

REVERSED FUNNEL

CLIENT: _____

LEAD STAGE	ACQUISITION	ACTIVATION	REVENUE	RETENTION	REFERRAL	AMBASSADOR
KEY QUESTION	For which reasons customers don't find you?	For what reasons ... is not creating AHA moments at prospects?	Why don't you spend a single € with ... ?	Why wouldn't you buy a second time at ... ?	Why wouldn't you recommend ... to others?	Why wouldn't you be an active ambassador for ... ?
BARRIERS & PAIN POINTS	<p>Example:</p> <hr/> <hr/> <hr/>	<p>Example:</p> <hr/> <hr/> <hr/>	<p>Example:</p> <hr/> <hr/> <hr/>	<p>Example:</p> <hr/> <hr/> <hr/>	<p>Example:</p> <hr/> <hr/> <hr/>	<p>Example:</p> <hr/> <hr/> <hr/>

