

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

