



Worksheet

# Lifecycle Marketing Overview

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# Lifecycle Marketing

Small Business Sales and Marketing Education

## What is Lifecycle Marketing?

Lifecycle Marketing is a simple framework that small businesses can use to attract customers, grow sales and deliver an experience that wows customers. Lifecycle Marketing was developed by a team of sales and marketing experts at Infusionsoft, and has helped thousands of small businesses achieve success.



### Phase 1 is Attract

Attract has 3 stages:

1. Target
2. Attract Interest
3. Collect Leads

### Phase 2 is Sell

Sell has 3 stages:

1. Educate
2. Offer
3. Close

### Phase 3 is Wow

Wow has 3 stages:

1. Deliver and Wow
2. Offer More
3. Referrals

Takeaways/Notes:

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# Self-assessment

Check one box that best describes your most pressing issue:



I need to attract more customers to my business.

I don't know exactly who my best customer is, so I'm trying to reach everyone.

My potential customers don't have a compelling reason to buy from me.

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If you selected anything from this section, your next step should be to focus on the Attract phase.



I don't have great content or a strategy to get customers to buy.

I don't know how potential customers make decisions on what to buy.

I need to improve my sales processes.

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If you selected anything from this section, your next step should be to focus on the Sell phase.



I wish my customers would stick around longer.

My customers don't refer their friends.

I don't do anything to wow my customers.

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If you selected anything from this section, your next step should be to focus on the Wow phase.

**If you believe you want to work on more than one phase and have checked boxes in all three phases, we recommend that you start with the Attract phase.**