

eMail Marketing  
 UNLOCKED

NEILPATEL

# Business Growth Model Work Sheet

How To Go **From Zero To 50,000** Subscribers  
With Email Marketing

## 5 Models Exercise

To optimize your business and keep the business focused on growth and optimization it's useful to break your steps down into separate models.

Start below by filling out the process, metrics, and ROI model for each of the 5 areas.

### Leads

Process

Metrics

ROI Model

### Conversion

Process

Metrics

ROI Model

### Upsell

Process

Metrics

ROI Model

### Back End

Process

Metrics

ROI Model

### Continuity

Process

Metrics

ROI Model