

# Customer Lifecycle

## Exercise: Part 1 Capture Leads

State your SMART Goal

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What are your ideas to achieve this part of the funnel?

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How will you connect this to the rest of the funnel?

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## Exercise: Part 2 Convert into Customers

State your SMART Goal

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What are your ideas to achieve this part of the funnel?

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How will you connect this to the rest of the funnel?

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