

Client Acquisition System (Free Framework)

1. Overview

This system helps B2B service businesses generate predictable clients using inbound and outbound channels without relying on random marketing.

2. Core System Structure

Traffic → Lead Capture → Nurture → Sales Pipeline → Closing → Retention

3. Outbound Engine

Cold email + LinkedIn outreach + targeted lists + simple CRM pipeline tracking using Pipedrive.

4. Inbound Engine

SEO content + landing pages + lead magnets + HubSpot automation workflows.

5. Conversion Layer

Clear offer positioning, case studies, and consultation-based selling instead of product selling.

6. CRM Usage Rule

Use only ONE CRM based on acquisition model: HubSpot for inbound, Pipedrive for outbound.

7. Scaling Principle

Do not add complexity early. First stabilize lead flow, then optimize automation and systems.