

# The Revenue Growth Map™



[thegrowthexecutive.com](http://thegrowthexecutive.com)

# Instructions:

Write in your existing top-of-funnel (Awareness), middle-of-funnel (Interest), and bottom-of-funnel (Decision) tactics across the three funnel- filling strategies (Free, Paid, and Partners). Then, color code them Green, Yellow, and Red based on their performance in the previous 90 days (*hint: green is better than red*). Your 90- day plan should include connecting the green squares across your most effective strategy, channel, and method(s), then working to get yellows to green.

	FREE	PAID	PARTNERS
AWARENESS			
INTEREST			
DECISION			



**Here are some examples.** Check the box as you implement them. Circle the ones you'd like to learn more about, then send to [james@tge.llc](mailto:james@tge.llc), and we will send you a short training video.

**RAISE AWARENESS  
(ToFu)**

- ☐ Ambassador/Referral
- ☐ Partners
- ☐ Paid Search
- ☐ Email Outreach
- ☐ Organic Search
- ☐ Social Media
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

**CAPTURE INTEREST  
(MoFu)**

- ☐ Story - Call to Action
- ☐ Webinar/Event
- ☐ Download Resource
- ☐ Newsletter Signup
- ☐ Blog - Call to Action
- ☐ Comments/Likes
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

**DRIVE DECISION  
(BoFu)**

- ☐ Call - SMS - Voicemail
- ☐ Demo/Trial
- ☐ Retargeting
- ☐ Email Nurture
- ☐ Automation
- ☐ DM/Engage
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_



# Notes



# Notes



# Next Steps

1. Schedule a discovery call. We'll spend some time discussing your goals and challenges.
2. If we are a fit, I'll send you a simple one-page proposal and plan.
3. Get your team and revenue moving in the right direction!

Schedule a 20-min Discovery Call  
Pick a time to get a  
link to our Zoom room



[thegrowthexecutive.com/schedule](https://thegrowthexecutive.com/schedule)



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