A clear client acquisition plan is a **repeatable, predictable system** for bringing new customers into the business. These examples are written to match the tone and structure of your Illuminate ecosystem and can be used directly in your guide.

Client Acquisition Plan Examples

---

1. Direct Outreach System (Predictable, Manual, High-Conversion)

A direct outreach plan is validated when:

- The operator contacts a set number of prospects daily.

- Messaging is consistent and proven to convert.

- Follow-up sequences are documented.

Example:

A consultant sends 20 personalized outreach messages per day to local businesses, follows a 3-step follow-up sequence, and books 4–6 calls weekly from this channel alone.

---

2. Referral Engine (Warm, High-Trust, Low Cost)

A referral plan is validated when:

- Existing clients are asked for referrals at specific milestones.

- A simple incentive or thank-you system is in place.

- Referrals generate at least 20–40% of new business.

Example:

A service provider asks every satisfied client for 2 referrals after project completion and offers a $50 credit for each successful referral.

---

3. Paid Ads Funnel (Scalable, Data-Driven)

A paid acquisition plan is validated when:

- Ads generate leads at a predictable cost.

- A landing page converts at 15–30%.

- A follow-up system (email/SMS) nurtures leads into calls or purchases.

Example:

A home-service operator runs Facebook ads to a "Free 10-Minute Estimate Call" landing page, generating leads at $12 each and booking 8–12 calls per week.

---

4. Content Authority Engine (Organic, Long-Term, High Trust)

A content plan is validated when:

- Content is posted consistently (3–5 times weekly).

- Content drives inbound leads or DM conversations.

- The operator becomes known for a specific expertise.

Example:

A strategist posts daily breakdowns of real business problems on LinkedIn, generating 5–10 inbound messages weekly from operators seeking clarity.

---

5. Local Presence System (Offline, High Intent)

A local acquisition plan is validated when:

- The business appears in local directories and maps.

- Reviews are actively collected.

- Local partnerships generate steady referrals.

Example:

A contractor partners with 3 real estate offices and receives 6–10 monthly referrals from agents needing fast repair work.

---

6. Partnership & Collaboration Pipeline (Leverage-Based)

A partnership plan is validated when:

- The operator identifies complementary businesses.

- Each partner sends clients in exchange for value.

- Joint offers or bundles convert consistently.

Example:

A bookkeeping service partners with a tax preparer and a payroll company, creating a shared referral loop that brings in 5–7 new clients monthly.

7. Event-Driven Acquisition (Workshops, Webinars, Live Demos)

An event plan is validated when:

- Events consistently attract 10–50 attendees.

- A clear CTA is presented at the end.

- 10–20% of attendees convert into leads or calls.

Example:

A leadership coach hosts a monthly "Team Reset Workshop" webinar and books 6–12 strategy calls after each session.

8. Lead Magnet → Nurture → Call Flow (Automated Funnel)

A funnel plan is validated when:

- A free resource attracts leads.

- Automated emails nurture them.

- A percentage book a call or purchase.

Example:

A consultant offers a free "5-Step Clarity Framework" PDF, collects 200 leads monthly, and converts 8–12 into paid sessions.

9. Community-Driven Acquisition (Groups, Discord, Slack, Facebook)

A community plan is validated when:

- The operator runs a group with active engagement.

- Members ask questions and seek guidance.

- Offers convert naturally inside the community.

Example:

A digital entrepreneur runs a 600-member Facebook group and converts 5–10 members monthly into paid coaching.

10. Multi-Channel Hybrid System (Most Stable)

A hybrid plan is validated when:

- 2–3 channels work together.

- No single channel is responsible for more than 50% of leads.

- The operator can predict monthly lead flow.

Example:

A service business uses:

- Direct outreach

- Local SEO

- Referral partners

- …and consistently generates 20–30 leads per month.

A strong client acquisition plan is **documented, repeatable, and predictable**. It removes guesswork and ensures the business can grow without relying on luck or random spikes in demand.