FRAMEWORK · HIGH-TICKET B2B GROWTH

The High-Ticket *Growth Framework*

Three connected systems to attract high-ticket clients without cold outreach, convert them with confidence, and keep them growing.

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FOUNDER, REVIUM SYSTEMS

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00 THE FRAMEWORK AT A GLANCE

Attract. Convert. Keep and grow.

High-ticket growth is not one tactic. It is three systems that feed each other. Weakness in any one leaks the value of the other two.



PART	CORE QUESTION	MAIN ENGINE	KEY OUTPUT
1 · Attract	How do high-ticket buyers find and trust us?	Partnerships, executive interviews, content	Qualified inbound demand
2 · Convert	How do we turn interest into signed clients?	Six-stage sales system, high-ticket experience	Signed high-ticket clients
3 · Keep and Grow	How do clients get results and stay?	Named method, reporting, renewal, referrals	Retainers, expansion, referrals, proof

One principle

Earn trust before you ask for it, at every stage of the client's journey.

One standard

Every touchpoint should feel intentional, consistent and calm.

One loop

Every delivered result becomes the proof that attracts the next client.

00 WHO THIS FRAMEWORK IS FOR

Built for businesses that sell trust.

The framework works best where buyers need **expertise and confidence before spending big**, and where one good client can lead to the next.

SERVICES

Agencies, consultancies and professional services firms

- Buyers can't see your work before they pay, so visible thinking and proof replace samples
- Diagnosis-led selling mirrors how good consultants already work
- A named method turns custom work into a service buyers trust
- Growth comes from retainers and referrals, which Part 3 builds

SOFTWARE

B2B software sold through demos and relationships

- Buyers fear failed rollouts and switching costs; trust lowers that risk
- Integrator and reseller partners send warm, pre-qualified buyers
- Discovery before the demo makes every demo about their problem
- Renewals and added seats depend on adoption, which client success drives

OPERATIONS

Implementation, training and outsourcing companies

- Clients hand over critical systems, teams or processes, so the risk feels high
- Case studies and a clear process prove you can be trusted with it
- Structured onboarding and reporting reassure from day one
- Long contracts make retention and expansion the main profit engine

ANY MARKET

Any business where buyers want expertise and trust before spending big

- The whole framework is designed to lower the buyer's perceived risk
- It earns trust before asking for it, in the order high-ticket buyers decide
- It makes the buying experience match the price
- Every result becomes proof that wins the next client

The common thread: the buyer is taking a real risk, and the firm that best reduces that risk wins the deal.

PART 1

1

Attract

The Trust-First Demand Engine

How a high-ticket B2B company earns attention and trust without cold calls, cold emails or chasing anyone.

IN THIS PART

— The core principle and why it works
— The six-part demand engine
— The credibility ladder
— Founder playbooks
— The executive interview series
— The content system
— Team, rhythm and metrics

1.01 / 1.02 THE CORE PRINCIPLE

Earn trust before the buyer needs you.

Cold outreach interrupts people and asks a stranger for trust. High-ticket companies rarely buy that way. They hire firms they have **seen think**, firms **someone they trust recommended**, or firms with **proof from companies like theirs**.

Become visible and trusted in the rooms where high-ticket buyers already are, then give them a low-risk way to start.

5%

A widely cited B2B estimate holds that only about 5% of buyers are in the market at any moment. **Cold outreach fights over that 5%.** This engine keeps you remembered by the other 95%, so you are the first name they think of when the need arrives.

WHY IT WORKS

High-ticket buyers buy to reduce risk

A failed high-ticket purchase can cost someone their reputation. Every signal of trust lowers the risk of choosing you.

Familiarity creates trust

A leader who has read your thinking for months treats a first call as talking to someone they already know.

Trust transfers

A respected partner's referral, or a known executive on your platform, lends you their credibility.

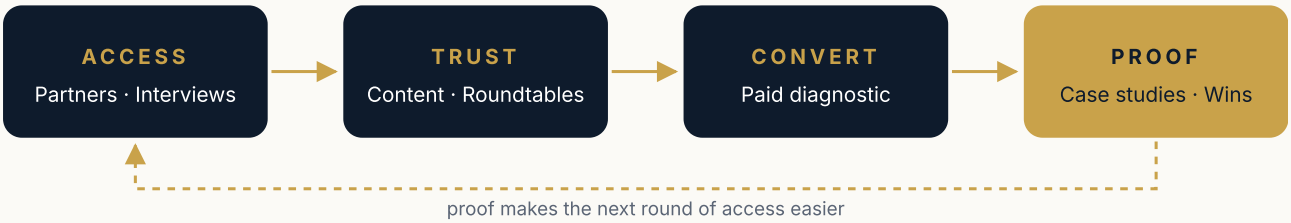
Giving first creates goodwill

Featuring leaders and helping partners' clients makes people want to return the favour.

1.03 THE SIX-PART ENGINE

Six parts, one loop.

Partnerships and interviews create **access**. Content and roundtables build **trust**. The entry offer **converts**. Results become new **proof**, which feeds the loop again.



1
Partnerships

Firms that already serve your ideal buyer refer you or co-deliver with you. Your fastest route to warm high-ticket deals.

2
Executive interview series

Feature senior leaders. You offer a spotlight, not a pitch, and gain access, relationships and content at once.

3
Invite-only roundtables

Small sessions on one sharp problem your buyers face. Hosting makes you the authority in the room.

4
Expert content

Insight written for the high-ticket buyer's world: scaling, revenue predictability, enterprise sales.

5
Method-based proof

Frame case studies around your system and its measurable result. Small-brand wins still convince.

6
Low-risk entry offer

A paid diagnostic or strategy sprint lets a high-ticket buyer test you before a large commitment.

> If you start with only two: **partnerships** and the **executive interview series**.

1.04 THE CREDIBILITY LADDER

Don't jump to the top. Climb.

Big brands won't associate with an unknown firm, so don't start there. Start with moves that need **no one's trust**, then borrow credibility one rung at a time.

1 MONTHS 1–3

Build visibility

START HERE

- Launch the executive interview series. You offer a spotlight, so it asks for no trust.
- Turn every interview into several sharp, niche posts.
- Pick one niche so everything builds one recognisable reputation.

2 MONTHS 2–4

Partner with peers, not giants

- Growing agencies, independent consultants, software vendors, boutique accounting and law firms.
- Lead with value: a free workshop for their clients or a referral arrangement.

3 MONTHS 4–6

Turn wins into leverage

- Interviews, peer partnerships and early clients become case studies and testimonials.
- Run invite-only roundtables and sell the paid diagnostic.

4 MONTH 6+

Approach bigger partners

- Content, executive relationships and fresh proof mean you are no longer "just any brand".
- Leaders you interviewed open doors to bigger partners and high-ticket buyers.

> Give first. Borrow credibility in small steps. Climb, don't leap.

Borrow attention, or convert it.

Without a founder brand, you **borrow** attention from guests, partners and team experts. With one, you **convert** attention you already have into trust in the company.

	NO PERSONAL BRAND	STRONG PERSONAL BRAND
Main channel	Interview series; guests bring their audiences	Founder's own posts and stories
Visible faces	Spokesperson plus team experts	Founder first, team featured alongside
Authority	Newsletter, research reports, frameworks	Founder's opinions and track record
Partnerships	Start with peers who can introduce you	Founder's name opens bigger doors faster
Proof	Must carry more weight	Supports the founder; transfer trust to the team
Conversion	Content → paid diagnostic	Followers → newsletter, roundtable invite or diagnostic
Pace	Slower: roughly 6–12 months to steady inbound	Faster climb up the ladder

IF THE FOUNDER WON'T SHOW THEIR FACE

Appoint a spokesperson

A Head of Strategy or Partnerships Lead posts, hosts roundtables, runs interviews and speaks at events.

Faceless named authority

Written posts and newsletters, research, audio-only shows, and written Q&A interviews where the guest is the star.

Brand as the voice

Reports, frameworks, case studies and a sharp newsletter. Slowest, but works in B2B.

Recommended: a spokesperson for visibility plus written founder content. Partnerships and closing still need a human on calls, which can stay private. Without a visible face, proof must work harder.

Your first move: offer a spotlight.

It works for brand-new firms because the interview is **about them, not you**. You are not asking for trust or money. You are offering visibility for 20 to 30 minutes of their time.

Why leaders say yes

- It is about them, not your company
- It costs them little and carries no risk
- They get content to share with their network
- Each guest makes the next one easier to land

Who to invite first

- Leaders of growing mid-size companies in your niche
- Heads of sales, marketing and growth
- People in your network or one intro away
- Leaders who already post on LinkedIn

Launch checklist

- [ ] **Name the series** around your niche and your buyers' biggest problem.
- [ ] **Choose a format:** written Q&A, audio or video. Written works for a faceless founder.
- [ ] **Write 6–8 core questions** on your buyers' sharpest problems.
- [ ] **List 20 first-wave guests** where a yes is likely.
- [ ] **Draft the invitation:** short, flattering, specific, easy to accept.
- [ ] **Plan repurposing:** each interview becomes posts, a newsletter feature and quotes.
- [ ] **Follow up with every guest.** Some become clients, referrers or partners.

> Big-name CEOs come later, once your guest list itself is the proof.

Five kinds of content, five jobs.

The interview series is the best **starting** format, not the only one. Five content types each do a different job in the buyer's mind.

AUTHORITY

Shows how you think

Point-of-view posts on what your industry gets wrong · **Frameworks**: your named method, step by step · **Teardowns** of a company's funnel, sales process or strategy, and what you would fix

PROOF

Shows you get results

Case studies: problem, method, measurable result · **Behind-the-scenes** of how you diagnosed and solved a client problem, anonymised if needed · **Client wins and testimonials** told as stories, not bragging

INSIGHT

Shows you understand their world

Research reports: survey 30–50 companies and publish the findings · **Trend analysis** on what is changing in your buyers' industry · **Data posts** from your own work, such as sales-cycle length or common funnel leaks

RELATIONSHIP

Builds connection

Executive interviews and podcasts · **Roundtable recaps** with participants credited · **Partner collaborations**: co-hosted webinars, joint reports, guest posts

CONVERSION

Moves buyers to act

Free tools: checklists, audit templates, calculators · **Newsletter** that keeps you in their inbox every week or two · **Diagnostic explainers** on what your paid diagnostic uncovers and why it matters

A simple weekly mix

2 Authority	1 Proof	1 Insight	1 Relationship

Plus a newsletter every one or two weeks. **The rule:** write for the high-ticket buyer’s problems and prove you understand their world better than anyone else.

Run every part at once.

A team lets the whole engine run in parallel, and a visible team removes a high-ticket buyer's biggest fear: **that everything depends on one person.**

ROLE	OWNS	WEEKLY RHYTHM
Founder or spokesperson	Interviews, roundtables, big partnerships, closing deals	1–2 interviews, 3 posts, partner and prospect calls
Partnerships lead	Partner pipeline, check-ins, referral tracking, co-marketing	Contact 3–5 partners, send one value piece, update tracker
Content / marketing	Turning interviews, case studies and roundtables into posts and newsletters	Publish to schedule, one newsletter, repurpose each interview
Team experts (2–3)	Posts on their specialty: sales systems, marketing ops, tech	1–2 posts each
Delivery team	Client results, documented as case studies	Log wins and numbers for content

Rules for the team

- People, not the company page, are the main face
- Experts sharing insight, never announcements
- Show team and process in every proposal
- Use capacity to sell retainers after the diagnostic

Partnerships are active work

- Regular check-ins, not "post and wait"
- Give value before asking for referrals
- A one-page explainer partners can forward
- Track every introduction and thank every referrer

Measure the signals. Start this week.

Track leading signals monthly. Revenue lags them by months, so judge progress by access and attention first.

AREA	WHAT TO TRACK
Access	Interviews published, guest seniority, roundtable attendees
Partnerships	Active partners, introductions received, referred deals
Attention	Reach, profile views from target companies, newsletter subscribers
Conversion	Inbound enquiries, diagnostics sold, diagnostic-to-retainer rate

Why it fails

- Posting for a month, then stopping
- Vague positioning nobody owns
- Generic, shallow content
- Weak delivery that kills referrals
- Expecting results in weeks

Your first six moves

- Define one niche and high-ticket buyer
- Rewrite case studies around your method
- Launch the interview series
- List 10 peer partners and your offer to each
- Design the paid diagnostic
- Assign owners; start the weekly rhythm

Cold outreach asks strangers for trust.
This engine earns it before they need you, which is exactly how high-ticket companies prefer to buy.

PART 2

2

Convert

The High-Ticket Sales System

How to turn demand into signed high-ticket clients, and make every touchpoint feel like they are buying from the best.

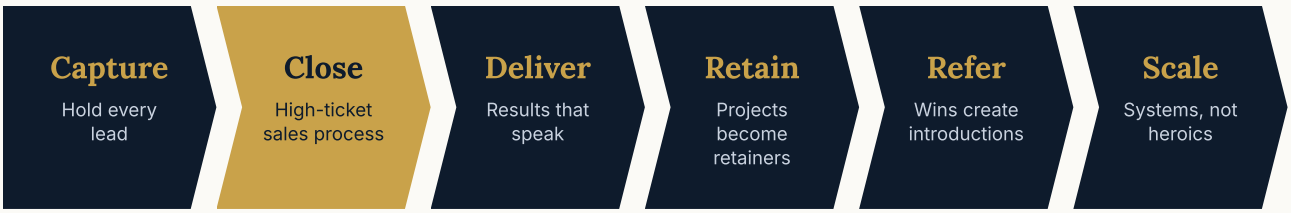
IN THIS PART

— After demand: the revenue chain
— Diagnose, don't pitch
— The six sales stages
— The machinery underneath
— Designing the high-ticket experience
— The client journey checklist

2.01 AFTER DEMAND

Demand is wasted if you can't capture, close and keep it.

Once buyers are paying attention, the work shifts from being **seen** to being **chosen**, and then to being **chosen again**.



Capture

Clear calls to action, an easy booking flow, a newsletter for buyers not ready yet, and a CRM tracking every lead and referral.

Deliver

Standard onboarding, tight communication, clear reporting, and wins documented as they happen.

Retain and expand

Turn projects into retainers and add services for existing clients. Keeping a high-ticket client costs far less than winning one.

Refer and scale

Ask for introductions after clear wins. Turn what works into SOPs so the team delivers without the founder in every detail.

> Most new firms don't lose high-ticket deals for lack of demand. They lose them in the sales process. That is where to build first.

2.02 THE PRINCIPLE

Diagnose, don't pitch.

A high-ticket buyer should feel they are **consulting an expert**, not being sold to. Doctors don't pitch medicine; they examine, explain, then prescribe. Your sales process works the same way.

> The buyer judges how you sell as a preview of how you will deliver.

FOUR GOLDEN RULES

1

Diagnose before you prescribe

Understand the problem, its cost and the stakes before you mention a single service.

2

Sell outcomes, not tasks

Buyers pay for revenue, time and certainty, not for hours, deliverables or activity.

3

Always control the next step

Every conversation ends with an agreed date and action. Never "I'll send something over."

4

Make every touchpoint feel high-ticket

Emails, calls, documents and follow-ups should all feel intentional, consistent and calm.

THE SIX STAGES

1	2	3	4	5	6
Qualify	Discover	Diagnose	Propose	Decide	Onboard

From first interest to clear diagnosis.

1 Qualify before you talk

Set fit criteria: company size, budget range, problem type, access to the decision-maker. Use a short intake form before any call is booked. **Saying no to the wrong fit is part of being high-ticket.**

2 The discovery call · 30–45 minutes

Run the same structure every time, then end with an agreed next step.

Context Where the business is now	**Problem** What isn't working	**Impact** What it costs in money, time, growth
Stakes What happens if nothing changes	**Vision** What success looks like	**Decision** Who decides, timeline, budget

3 The paid diagnostic

A small paid engagement that maps the problem in depth. It builds trust, proves your expertise, and makes the full proposal feel like the obvious next step. It also filters out buyers who aren't serious.

> The buyer should leave discovery thinking: "They understand our problem better than we do."

From proposal to signed client.

4

The proposal, presented live

Never email a proposal blind. Walk them through it on a call, then send the polished document. Structure: **their problem in their words → your method → outcomes → timeline → investment.**

Core	Growth	Premium
Solves the main problem	The recommended option	Full transformation

Three options shift the buyer's question from "yes or no?" to "which one?"

5

Handle objections and decide

Prepare answers to price, timing and risk concerns in advance. Find an internal champion and give them what they need to sell you to other stakeholders. Agree on a decision date and follow up exactly when promised.

6

Close and hand off

Send the contract, collect the deposit, then run a structured kickoff. The high-ticket experience must continue the moment they sign, not stop.

What keeps the system running.

A process only works if it runs the same way every time, whoever is on the call.

CRM pipeline

- Stages mirror the six-stage system
- Every deal has a status, owner and next date
- Partner referrals tagged by source

Sales assets

- Case studies framed around your method
- One-page company overview
- Team profiles and a proposal template

Follow-up standards

- Reply within hours, not days
- Same-day recap after every call
- Follow up exactly when promised

Scripts and templates

- Discovery call guide
- Objection-handling notes
- Recap, proposal and welcome emails

Metrics to review monthly

METRIC	WHAT IT TELLS YOU
Call-to-proposal rate	Whether discovery qualifies and diagnoses well
Proposal-to-close rate	Whether proposals, pricing and follow-up convince
Average deal size	Whether the three-option structure lifts value
Sales cycle length	Where deals stall, and for how long

High-ticket is felt, not claimed.

Buyers judge how you look, behave and make them feel, often before they judge your actual work. Design every touchpoint on purpose.

BEFORE CONTACT

Their research says "serious firm"

Website that is clean, confident and outcome-led, with case studies, method and team · **Consistent brand** across LinkedIn, site, PDFs and email signatures · **Visible expertise**: interviews, insights and results, not "we offer services"

BOOKING

Smooth, selective, organised

Booking page with a short qualifying form · **Instant confirmation** with an agenda and "what to expect" · **Reminder** the day before. High-ticket firms never feel chaotic.

THE CALL

Prepared, calm, in control

Research their company and reference specifics early · **Good video, audio, lighting** and a clean background · **Lead calmly**: diagnose, don't chase · **Written recap** the same day

PROPOSAL

Personal and confident

Beautifully designed and personalised with their name, problem and goals · **Presented live**, then sent · **Priced with confidence**: anchor on value and the cost of inaction, no instant discounts

BEHAVIOUR

Signals that cost nothing

Selectivity: limited client capacity, stated only if true · **A named method** that looks systematic, not improvised · **Calm follow-up**, never desperate · **Saying no** to bad fits

2.07 AFTER THE SIGNATURE

Where high-ticket value is proven.

The sale promised a high-ticket experience. Delivery is where the client decides whether to renew, expand and refer.

1
DAY 1

Welcome pack

- Kickoff agenda, team introductions, timeline and communication rules, sent the day they sign.

2
WEEK 1

Structured kickoff

- A run-through of goals, milestones and roles.
- One dedicated point of contact for the client.

3
ONGOING

Progress you can see

- Regular reports in a consistent, polished format.
- Quick, professional responses throughout.

4
MILESTONES

Thoughtful extras

MEMORABLE

- A personal thank-you note, a celebration when milestones land, or a small gift at project end.
- Small gestures turn satisfied clients into referrers.

2.08 THE CLIENT JOURNEY CHECKLIST

Audit every touchpoint.

Run this with your team. Every unticked box is a place where a high-ticket buyer could start to doubt you.

- [ ] Website leads with outcomes and proof
- [ ] Brand consistent on every channel
- [ ] Qualifying intake form before calls
- [ ] Confirmation email with agenda
- [ ] Reminder the day before
- [ ] Prospect researched before every call
- [ ] Discovery structure used every time
- [ ] Recap sent the same day
- [ ] Proposal personalised and presented live
- [ ] Three pricing options offered
- [ ] Decision date agreed and honoured
- [ ] Welcome pack ready on signing
- [ ] Regular polished progress reports
- [ ] Referrals asked for after clear wins

High-ticket clients don't just buy your service. They buy the feeling of being in expert hands, from the first click to the final report.

PART 3

3

Keep and Grow

The Client Success System

How to keep the promise made in the sale, so high-ticket clients get results, stay longer, spend more and refer their peers.

IN THIS PART

- Productize your delivery
- The first 14 days
- Make results visible
- Retention and expansion
- Referrals and case studies
- SOPs, metrics and the checklist

3.01 THE SALE IS A PROMISE

Delivery is where the promise is kept or broken.

Demand brought the client in. The sales process made a promise. Everything that happens after the signature decides whether that client **renews, expands and refers**, or quietly leaves.

Without a client success system, everything before it leaks.



Keeping is cheaper

Growing an existing high-ticket client costs far less than winning a new one.

Results are your marketing

Every documented win becomes proof, content and a reason for partners to refer you.

Consistency builds trust

High-ticket clients stay with firms that feel organised, predictable and in control.

> The loop closes here: happy clients become proof, referrals and repeat revenue that feed your demand engine.

Turn your service into a named method.

High-ticket clients don't want improvisation. A named method with clear phases shows them a **proven path**, and lets your team deliver the same quality every time.

What your method needs

A name
Memorable and ownable, used everywhere

Phases
3 to 5 clear stages in order

Deliverables
What the client receives in each phase

Timelines
How long each phase takes

Owners
Who on your team leads each phase

Outcomes
The result each phase produces

Example shape of a method

1	2	3	4	5	6
Diagnose	Design	Build	Launch	Optimise	Review

Illustrative only. Name and shape your phases around what your company actually delivers.

The client sees

- A clear map of where they are and what comes next
- Defined deliverables, not vague effort
- A firm that has done this many times

Your team gets

- A repeatable playbook for every client
- Easier hiring and training
- Less dependence on the founder

3.03 THE FIRST 14 DAYS

Win the client again in the first two weeks.

The first impression after signing confirms or questions the decision they just made. Onboarding should feel **organised, warm and fast**.

0 SIGNING DAY

Welcome pack

SAME DAY

- Thank-you note, kickoff agenda, team introductions and timeline.
- Communication rules: channels, response times, meeting rhythm.

1 DAYS 1–3

Structured kickoff meeting

- Walk through goals, the method, milestones and roles.
- Introduce one dedicated point of contact.

2 WEEK 1

Access and information

- A single, simple checklist for logins, data, documents and contacts.
- Chase gently and track what is outstanding.

3 WEEK 2

Success plan signed off

- Agreed goals, success metrics and milestone dates in one document.
- Deliver an early quick win so momentum is visible.

If they can't see it, it didn't happen.

Clients rarely leave because of bad work alone. They leave because they **can't see the value**. Make progress impossible to miss.

Agree success metrics at kickoff

Pick 3 to 5 measures that matter to the client's leadership, such as revenue, pipeline, conversion rates, time saved or cost reduced. Record the starting point, so every later number has something to beat.

Reporting rhythm

CADENCE	FORMAT	COVERS
Weekly	Short written update	Done, next, blockers, decisions needed
Monthly	Polished progress report	Metrics against baseline, milestones, wins, next month's focus
Quarterly	Business review meeting	Value delivered, lessons, next opportunities, renewal or expansion

Every report should

- Lead with outcomes, not activity
- Show numbers against the baseline
- Use one consistent, branded format

Quarterly reviews should

- Include the client's senior decision-maker
- Connect results to their business goals
- Set up the next phase of work

Grow every account you win.

The best new revenue often comes from clients you already have. Plan renewals early and keep spotting the next problem worth solving.

1

Start the renewal conversation early

Discuss what comes next well before the project ends, at a quarterly review or after a clear win, not in the final week. Offer a retainer that protects and builds on the results they now have.

2

Spot expansion opportunities

During delivery you see problems the client hasn't named. Log them, then raise them with a clear solution when the timing is right: a new team, a new market, a new bottleneck.

3

Watch account health

SIGNAL	WHAT IT LOOKS LIKE	ACTION
Healthy	Engaged, hitting goals, responsive	Ask for a referral, propose expansion
At risk	Slow replies, missed meetings, unclear value	Senior check-in, reset goals
Critical	Complaints, a champion leaves, results stall	Founder call and recovery plan

Turn every win into the next client.

Satisfied high-ticket clients rarely refer on their own. They refer when you **ask at the right moment** and make it easy.

1

After a clear win

A milestone hit, a number moved, or praise from their leadership.

2

At a quarterly review

When the value delivered has just been laid out in front of them.

3

At project close

When results are complete and the relationship is at its warmest.

What to ask for

TESTIMONIAL	**A short quote on the result** Offer to draft it from their own words, so approving it takes them two minutes.
CASE STUDY	**Problem, method, result** Named if they agree, anonymised if they prefer. Feed it straight into your content and sales assets.
INTRODUCTION	**Peers who face the same problem** Ask who else they know, and give them a short message they can forward.

> Thank every referrer personally, and close the loop by telling them what came of the introduction.

Write it down so it scales.

If delivery quality depends on the founder being in every meeting, the company can't grow. Document how you work, assign owners and measure it.

SOP	COVERS	OWNER
Onboarding	Welcome pack, kickoff, access checklist, success plan	Account lead
Delivery method	Phases, deliverables, quality checks	Delivery lead
Reporting	Weekly updates, monthly reports, quarterly reviews	Account lead
Renewal and expansion	Timing, retainer offers, opportunity log	Founder or account lead
Referrals and case studies	When and how to ask, templates, thank-yous	Marketing

Metrics to review monthly

METRIC	WHAT IT TELLS YOU
Client retention rate	Whether clients stay after the first project
Revenue from existing clients	Whether expansion and retainers are working
Time to first result	Whether onboarding builds momentum quickly
Client satisfaction	Early warning before an account turns critical
Referrals per client	Whether delivery is creating new demand

3.08 THE CLIENT SUCCESS CHECKLIST

Is every client in expert hands?

Review this for every active client. Each unticked box is a risk to the renewal, the expansion or the referral.

- [ ] Welcome pack sent on signing day
- [ ] Kickoff held within three days
- [ ] One dedicated point of contact
- [ ] Success plan and baseline agreed
- [ ] Early quick win delivered
- [ ] Weekly updates going out
- [ ] Monthly report on outcomes
- [ ] Quarterly review with a senior leader
- [ ] Account health checked monthly
- [ ] Expansion opportunities logged
- [ ] Renewal discussed well before the end
- [ ] Testimonial or case study requested
- [ ] Referral asked for after a clear win
- [ ] Referrers thanked personally

The sale wins the client once.
Client success wins them again, and brings their peers with them.

Build all three systems in 90 days.

Don't build one part perfectly before starting the next. Lay the foundation for all three, then let them compound.

	ATTRACT	CONVERT	KEEP AND GROW
Days 1–30 Foundation	Define niche and buyer. Rewrite case studies around your method. Launch the interview series.	Set fit criteria and intake form. Write the discovery call guide. Set up CRM stages.	Name your delivery method and phases. Build the welcome pack and kickoff agenda.
Days 31–60 Momentum	Approach 10 peer partners. Start the weekly content mix and newsletter.	Build the three-tier proposal template. Design the paid diagnostic.	Create report templates. Agree success metrics with every active client.
Days 61–90 Compounding	Host the first invite-only roundtable. Publish the first case study.	Audit every touchpoint with the journey checklist. Review conversion metrics.	Run quarterly reviews. Ask for referrals after clear wins. Write the SOPs.

The monthly framework scorecard

ATTRACT

- Interviews published
- Partner introductions
- Inbound enquiries

CONVERT

- Call-to-proposal rate
- Proposal-to-close rate
- Average deal size

KEEP AND GROW

- Client retention
- Revenue from existing clients
- Referrals per client

Attract with trust. Convert with confidence.
Keep clients so well they bring you the next ones.