

5 Deals a Month Client Acquisition Playbook

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The '5 Deals a Month' Client Acquisition Playbook

■ The Funnel Math

- 10 New Leads Audited / Day (50 / week)
 - 6 Personalized 'Mystery Shopper' Audits Sent / Day
 - 3–4 Founder Strategy Calls Booked / Week (cal.com/wellslogicsystems/30min)
 - **1–2 Closed Clients Every Week = 5 Deals / Month (\$2,600+ Added MRR / mo)**
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■ The Daily 60-Minute Routine (Mon–Fri)

- 1. Discovery (20 mins):** Identify 10 local trade/service businesses (HVAC, Towing, Roofing, Auto Care).
- 2. Mystery Shopper Test (20 mins):** Call their line at 6:30 PM. Log timestamp of missed call / voicemail.
- 3. Outreach Dispatch (20 mins):** Send customized Trojan Horse email/SMS with their missed call timestamp + 1-click custom live demo link.