

THE RAINMAKER FUNNEL

Suspect

Snail mail
Phone calls
Cold Email
Video reviews
Networking
Coffee meetings
Packages
Etc.

Prospect

Funnel with
Education-based
Marketing that
Sifts, Sorts, and
Screens
prospects

Lead

CTA:
Meeting
/ Offer

Yes

No

Follow-Up
Sequence

Opportunity

Meeting: Deliver offer
Discovery session
Qualify opportunity
Collaborative close

Yes /
Advance

No Sale /
Advance

Follow-Up
Sequence

Client

\$\$\$
Sale!

4 Steps To Double Your Revenue

The Reverse Engineered Acquisition Course

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