1. Leads NEED TO BE WORKING -> Dene
   1. Individuals
      1. Social media
         1. Tiktok
            1. A la Kandyboy
         2. Telegram
            1. Hustlers group
         3. YouTube
            1. Funny ads
      2. Events
         1. Partner with/outside of bars/clubs?
         2. Partner with/outside of concert venues?
      3. Ads
         1. Adult sites
         2. Billboards
            1. Partner with shops?
   2. Shops
      1. Cold call
2. Sales NEED TO BE WORKING
   1. Cold calling shops
      1. Cold call script - Quota?
         1. Hi this is a cold call from Legal Flower, we sell thca flower, pre-rolls, and vapes. Can I have 2 minutes of your time to tell you about opportunities to sell our products?
            1. Are you the shop’s buyer?

Can I talk to the shop’s buyer?

Can you tell the shop’s buyer about our product?

It is THCa Flower

* 1. Totally Functional Website
     1. Automations
        1. Abandoned cart
        2. Cross sell
        3. Ad Retargeting
        4. Etc.
     2. Affiliate program
        1. Sign up to get a code to share with friends
           1. Receive a discount

Unless you play the “game”

In which case you get higher and higher tier rewards (until they become a delivery owner)

* + - * 1. Maybe influencers get special codes where they get commission
      1. Sign up to be a delivery “owner”
         1. Gamified experience

Helps them understand the activities involved and how to set the routine and so on

* 1. Delivery app
     1. Nationwide
        1. See if delivery is available in your area right now (changes daily)
           1. Not available? Hit a button to broadcast a request to us. If enough requests are broadcasted, maybe someone will want to sign up as a delivery owner to serve your area!