Chapter 8

The Growth Formula

How to Multiply Your Marketing and Sales

Every business starts with dreams of success, but not every business makes it. Everyone is trying to grow their market share and be the unicorn that reaches a billion dollars in revenue. Companies like Houzz, Zapier, and Quora are unicorns that have made it by creating a predictable system that continuously generates revenue. Their systems are scalable and predictable. Without systems like these, they would not be where they are today.

How Is Your System?

Do you feel confident that your business has a system designed to thrive?

Most businesses only treat the symptoms —not the root cause—of their growth problems. Here's how it usually goes:

Leads dry up. Panic sets in. An ad gets launched to patch the problem. The leads come in...and then the ad gets switched off. Rinse, repeat.

But this isn't a strategy, it's survival mode. What's missing is a scalable, predictable system that generates consistent leads and drives growth —even during slow seasons.

What if you had a simple 2-step formula that could eliminate the guesswork, work across every platform, boost your ROI tenfold, and automate your growth?

You're about to learn it.

Say Goodbye to Guesswork

Say goodbye to throwing money at 'maybe this will work' marketing tactics.

With the Growth Formula, you'll know exactly what to do, when to do it, and why it works. This isn't some spray-and-pray gimmick. It's a repeatable, reliable system that delivers long-term results, even while you sleep.

And the best part? You don't need to spend ten-hour days grinding to make it happen.

We developed this formula by analyzing real data from our most successful clients. They've used it to consistently generate revenue and scale. It works. Now it's your turn.

Visualize Your Success

Before we dive in, I need to highlight that this chapter is all about action. I've put together a practical workbook to help you apply what you're about to learn. Scan the QR code below to download your copy:

Insert QR code

Got it? Great. Let's start with a powerful exercise: visualizing your growth.

Where do you want your business to be in twelve months? Three years? Ten years?

When you're clear on the destination, it's easier to map out the journey.

Fill in the blanks below and set your sights high—this is your growth vision.

- "In twelve months, my company has reached an annual revenue of

$______________________."

- "In three years, my company has reached an annual revenue of

$________________________."

- "In ten years, my company has reached an annual revenue of

$________________________."

Acquisition + Retention = Growth

At its core, the Growth Formula is simple—but don't underestimate its power. It's built on just two pillars:

- **Acquisition** - Brining in new leads and customers.
- **Retention** - Keeping them engaged, loyal, and buying.

That's it. That's the game. If you can consistently do both well, your business will grow—predictably and profitably.

Each pillar is powered by its own systems. When those systems are dialed in, growth becomes inevitable.

To help you implement this, we break it down into four foundational pillars that make up the Growth Formula:

- **Capturing Demand.**
- **Creating Demand and Brand Awareness.**
- **Managing and Nurturing Leads.**
- **Managing and Nurturing Customers.**

Each of these plays a vital role in your growth engine—and in the next sections, we're going to walk through exactly how to strengthen each one.

Pillar 1: Capturing Demand

This is the fastest, most direct way to increase sales: focus your energy on people who are already in the market and actively looking for what you offer.

Chet Holmes' famous demand curve reveals a powerful truth—only 3% of any market is in the "buying mode" now. The other 97%? They're either not thinking about it, believe they don't need it, or are "just browsing."

Yet most businesses pour their marketing efforts into the 97%—posting content, going to trade shows, dabbling in visibility tactics—without a strategy for reaching that golden 3%.

Here's what you need to do:Focus on showing up exactly where those ready buyers are looking. That's how you drive conversions—not just traffic.

Ways to Capture Demand Today:

- **Search Engines**: Show up where they're Googling. Use both paid ads (Google Ads) and organic SEO to claim visibility.
- **Social Media Ads:** Use advanced targeting to hone in on buyers already showing intent.
- **Content Marketing**: Create blogs and guides that answer the exact questions buyers are already typing into search bars.
- **Email Marketing**: Still one of the highest ROI channels. Pair this with lead magnets and nurture sequences to seal the deal.

These aren't guesswork tactics. They're strategic demand-capture levers—and they work, fast.

Everything we've covered in earlier chapters ties in here. So if you need a refresher on SEO, content strategy, or email automation, flick back and apply those lessons now.

Let's Work on Capturing More Market Demand

List your current demand-capturing activities:

1 ____________________

2 ____________________

3 ____________________

4 ____________________

5 ____________________

How effective are these activities (rate 1-10)?:

____

____

____

____

____

What's one thing you can improve right now?

____

____

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Pillar 2: Creating Demand and Brand Awareness

While capturing existing demand is essential, creating demand for your products and services is just as important. Brand awareness is about positioning yourself in front of the 97% of the market who might not need your product or service right now but will in the future.

Your job isn't just to sell. It's to be remembered—so when the 97% areready, you're already top-of-mind.

This is where content marketing becomes your superpower.
Start with YouTube (and Here's Why)

YouTube is content gold. Unlike most platforms, your videos can generate traffic and leads for months or even years. If you're pressed for time or resources, start here. Then repurpose across platforms like Instagram, TikTok, and LinkedIn.

Then Add Other Platforms Strategically:

• **Blogs** – Answer the questions your audience is typing into Google.
• **Podcasts** – Build connection and authority through long-form conversation.
• **Guides, eBooks, Webinars** – Create high-value downloads that educate and capture emails.
• **Infographics & Social Ads** – Deliver bite-sized insight to build visibility and trust.

Pro tip: Use Google's "People Also Ask" feature to generate dozens of content ideas straight from real buyer queries.

IMS

And Don't Forget Digital PR

Getting featured in online publications that your audience already trusts is like borrowing credibility. It also boosts your authority with Google—improving your SEO rankings. Think of it as SEO and trust-building rolled into one.

Let's Work on Managing and Nurturing Leads

List your current lead-nurturing activities:

1 ______

2 ______

3 ______

4 ______

5 ______

Who is responsible for managing these activities?

______

______

______

______

______

______

______

How satisfied are you with the current processes (1-10)?

What's one thing you can improve immediately?

Pillar 3: Managing and Nurturing Leads

Just because someone downloaded your freebie or filled out a form doesn't mean they're ready to buy. In fact, they're probably not.

This is where most businesses drop the ball.

Your job isn't done when someone raises their hand—it's only just begun.

Lead Nurturing Is about Building Trust over Time

Especially in B2B, where purchase decisions often involve multiple people and a long sales cycle, you need a system that guides leads from "curious" to "committed."

Start with Lead Scoring

Use software to score leads based on actions they take—like visiting a product page, opening emails, or requesting a demo. This helps you segment and prioritize the warmest prospects, so sales teams spend their time wisely.

Automate the Journey

Smart workflows allow you to send the right message at the right time.

- Someone downloads a checklist? Trigger a nurture email sequence.
- Someone watches 75% of a webinar? Trigger a follow-up invite or call-to-action.
- Someone hasn't replied in 10 days? Fire off a re-engagement email.

Don't Just Follow Up—Follow Through

Whether it's automated or manual, lead follow-up must feel helpful, not pushy. Use what you know about your personas to tailor your messaging. Meet them where they are—mentally and digitally.

Retargeting Keeps You Top-of-mind

If they've landed on your site and left, don't let that be the end. Retargeting ads allow you to reappear in their feed, inbox, or browser—subtly reminding them of the value you bring. Sometimes all it takes is one more touch to bring them back.

Let's Work on Managing and Nurturing Leads

List your current lead-nurturing activities:

1.
2.
3.
4.
5.

Who is responsible for managing these activities?

How satisfied are you with the current processes (1-10)?

What's one thing you can improve immediately?

Pillar 4: Managing and Nurturing Customers

Congrats! You've made the sale.

Time to relax, right?

Wrong.

This is where the real money is made.

The biggest mistake I see businesses make?

Treating the end of the sale like the end of the journey.

The truth? It's the beginning of a long-term relationship—if you play your cards right.

Keep Your Customers Close (and Buying More)

These people already trust you. They've pulled out their wallet. They said yes.

Now it's time to turn that first purchase into a lasting connection. That means more value for them—and more revenue for you.

Start With Data

Use a CRM or simple tracking system to answer these questions:

- What did they buy?
- When did they buy it?
- How much did they spend?

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This data helps you personalize future offers, identify upsell opportunities, and time re-engagement just right.

Layer on Loyalty

A strong loyalty program keeps customers coming back. Whether it's reward points, surprise bonuses, or exclusive content, give them a reason to stick with you.

Don't Skip Feedback

Want to improve your product or service?
Ask the people who've used it.

Their insights help you level up your offering and make customers feel heard—both of which lead to stronger loyalty.

Build a Re-engagement Machine

- Haven't heard from a customer in a while? Send a "we miss you" email.
- Sold them Product A? Offer Product B that naturally complements it.
- Happy customer? Ask for a referral or a testimonial.

Nurture Past Clients Too

Just because someone hasn't bought in a while doesn't mean they're gone forever. Stay present. Stay valuable. Stay human.

IMS

Let's Work on Nurturing Your Customers

List your current customer-nurturing activities:

1
2
3
4
5

How effective are these activities (rate 1-10)?:

What's one thing you can improve right now?