

The Growth Flywheel Checklist

The digital framework proven across businesses of all sizes, industries, and models to drive exponential growth online



1. Capture

Winning businesses constantly identify and qualify new offer that attracts potential customers

2. Nurture

Winning businesses leverage automation to consistently turn leads into conversations & bookings

3. Close

Winning businesses automate the process of collecting payment, onboarding and client communication

4. Evangelize

Winning businesses consistently reach back out to past leads & customers to drive repeat business, referrals and sales

5. Reactivate

Winning businesses consistently reach out to leads and customers to generate new conversations

The Growth Flywheel Checklist

Capture

The key to consistently capturing leads is to have an appealing offer (aka Lead Magnet) that any/all potential customers would be willing to exchange for their contact information and that you can conceivably deliver and follow up with them.

Before working on your Lead Magnet, however, be sure you're set up to manage leads and that no leads are currently falling through the cracks.

Basic Setup Checklist

- Do you have a Contact Us form and is it connected to HighLevel?
- Do you have a HighLevel phone number on your website so that all calls create a Contact and are recorded?
- Do you have a Voice AI agent to answer your missed calls?
- Do you have a Chat Widget on your site for people who prefer to text/WhatsApp?
- Do you have a Pipeline created for your Sales Journey?

Lead Gen Checklist

What is your Lead Magnet offer? _____

- Do you have your Lead Magnet form set up with a consent checkbox?
- Is your Lead Magnet prominently featured on your website?
- Do you have a Social Bio page that features your Lead Magnet?

The Growth Flywheel Checklist Continued

Nurture

The key to nurturing leads into conversations is speed. Statistically, you're 100 times more likely to reach a lead in the first 5 minutes than at the 30-minute mark! This is why it's critical to automate a "conversational starter question" across as many communication channels as possible.

Your conversation starter question should be relative to your Lead Magnet. For example, if you are a Dentist and your Lead Magnet is a free teeth whitening voucher, a good conversation starter question would be "Have you had your teeth whitened before". It's non-salesy and is very likely to generate a reply.

What is your conversation starter question? _____

When someone claims your Lead Magnet...

- Do you have an automated email set up outlining next steps and asking your conversation starter question?
- Do you have an automated SMS/WhatsApp set up, asking your conversation starter question?
- Do you have an automated Call Connect set up to connect you/your team on the phone with your new lead?
- Do you have an automated Ringless Voicemail set up describing next steps and asking your conversation starter question? Example: "Hi [lead name], this is [your name] from Main St. Dentistry. Thanks for claiming your free teeth whitening voucher! Just wanted to reach out and see if you've ever had your teeth whitened before. Give us a call back on this number or we just texted you as well. Looking forward to hearing from you!"
- Do you have Snippets set up for your most common responses?
- Do you have a Conversation AI Agent in place to handle the replies and schedule people?
- Do you have a system in place to prompt at least three contact attempts via more across Email, SMS/WhatsApp, Call Connect, and Voicemail?

Close

The key to closing more leads into customers is to make the purchasing process as frictionless as possible.

- If you schedule appointments, do you have an online calendar that takes payment on booking?
- If you require new customers to sign off on a proposal, do you have e-signature automation in place?
- If you invoice customers, are you set up to send the invoices via SMS or Whatsapp?
- If you consistently collect the same amount of money from a customer, do you have automated invoicing in place?
- Can your customers make payment via Apple Pay and/or Google Pay?

The Growth Flywheel Checklist Continued

Evangelize

A steady influx of positive new reviews is crucial when it comes to ranking in search engines and getting recommended by AI. The key to consistently generating new reviews and recommendations is to automate review requests at specific and key milestones in the Customer lifecycle journey.

What's the key milestone in your customer lifecycle journey that should trigger a review request?

- Do you have a Review Request template in place with a direct link to leave a review?
- Do you have an automated Review Request Email SMS/WhatsApp in place?
- Do you have an automated Review Request SMS/WhatsApp in place?
- Do you have an automated Recommendation Request Email in place?
- Do you have an automated Recommendation Request SMS/WhatsApp in place?
- Do you have a Video Testimonial Request system for people who leave good reviews?
- Do you display your best reviews on your website to influence future prospects?
- Do you have video testimonials on your website?

Reactivate

Reactivation Campaigns are like sales-on-demand machines because they typically generate lots of new conversations to nurture into sales. The key to reactivating old leads and past customers is to consistently reach back out to them with a variety of new conversation starters, across as many communication channels as possible.

Conversation Starter Theme Ideas:

- New Promotion
- Holiday Check-ins
- Company Happenings
- Audience Participation Request
- Thought Leader Reflection

- Do you have an automated Birthday promotion in place?
- Are you sending a Reactivation Campaign Email each month?
- Are you retargeting your database on Social Media with your Reactivation Campaigns?
- Are you sending a Reactivation Campaign SMS/WhatsApp each month?
- Are you running Retargeting Ads to your database on Social Media with your Reactivation Campaigns?

The Growth Flywheel Checklist Continued

The Flywheel Effect

Installing the assets and systems outlined above will create a flywheel effect of growth for your business.

More Leads = More Conversations = More Sales = More Reviews & Recommendations = More Leads

The system feeds itself each time it runs, creating a larger and larger database of leads and customers to reactivate each time you reach out!

Ready to add some Rocket Fuel?

As you build out your Flywheel via the checklist above, you should start to see your business take off. But if you want to throw things into hyper drive, running paid ad campaigns is the quickest way to hit warp speed.

HighLevel has a built-in Ad Manager that enables you to run Facebook, Instagram, Google, and LinkedIn ads right from within the platform.

To get started, head to the Marketing section of your account, click the Ad Manager tab, follow the steps to get setup, create an ad campaign promoting your Lead Magnet, set your daily budget, and hit blast off!

