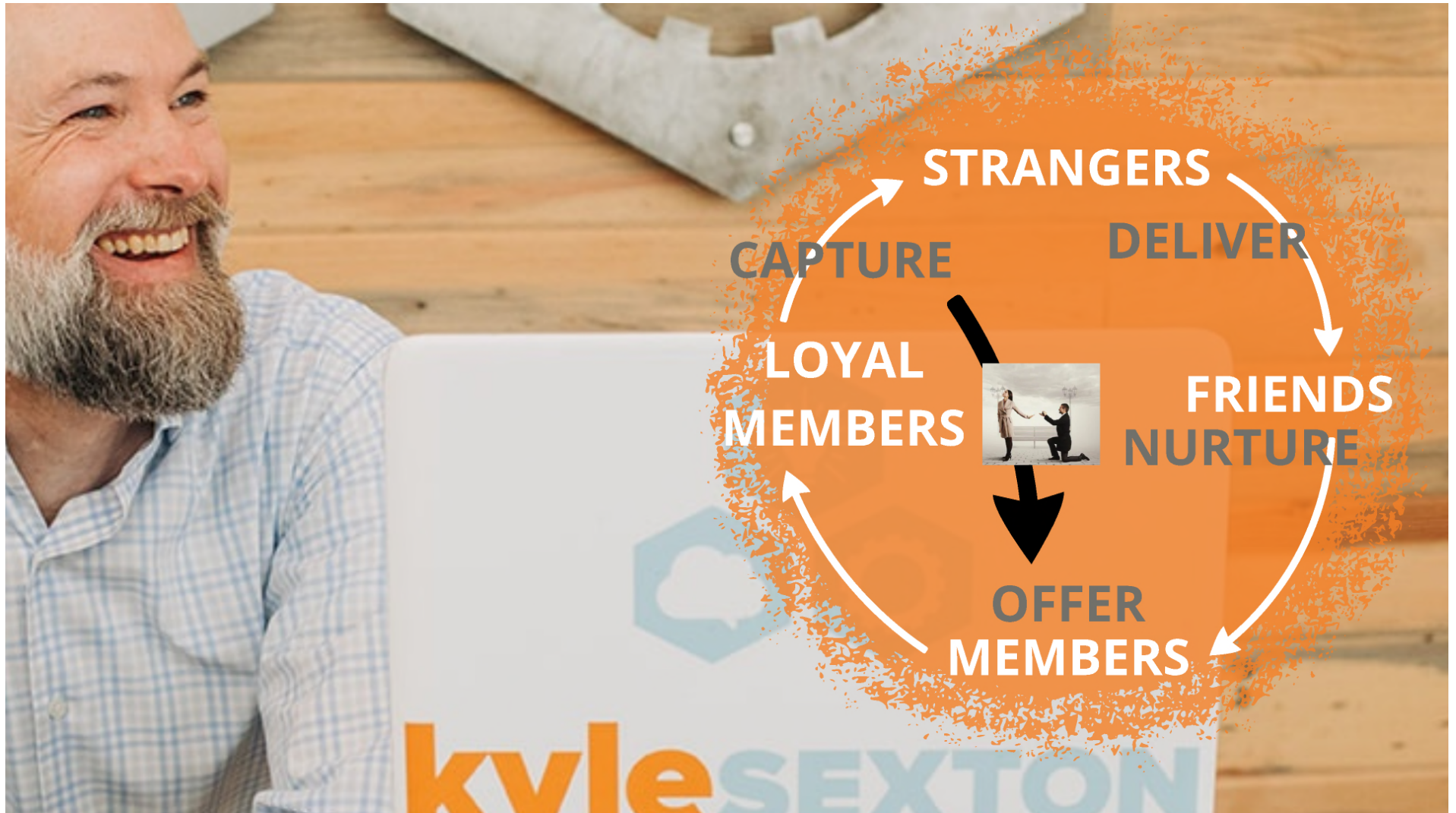
?

CAPTURE

NURTURE

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every new
member takes a
predictable path:
Curiosity
Enlightenment
Commitment





capture the lead

Ethical Bribe: exchange something useful, helpful and/or valuable for the user's email address.

See also: Permission Marketing

Lead Magnet attracts;

Lead Generator converts

LEAD MAGNET IDEAS
• "How to" (SEO development)
• Report template
• White Paper (case studies)
• Quiz or Personality Test (2020/2021)

LEAD MAGNET IDEAS:

- "How to..." [skill development]
- Report [insights]
- White Paper [case studies]
- Quizzes & Personality Tests [ENJOIN]

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DELIVER VALUE BEFORE THE TRANSACTION

What Premium Brands KNOW

Bus Station versus Mailbox

Read *YOUtility* by Jay Baer

Greater Value = Higher Sales



NURTURE THE RELATIONSHIP

KEEP IN TOUCH - *why?*

1/10 Join *right away*
+3/10 Join *within a year*
if you KEEP IN TOUCH
= 300% INCREASE IN SALES

Automate Your Nurture Sequence
Update Your Website

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Automate Your Nurture Sequence

Automate Your Nurture Sequence

Update Your Website

Update Your BLOG

each time you post to your blog, you could be keeping in touch with future members in their inbox (Blog-to-Broadcast)



MAKE YOUR OFFER

+ Frequently Asked Questions for logical buyers

- 
- + Frequently Asked Questions for logical buyers
 - + Cancellation Policy (What?! WOW!)
 - + Online Scheduling for increased conversions
- ^ All of these on your CONTACT US page