

The 5-4-3-2-1 Business Growth Model

CPA → CPR: Consistent Predictable Actions yield Consistent Predictable Results

5

New Leads Contacted

Per day

Contact 5 NEW prospects — not follow-ups, not existing clients.
Use any channel: phone, email, DM, referral introduction.
Reverse engineer this number from your revenue goal.

4

Sales Appointments

Per week, Monday-Thursday

Book 4 new sales appointments per week from your lead outreach.
Monday-Thursday = appointment days. Period.
Friday = Follow-Up, Follow-Through & Finish Day.

3

Networking Events

First 3 weeks of the month

Attend 1 event in weeks 1, 2, and 3 of every month.
At each event, meet 3 people: organizer, host, and someone they introduce you to.
Week 4 = follow-up week for ALL networking contacts — no exceptions.

2

Centers of Influence

Per day / week / month

Contact 2 Centers of Influence based on your business goals.
A COI has access to your ideal client and can refer you directly.
CPAs, attorneys, bankers, chamber leaders, community connectors.

1

Educational Presentation

Per day / week / month

1 educational presentation — formal OR informal.
Going live on social media counts. A lunch-and-learn counts.

The numbers flex with your goals. The system stays constant.

The overview shows five new leads per day. The source workshop also allows the new-lead frequency to be per day, week, or month based on business goals.