

# Phase 2 Checklist



## DEDICATED VIBBIX REPRESENTATIVE

Eddy Gatez

### Core Offer Consultation

- Understand strength of offer compared to market competitors
- Brainstorm potential upsells, downsells & bonuses
- Create scarcity/urgency to drive sales

### Funnel Creation

- Build out entire funnel using one of 4 marketing channels
- A/B Test different copy to optimize lead generation
- Optimize inbound/outbound marketing systems

### Customer Acquisition

- Craft pitches that create customer intrigue
- Qualify incoming leads and close sales
- Work with Founder to understand successful marketing → sales strategizing