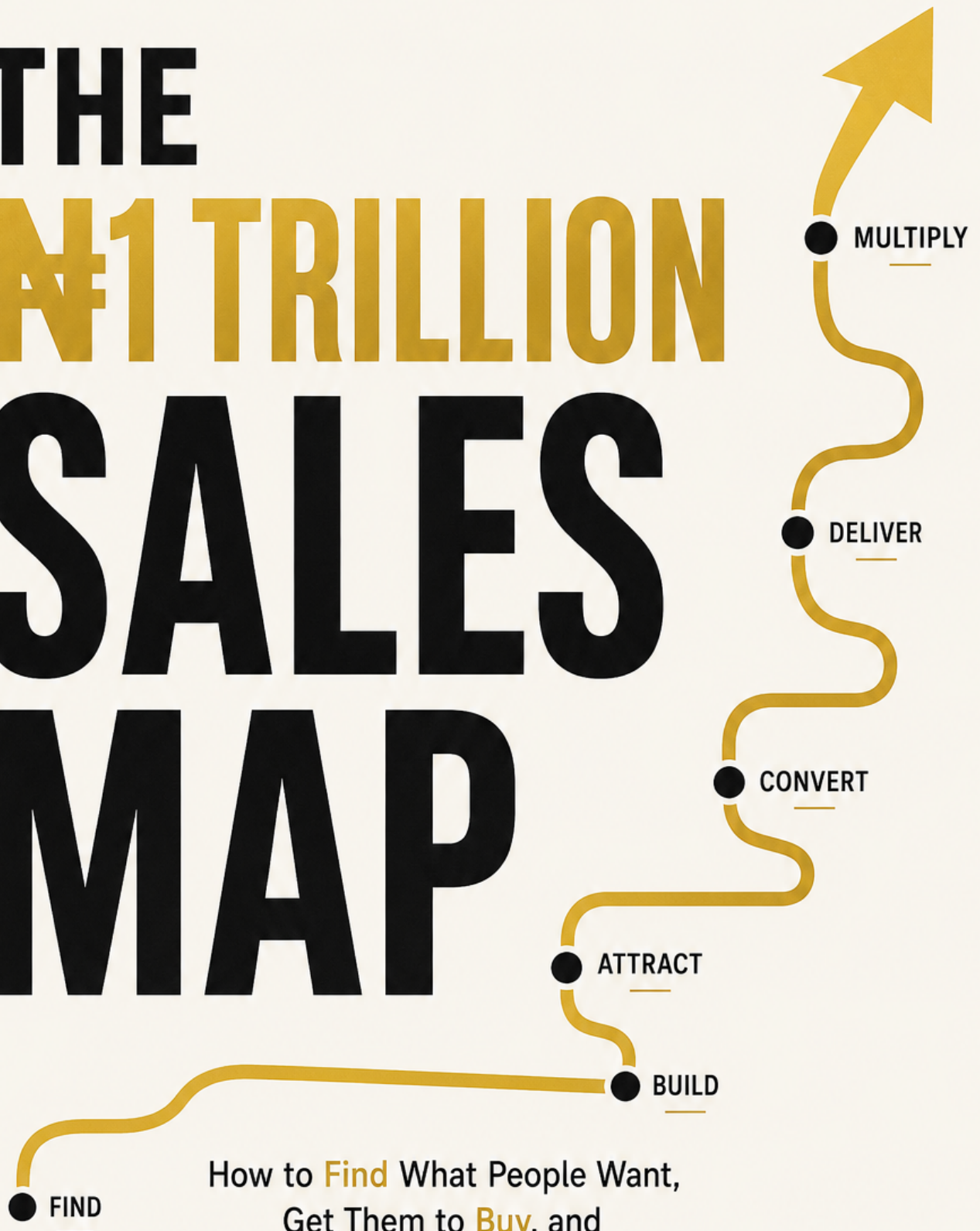


— A PRACTICAL BUSINESS FIELD GUIDE —

NIGERIA → THE WORLD

THE ~~#1~~ TRILLION SALES MAP



How to **Find** What People Want,
Get Them to **Buy**, and
Keep Them Buying

CHIGOZIE MMAD

Salesman • Operator • Customer Acquisition Strategist

Nigeria's Top Sales Strategist.

BEFORE WE START

You probably picked up this guide because you want more sales.

Maybe you are still thinking about starting a business. You have an idea, but you are not sure whether people will actually pay for it.

Maybe you already have a product or service. You created the page, built the website, posted some content, maybe even started running ads - but getting customers still feels unpredictable.

Maybe people see your ads. They click. Some enter your WhatsApp. They ask, **"How much?"** You answer them. And that is the last time you hear from them.

Maybe you get orders, but too many of those orders never turn into money. Maybe your salespeople tell you they need more leads while you are thinking, **"What happened to all the leads I already paid for?"**

Maybe sales are coming in, but if I ask you right now how much it cost you to get one customer last month, you cannot confidently answer me.

Or maybe the business makes money, but every month feels like you are starting again from zero. You need another customer, then another, then another. The customers you already paid to acquire disappear after the first transaction.

These are not the same business problem. So they cannot all have the same solution.

More advertising will not solve all of them. A new sales script will not solve all of them. AI will not solve all of them. A prettier website will not solve all of them.

Your first job is to know: **What problem does my business actually have?**

That is what I want to help you figure out.

IF YOU WERE SITTING WITH ME

If you told me, "Chigozie, I need more sales..."

I would not immediately tell you to run Facebook ads. Not yet. I would start asking questions.

BEFORE THE SALE

What are you selling? Who is it for? What problem does it solve? How badly do they want the problem gone? Are people already paying for alternatives? Why should they choose you? What does it cost you to deliver?

GETTING THE CUSTOMER

How are people finding you? What happens after they click? What counts as interest? Where do you store the lead? Who follows up? How quickly? What exactly do you call a sale?

AFTER THE SALE

What happens after money changes hands? Do they receive what you promised? Can they reach you? Do they ever buy again? Do you ask for a referral?

THE NUMBERS

How much did you spend? How many leads came in? How many bought? What did fulfilment cost? What was left? Can you show me where every important number came from?

"Sales are low" is a symptom. I want to know what caused the symptom.

Maybe your advertising is not the problem. Maybe there was never enough demand. Maybe your product is good but looks like every other option. Maybe the offer is weak. Maybe the ads work and your lead working is terrible. Maybe customers buy and fulfilment destroys trust. Maybe you are selling and still losing money.

Those businesses can all say, "**I need more sales.**" They need completely different fixes.

WHY I CREATED THIS MAP

Business education is full of pieces.

Facebook ads. Copywriting. Closing. Funnels. Branding. Product development. Customer service. Finance. AI. Automation. Content. Email. WhatsApp.

All of them matter. The problem comes when you learn each one separately and start believing the thing you are currently learning is the answer to every business problem.

MEDIA BUYER

"You need better ads."

Maybe. But what if the offer is the real problem?

COPYWRITER

"You need better copy."

Maybe. But what if nobody wants the outcome badly enough?

SALES TRAINER

"Your team must close harder."

Maybe. But what if the leads were never qualified?

The right tactic used on the wrong problem is still the wrong move.

Before you ask, **"What tactic should I use?"** I want you to ask, **"Where is revenue actually breaking?"**

Instead of staring only at advertising, follow what happens before the ad, after the ad, before the sale, after the sale and until the customer either produces more revenue - or disappears.

A sale is not one isolated event. It is the result of several things working together.

I call that connected system **The ₦1 Trillion Revenue Chain**. This Sales Map will help you use it to answer three questions: **Where am I? Where is the business breaking? What should I work on next?**

WHAT DOES ₦1 TRILLION MEAN?

The number is not your starting point. The thinking is.

I am not saying your business must already be making ₦1 trillion before this becomes useful.

Your next target may be ₦100,000, ₦1 million, ₦10 million, ₦100 million, ₦1 billion or far beyond that.

I use **₦1 Trillion** because I want us to think beyond the hustle mindset.

A hustle says: **find something selling, run ads, collect money, solve problems as they appear.**

A serious business asks: **Can this be understood? Can it be measured? Where is money leaking? What works repeatedly? What can eventually be multiplied?**

Growth exposes everything you refused to build properly: no tracking, poor follow-up, weak fulfilment, no customer database, bad margins, no reporting, confused teams.

Nigeria is where I come from. The ₦ is intentional. I want the work to carry its origin.

But the principles are not trapped in Nigeria. Channels, payment behaviour and logistics may change in Lagos, London, Johannesburg, Dubai or New York. A serious business still has to find something worth selling, create customers, deliver value and make the numbers work.

Built from Nigeria. Useful anywhere business is done.

THE WHOLE BUSINESS IN ONE PICTURE

Before we zoom in, I want you to see the whole thing.

Imagine you have no business today. No product. No website. No ad account. No customers.

FIND

Find an opportunity worth pursuing.

Market · Problem · Audience · Competitors

BUILD

Build something worth buying.

Positioning · Product · Offer · Pricing

ATTRACT

Get the right people moving toward you.

Mode · Channel · Funnel · Message

CONVERT

Turn declared interest into a sale.

Lead · Lead Ownership · Lead Working · Sale

DELIVER

Keep the promise that created the sale.

Fulfilment · Support · Experience

MULTIPLY

Make one acquired customer create more value.

Retention · Referral · Repeat Revenue

CONTROL runs across the chain

Economics · Metrics · Tracking · Reporting

LEVERAGE multiplies what has proved itself

Systemise · Automate · Scale

Do not memorize this yet. I only want you to understand that **the sale sits inside a much bigger system.**

DIAGNOSE BEFORE YOU STUDY

Don't continue until you locate yourself.

Find the sentence closest to what is happening in your business right now.

FIND	"I don't know what business to start" or "I have an idea but no real evidence people want it."
BUILD	"I know who I want to serve, but the solution, positioning, offer or price is unclear."
ATTRACT	"We have something worth selling, but not enough of the right people see it or show intent."
CONVERT	"We get leads, enquiries or orders, but too many disappear before the sale."
DELIVER	"We make sales, but delivery, support or customer experience keeps breaking."
MULTIPLY	"Customers buy once and disappear. We keep paying to replace them."
CONTROL	"I am not sure where the problem is because I do not know the numbers."
LEVERAGE	"The machine works repeatedly, the numbers make sense, and we want more volume."

Write your first diagnosis

THE STAGE I BELIEVE NEEDS MY ATTENTION FIRST

WHY I CHOSE IT

THE EVIDENCE I CURRENTLY HAVE

This is only your first diagnosis. By the end of the guide, I want you to either confirm it or discover that the real constraint sits somewhere else.

IMPORTANT DISTINCTION

The Revenue Chain is not the same thing as customer acquisition.

People mix sales, marketing, customer acquisition and funnels together. Let me separate them.

The **Revenue Chain** looks at the whole commercial business. It begins before customer acquisition: what market, what problem, who has it, what alternatives exist, what solution are we building, how are we positioning and pricing it?

Only after FIND and BUILD do we enter **ATTRACT**. ATTRACT is where customer acquisition begins.



Customer acquisition lives mainly inside ATTRACT → CONVERT. Its job is to move a person from attention to customer.

My commercial specialty is customer acquisition. But I cannot diagnose acquisition intelligently while pretending the rest of the business does not exist.

A BUILD problem can show up as expensive ads. A CONTROL problem can make a campaign look profitable when the economics are actually bad. A DELIVER problem can make scaling acquisition create complaints faster.

The system is connected. That is why we follow the chain.

THE #1 TRILLION CUSTOMER ACQUISITION MAP

How attention becomes a customer.

You run an ad. Somebody sees it. Have you acquired a customer? No. You have acquired attention.

ATTENTION

The right person notices you.

**CONTEXT**

They understand why what you are saying is relevant to them.

**OFFER**

They encounter your commercial argument and solution.

**INTENT**

Their behaviour says, "I may want this."

**LEAD**

You can identify and continue communicating with them.

**LEAD WORKING**

Calls, WhatsApp, qualification, objections, follow-up, re-offering.

**SALE →
CUSTOMER**

The commercial event your business defines as a completed sale happens.

Customer acquisition is the entire system that turns the right attention into a customer.

HOW TO USE THIS GUIDE

Please don't read this like a novel.

I am not trying to impress you with the number of pages you finished. I want something inside your business to improve.

1 Understand it.

I will explain the business word in ordinary language before asking you to use it.

2 Look at your business.

Use the questions, examples and worksheets. Do not answer for the business you wish you had.

3 Find the weakness.

Score 0 if you do not know, 1 if it is partial or assumed, 2 if you have evidence it works.

4 Decide what to do.

The score is not the goal. The next action is.

5 Know when to move.

Some questions are CRITICAL. A good average cannot hide a missing foundation.

The rule for the rest of this guide:**Be honest.**

A zero is useful when it tells us where work is needed.

Don't rush.

Do not move to the next stage simply because the next stage looks more exciting.

You have the map. Now let's start at the beginning: is there actually a business worth building here?

THE #1 TRILLION REVENUE CHAIN

FIND

Is there actually a business worth building here?

Before I want you choosing logos, building websites or writing ads, I want evidence that there is a market worth entering, a problem worth solving, people who want that outcome and alternatives worth studying.

One question to carry into this section

Where is money already moving because people want an outcome?

FIND · START HERE

Don't fall in love with a product before you understand the market.

One of the easiest mistakes in business is seeing something selling and immediately asking, "How can I sell this too?"

You see watches moving. Supplements moving. A course creator making money. Solar booming. A new app taking off. And your brain jumps straight to the product.

I want you to slow down and ask a different question:

Where is money already moving because people badly want something?

FIND is the stage where we investigate before we commit.



At the end of FIND you should be able to say more than, "I think this can work." You should be able to explain **who wants what, why they want it, how people currently solve it, whether they spend money, how you can reach them, and why there may be room for you.**

The output of FIND is a decision: Yes, this opportunity is worth building around - or no, I need more evidence or a different opportunity.

FIND · MARKET

When I say “market,” what am I actually talking about?

“Health,” “fashion,” “real estate” and “education” are not useful enough for me. They are broad fields.

I want to know where a specific group of people has a problem, desire or outcome strong enough for money to move.

Too broad	Getting commercially useful
Health	Adults over 40 actively looking for ways to manage recurring joint discomfort.
Real estate	Nigerian professionals with enough disposable income to consider an investment property in Lagos.
Education	Working professionals who need a recognised skill or certification to move into a better-paying role.
Solar	Households and SMEs experiencing high generator/fuel costs and frequent power interruption.

Do you see what changed? The second description starts telling us **who, what they want, why money may move and where we might find them.**

IF YOU WERE SITTING WITH ME

I would ask: What category are we in? What outcome is being bought? Who is spending? How often does the need occur? Is demand seasonal or continuous? Is the market growing, stable or shrinking? Can we reach enough buyers economically?

A market is not a category name. It is an arena where people and money move around a desired outcome.

FIND · MARKET EVIDENCE

Before you say “there is a market,” show me evidence.

Your friends saying “nice idea” is not market evidence. Likes are not automatically market evidence. Your own excitement is definitely not market evidence.

Buying evidence

Existing sellers, transactions, waiting lists, bookings, repeat orders, paid alternatives, budget already allocated to the problem.

Search evidence

People actively looking for the problem, category, solution, provider, price or comparison.

Conversation evidence

Repeated complaints, questions, objections, customer interviews, community discussions, support requests.

Reach evidence

Clear channels, communities, search behaviour, locations, lists or media where enough buyers can be reached.

Do not confuse “large population” with a market. A million people who vaguely like something can be commercially weaker than ten thousand people urgently trying to solve a specific problem.

Your market evidence

PEOPLE I BELIEVE ARE IN THIS MARKET

EVIDENCE MONEY ALREADY MOVES AROUND THIS OUTCOME

WHERE I CAN REALISTICALLY REACH THESE PEOPLE

FIND · PROBLEM

Not every problem deserves a business.

People complain about many things they will never spend one naira to fix. I am interested in problems and desires strong enough to create action.

When I say **problem**, I do not mean only pain. Wanting to look better, save time, feel secure, earn more, gain status, avoid risk or experience convenience can also create strong commercial demand.

Pain

How uncomfortable is the current situation?

Urgency

Why must something change now rather than someday?

Value

What is the outcome worth to the person?

Frequency

How often does the problem or desire return?

The question is not, "Does this problem exist?" The question is, "How badly does the person want the outcome, and what are they already doing about it?"

A commercial problem often leaves evidence: people search, ask, compare, improvise, tolerate bad alternatives, spend money, lose time, complain, postpone other purchases or take risks to get the outcome.

IF YOU WERE SITTING WITH ME

I would ask you to describe the moment the problem becomes painful enough to act. What happened yesterday that makes the buyer care today?

DO THE WORK

Turn a vague problem into a buying situation.

“People want better health” is too vague. I want a situation I can recognise in real life.

THE PROBLEM OR DESIRED OUTCOME

WHAT IS HAPPENING IN THE PERSON'S LIFE WHEN THIS BECOMES IMPORTANT?

WHAT HAPPENS IF THEY DO NOTHING?

WHAT HAVE THEY ALREADY TRIED, PAID FOR OR CONSIDERED?

WHY MIGHT THEY ACT NOW?

Do not write ad copy yet. Right now we are looking for truth. The language people naturally use here will later become raw material for positioning, offers and messages.

FIND · AUDIENCE

Who wants this problem gone badly enough to act?

"Everybody" is not an audience. If everybody is your customer, you usually do not understand the buying situation well enough.

Your audience is the group of people for whom the problem, outcome and timing make your solution commercially relevant.

Who are they?

Role, life stage, business type, income/capacity, location, situation and relevant traits.

What do they believe?

What do they think causes the problem? What solutions do they trust or distrust?

What have they tried?

Alternatives, DIY attempts, competing products, delay, avoidance or doing nothing.

Can we reach them?

Channels, communities, searches, locations and media where they can be reached at acceptable cost.

A great product for an audience you cannot economically reach can still become a bad business.

I also care about **ability and willingness to pay**. Desire without purchasing capacity may create attention but not a viable business.

FIND · AUDIENCE AWARENESS

Two people can have the same problem and need completely different messages.

Why? Because they may not know the same things yet.

Unaware	They do not clearly recognise the problem or why it matters.
Problem-aware	They know something is wrong but may not know what solutions exist.
Solution-aware	They know categories of solutions and are considering approaches.
Product-aware	They know specific providers/products and are comparing choices.
Ready / highly aware	They largely understand what they want and need a reason to act or choose.

If a person is already searching “best solar installer in Abuja,” do not spend half the page convincing them that electricity is unreliable. They already know.

If another person simply complains about generator fuel cost, you may need to build more context before presenting a specific system.

OUR CORE AUDIENCE IS MOSTLY AT THIS AWARENESS LEVEL

WHAT DO THEY ALREADY BELIEVE OR KNOW?

WHAT MUST THEY UNDERSTAND NEXT?

FIND · COMPETITORS

Your competitor is anything the buyer can choose instead of you.

Do not study competitors only to copy their ads. Study them to understand the market's existing promises, prices, beliefs and disappointments.

A competitor can be a direct seller, another category, a cheaper substitute, a DIY method, postponing the decision or doing nothing.

What are they saying?

Promises, angles, headlines, proof, objections, guarantees and claims.

What are they doing?

Products, bundles, funnels, channels, prices, follow-up, fulfilment and retention.

What are they missing?

Complaints, weak support, unclear positioning, underserved segments, poor proof, friction or unmet outcomes.

Competition is not proof you should run away. Competition can be proof that people already spend money here.

Your job is not automatically to be cheaper. Your job is to understand the buying decision well enough to decide where you can create a stronger position.

DO THE WORK

Study the market before you decide what to build.

Competitor / Alternative	Who they target	Main promise	Price / model	Proof	What seems missing

WHAT ARE CUSTOMERS PRAISING REPEATEDLY?

WHAT ARE CUSTOMERS COMPLAINING ABOUT REPEATEDLY?

WHAT OPPORTUNITY DO I BELIEVE EXISTS BECAUSE OF THIS RESEARCH?

BEFORE YOU CONTINUE

Can you defend the decision to build this business?

Score the evidence, not your confidence.

QUESTION	0	1	2
I can describe the market more precisely than a broad category.	☐	☐	☐
I can describe a specific problem/desire and the situation that makes it important.	☐	☐	☐
I can describe the audience and where I can realistically reach them.	☐	☐	☐
I know what alternatives and competitors people currently use.	☐	☐	☐
I have evidence of how buyers talk about the problem and existing solutions.	☐	☐	☐
CRITICAL: People have enough ability and willingness to pay for this outcome.	☐	☐	☐
CRITICAL: I have evidence that money already moves around this problem or outcome.	☐	☐	☐
I can explain why this opportunity may still have room for another solution.	☐	☐	☐

0 = I don't know / no evidence

1 = partial / assumption / inconsistent

2 = verified / working

Decision gate: If the critical questions are zero, your next job is not branding, packaging or advertising. Your next job is evidence.

HANDOFF

FIND should hand BUILD a clear opportunity - not a vague idea.

FIND



BUILD

- ☐ We can name the market and audience precisely enough to make decisions.
- ☐ We understand the problem/desire and the moment it becomes commercially important.
- ☐ We have evidence people spend money or meaningful effort trying to get the outcome.
- ☐ We know what alternatives exist and what buyers like or dislike about them.
- ☐ We can state the opportunity we believe is worth building around.

WRITE THE OPPORTUNITY IN ONE PARAGRAPH

Now we can stop asking “Is there something here?” and start asking “What exactly should we build and sell?”

THE #1 TRILLION REVENUE CHAIN

BUILD

What exactly should we build, and why should anybody choose it?

FIND gave us an opportunity. BUILD turns that opportunity into a commercial proposition: a position in the buyer's mind, a useful solution, a convincing offer and economics that can survive customer acquisition.

One question to carry into this section

What are we asking the customer to choose - and why us?

BUILD · POSITIONING

Before you build the product, decide what you want it to mean.

Positioning is one reason I prefer to think before I manufacture.

If you build first and position later, you may discover the features, delivery model, proof or service level you need should have been designed into the product from the beginning.

Positioning is the place you want to occupy in the right customer's mind when they compare ways to get the outcome.

It answers questions like: **Who is this specifically for? What outcome do we want to be associated with? What category are we in? What should make us meaningfully different? What are we deliberately not trying to be?**

Weak thought	Stronger positioning thought
"We sell solar."	"We design reliable backup-power systems for small businesses that cannot afford daily downtime."
"We do marketing."	"We build direct-response customer acquisition systems for businesses that need measurable demand and sales follow-up."

Positioning is not just a tagline. It should influence what you build, what you emphasise, who you reject, what proof you collect and what price makes sense.

IF YOU WERE SITTING WITH ME

I would not ask, “What is your slogan?” I would ask these questions.

WHO SPECIFICALLY IS THIS FOR?

WHAT IMPORTANT OUTCOME DO THEY WANT?

WHAT ALTERNATIVES ARE THEY COMPARING US AGAINST?

WHAT DO WE WANT TO BE KNOWN AS THE BETTER CHOICE FOR?

WHAT MUST THE PRODUCT INCLUDE OR DO TO MAKE THAT POSITION BELIEVABLE?

WHAT ARE WE DELIBERATELY NOT COMPETING ON?

Do not force uniqueness for the sake of sounding clever. A useful position is one the customer values and your operation can actually prove.

BUILD · PRODUCT

The product is not the thing. It is the vehicle to the customer's outcome.

A physical item, software login, consulting engagement, training programme or property unit is valuable because of what it helps the customer achieve.

That means product design starts with the outcome and works backward.



Ask: What does the customer actually need to receive? What features matter? What is unnecessary? What must happen for the promise to be deliverable? What failure would make the customer feel cheated even if the product technically “works”?

EXAMPLE

A high-ticket customer is not buying “six consulting calls.” They are buying an outcome. The calls, research, implementation, reporting and support are components of the product because they help produce that outcome.

Build the solution the customer needs - not the product you are emotionally attached to.

BUILD · OFFER

Your product is not your offer.

This confused me when I first learned marketing because everybody kept saying, "You need a better offer." If you already have a product, you may ask: isn't the product the offer?

Product: the solution you are selling.

Offer: the commercial argument for why I should choose that solution from you, under these conditions.

Your offer answers the buyer's questions: Why this? Why you? Why should I believe you? What exactly do I get? What risk am I taking? What will happen after I buy? Why is the value worth the price?

Price, packaging, proof, bonuses, guarantee, payment terms, delivery terms, scarcity when real, urgency when real and risk reversal can all support the argument.

SAME PRODUCT, DIFFERENT OFFER

Two installers can use similar solar equipment. One merely lists "5KVA system - ₦X." The other explains what it powers, who it is for, installation timeline, warranty, support, payment structure and proof from previous installations. The underlying product may be similar. The buying argument is not.

DO THE WORK

Build the argument, not just the bundle.

THE OUTCOME WE ARE SELLING

WHY OUR SOLUTION IS A SENSIBLE WAY TO GET THAT OUTCOME

WHY THE BUYER SHOULD TRUST US

WHAT EXACTLY THEY RECEIVE

WHAT RISK OR HESITATION CAN WE LEGITIMATELY REDUCE?

WHAT MAKES ACTING NOW REASONABLE, IF ANYTHING?

Rule: Do not manufacture fake urgency, guarantees you cannot honour or proof you do not have. A strong offer reduces uncertainty with truth, specificity and value - not deception.

BUILD · PRICING

Do not compete to be the cheapest business in a market you barely understand.

Price has to serve the customer, the offer and the economics of the business.

Before launch, you may know COGS or production cost but not actual CAC or full fulfilment loss. So the first price is a **commercial hypothesis**, not a sacred number.

Selling Price

- COGS / direct production
 - Fulfilment + payment/transaction costs
 - Expected variable losses/returns
 - Desired contribution profit
- = Maximum Allowable Acquisition Cost**

That last number matters. It tells you what you can afford to pay to create a customer and still have a worthwhile business.

About markup rules: A rule like "COGS × 6" can be a starting heuristic in some direct-response businesses. It is not a universal law. The market, value, fulfilment, acquisition costs, returns, taxes, fees and desired profit still have to work.

Pricing is not finished when you pick a number. Pricing becomes intelligent when market data comes back.

DO THE MATHS BEFORE YOU SCALE

What can you afford to pay for a customer?

Use an illustrative example. The numbers below are not a benchmark; they only show the calculation.

Item	Illustrative amount
Selling price	₦60,000
COGS / direct product cost	- ₦10,000
Fulfilment + transaction	- ₦7,000
Expected variable loss allowance	- ₦3,000
Desired contribution after acquisition	- ₦15,000
Maximum allowable CAC	₦25,000

After launch, actual CAC comes back at ₦31,000. What does that mean?

Do not simply "scale harder."

At the current assumptions, the economics miss the target.

Diagnose.

Can price, conversion, offer, COGS, fulfilment, repeat revenue or acquisition efficiency change?

Actual CAC ≤ Allowable CAC?

If yes, investigate repeatability. If no, fix the economics or the system.

YOUR TURN

Price with the whole sale in mind.

Input	Your number	How confident are you?
Selling price		
COGS / production		
Fulfilment / delivery		
Payment/platform/variable fees		
Expected returns/cancellations/loss allowance		
Desired contribution after acquisition		
Allowable acquisition cost		

WHAT ASSUMPTIONS MUST REAL MARKET DATA VALIDATE?

IF CAC IS TOO HIGH, WHICH LEVERS CAN CHANGE WITHOUT DESTROYING CUSTOMER VALUE?

Do not forget repeat revenue. In some businesses, the first transaction does not have to carry the full lifetime economics - but only if repeat buying is real, measured and not wishful thinking.

BEFORE YOU CONTINUE

Do we have something worth putting in front of the market?

QUESTION	0	1	2
We can state who the product is for and what we want to be known for.	☐	☐	☐
CRITICAL: The product/solution is designed around a clear customer outcome.	☐	☐	☐
CRITICAL: The offer answers why this, why us, what I get, why believe and what happens next.	☐	☐	☐
We have credible proof or a plan to earn proof without fabricating it.	☐	☐	☐
The price reflects value and leaves room for the business to operate.	☐	☐	☐
CRITICAL: We know our current direct costs well enough to estimate allowable CAC.	☐	☐	☐
We can explain what assumptions market testing still needs to validate.	☐	☐	☐
CRITICAL: Operations can realistically deliver the promise we are about to market.	☐	☐	☐

0 = I don't know / no evidence

1 = partial / assumption / inconsistent

2 = verified / working

Decision gate: If you cannot deliver the product promise or the economics leave no room to acquire a customer, ATTRACT will only make the weakness more expensive.

HANDOFF

BUILD should hand ATTRACT something clear enough to communicate.

BUILD



ATTRACT

- ☐ We know who the solution is for and what position we are trying to occupy.
- ☐ We know the customer outcome and what the product actually delivers.
- ☐ We have an offer - not just a product and price.
- ☐ We know enough about the economics to set testing boundaries.
- ☐ We can state the core commercial argument in ordinary language.

IN ONE PARAGRAPH, WHAT ARE WE ASKING THE CUSTOMER TO CHOOSE AND WHY?

Now we have something worth selling. The next question is: how do the right people encounter it?

THE #1 TRILLION REVENUE CHAIN

ATTRACT

How will we get the right people to begin moving toward us?

This is where customer acquisition begins. But do not open Ads Manager yet. First decide the mode, channel, funnel journey and the job of the message at every step.

One question to carry into this section

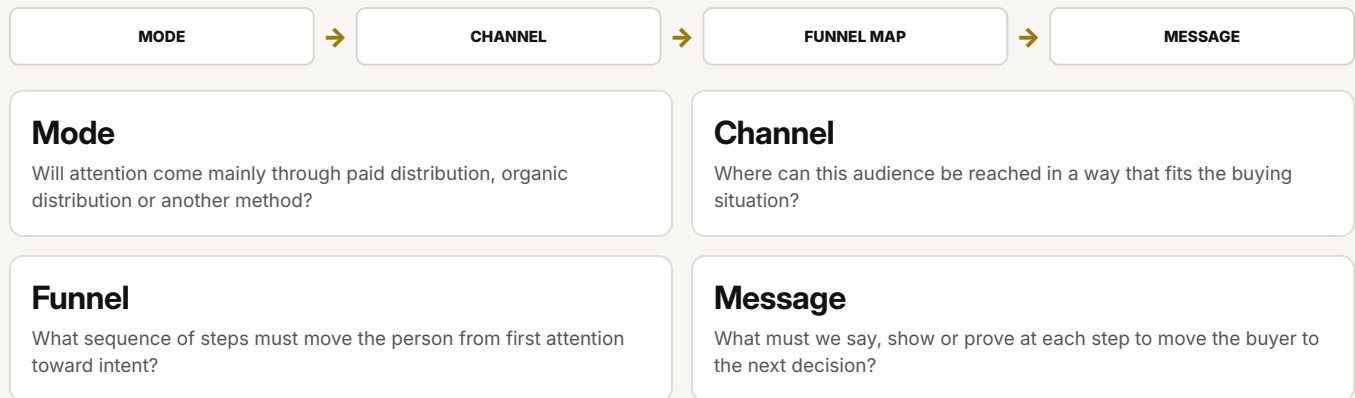
How are we going to create and direct attention?

ATTRACT · START HERE

Don't write the ad yet.

You have found a market. You understand the problem. You built a solution, position, offer and price. Now most entrepreneurs jump straight into making creatives.

I want four decisions first:



The funnel tells us what each step must accomplish. Then the message can do that job.

ATTRACT · MODE

How will attention be generated?

Organic distribution can work. Partnerships can work. Referrals can work. Outbound can work. In my own direct-response work, I pay special attention to paid advertising because it gives us controllable distribution and faster testing.

Organic

Content, search visibility, communities, earned media, referrals and distribution you do not directly buy per impression/click.

Paid

Advertising and media buying where you can deliberately purchase distribution, test messages and increase spend when economics work.

Paid is not magically perfect or perfectly measurable. Attribution can still be messy. But it gives an operator a strong feedback loop when tracking is designed properly.

MY BIAS

For the customer acquisition systems I teach and build, paid advertising is a core mode because I want to know what message, audience, funnel and economics can be tested deliberately and scaled with evidence.

Mode answers “how attention will be generated.” Channel answers “where.”

Choose the channel before you design a channel-shaped funnel.

Meta, Google, YouTube, TikTok, LinkedIn, email, marketplaces and offline media do not behave the same way.

The right channel depends on the audience, buying intent, product, economics, creative requirements and the action you need the person to take.

Question	Why I care
Where does the audience already spend attention?	Reachability.
Are they actively searching or do we have to interrupt them?	Changes the message and funnel.
Can our economics survive the cost of this channel?	A cheap lead can still be unprofitable.
What creative formats does the channel reward?	Video, image, search copy, long-form, etc.
What conversion signal can we reliably send back?	Helps optimisation and measurement.

PRIMARY CHANNEL AND WHY IT FITS THIS AUDIENCE

SECONDARY CHANNEL WE MAY TEST LATER

ATTRACT · FUNNEL MAPPING

A funnel is not a collection of pages. It is a sequence of buyer decisions.

I do not want you adding a landing page because somebody said "every funnel needs a landing page." I want each step to have one job.

1. What do they know now?

Start from the buyer's current awareness and context.

**2. What question is stopping them?**

Confusion, disbelief, relevance, price, trust, timing, risk, fit.

**3. What must this step accomplish?**

Earn attention, explain context, prove, present offer, capture intent or move to a conversation.

**4. What is the next action?**

Read, watch, click, order, book, apply, reply, call, pay.

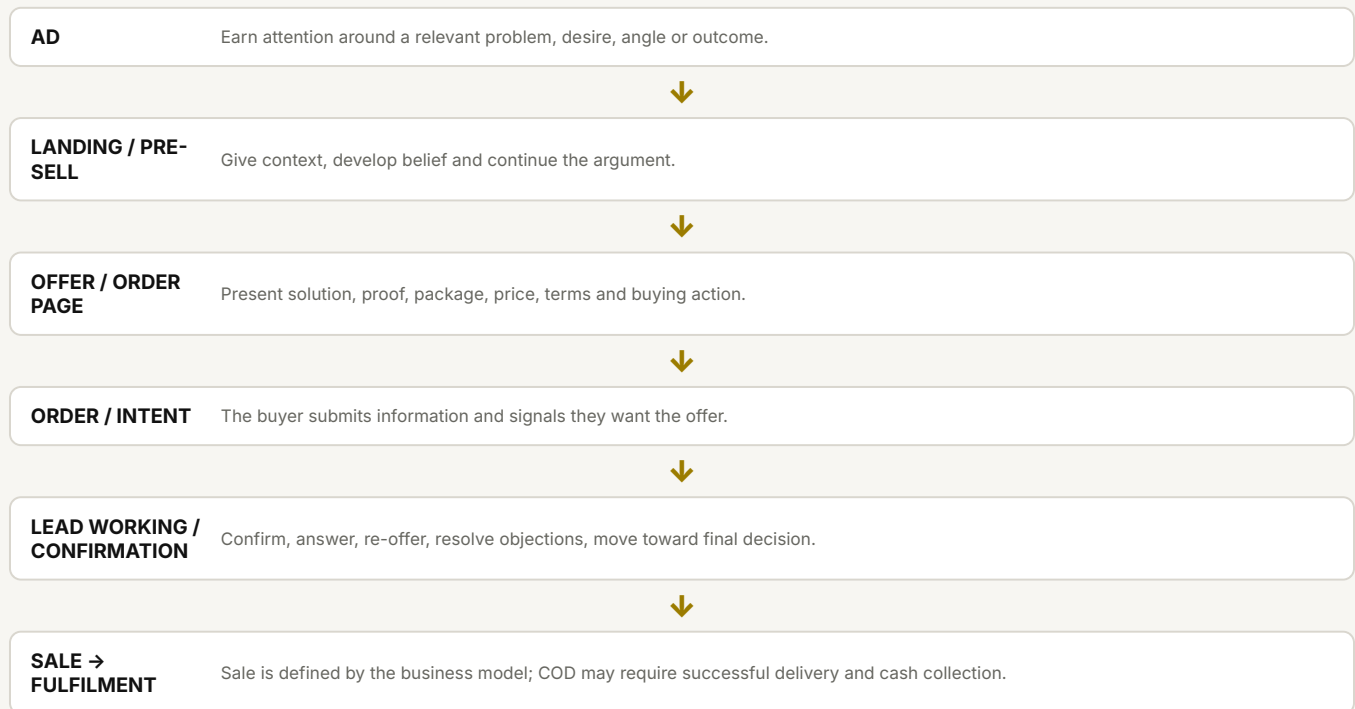
Each funnel step should answer the buyer's next question and move them to the next decision.

The goal and business model determine the sequence. A ₦20,000 physical product and a ₦20 million service do not need the same buying journey.

FUNNEL EXAMPLE 01

Direct-response ecommerce: price can be part of the decision before the lead is worked.

For many physical-product funnels, the buyer can see the product, argument and price before declaring serious intent.



This is an example architecture, not a law. Some businesses combine or remove steps. The rule is that each remaining step must still accomplish its job.

FUNNEL EXAMPLE 02

High-ticket: the full price argument may happen after intent.

When the offer is complex, customised or expensive, the prospect may reasonably declare interest before the final offer is presented.

AD / OUTREACH Earn attention from the right problem and buyer.



LANDING / SQUEEZE PAGE Provide enough context and qualification for the next step.



INTENT / APPLICATION / BOOKING The prospect asks to continue the conversation.



LEAD WORKING Qualify, follow up, confirm attendance, understand situation.



SALES CONVERSATION / OFFER Diagnosis, presentation, proof, terms, objections and commercial decision.



SALE → ONBOARDING Deposit/payment/agreement event defined clearly, then delivery begins.

The business model changes the funnel. The principle does not: answer the next buying question in the right order.

YOUR TURN

Map the journey before writing the copy.

Step	What does the buyer know here?	What question must this step answer?	Next action
1			
2			
3			
4			
5			

WHAT EVENT IN THIS FUNNEL COUNTS AS MEANINGFUL INTENT?

WHAT INFORMATION MUST WE CAPTURE AT THAT POINT?

Now we can talk about hooks, angles and copy.

The message comes after we know what each part of the journey needs to accomplish.

Angle

The lens through which we make the argument. The same product can be framed around different situations, desires, mechanisms or outcomes.

Hook

The opening device that earns the next unit of attention. It should pull the right person, not merely create curiosity.

Argument

The logical and emotional case that moves the buyer toward the next decision.

Copy / creative

The words, images, video, demonstrations and proof used to express the message.

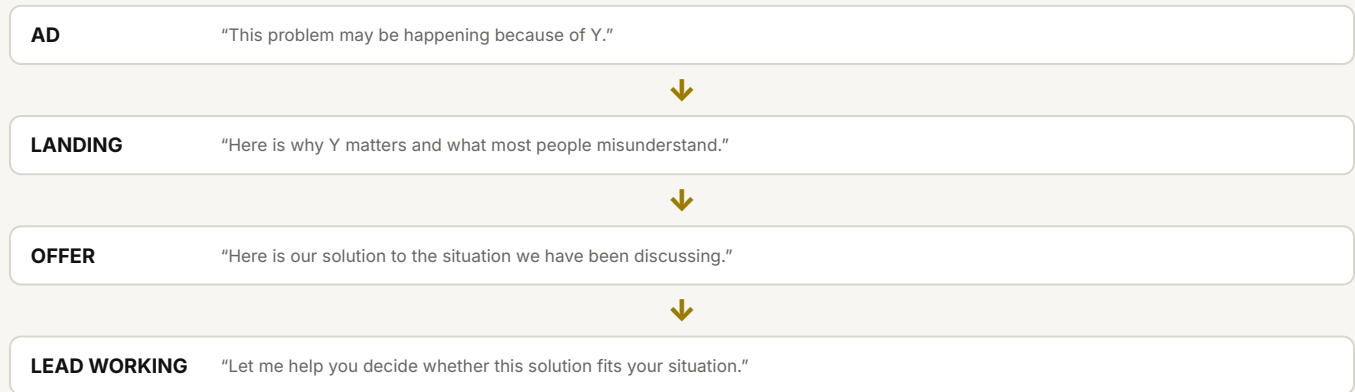
The message is the argument. The angle is the lens through which you choose to argue it.

Specificity matters. Proof matters. The buyer's awareness matters. The sophistication of the market matters. But none of that excuses a broken sequence.

MESSAGE CONTINUITY

The entire funnel should feel like one continuous conversation.

If the ad creates one expectation, the landing page creates another and WhatsApp starts a third argument, you are making the buyer re-learn the sale at every step.



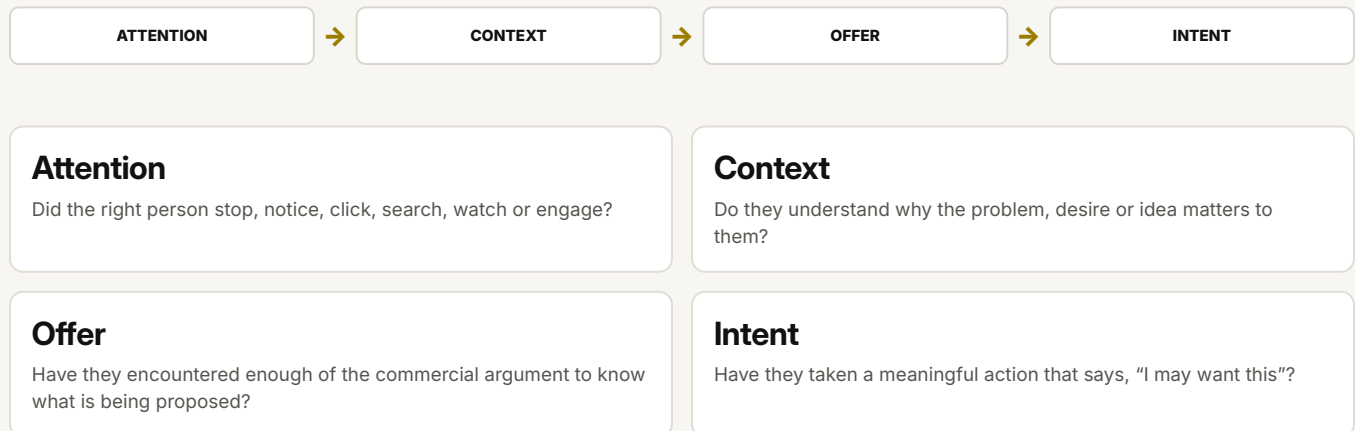
The headline does not have to repeat word-for-word. The idea should continue. The buyer should feel, **"Yes, this is still the same conversation I entered."**

OUR CORE ARGUMENT IN ONE SENTENCE

WHAT MUST STAY CONSISTENT FROM AD TO SALE?

CUSTOMER ACQUISITION MAP · ATTRACT

ATTRACT moves the customer from attention to intent.



Your job is not to maximise clicks. Your job is to produce enough qualified buying intent at economics the business can survive.

That is why cheap traffic can be expensive and expensive traffic can be profitable. We follow the outcome, not the vanity metric.

BEFORE YOU CONTINUE

Is ATTRACT creating enough meaningful intent?

QUESTION	0	1	2
We have chosen a clear attraction mode and know why it fits our strategy.	☐	☐	☐
We know which channel we are using and why the audience is reachable there.	☐	☐	☐
CRITICAL: We have mapped the funnel as buyer decisions, not just pages.	☐	☐	☐
CRITICAL: Every funnel step has one clear job and next action.	☐	☐	☐
Our message has a clear angle, argument and proof appropriate to awareness.	☐	☐	☐
The message continues coherently from first touch to intent.	☐	☐	☐
CRITICAL: We can define exactly what event counts as meaningful intent.	☐	☐	☐
CRITICAL: We can track source, offer and funnel step well enough to learn what produced the intent.	☐	☐	☐

0 = I don't know / no evidence

1 = partial / assumption / inconsistent

2 = verified / working

Decision gate: If you cannot define meaningful intent, CONVERT cannot reliably know what it is receiving.

HANDOFF

ATTRACT is not finished at a click. It must hand CONVERT something useful.

ATTRACT



CONVERT

- ☐ We know which source, message and offer created the lead.
- ☐ We capture enough first-party information to continue the relationship.
- ☐ We know what the prospect has already seen and been promised.
- ☐ The next person/process knows what must happen immediately.
- ☐ Tracking preserves the outcome so attraction can learn from sales.

THE EXACT EVENT THAT TURNS INTENT INTO A LEAD IN OUR BUSINESS

WHAT ATTRACT MUST HAND OVER WITH THAT LEAD

THE #1 TRILLION REVENUE CHAIN

CONVERT

Interest is not revenue. How will we turn intent into a final decision?

This is where the business either protects the money spent creating the lead or wastes it.
Capture the lead, own the record, work the decision and define exactly what a sale means.

One question to carry into this section

What happens after somebody says "I am interested"?

CONVERT · LEAD

A lead is not "anybody who touched the business."

A lead is a person who has declared enough interest for you to identify and continue communicating with them.

A click is usually not a lead. A follower is not automatically a lead. A random page visitor is not automatically a lead.

A USABLE LEAD RECORD MIGHT INCLUDE

Name, phone/WhatsApp, email where useful, product/service interest, source, offer, date, location, qualification data, current status, next action and notes.

Before the sale: own the lead. After the sale: retain the customer.

I prefer this wording because "lead retention" can become confusing later. The principle here is ownership: do not pay to create interest and then lose the identity, source, status and next action.

Simple starter stack: phone + WhatsApp + email where appropriate + a structured Google Sheet or CRM. The tool matters less than consistent capture and ownership.

YOUR TURN

Design the lead record before leads arrive.

ID	Name	Phone	Source	Offer	Status	Next action
L-001						
L-002						
L-003						
L-004						

FIELDS WE MUST COLLECT FROM EVERY LEAD

STATUS OPTIONS THE TEAM WILL USE

WHO OWNS A NEW LEAD?

WHERE IS OUR SINGLE SOURCE OF TRUTH?

CONVERT · LEAD WORKING

This is where the money spent to create the lead is either protected or wasted.

Lead Working is everything you do after someone declares interest but before the final buying decision.

Contact

Call, WhatsApp, email, SMS or the channel appropriate to the customer.

Qualify

Confirm fit, need, timing, authority and relevant details.

Resolve

Questions, objections, confusion, risk, missing information.

Decide

Move toward yes, no, later or disqualified - and record it.

Do not measure only how many leads marketing produced. Measure what the business did with them.

For many WhatsApp-first businesses I work around, calling plus WhatsApp is an effective combination because the conversation can move between urgency and written context. But the exact channel is less important than having a defined process.

A lead should not simply disappear because nobody knew who was responsible for the next action.

IF YOU WERE SITTING WITH ME

I would ask you to show me exactly what happens in the first hour after a lead arrives.

1 Record created.

Preserve source, offer, time and contact details.

2 Acknowledge.

Let the lead know the request/order/enquiry was received and what happens next.

3 First contact.

Use your agreed response-time rule. Speed matters when intent is fresh, but do not promise a standard your team cannot keep.

4 Work the decision.

Continue the original argument, qualify, answer, re-offer and resolve objections.

5 Status + next action.

Won, lost, later, no response or disqualified – with a reason and date.

OUR RESPONSE-TIME RULE

OUR FIRST-CALL / FIRST-WHATSAPP OBJECTIVE

FOLLOW-UP CADENCE AND STOP CONDITIONS

IMPORTANT DISTINCTION

There are two follow-ups in the Revenue Chain. Do not confuse them.

BEFORE THE SALE**Lead Follow-Up**

Purpose: get a buying decision.

Lead → calls / WhatsApp → questions → objections → re-offer → yes / no / later.

This is part of CONVERT.

AFTER THE SALE**Customer Follow-Up**

Purpose: protect and grow the relationship.

Customer → support → satisfaction → retention → repeat revenue → referral.

This belongs mainly to DELIVER and MULTIPLY.

Same word: follow-up. Completely different business job.

If your team says, "We followed up," ask which follow-up they mean and what outcome that follow-up was supposed to create.

OUR LEAD FOLLOW-UP OBJECTIVE

OUR CUSTOMER FOLLOW-UP OBJECTIVE

What exactly counts as a sale in your business?

You cannot manage conversion properly until this is defined.

Business model	Possible commercial event
Paid ecommerce	Successful payment / paid order.
COD ecommerce	Often successful delivery + cash collected, not merely order submitted.
High-ticket service	Agreement plus deposit/payment, depending on policy.
SaaS	Paid subscription activated, not free trial started.
Property / complex transaction	Defined deposit, reservation or signed/payment event.

An order, a lead and a sale can be three different states. Name them correctly.

This is especially important in businesses where there is a large gap between interest and cash. If you call every order “revenue,” your reporting may tell a beautiful story while the bank account tells another one.

IN OUR BUSINESS, A SALE MEANS:

EVENTS THAT HAPPEN BEFORE THE SALE BUT ARE NOT YET A SALE

WHAT THIS LOOKS LIKE IN REAL LIFE

For COD, follow the state all the way to cash.



If 100 people submit an order form and only 55 successfully receive and pay, you do not have 100 completed sales.

You have a pipeline with leakage between states.

Order leakage

Unconfirmed, no response, cancelled, wrong details or changed mind.

Fulfilment leakage

Dispatch problems, failed delivery, unreachable customer, logistics failure.

Cash leakage

Payment mismatch, reversal, unreconciled collection or other loss.

The closer your tracking gets to the real financial outcome, the less likely you are to celebrate fake success.

For a WhatsApp-assisted flow, the order form should create the record before the WhatsApp redirect. WhatsApp can help confirm and work the lead; it should not be the only place the order exists.

BEFORE YOU CONTINUE

Are you working leads - or merely collecting them?

QUESTION	0	1	2
CRITICAL: We can define exactly what action turns intent into a lead.	☐	☐	☐
We capture enough first-party information to continue the buying conversation.	☐	☐	☐
CRITICAL: Every lead has a clear owner, status and next action.	☐	☐	☐
CRITICAL: We have a defined first-response and follow-up process.	☐	☐	☐
The lead-working message continues the promise/argument from ATTRACT.	☐	☐	☐
We record lost/no-response/disqualified reasons instead of letting leads vanish.	☐	☐	☐
CRITICAL: We can define exactly what counts as a completed sale.	☐	☐	☐
CRITICAL: We can report lead → worked → sale conversion without guessing.	☐	☐	☐

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Decision gate: If you cannot show what happened to the leads you paid to create, asking for more leads is premature.

HANDOFF

Sales has made the promise commercial. Now operations must keep it.

CONVERT



DELIVER

- ☐ The customer identity, product/service, terms and payment state are recorded correctly.
- ☐ Operations knows exactly what was promised during acquisition and sales.
- ☐ There is a clear next step: onboarding, dispatch, scheduling, access or service start.
- ☐ The customer knows what happens next and how to get support.

Marketing can promise anything. A real business is judged by what happens after the money.

THE #1 TRILLION REVENUE CHAIN

DELIVER

Can the business actually keep the promise that created the sale?

Sales can say beautiful things. Ads can create desire. But if operations cannot deliver the outcome, the acquisition machine eventually poisons itself with complaints, refunds, bad word-of-mouth and weak retention.

One question to carry into this section

What exactly did the customer believe they were buying?

DELIVER · FULFILMENT

What was promised, what operations does, and what the customer receives must match.

WHAT WE PROMISED



WHAT OPS DOES



WHAT CUSTOMER EXPERIENCES

If those three drift apart, growth becomes more expensive.

Fulfilment means whatever must happen for the customer to actually receive what they bought: production, dispatch, onboarding, installation, service delivery, access, scheduling, quality control, confirmation and completion.

IF YOU WERE SITTING WITH ME

I would ask: What did the ad promise? What did the salesperson promise? What does the order/agreement say? What must operations do to make those promises true? What failure points can stop delivery?

Do not let sales sell a version of the product that operations cannot fulfil.

Do you disappear after collecting the money?

Support is not a decoration. It is part of what the customer experiences when the product is late, confusing, broken, incomplete or simply needs guidance.

Customers often stay with a company because getting help is easy. They also leave excellent products because dealing with the company is painful.

Availability

Can the customer reach someone through a clear channel?

Ownership

Does somebody own the issue until it is resolved?

Closure

Do you know when the customer considers the issue finished?

Bad support does not end in support. It shows up later as fewer referrals, fewer reorders, weaker testimonials and more expensive acquisition.

HOW CUSTOMERS CONTACT US AFTER BUYING

COMMON SUPPORT ISSUES AND STANDARD RESPONSE

DELIVER · CUSTOMER EXPERIENCE

Customer experience starts before the customer becomes a customer.

The person starts forming an opinion from the first ad, search result, message or recommendation.



Was the message consistent? Was the buying process confusing? Did the salesperson pressure or help? Was payment trustworthy? Did delivery happen when promised? Did the product match expectation? Was support easy?

CUSTOMER EXPERIENCE TEST

Walk through your own funnel as a customer. Place the order. Ask a question. Wait for the follow-up. Receive the product/service. Contact support. What do you notice that your internal team has become blind to?

Experience is the memory the customer carries into the second sale and the referral conversation.

BEFORE YOU CONTINUE

Did we actually keep the promise?

QUESTION	0	1	2
CRITICAL: Operations knows exactly what marketing and sales promised.	☐	☐	☐
CRITICAL: We have a defined fulfilment process with owners and statuses.	☐	☐	☐
We track failed, delayed, cancelled or incomplete fulfilment with reasons.	☐	☐	☐
The customer knows what happens after purchase and how to get help.	☐	☐	☐
Support issues have clear ownership and resolution rules.	☐	☐	☐
We can compare promised experience with actual customer experience.	☐	☐	☐
We collect evidence of satisfaction/problems rather than assuming customers are happy.	☐	☐	☐
CRITICAL: Fulfilment economics are measured, not guessed.	☐	☐	☐

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Decision gate: If you cannot reliably keep the promise, multiplying acquisition can multiply disappointment faster than revenue.

HANDOFF

A fulfilled customer is not the end of the journey. It is an asset you can either develop or waste.

DELIVER



MULTIPLY

- ☐ We know who successfully received the product/service.
- ☐ We know whether the customer appears satisfied or needs support.
- ☐ We have permission and a usable way to continue the customer relationship.
- ☐ We know what the logical next offer, reorder, renewal or referral moment could be.

Why pay to acquire a customer, fulfil successfully, then behave as if you have never met them?

THE #1 TRILLION REVENUE CHAIN

MULTIPLY

How does one acquired customer create more future revenue?

Customer acquisition is expensive. When the customer has received value, the business should know how to preserve the relationship, ask for referrals and make the next relevant sale.

One question to carry into this section

What happens after the first successful transaction?

MULTIPLY · RETENTION

Before you can sell again, you need to retain the relationship.

Retention does not mean trapping the customer. It means the business remains useful, reachable and remembered after the first transaction.

Keep a customer record. Know what they bought, when, whether delivery succeeded, support history, satisfaction, likely reorder/renewal timing and relevant next offer.

Remember

Store useful customer history and consented contact information.

Support

Continue helping the customer get value after purchase.

Re-engage

Contact them when there is a relevant reason, not only when you are desperate for cash.

Before sale: own the lead. After sale: retain the customer.

MULTIPLY · REFERRAL

If the experience is good, ask for the referral.

Satisfied customers do not automatically become active promoters. Sometimes the opportunity is sitting there and nobody asked.

Simple referral ask:

"I'm glad this worked well for you. Who else do you know who is dealing with the same problem? If someone comes to mind, I would appreciate an introduction."

The wording should fit your market. The principle is simple: make the request after enough value has been delivered, make it easy, and do not pressure people who are unhappy.

Good moment

After a successful result, positive feedback, renewal, delivery confirmation or visible satisfaction.

Bad moment

Before fulfilment, during unresolved support issues or when the customer is uncertain about value.

OUR NATURAL REFERRAL MOMENT

OUR REFERRAL ASK

MULTIPLY · REPEAT REVENUE

Know the second sale before you make the first one.

The first transaction should not be the first time you think about what the customer may need next.

Reorder

Same or replenishable product bought again.

Renewal

Subscription, service or access continues for another period.

Upsell

A larger, premium or expanded version of the current solution.

Cross-sell

A different but relevant solution for the same customer.

Do not “sell more” by pushing irrelevant things. Make the next offer a logical continuation of the customer's situation.

Timing matters. A happy customer who just received value is different from a customer who bought yesterday and has not even used the product.

Repeat revenue changes acquisition economics because a customer can be worth more than the first transaction – but only when that future value is measured and actually happens.

YOUR TURN

Plan what happens after the first sale.

Moment	Customer state	What we do	Commercial opportunity
Immediately after sale			
After fulfilment			
After expected product-use period			
Reorder / renewal window			
After positive result / feedback			

OUR MOST LOGICAL SECOND OFFER

WHEN SHOULD WE ASK FOR IT?

WHAT CUSTOMER DATA/STATUS TELLS US THE TIMING IS RIGHT?

BEFORE YOU CONTINUE

Are customers creating future value - or disappearing?

QUESTION	0	1	2
CRITICAL: We keep a usable customer record after the first sale.	☐	☐	☐
We know whether fulfilment succeeded and whether support is unresolved.	☐	☐	☐
We have a defined post-sale follow-up process.	☐	☐	☐
We know when and how to ask satisfied customers for referrals.	☐	☐	☐
CRITICAL: We know the logical second offer/reorder/renewal for the customer.	☐	☐	☐
We know the timing or trigger for presenting that next offer.	☐	☐	☐
We track repeat purchases/referrals back to the original customer.	☐	☐	☐
CRITICAL: We can estimate customer lifetime value from real data rather than hope.	☐	☐	☐

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Decision gate: If the business has no reliable post-sale data, "LTV" is just a nice number someone guessed on a spreadsheet.

THE #1 TRILLION REVENUE CHAIN

CONTROL

If I ask what happened to every important number, can you show me?

CONTROL is not something you do after MULTIPLY. It sits across the machine. Economics tells you what should happen. Tracking tells you what did happen. Reporting makes the information usable for decisions.

One question to carry into this section

What are the numbers saying about the chain?

If you don't know what numbers matter, how do you know whether the business is improving?

A business can have revenue and still be unhealthy. It can have cheap leads and still have expensive customers. It can have many orders and little cash.

Money In

Revenue / cash collected

Money Out

COGS + acquisition + fulfilment + fees + variable costs

What Remains = contribution / profit available to the business

I want metrics connected to real commercial states: spend, attention, leads, qualified leads, sales, delivered, cash, repeat revenue, refunds, support cost, stock and so on.

The number is useful when it helps you decide what to do next.

FOLLOW THE MONEY

Build a metric chain that follows the customer's movement.

**AD SPEND /
DISTRIBUTION**

What did it cost to create reach and attention?

**INTENT / LEADS**

How much meaningful interest did we create?

**WORKED /
QUALIFIED**

What did the business actually do with those leads?

**SALES**

How many reached the commercial sale event?

**FULFILLED /
CASH**

How much promised value and money actually arrived?

**REPEAT /
REFERRAL VALUE**

What future value did customers produce?

If one number falls sharply between two states, do not immediately blame the first state. Investigate the handoff.

CONTROL · TRACKING

Knowing the number is one thing. Knowing where it came from is another.

Suppose sales dropped. Tracking helps us ask where the change began.

Traffic down?

Maybe distribution/channel/spend changed.

**Traffic stable,
intent down?**

Look at message, funnel, offer, market conditions or tracking quality.

**Intent stable,
sales down?**

Look at lead quality, response time, follow-up, objections, sales process.

**Sales stable,
cash down?**

Look at fulfilment, payment, returns, cancellations, delivery failures.

**Cash stable,
profit down?**

Look at COGS, CAC, fulfilment, fees, discounting, refunds and overhead.

Tracking is how we stop arguing from feelings and start locating the leak.

CONTROL · REPORTING

Your dashboard should help you run the business, not decorate the meeting.

I want simple reports that answer useful questions.

Acquisition

Spend, source, campaign, offer, message/angle, intent, cost per lead/intent, CAC.

Sales

New leads, response time, worked, status, conversion, lost reasons, revenue.

Fulfilment

Pending, dispatched/onboarding, delivered/completed, failed, cost, issue reasons.

Customer

Support, satisfaction, repeat purchases, referrals, renewal, LTV.

Economics

Revenue, COGS, CAC, fulfilment, fees, refunds, contribution, cash.

Stock / capacity

Inventory, availability, team capacity, bottlenecks and service limits.

Anything important enough to manage repeatedly is worth deciding how it will be recorded and reported.

Start with the minimum useful dashboard. A messy sheet updated honestly beats a beautiful dashboard nobody trusts.

YOUR TURN

Design the report you wish you had when something goes wrong.

Stage	3-5 numbers we must know	Source of truth	How often reviewed
ATTRACT			
CONVERT			
DELIVER			
MULTIPLY			
ECONOMICS			

THE NUMBER I AM CURRENTLY GUESSING THAT I MOST NEED TO KNOW

WHAT MUST CHANGE SO THIS NUMBER BECOMES RELIABLY TRACKABLE?

BEFORE YOU CONTINUE

Can the numbers tell you where to look?

QUESTION	0	1	2
CRITICAL: We know the direct economics of one sale/customer well enough to make decisions.	☐	☐	☐
CRITICAL: We can calculate actual customer acquisition cost from the real sale event.	☐	☐	☐
Important funnel and sales states are tracked with clear definitions.	☐	☐	☐
CRITICAL: We know where the source of truth lives for leads, sales and fulfilment.	☐	☐	☐
We record failure/lost reason codes so leakage can be diagnosed.	☐	☐	☐
We have a reporting view that covers ATTRACT, CONVERT, DELIVER and MULTIPLY.	☐	☐	☐
Reports are reviewed on a defined rhythm and produce actions.	☐	☐	☐
CRITICAL: We can reconcile reported commercial success with cash/economic reality.	☐	☐	☐

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Decision gate: If you cannot distinguish real improvement from measurement noise, you have not earned confidence in a scale decision.

THE #1 TRILLION REVENUE CHAIN

LEVERAGE

What has proved itself enough to repeat, automate or multiply?

Leverage comes last for a reason. A system makes repeated work explicit. Automation executes parts of a proven system faster. Scale increases volume. If you reverse the order, you can automate and scale confusion.

One question to carry into this section

What exactly are we about to multiply?

LEVERAGE · SYSTEMISE

A system is simply a decided way something should happen repeatedly.

You do not need software before you have a system.

Lead response rule

Every new qualified lead gets an acknowledgement, assigned owner, first contact within the agreed window, status and next action.

Cancellation rule

A lead/order cannot be cancelled without an approved reason code and final status.

Fulfilment rule

No dispatch/start until the required confirmation/payment/approval state exists.

Reporting rule

Every campaign, offer and sale uses the same naming/status definitions so data can be compared.

Systemise means: decide the rule before pressure forces everybody to improvise.

ONE REPEATED ACTIVITY IN MY BUSINESS THAT CURRENTLY DEPENDS ON MEMORY

THE RULE / TRIGGER / OWNER / REQUIRED OUTCOME

Automation should execute clarity, not replace thinking.

I like AI. I like automation. But I do not want a bot making a bad process happen faster.

PROVEN RULE



AUTOMATE PARTS



HUMAN REVIEW / EXCEPTIONS



MEASURE

Good AI work

Research assistance, summarising customer feedback, drafting variations, classifying leads, extracting patterns, preparing reports, routing routine tasks.

Dangerous automation

Making promises without controls, auto-closing edge cases, hiding poor data quality, sending aggressive follow-up without customer context.

AI will not fix a broken business. It can help a clear business move faster.

Always know where the source data comes from, what the automation is allowed to decide and what requires human judgement.

LEVERAGE · SCALE

Scale is not “spend more.” Scale is multiplying a machine that has earned more volume.

More ad spend is one form of scale. So are more staff, more inventory, more territories, more locations, more channels and more offers.

Before increasing volume, can you answer these?

Repeatability

Do we know what works repeatedly and under what conditions?

Economics

Do CAC, fulfilment, margin and cash requirements still make sense?

Capacity

Can sales, operations, stock and support absorb more demand?

Control

Will we know quickly if the larger system starts breaking?

Don't scale a broken system.

Sometimes the best scale decision is to wait, fix the bottleneck and preserve capital.

SCALE GATE

Have you actually earned the right to multiply this?

QUESTION	0	1	2
CRITICAL: The process we want to scale has worked repeatedly, not just once.	☐	☐	☐
We can state the operating conditions under which it works.	☐	☐	☐
CRITICAL: The unit economics still make sense at the planned volume.	☐	☐	☐
CRITICAL: Sales/lead-working capacity can handle more demand.	☐	☐	☐
CRITICAL: Fulfilment, stock/service capacity and support can handle more customers.	☐	☐	☐
The process is systemised enough that new people/volume do not depend on one hero.	☐	☐	☐
Automation is applied to clear rules with exception handling.	☐	☐	☐
CRITICAL: CONTROL will show quickly if scale creates new leakage.	☐	☐	☐

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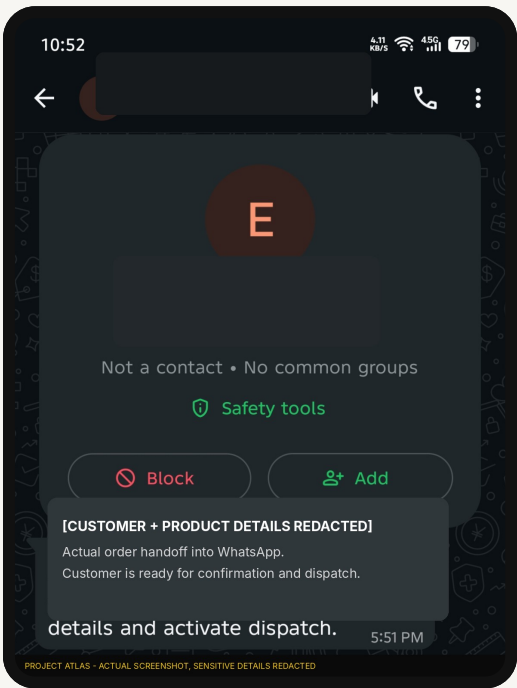
2 = verified / working

If any critical item is zero: scale is not the next move. Fix the constraint first.

OPERATING EXAMPLE

Project Atlas: what the chain looks like when a real order has to become cash.

Project Atlas is a pseudonym I use to protect the commercial identity of an operating Nigerian direct-response physical-product business.



THE IMPORTANT LESSON

WhatsApp is not the source of truth for the order. The order record should already exist before the customer is redirected into WhatsApp.

Meta / Paid Attention

Create qualified buying intent.



Order Form

Create the lead/order record and capture source.



WhatsApp + Calls

Confirm, work the lead, answer and move to decision.



Fulfilment States

Dispatch, delivery, issue/failure reasons.



Cash + Follow-Up

Reconcile outcome, support, reorder and customer value.

PROJECT ATLAS

Do not ask only “How many orders came in?” Follow the order until the money is real.

A direct-response operation can look healthy at the top of the funnel while leaking heavily after intent.

State	Question I care about	Possible leak
Intent / Order	Did the buyer submit usable details?	Fake/poor data, friction, low-quality intent.
Confirmation	Did the team actually reach and work the lead?	Slow response, no call, objections, no response.
Dispatch	Was the order truly ready and serviceable?	Stock, wrong location, invalid confirmation.
Delivery	Did the customer receive it?	Unreachable, refused, logistics failure.
Cash	Was payment collected and reconciled?	Mismatch, failed payment, unreported collection.
Repeat	Did we preserve and develop the customer?	No follow-up, no reorder timing, weak experience.

The visible symptom may be “ads are expensive.” The actual leak may be confirmation, delivery or repeat revenue.

Project Atlas examples use sanitized workflow logic. Brand/product/customer-identifying details are removed or altered. No performance result should be assumed unless explicitly labelled as actual data.

USE THE MAP AGAIN

Now locate yourself a second time.

Your first diagnosis was made before you understood the chain. Has it changed?

If this is the symptom...	Start investigating here
I do not know what to sell / demand is unclear.	FIND
People do not understand why ours is different / valuable.	BUILD: Positioning + Offer
Not enough qualified attention or intent.	ATTRACT
Leads/orders arrive but do not become sales.	CONVERT
Sales happen but customer complaints/failed delivery are high.	DELIVER
Customers disappear after one transaction.	MULTIPLY
I cannot tell where the leak is because the numbers are unclear.	CONTROL
Everything works, but growth breaks the team/system.	LEVERAGE + the capacity constraint

MY DIAGNOSIS NOW

THE EVIDENCE THAT CHANGED OR CONFIRMED MY MIND

THE ONE CONSTRAINT I WILL WORK ON FIRST

ONE-PAGE CONSTRAINT BRIEF

Before you buy another tactic, write the problem clearly.

STAGE

SYMPTOM WE CAN OBSERVE

NUMBERS / EVIDENCE THAT PROVE THE SYMPTOM

WHAT WE CURRENTLY BELIEVE IS CAUSING IT

WHAT WE NEED TO TEST / CHANGE

WHAT RESULT WOULD TELL US THE CHANGE HELPED?

WHAT WE WILL NOT CHANGE DURING THIS TEST

One constraint. One clear test. Measure again.

IMPLEMENTATION

A 30-day constraint sprint.

Do not try to rebuild the whole company because you finished one guide.

WEEK 1

Diagnose

Confirm the stage, gather evidence, define the baseline and choose one constraint.

WEEK 2

Fix / Build

Implement the smallest meaningful change that attacks the suspected cause.

WEEK 3

Run

Let enough real customers/ process volume touch the change. Record exceptions.

WEEK 4

Review

Compare before/after, decide keep/adjust/kill, and identify the next constraint.

CONSTRAINT

BASELINE NUMBER(S)

CHANGE WE WILL MAKE

REVIEW DATE

The goal is not to “finish the Revenue Chain.” The goal is to keep making the business stronger one constraint at a time.

YOU HAVE THE MAP

What do you do from here?

Do not turn the Revenue Chain into another collection of business words.

1

Choose the current constraint.

Use the scorecards, numbers and handoffs - not the loudest opinion in the room.

2

Work that stage.

Go deeper only where the business currently needs depth.

3

Measure again.

Did the change move the important number or customer state?

4

Return to the map.

A solved constraint usually reveals the next one.

Follow the money. Find the leak. Don't scale a broken system.

The full **N1 Trillion Sales System** will go much deeper into how each stage is built, diagnosed and improved. This Map has one job: help you see the whole system clearly enough to know where to work next.

A FINAL NOTE FROM CHIGOZIE

I want you to stop treating business growth like magic.

There will always be uncertainty. Markets change. Customers change. Competitors react. Channels get expensive. Teams make mistakes.

But uncertainty does not mean you must run the business blindly.

You can learn to ask better questions.

You can know what market you are entering. You can understand the problem before building. You can position deliberately. You can make the offer stronger. You can map the customer journey. You can own the lead. You can work the lead properly. You can define the sale. You can keep the promise. You can retain the customer. You can know the numbers. You can systemise what works.

And when enough of the system works repeatedly, you can multiply it.

That is what this work is about for me.

Not tactics for the sake of tactics.

Building businesses that know how to get customers and keep them.

- Chigozie MMAD

CONTINUE THE WORK

The Map gives you the system. The work starts when you apply it.

MARKET → CUSTOMERS → SALES → REPEAT REVENUE

Use The ₦1 Trillion Sales Lab to continue learning, diagnosing and implementing the Revenue Chain in context.

₦1 Trillion Sales Lab

Telegram: @TrillionSalesLab

For frameworks, customer acquisition lessons, business teardowns, implementation thinking and practical tools.

The ₦1 Trillion Sales System is being built by Chigozie MMAD - salesman, operator and customer acquisition strategist.