

# MOMENTUM SYSTEMS CHECKLIST

## 6 Systems You Need to Scale

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### 1. Offer System

- 1 Core Offer (high-value)
- 1 Entry Offer (low-risk)
- 1 Upsell or Retainer Option
- Clear pricing and delivery process

### 2. Marketing System

- Weekly content plan (1 channel minimum)
- Lead magnet that builds trust
- SEO, social, or paid traffic strategy
- KPI tracking: reach, CTR, lead cost

### 3. Sales System

- Simple sales page or sales call script
- Booking + checkout flows that work
- Objection-handling cheat sheet
- CRM or sales pipeline tracking

### 4. Client Delivery System

- Onboarding checklist
- Welcome email or portal
- Consistent delivery schedule
- Feedback collection after delivery

### 5. Lead Nurture System

- Email welcome sequence
- Weekly newsletter or offer reminders
- Testimonials & case studies shared regularly
- Call-to-actions baked into nurture content

### 6. Optimization System

- Monthly review dashboard

- A/B test your lead magnet or offer
- Ask: “Where am I losing people?”
- One improvement per month rule

➡ If you're ready to build or optimize these systems with expert support, our [Domination Plan](#) is for you. Book a [Free Clarity Call](#) to start scaling smarter, not harder.