# Lead Flow Builder

Build a marketing engine that connects your message to your pipeline.

## 🎯 Overview

The Lead Flow Builder helps you turn your point of view and service clarity into a simple, repeatable marketing engine. We help you understand your funnel, upgrade your proposals, and generate qualified demand.

## 🧭 Scope of Work

1. Funnel & Source Review

* Map current lead sources and funnel structure
* Identify gaps or over-reliance on referrals
* Assess lead-to-close performance

1. Proposal & Content Tune-Up

* Refresh proposal templates and messages
* Align content with buyer questions and objections
* Create a repeatable follow-up system

1. Visibility & Credibility Assets

* Plan for POV-driven content (blogs, social)
* Build basic case studies and testimonials
* Ensure brand consistency across touchpoints

## 📄 Deliverables

* Lead Source Map
* Updated Proposal Template
* Mini Content Strategy (aligned to funnel)

## ⏱️ Level of Effort & Timeline

* 10–14 hours over 1–2 weeks

## 💡 Ideal For:

* Firms with inconsistent deal flow or overreliance on referrals
* Leaders who want to generate demand without feeling 'salesy'
* Teams with solid offers but unclear visibility strategy