

GROWTH PLAN

Business introduction:

We help e-commerce businesses revive those cold dead/old leads using AI into another customer on auto without any extra work and headaches with a general bump of about 30%-40% in their revenue. We're talking fully automated, using AI to hit 'em up with personalized messages and run the conversation into a sale.

Who We're Targeting

- We're looking at ecom dudes, mainly **men 25-44** in the **US, UK, Canada, and Australia**. Big, English-speaking markets
- Their businesses pull in **\$50K-\$500K a month** (roughly \$600K to \$6M annually). So they're not tiny, but they're still trying to scale up. Like mid-level business dudes who are on the grind.
- They sell high-ticket stuff and **need something to help get more out of their customer base** without doing extra work.
- They value **automation, financial freedom**, and are into tools that save time and boost efficiency. Think "work smart, not hard" vibes.
- **Subreddits and Shopify forums** are full of these dudes complaining about retention struggles—they know it's a problem but don't have the right solution yet.

What They're Struggling With:

- A lot of these guys are losing leads and not doing much to bring 'em back. Their retention rates are sitting at **10-20%** without proper re-engagement. tons of examples of this from Shopify forums. (Average should be 38%)
- These guys have **tried other automated lead tools** (in many other forms not exactly "Lead revival"), but they're **skeptical** now because most of those tools are overhyped or don't really work as promised. but they're still searching for **something that actually works** with no fluff.
- Their biggest pain point: **lead follow-ups**. They're either not doing it, doing it manually, or using some sketchy tool that doesn't convert old leads into real sales. (not delivering as promised)

- They're frustrated because they're **losing money** on leads they know could've been re-engaged if they had the right system.

What They Actually Want:

- Simply, **Full automation**. They want a system that revives those old leads without them lifting a finger. No manual follow-up, no complicated software. Just set it up, and let the money roll in.
- These guys are all about **automation and financial freedom**. They admire dudes like **Gary Vee** and **Russell Brunson**, so they're big on the hustle, but they also want to **work smart, not hard**.

Characteristics:

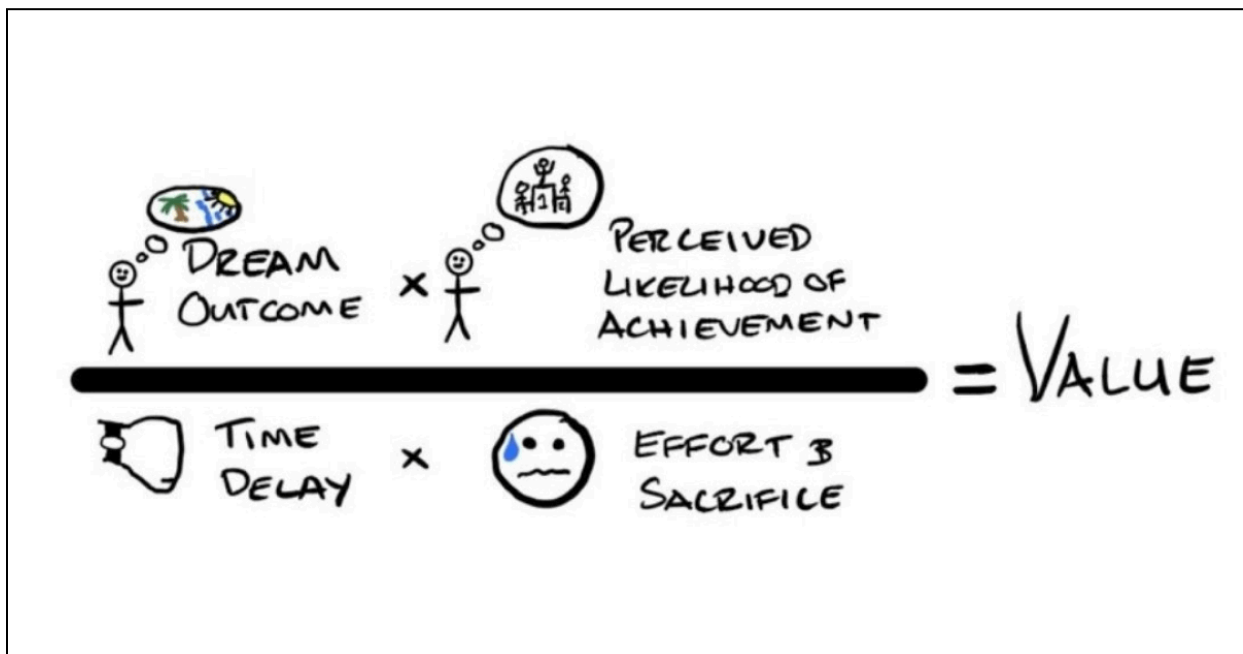
- They admire guys like **Gary V** and **Russell Brunson**—they want to hustle hard but also let systems do the work for them.
- They're about **resilience and adaptability**—always trying to improve, but sick of wasting time on tools that don't deliver.
- They want **results** without needing to spend more time on it—they want the business to run smoother with minimal effort.

Why We're a Fit:

- We offer exactly what they're looking for: **Fully automated lead revival**, no extra effort on their part.
- Lead revival can bump their revenue up **30-40%** just by bringing back old leads who've gone cold.
- Our system revives their **inactive leads**, and gets them back in the sales pipeline. E-commerce owners on Shopify forums and Reddit are complaining about losing customers left and right, so **there's proof** everywhere these guys are dealing with retention struggles. It's a hot topic.
- No extra work from their end, we will set up everything. All they have to do is watch the results come in.
- While they're used to BS tools that don't deliver, we're keeping it **realistic and backed by results** with no BS.

This is the summarized version, for the full version [Click here](#)

Main Offer



Dream outcome (increase):

- 10%-30% bump in revenue and conversion rate
- Brand Loyalty Increases
- Higher conversion rate = Business Value Increases
- No need to ever worry about the retention side of their business

Perceived likelihood of Achievement (increase):

- Social Proof
- Clarity on how this works (Backed up by logic)

- Demo of the product
- Big guarantee + risk reversal: 10%-30% Increase in Revenue or you pay us nothing (OR we'll give you something as compensation like gift cards or just some money)

Time Delay (Reduce):

- Just a 15-30 mins call and we will show you if our service will work for you or not
- Start seeing 10%-30% bump in revenue within just 30 days or get a full refund

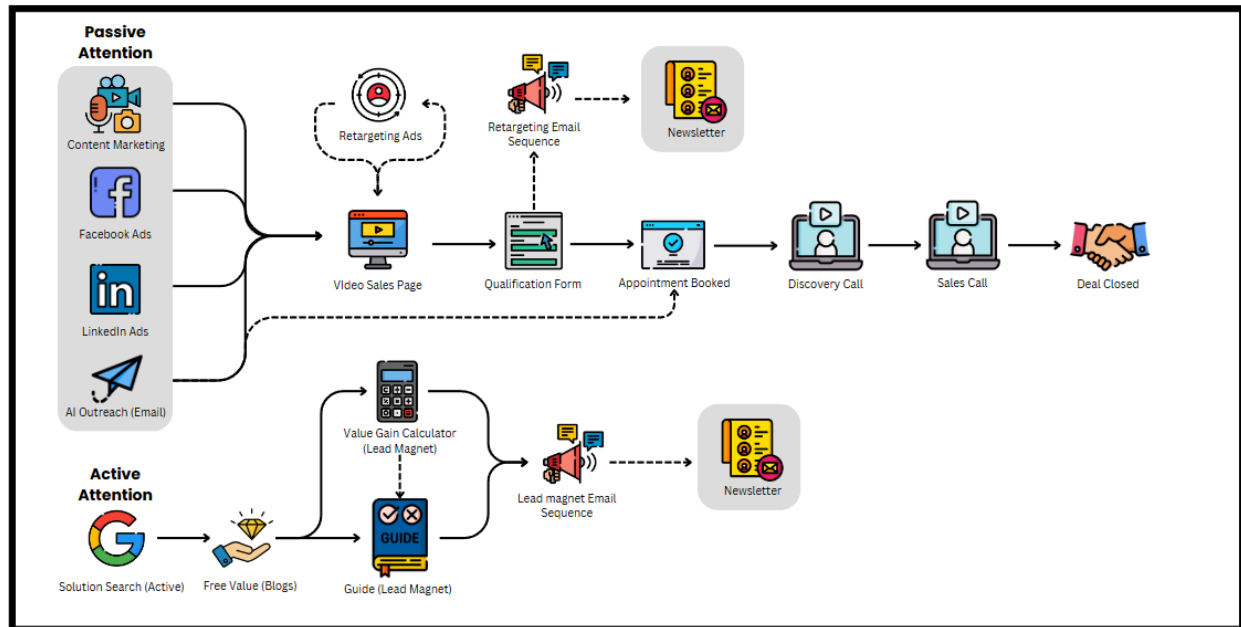
Effort & Sacrifice (Reduce):

- Commitment fee is 100% refundable, no questions asked
- No extra hidden fee
- Zero extra Ad spend
- No need for any technical work, once you give us the access, we'll do all the work for you

Main Offer (an Example):

**INCREASE YOUR REVENUE BY 30% USING AI-AUTOMATED FOLLOW-UPS
AND START SEEING 10%-30% BUMP IN REVENUE WITHIN JUST 30 DAYS!!
OR YOU DON'T PAY A DIME, \$0 IN EXTRA AD SPEND WHILE ALSO FREEING
UP A 5-7 HOURS OFF OF YOUR WEEK - JUST SIT BACK AND WATCH THE
EXTRA REVENUE ROLL IN.**

New Funnel Structure



Funnel Breakdown: (NOT in order)

(This is just a basic overview of each part, once we confirm this project, we can go and dive deeper and make each part into a project on it's own)

1. Passive Attention (Content Marketing, Ads, AI Outreach)

- **What we're doing:**

This is where we grab their attention without being too in-your-face. Whether they're scrolling Facebook or LinkedIn, checking out your emails, or catching a blog, we want them to feel like, "Oh, this speaks to me." It's low-key but hits their pain points and makes them think, Wait, what? I could be missing out on serious cash?" We're talking relatable, no-BS headlines like "How much \$\$\$ are you losing on dead leads?"

- **Psychological Move: *Curiosity & Awareness***

We need to make 'em curious about how much revenue they're

leaving on the table because they're not reviving cold leads. Toss out a subtle "Hey, tired of losing cash from leads going cold?" This is where we start planting the seed. No need to go hard here, just a nudge.

2. Retargeting Ads & Email Sequence

- **What we're doing:**

These guys already know who we are at this point, so now we're hitting them with retargeting ads and emails. This is the "hey, don't forget about us" phase, reminding them there's a solution to their lead retention issue.

- **Psychological Move: *FOMO & Trust***

We need to kick in some fear of missing out here, like "Dude, you're leaving money on the table every day you don't revive those leads." Add some testimonials or case studies to build trust—showing that other guys in their space are already getting results with us. The more they see us, the more they start thinking, "Man, maybe these guys are the real deal."

3. Video Sales Page

- **What we're doing:**

This is where we need to spell things out super clearly. No jargon, no fluff. Just a straight-up explanation of what we do and how it'll help them.

- **Psychological Move: *Authority & Simplicity***

We want them thinking, "These dudes know their stuff, and this makes total sense." Keep it straightforward, break down how our

lead revival system works, and how it's gonna bump their revenue with no extra work. This is where they start trusting us as experts who can actually solve their problem. Keep it visual and to the point.

4. Qualification Form

- **What we're doing:**

We're not working with just anyone. This form should give off the vibe that not everyone gets to jump in. We're selective, and they need to feel like they're getting in on something valuable.

- **Psychological Move: *Exclusivity & Investment***

By asking them to fill out this form, we're getting them to invest a little effort, which makes them more committed. It's like, "We'll work with you if we're a good fit, but you gotta want it." This makes them feel like we're serious and worth their time.

5. Appointment Booked

- **What we're doing:**

At this point, they've locked in an appointment with us, which is a small win. Now we need to keep that momentum going and make sure they show up.

- **Psychological Move: *Commitment & Excitement***

We hit them with a confirmation email that reinforces their decision. Something like, "You're booked! Here's how we're gonna boost your revenue in the next 30 days." basically like a rough roadmap. This makes them feel pumped about the call and reassures them they're on the right track.

6. Discovery Call

- **What we're doing:**

Now it's time to dig into their specific pain points and show them how we're gonna solve their lead retention problems. This is about listening and making it personal.

- **Psychological Move: *Trust & Personalization***

We need them to feel like we get them. We're not just throwing generic solutions at them; we're tailoring our offer to exactly what they need. This is where they start thinking, "Alright, these guys really understand my business."

7. Sales Call

- **What we're doing:**

This is the close. We're locking them in by showing them how we can deliver results. It's time to handle objections and make them feel like they can't afford to wait any longer.

- **Psychological Move: *Urgency & Scarcity***

We drop in some urgency—maybe offer a limited-time deal or let them know **we only take on a few clients at a time**. It's like, "You don't want to wait on this. Every day you don't do this, you're losing money." We make them feel like now's the time to act, or they'll be stuck with the same old problems.

8. Deal Closed

- **What we're doing:**

Once we've got them on board, it's all about reinforcing their

decision. We want them to feel like, “Yeah, I made the right move.”

- **Psychological Move: *Relief & Excitement***

We send them a "Welcome" email that's upbeat and positive, highlighting how smooth this process is gonna be and how much they're gonna benefit from it. This makes them feel confident and ready to roll.

9. Lead Magnet (Value Gain Calculator/Guide)

- **What we're doing:**

We're giving them something valuable upfront to show them we mean business. It's all about giving first to build trust.

- **Psychological Move: *Reciprocity & Value***

When we give them a tool that helps them see the financial benefits of reviving leads, they're gonna feel like they owe us something. They're thinking, "Man, if this free stuff is this good, I wonder how awesome their actual service is."

10. Lead Magnet Email Sequence

- **What we're doing:**

This is where we nurture them further. They're already interested, but we're keeping them warm by showing even more value.

- **Psychological Move: *Reinforcement & Trust***

We hit them with more proof—testimonials, case studies, maybe even an inside look at how we work. Every email should reinforce the idea that they're one step away from unlocking serious revenue potential. We're basically saying, “Hey, we've got your back, and

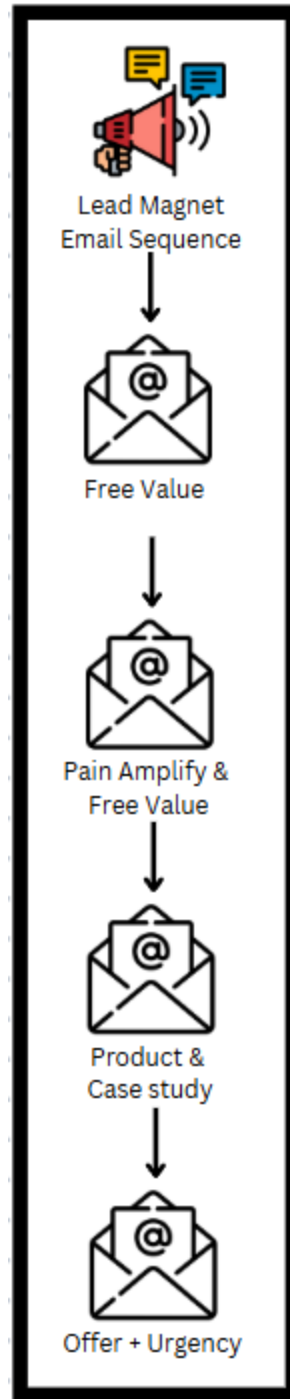
we're gonna help you crush it."

Final Thoughts on Psychological Effects

Each step in the funnel should aim to build the following psychological triggers:

- Curiosity (about the solution to a problem they've been ignoring)
- Trust (backed by proof and social validation)
- Scarcity and Urgency (so they act before missing out on results)
- FOMO (competitors are already using systems like this to grow)
- Commitment (small actions like filling forms or booking calls increase the chance of conversion)
- Confidence (they feel they're making a smart, low-risk decision)

Email Sequence Breakdown:



Wrapping It Up

This funnel is all about taking them on a journey from *"hmm, interesting"* to *"hell yeah, let's do this!"*. At every stage, we're pulling the right psychological levers like curiosity, trust, FOMO, exclusivity, and urgency, to get them to commit. The more they feel like we're in this with them, solving their problems without any fluff, the more likely they are to jump in.

We need to make sure the design and copy align with that energy. No over-the-top stuff, just real, relatable, and clear. Keep it tight and keep it real.

Marketing Strategy

Dream to sell:

- Potential increase in revenue & conversion rate by **30-40%**
- Fully **automated**, no extra hustle
- Zero **Ads Spend**
- Increase in **referrals**
- Easy-to-use solutions
- A step to financial **freedom**
- Trustworthy automation backed by results
- Desire to be seen as innovative
- "Set it and forget it" systems: No need to ever worry about the retention side of their business
- Brand Loyalty Increases
- Higher conversion rate = Business Value Increases

Pain points to amplify:

- Sitting at 10-20% retention rate, well below the industry average of 38%
- Lead follow-ups are time-consuming, and they're either doing it manually or their campaigns don't convert.
- Leaving money on the table by not re-engaging cold leads, and it's hurting their scaling potential.

- Busy running their businesses and don't have time to deal with complex tools or manual follow-ups.
- Having been burned by overhyped tools before.
- Competitors who figure out automation and retention are going to pull ahead while they're stuck with low-performing systems.
- They want to grow but feel stuck because they lack an efficient, automated system to bring back old leads and increase sales without more manual work.
- Feeling stuck without an effective system to revive leads

Messaging Tone:

- We just need to talk straight. These guys don't want the BS claims without any proof. Keep the tone casual, but make it clear we know what we're doing.
- Focus on the **time-saving**, **stress-free**, and **"we got this handled for you"** angle. Make it about **consistent cash flow** and getting more money out of the leads they already have.

Marketing Plan

1. Passive Attention (Content Marketing, Ads, AI Outreach)

- **Goal:** Generate initial awareness and curiosity.
- **Actions:**
 - **Content Marketing:** Post short, no-fluff articles, on e-commerce retention strategies, automation, and cold lead revival. Focus on pain points like "How much \$\$\$ are you losing on dead leads?" Publish on LinkedIn, Shopify blogs, and relevant other blogs
 - **Ads:** Run ads on Facebook, Instagram, and LinkedIn targeting mid-level e-commerce owners. Focus headlines like: "Boost revenue by 30-40% with dead leads. Fully automated. No extra ad spend"

- **AI Outreach:** Use AI to send personalized emails to cold leads. Focus on "curiosity" (How much cash are you losing on dead leads?) value and also offer to show proof on a short call. Give em a reason to hope on (like a gift card or smthin)
- **Psychological Move:** Curiosity & Awareness

2. Retargeting Ads & Email Sequence

- **Goal:** Reinforce your service's value and keep prospects warm.
- **Actions:**
 - **Retargeting Ads:** Show testimonials, case studies, or simple explainer videos demonstrating your AI lead revival results. Ads should emphasize FOMO with lines like, "Every day you're losing \$\$\$ by not reviving cold leads."
 - **Email Sequence:** If they've signed up or shown interest, send follow-up emails every few days. Include testimonials, stats, or real examples from forums (Shopify, Reddit) showing people struggling with lead retention.
- **Psychological Move:** FOMO & Trust

3. Lead Magnet (Value Gain Calculator)

- **Goal:** Capture leads and provide upfront value.
- **Actions:**
 - Offer a free lead revival calculator that helps them calculate how much revenue they're leaving on the table.
 - Use this to capture emails from prospects who aren't ready to book a call but are interested in solving their lead problem.
- **Psychological Move:** Reciprocity & Value

4. Lead Magnet Email Sequence

- **Goal:** Nurture leads and build trust.
- **Actions:**
 - Send a series of emails (every 3-4 days) showcasing testimonials, more value from the lead revival calculator, and insights on how lead revival can boost revenue.
 - Use proof like "Others have bumped their revenue by 30-40% with AI revival. Here's how you can too."

- **Psychological Move:** Reinforcement & Trust

5. Video Sales Page

- **Goal:** Convince them that your service is the solution they need.
- **Actions:**
 - Create a clear, simple video showing how your AI-powered system revives cold leads, with a step-by-step breakdown of the results.
 - Highlight social proof (case studies, real-world examples) and show exactly how the system works with no BS. Focus on how your solution requires no extra effort.
- **Psychological Move:** Authority & Simplicity

6. Qualification Form

- **Goal:** Filter high-quality leads and make them feel like joining is exclusive.
- **Actions:**
 - On your landing page or video page, include a qualification form that asks about their business size, revenue, and pain points. Frame it as: "We're selective about who we work with."
- **Psychological Move:** Exclusivity & Investment

7. Appointment Booked

- **Goal:** Reinforce excitement and ensure they attend the discovery call.
- **Actions:**
 - Send a confirmation email once they book a call. Include a rough roadmap: "Here's how we'll increase your revenue by 30-40% in the next 30 days."
 - Send reminders (1 day before and 1 hour before the call) to build anticipation and prevent no-shows.
- **Psychological Move:** Commitment & Excitement

8. Discovery Call

- **Goal:** Understand their pain points and tailor the offer.
- **Actions:**

- Ask specific questions about their current struggles with lead retention and automation.
- Personalize your pitch based on their situation, showing exactly how your solution solves their problems. (could be only the sales call)
- **Psychological Move:** Trust & Personalization

9. Sales Call

- **Goal:** Close the deal.
- **Actions:**
 - Address their concerns directly (e.g., overhyped tools that failed).
 - Create urgency with limited-time offers or limited availability (e.g., “We only take a few clients at a time”).
 - Offer a risk-free commitment: “Try it for 30 days with a full money-back guarantee.”
- **Psychological Move:** Urgency & Scarcity

10. Deal Closed

- **Goal:** Reinforce their decision and start them off smoothly.
- **Actions:**
 - Send a welcome email highlighting the next steps, benefits, and how smooth the process will be.
 - Include a timeline showing when they’ll start seeing results.
- **Psychological Move:** Relief & Excitement

Action Plan (next steps):

- Build out the funnel
-