

# 9 Step Customer Acquisition System

The **Video Marketing Mastery Customer Acquisition System**, is a video-centric, online marketing and sales system for content creators, consultants, business coaches and trainers that is designed to double online revenue and eliminate the usual confusing and overwhelm that comes with technology-focused marketing tools.

## Phase 1 Preparation



### 1. Research & Recon

Get clarity about your market viability and customer concerns without having to learn complicated research tools.



### 2. Message Mapping

Define your *Unique Value Proposition* and *Solutions Driven Sales Message* without having to be a...



### 3. Offer Escalator

Create irresistible offers based on a realistic product prices and profit margins so you don't alienate buyers.

## Phase 2 Pipelines



### 4. Video Lead Magnets

Create a 'clickable' collection of solution focused, magnetic videos without having to be on-camera.



### 5. Getting to Yes

Offer qualified leads the opportunity to become customers without having to chasing reluctant subscribers.



### 6. Sale Funnel Setup

Automate your lead generation so you can enroll high-value clients without uncertainty about software platforms.

## Phase 3 Promotions



### 7. Leveraging Video for High Value Traffic...

Create a reliable and profitable online ad campaign that consistently attracts qualified leads at an affordable price.



### 8. Analysis

Identify the 3 key performance indicators you need to make system adjustments side-stepping complicated analytics.



### 9. Rise and Repeat

Consistently increase leads and sales without technical overwhelm.



If you want to get crystal clear on the EXACT STEPS you should take right now to achieve your revenue goals, then [CLICK HERE](#) to book a free strategy call or visit [calendly.com/Duncan](https://calendly.com/Duncan) [No big sales pitch, no pressure. We promise]