



# The Growth Model Blueprint.

## How Many Customers You Really Need?—and How to Enroll Them

### Customer Enrollment & Retention Funnel Designer™

Customer Enrollment & Retention Funnel Designer™

**The Five-Step Funnel**

The funnel has five steps: 1. Attract, 2. Deliver Profound Experiences, 3. Move prospects into being qualified, 4. Add them to the Your Customer, and 5. Connect & Nurture. Each step has a specific goal and a set of actions to follow.

**Step 1: Attract**

1. Attract prospects to the top of your funnel.

2. Deliver Profound Experiences. Offer content to the content or experience that demonstrates your value to potential to meet your needs and wishes.

3. Move prospects into being qualified.

4. Add them to the Your Customer.

5. Connect & Nurture.

**Step 2: Deliver Profound Experiences**

1. Deliver Profound Experiences. Offer content to the content or experience that demonstrates your value to potential to meet your needs and wishes.

2. Move prospects into being qualified.

3. Add them to the Your Customer.

4. Connect & Nurture.

**Step 3: Move prospects into being qualified**

1. Move prospects into being qualified.

2. Add them to the Your Customer.

3. Connect & Nurture.

**Step 4: Add them to the Your Customer**

1. Add them to the Your Customer.

2. Connect & Nurture.

**Step 5: Connect & Nurture**

1. Connect & Nurture.

2. Add them to the Your Customer.

**Customer Enrollment & Retention Funnel Designer™**

**Your Customer Enrollment & Retention Funnel**

1. Attract Prospects to Prospects

2. Deliver Profound Experiences - Methods

3. Add Them to the Your Customer - Methods

4. Connect & Nurture - Methods

**Part Two - Track Enrollment Expenses**

Use the space below to add up the total costs of your Customer Enrollment Funnel from the steps above, on both a monthly basis and an annual basis. Reviewing your total funnel costs on a monthly and annual basis will help you later on in calculating the efficiency of your funnel and seeing ways to improve it over time.

Enrollment Step	Current Monthly	Current Annual	New Monthly	New Annual	Total Future Monthly	Total Future Annual
1- Attract Prospects						
2- Deliver Profound Experiences						
3- Add Them to the Customer						
4 - Connect & Nurture						
<b>TOTAL COSTS</b>						

**Do you know how  
many customers you  
need?**

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**Do you know how  
many customers you  
need?**

**To hit this month's  
revenue target?**

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**Do you know how  
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**Do you know how  
many customers you  
need?**

**To break-even?**

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**Do you know how  
many customers you  
need?**

**To fund growth?**

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**Do you know how  
many customers you  
need?**

**To prosper?**

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# Can you easily describe your Growth Model?

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**Is your company a  
Whale?  
Deer?  
Rabbit?  
Mouse?**

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# Today's Masterclass:

- Unpack what a Growth Model is
- How it relates to your Growth Model
- Define Your Growth Model Type
- Craft your customized Growth Model

**The First Step of Solving the  
Puzzle of Growth!**

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## *Today's topic –* **Growth Model**

Your Growth Model is the math and method behind hitting your growth goals—

- How you win and keep customers
- How many customers you need (at each stage of your Funnel)
- Conversion rate targets (at each stage of your Funnel)

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# *The Recipe—* **Growth Model**

Scaling a business is like preparing a feast for 100 guests.

Without knowing:

- How many you're serving
- What they're eating
- What it costs to make each dish

...you risk running out, overbuying, or overwhelming your kitchen.

Your Growth Model is the recipe that makes success **inevitable**.

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# Three \$3M Businesses

Imagine three food companies — all generating \$3M per year:

- Company A serves 30 customers/day
- Company B serves 100 customers/day
- Company C serves 1,000 customers/day

Even with identical annual revenue, each has:

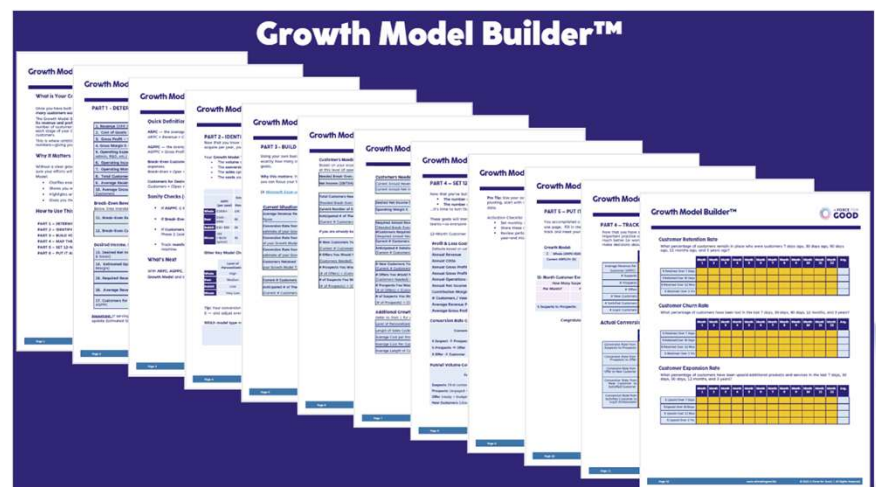
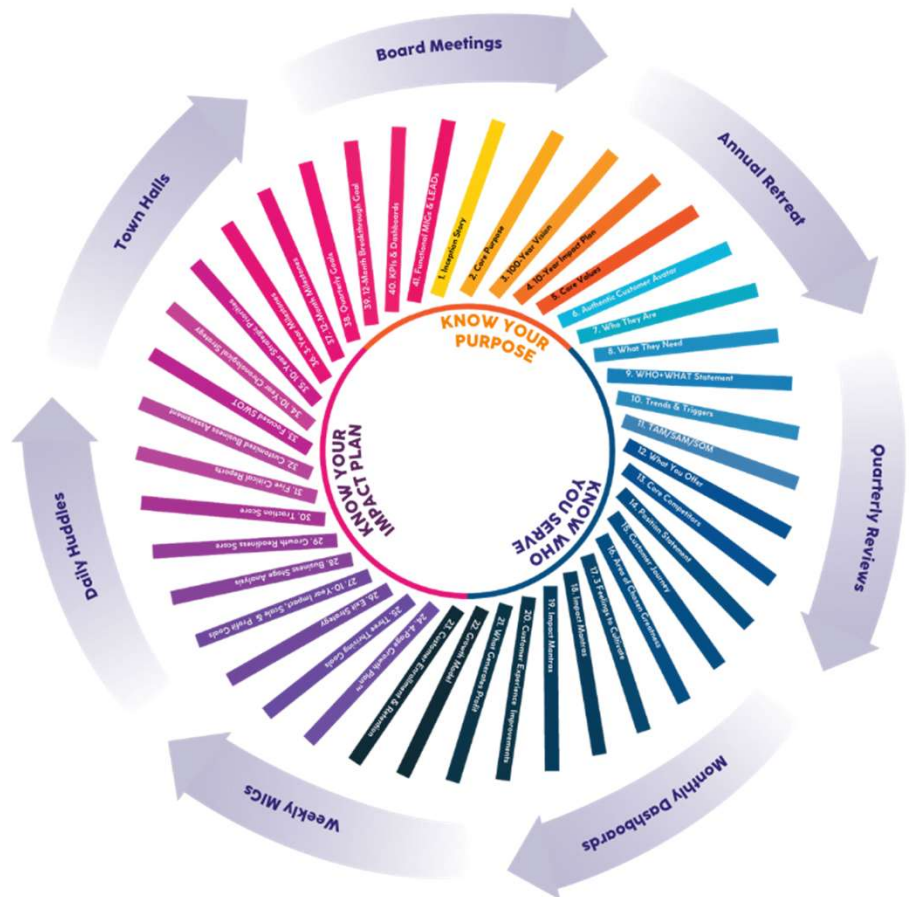
- Different pricing strategies
- Different operating costs
- Different customer acquisition approaches
- Different break-even points
- Different focus areas for growth

If an investor asked you to explain your growth path in 90 seconds, could you?

# Today's Focus

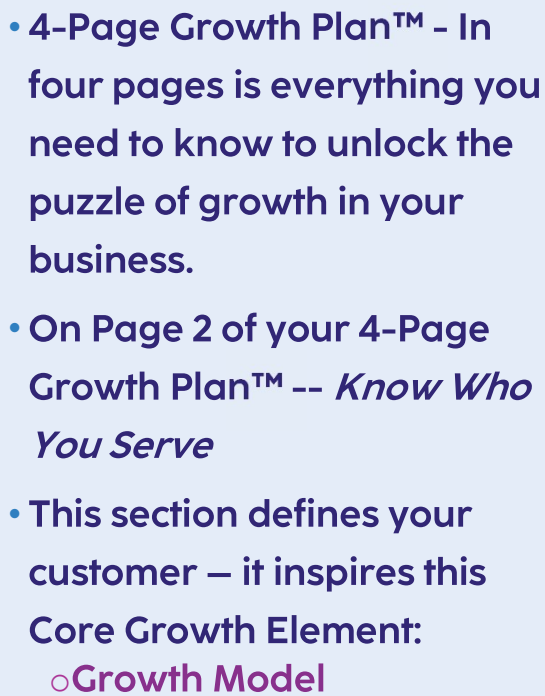
- **Core Growth Element:**  
Growth Model
- **Today's Tool:** Growth Model Builder™
- **Workshop Goals:**
  1. Use the Growth Model Builder™
  2. Define Growth Model Type
  3. Craft Your Customized Growth Model
  4. Identify one High-Leverage Habit and one High-Potency Action.

*Download the Growth Model Builder™ now!*



Receive free weekly tools:  
[aforceforgood.biz/weekly-tool](https://aforceforgood.biz/weekly-tool)



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# The Customer Enrollment & Retention Funnel



- Your **Funnel** maps the *journey* people take from not knowing you exist to becoming loyal ambassadors.
- Your **Growth Model** defines the *math* behind that journey — how many move through each stage and the targeted target conversion rates.

They work together:

- The funnel shows *how* you engage customers.
- The growth model shows *if it works financially*.



# Four Growth Model Types

There are four primary Growth Model Types:

- **Whale Model** – Few, high-value customers
- **Deer Model** – Mid-sized customers, moderate volume
- **Rabbit Model** – Higher volume, smaller transactions
- **Mouse Model** – Massive volume, very small transactions

Each requires different marketing, sales, and retention strategies.

# Whale Model

- Few customers, each worth very high revenue annually.
- Example industries: Enterprise SaaS, defense contracts, private aviation.
- Focus areas:
  - High-touch relationships
  - Long sales cycles
  - Exceptional retention
  - Contract renewals & upsells

# Whale Model

**Few customers, each worth very high revenue annually.**

## Focus areas:

- High-touch relationships
- Long sales cycles
- Exceptional retention
- Contract renewals & upsells

## Key Traits:

- ARPC: \$100K+
- Customers Needed for \$10M Revenue: ~100
- Sales Cycle: 6–24 months
- Conversion Rates: High, due to deep trust-building and targeted outreach
- Cost to Acquire: \$20K–\$100K per customer is common
- Retention Focus: Keep customers for many years; maximize lifetime value
- Examples:
  - Enterprise SaaS selling multi-year contracts to Fortune 500 companies
  - Healthcare service providers with multi-year hospital system contracts
  - Custom manufacturing for aerospace or defense
- Where to Focus:
  - Senior salespeople with deep industry networks
  - Highly tailored solutions and proposals
  - Long-term relationship management and account expansion

# Deer Model

Mid-market customers with significant,  
but not enterprise-level, contracts.

## Focus areas:

- Shorter sales cycles than whales
- Efficient onboarding
- Upsell/cross-sell opportunities

## Key Traits:

- ARPC: \$10K–\$100K
- Customers Needed for \$10M Revenue: ~1,000
- Sales Cycle: 2–12 months
- Conversion Rates: Strong, due to a balance of targeted marketing and skilled sales teams
- Cost to Acquire: \$500–\$1,000 per customer
- Retention Focus: Multi-year relationships are valuable but not always guaranteed

## • Examples:

- Regional distributors selling to retail chains
- B2B service firms like marketing agencies or IT providers
- Mid-tier consulting engagements for SMBs

## • Where to Focus:

- Blend of inbound and outbound marketing
- Skilled sales reps who can sell multiple offerings
- Efficient onboarding processes to deliver value quickly

# Rabbit Model

**Many customers, each with modest revenue per year.**

## Focus areas:

- Continuous acquisition
- Scalable customer service
- Churn prevention & loyalty programs

## Key Traits:

- ARPC: \$1K–\$10K
- Customers Needed for \$10M Revenue: ~10,000
- Sales Cycle: 5–120 days
- Conversion Rates: Vary, but often improved through strong digital marketing funnels
- Cost to Acquire: \$5–\$100 per customer
- Retention Focus: Keep customers 1–2 years to optimize profitability
- Examples:
  - Subscription-based SaaS for SMBs
  - Online education platforms with annual memberships
  - Niche e-commerce brands with high repeat purchase rates
- Where to Focus:
  - Scalable marketing automation (email, social ads, content)
  - Streamlined online sales processes
  - Retention programs to extend customer lifespan

# Mouse Model

Extremely high volume of very low-value customers.

## Focus areas:

- Automation
- Mass marketing
- Ultra-efficient delivery
- Automated personalization

## Key Traits:

- ARPC: Under \$1K (often ~\$100)
- Customers Needed for \$10M Revenue: ~100,000
- Sales Cycle: 1–30 days
- Conversion Rates: Low, requiring large top-of-funnel reach
- Cost to Acquire: \$0.10–\$5 per customer
- Retention Focus: Keep customers subscribed or repurchasing frequently

## • Examples:

- Consumer mobile apps with freemium-to-paid upgrades
- Low-cost SaaS tools for individuals or small teams
- Mass-market subscription boxes under \$10/month

## • Where to Focus:

- Viral growth tactics and referral incentives
- Broad reach via social media, affiliates, partnerships
- Customer engagement strategies to prevent churn
- AI-driven customization



# ARPC

## (Average Revenue Per Customer)

- **Definition:** Total annual revenue ÷ total number of customers.
- **Example:** \$1,200,000 ÷ 120 customers = \$10,000 ARPC.
- **Significance:** Shows how much each customer is worth annually — determines which growth model fits you.

Growth Model	Example Business	Example ARPC
Whale	Enterprise SaaS contract with a Fortune 500 company	\$150,000 per year
Deer	Regional B2B marketing agency serving mid-sized businesses	\$25,000 per year
Rabbit	Niche SaaS subscription for small businesses	\$2,400 per year (\$200/month)
Mouse	Consumer fitness app with annual premium subscription	\$120 per year

# ARPC

## (Average Revenue Per Customer)

- Your ARPC is one of the most important numbers in your business.
- It tells you not just how much a customer is worth to you each year, but also which growth model you're operating in.
- A Fortune 500 SaaS contract looks nothing like a \$120/year consumer app —
- Those differences drive everything from your sales approach to your marketing spend



# AGPPC

## (Average Gross Profit Per Customer)

- **Definition:** The average amount of gross profit you make from each customer annually, after subtracting cost of goods sold (COGS) from revenue.
- **Example:**
  - $ARPC = \$10,000$
  - $Gross\ Profit\ Margin = 60\%$
  - $AGPPC = \$10,000 \times 0.60 = \$6,000$
- **Significance:** Shows the *actual contribution* from each customer toward covering operating expenses and generating profit.
  - It's the number you use in your break-even and profit target calculations

Growth Model	Example Business	ARPC	Gross Profit Margin	AGPPC
Whale	Enterprise SaaS contract	\$150,000	70%	\$105,000
Deer	Regional B2B marketing agency	\$25,000	60%	\$15,000
Rabbit	Niche SaaS subscription for SMBs	\$2,400	80%	\$1,920
Mouse	Consumer fitness app (premium)	\$120	85%	\$102

# ARPC & AGPCC

(Average Revenue Per Customer)  
(Average Gross Profit Per Customer)

- **ARPC** tells you what you bill a customer.
- **AGPCC** tells you what you keep after the direct costs of serving them.
- Notice how **margins** shift by model —
  - Software products may have high margins
  - Service-based businesses may have lower margins.
- Knowing this number is critical
  - Drives your break-even point
  - Shapes how aggressively you can invest in acquiring new customers

# Break-Even Point

- **Definition:** Number of customers (or revenue) needed to cover all your costs (operating expenses and COGS).
- **Formula:** Operating Expenses ÷ AGPPC
- **Example:**
  - Operating Expenses = \$600,000
  - AGPPC = \$6,000
  - Break-even Customers = \$600,000 ÷ \$6,000 = 100 customers
- **Significance:** This is the *real*/number of customers you need to stop losing money. Once you pass this point, each additional customer contributes directly to profit.

Growth Model	AGPPC	Operating Expenses	Break-even Customers
Whale	\$105,000	\$6,300,000	60 customers
Deer	\$15,000	\$1,500,000	100 customers
Rabbit	\$1,920	\$960,000	500 customers
Mouse	\$102	\$510,000	5,000 customers

# Break-Even Point

- Break-Even tells you the exact number of customers you need to cover your fixed costs.
- Notice how the number changes drastically by model.
  - A Whale business may only need 60 customers to break even
  - A Mouse business might need 5,000.
- This is why knowing your AGPPC is so important — it's the foundation of every growth target you set.

# Desired Income

- **Definition:** The number of customers you need to cover your operating expenses and achieve your **profit goal** for the year.
- **Formula:** Customers for Desired Net Income = (Operating Expenses + Desired Net Income) ÷ AGPPC
- **Example:**  $(\$600,000 + \$300,000) \div \$6,000 = 150$  customers
- **Significance:** Break-even is survival. This number is *prosperity* — the customer count that allows you to fund growth, invest in your team, and pay yourself well.

Growth Model	AGPPC	Operating Expenses	Desired Net Income	Break-even Customers
Whale	\$105,000	\$6,300,000	\$2,100,000	80 customers
Deer	\$15,000	\$1,500,000	\$600,000	140 customers
Rabbit	\$1,920	\$960,000	\$240,000	625 customers
Mouse	\$102	\$510,000	\$102,000	6,000 customers

# Conversion Rates

- **Definition:** The percentage of people who move from one stage of your Customer Enrollment & Retention Funnel to the next.
- **Stages:**
  - **Suspect → Prospect** – From general awareness to expressing interest (e.g., opts in, follows, attends an event).
  - **Prospect → Qualified Prospect** – Meets key criteria and is a good potential fit for your offer.
  - **Qualified Prospect → Offer** – Receives a specific proposal or invitation to purchase.
  - **Offer → Customer** – Says “yes” and makes their first purchase or signs a contract.
  - **Customer → Satisfied Customer** – Meets or exceeds your satisfaction threshold (repeat purchase, usage milestone, positive feedback).
  - **Satisfied Customer → Loyal Ambassador** – Actively refers, endorses, or advocates for your business.
- **Significance:** Pinpoints exactly where people are falling off in your funnel.
  - Higher conversion rates mean you need fewer people at the top to hit your goals.
  - Informs where to invest in process, training, and marketing to get the biggest lift in results.



# Conversion Rates

- Your conversion rates tell the truth about your funnel's performance.
- A Whale model might move 80% of prospects to qualified prospects because the outreach is highly targeted and relationship-driven.
- A Mouse model may convert only 30% at that stage, but relies on massive volume to make up the difference.
- Tracking each stage monthly helps you see exactly where to focus to improve efficiency and reduce acquisition costs.

Stage	Whale	Deer	Rabbit	Mouse
<b>Suspect → Prospect</b>	10%	8%	5%	3%
<b>Prospect → Qualified Prospect</b>	80%	70%	50%	30%
<b>Qualified Prospect → Offer</b>	50%	60%	80%	80%
<b>Offer → Customer</b>	40%	30%	25%	15%
<b>Customer → Satisfied</b>	20%	20%	20%	20%
<b>Satisfied → Ambassador</b>	10%	10%	10%	10%

# Sales Cycle Length

- **Definition:** The average time it takes for a customer to move from Suspect to Customer in your Customer Enrollment & Retention Funnel..
- **Significance:** Affects cash flow — longer cycles delay revenue.
  - Shapes forecasting — knowing your average cycle helps you plan resources and hiring.
  - Impacts marketing and sales strategy — long cycles require relationship-nurturing; short cycles demand high lead volume.

Growth Model	Average Length	Why
Whale	6–24 months	Complex deals, multiple decision-makers, large contracts, high customization
Deer	2–12 months	Still relationship-based, but less complex than Whale sales; often regional or vertical-focused
Rabbit	5–120 days	Lighter sales touch, strong use of digital marketing, lower decision complexity
Mouse	1–30 days	Transactional purchases, low commitment, impulse or convenience-driven



# Cycle Cost

- **Definition:** The average amount you spend to move a lead from Suspect to Customer in your Customer Enrollment & Retention Funnel.
- Includes all costs directly tied to winning that customer:
  - Marketing spend (ads, events, sponsorships)
  - Sales team salaries and commissions
  - Travel and proposal costs
  - Tools and technology used during the sales process
- **Significance:** Shows how efficiently you turn prospects into paying customers.
  - Must be balanced against your Average Gross Profit Per Customer (AGPPC) — high costs are fine if margins and retention support them.
  - Helps decide where to increase or reduce investment for the best return

Growth Model	Average Cost per Customer	Why
Whale	\$20K–\$100K	Long, high-touch process; senior salespeople; travel; proposal customization; relationship-building over months/years
Deer	\$500–\$1,000	Blend of personalized selling and efficient processes; moderate travel; strong marketing support
Rabbit	\$5–\$100	Primarily digital marketing; inside sales or self-service demos; minimal travel
Mouse	\$0.10–\$5	Mass marketing; automated conversion; low-touch onboarding; scale-focused

# Retention, Churn, Expansion

Three key post-sale metrics that determine the long-term value of your customers:

- **Retention Rate** – The percentage of customers who remain active over a given period.

- *Formula:*  $(\text{Customers at End of Period} \div \text{Customers at Start of Period}) \times 100$

- **Churn Rate** – The percentage of customers lost during a given period.

- *Formula:*  $100\% - \text{Retention Rate}$

- **Expansion Rate** – The percentage of customers who increase their spending with you in a given period (through upsells, cross-sells, or upgrades).

- *Formula:*  $(\text{Expansion Revenue} \div \text{Starting Revenue from Existing Customers}) \times 100$

- **Significance:**

- High retention + high expansion = higher Customer Lifetime Value (CLV) and less pressure to constantly acquire new customers.

- Churn is a leak in your growth bucket — even strong sales can't overcome high churn.

- Expansion helps you grow faster without adding new customers

# Retention, Churn, Expansion

Tell you what happens after the sale —determine whether your business thrives or struggles.

## Example Scenarios:

- **Whale:** Enterprise SaaS keeps 95% of clients for 5+ years; expands by adding new modules to contracts.
- **Deer:** Marketing agency retains 85% of clients year over year; upsells social media management.
- **Rabbit:** Online course platform retains 70% of members annually; upgrades them to premium plans.
- **Mouse:** Consumer app retains 50% of annual subscribers; offers add-ons for extra storage or features.

Metric	Whale	Deer	Rabbit	Mouse
Retention (Annual)	90%+	80%–90%	60%–80%	30%–60%
Churn (Annual)	<10%	10%–20%	20%–40%	40%–70%
Expansion (Annual)	20%+	15%–20%	10%–15%	5%–10%

# Cost Per Metrics

- **Cost per Prospect (CPP)** – The average marketing & sales cost to acquire one *qualified* prospect.
  - $\text{Total Prospect Acquisition Costs} \div \text{Number of New Prospects}$
- **Cost per Customer (CPC)** – The average marketing & sales cost to acquire one *new* paying customer.
  - $\text{Total Customer Acquisition Costs} \div \text{Number of New Customers}$
- **Significance**
  - CPP tells you the cost to fill the top/middle of your funnel.
  - CPC tells you the true cost of winning a customer.
  - If your CPC is higher than your Gross Profit per Customer, you will never reach profitability.
  - Tracking both helps you diagnose where to optimize: marketing efficiency (CPP) or sales conversion (CPC).

Metric	Whale	Deer	Rabbit	Mouse
CPP	\$500–\$5,000	\$200–\$1,000	\$50–\$200	\$1–\$50
CPC	\$5,000–\$50,000	\$1,000–\$10,000	\$200–\$1,000	\$10–\$200

## Cost Per Metrics

- CPP and CPC show you *exactly what it costs to put the right people in your funnel and turn them into paying customers.*
- If you only track CPC, you may miss the fact that you're overspending to get leads in the first place.
- If you only track CPP, you may not see conversion problems that are driving your costs up.
- The healthiest companies track both
- Compare them to Gross Profit per Customer, and adjust accordingly.

# Customer Lifetime Value (CLV)

- **Definition:** The total *gross profit* a company earns from a customer over the entire length of their relationship.

*Formula:*

**CLV = Gross Profit per Customer × Average Number of Purchases (or Renewal Periods) Over the Relationship**

- **Significance**
  - CLV tells you how much a customer is worth over time—not just on the first sale.
  - It's essential for deciding how much you can afford to spend on acquisition (CPC).
  - A higher CLV relative to CPC means more resources to reinvest in marketing, service, and growth.
  - It shows whether you should focus on retention and expansion or new acquisition.

Model	CLV Range
Whale	\$250K–\$5M+
Deer	\$10K–\$250K
Rabbit	\$500–\$10K
Mouse	\$10–\$500



# Customer Lifetime Value (CLV)

- CLV is one of the most important numbers in your Growth Model.
- If you know that each customer is worth \$1,800 to you over three years, and it costs you \$400 to acquire them, you can make smart, confident decisions about your marketing spend.
- If your CLV is too close to—or *worse, less than*—your CPC, it's a sign you need to work on retention, expansion, or pricing before scaling acquisition.
- Example Scenarios:
  - **Whale:** Enterprise software license at \$250K/year, 5-year average relationship = \$1.25M CLV.
  - **Deer:** Boutique consulting at \$25K/project, 4 projects over 3 years = \$100K CLV.
  - **Rabbit:** Subscription box at \$50/month, 3-year retention = \$1,800 CLV.
  - **Mouse:** Mobile app at \$20 purchase, average customer buys twice = \$40 CLV.

# Comparing the Four Growth Model Types

Model	ARPC	Customers for \$10M	Sales Cycle	Acquisition Cost	Retention Focus	Example Industries
<b>Whale</b>	\$100K+	~100	6–24 months	\$20K–\$100K	Keep for years, expand accounts	Enterprise SaaS, hospital systems, aerospace manufacturing
<b>Deer</b>	\$10K–\$100K	~1,000	2–12 months	\$500–\$1,000	Multi-year renewals	B2B services, regional distribution, SMB consulting
<b>Rabbit</b>	\$1K–\$10K	~10,000	5–120 days	\$5–\$100	1–2 year retention	SMB SaaS, online education, niche e-commerce
<b>Mouse</b>	<\$1K (often ~\$100)	~100,000	1–30 days	\$0.10–\$5	Monthly/daily usage	Consumer apps, low-cost SaaS, subscription boxes

- This chart shows why your ARPC, sales cycle, and acquisition cost shape your growth model.
- Each model demands different skills, strategies, and resource allocation.
- Choosing the wrong playbook for your model can stall growth
- Aligning your approach with your model gives you the greatest chance of scaling successfully.





# Growth Model Builder™

**DETERMINE HOW MANY CUSTOMERS YOU NEED**

**IDENTIFY YOUR GROWTH MODEL TYPE**

**BUILD YOUR GROWTH MODEL**

**SET 12-MONTH GOALS**

**PUT IT ALL TOGETHER**

**TRACK & REFINE**

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# Pause to Acknowledge Wisdom

## New Clarity, Deeper Knowing. Practical Power.

- **Your growth model is your company's GPS.** You'll walk away knowing the exact math behind hitting your revenue and profit goals — not just hopes or hunches.
- **Small metric shifts can create big results.** A 5% increase in conversion rates or ARPC can compound into significant revenue growth without adding more customers.
- **Not all growth models are created equal.** Whether you're a Whale, Deer, Rabbit, or Mouse business dramatically changes your strategy for acquisition, retention, and profitability.
- **Profit is not just revenue — it's what's left after delivery.** By tracking Average Gross Profit Per Customer and break-even point, you can focus on the customers and offers that create real prosperity.
- **You have the power to choose where to focus for fastest growth.** With clear metrics, you can decide whether to prioritize more leads, better conversion, higher-value offers, or stronger retention — and know the financial impact before you act.

You can't scale what you don't measure.  
Your Growth Model gives you the math and  
method to do both.



**Growth Model:**

☐ Whole (APRC=\$100K+)   ☐ Deer (APRC=\$10K+)   ☐ Rabbit (APRC=\$1K+)   ☐ Mouse (APRC=\$100+)

Current APRC/Yr (\$)

#Customers for \$100K   #Customers for \$1M   #Customers for \$10M   #Customers for \$100M

**Customer Enrollment & Retention Funnel**

1 - Shine Your Light - Channels

2 - Deliver Profound Experiences - Methods

3 - Ask Them to Be Your Customer - Methods

4 - Nurture - Methods

5 - Nurture

6 - Nurture

7 - Nurture

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# High-Leverage Habits

- What Are High-Leverage Habits? – High-Leverage Habits are recurring rituals that guarantee breakthrough results over time.
- *If you only had 30 minutes each week to focus on my growth model, what single habit would move the needle most for my business this quarter?*
- Examples:
  - Review your Customer Enrollment & Retention Funnel -- units and conversion rates -- at each stage (Suspect → Prospect → Qualified Prospect → Offer → Customer → Satisfied → Ambassador).
  - Compare actual sales cycle length and cost against your Growth Model assumptions.
  - Identify one “blockage” or underperforming metric and brainstorm 1–2 testable improvements.

Choose one  
**HIGH-  
LEVERAGE  
HABIT**  
you will start  
this week.

If you only had 30 minutes each week to focus on my growth model, what single habit would move the needle most for my business this quarter?

# Identify High-Potency Action

- What is a High-Potency Action? – A *one-time, highly focused initiative* that delivers an outsized impact on your Growth Model metrics.
  - Removes a *bottleneck*, accelerates a *strength*, or shifts a *key number* significantly in your favor
- *If you could only do one project this quarter to dramatically improve your growth model results, what would it be?*
- Examples:
  - Redesign the customer onboarding process to improve Customer→Satisfied conversion rate by 20%.
  - Launch a high-impact referral program to double Ambassador-driven customer acquisition.
  - Negotiate new supplier contracts to increase Average Gross Profit Per Customer by 10%.
  - Implement a CRM automation that cuts sales cycle length in half.
  - Create a premium upsell offer to expand revenue from existing customers by 15%.

Choose one  
**HIGH-  
POTENCY  
ACTION**

Improve you  
will take this  
week.

If you could only  
do one project this  
quarter to  
dramatically  
improve your  
growth model  
results, what  
would it be?



# What We Did Today

- Defined one Core Growth Element:
  - Growth Model
  - Growth Model Type
- Learned how to use the Growth Model Builder™
- Integrated them into 4-Page Growth Plan™
- Identified a High-Leverage Habit
- Committed to a High-Potency Action

A well-built enrollment system and growth model is the most generous thing you can give your future self.



# The Book

- Learn more about the Growth Model and Growth Model Builder™ in Chapter 9
- Purchase the book and gain access to receive the Force for Good ToolKit™.
- Instructions for each tool.
- The full Force for Good System™



[aforceforgood.biz/book](https://aforceforgood.biz/book)

# Force for Good Tool of the Week

- Every week we launch a tool and masterclass.
- Get the recording and links by signing up.



[aforceforgood.biz/weekly-tool](https://aforceforgood.biz/weekly-tool)

# Growth Accelerator

- Install the full Force for Good System™
- Install the system of propelling exponential, high-impact growth into your company.
- 12-Module Online System.
- Videos, tools, assessments.
- Alone or with your team.
- Tiered pricing starting at \$599.



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# Thank you!

Free FFG Tool of the Week:  
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