

THE 3-PART MARKETING FLYWHEEL

The 3-Part Marketing Flywheel

How to Create a Customer-Getting Machine That Runs on Autopilot

Most new business owners focus on *getting attention*.

But smart business owners? They build *momentum*. 

This bonus reveals a proven 3-part marketing flywheel that turns strangers into leads, leads into buyers, and buyers into repeat customers—on autopilot.

Whether you're running an LLC, an S-Corp, or a side hustle you want to scale, this framework helps you:

- Attract the right people consistently
- Convert them with clear messaging
- And retain them with content that builds long-term loyalty

No hacks. No gimmicks. Just a system that *compounds* over time.

We'll cover:

-  How to research your market so you know what customers *actually* want
-  The secret to crafting a unique value proposition that sells without selling
-  How to attract, engage, and convert using marketing flywheels (not funnels)
-  How to build a simple content engine that works even when you're offline
-  The metrics that matter (and how to know when to pivot)

Let's get started.

Attract – Know *Exactly* Who You're Talking To

Marketing doesn't start with your product.

It starts with your *audience*.

✔ Create a Customer Persona

- Age, job title, pain points, dreams, objections
- What are they struggling with—and how do they describe it?

🔧 Tool: Customer Persona Worksheet

📝 Exercise: Write out 1–2 “ideal customers” using real language you’ve heard from prospects.

✔ Research Competitors

- What’s already working in your space?
- What are others doing... and how can you do it *differently*?

🔧 Tool: SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)

📝 Exercise: Analyze your top 3 competitors and spot the gaps.

📈 Track Industry Trends

- What’s changing in your industry?
- What’s growing? What’s fading?

🔧 Resource: Google Trends, Exploding Topics, trade blogs

📝 Pro Tip: Trend-jacking smart topics can make your marketing feel fresh and *ahead* of the curve.

💎 Convert – Craft a Clear Value Proposition That Sticks

This is where many new businesses lose momentum.

A strong UVP (Unique Value Proposition) makes people *lean in*—and say “Tell me more.”

✔ Create Your UVP

- What do you offer?
- Who is it for?
- Why is it better or different?

📝 Formula: *We help [WHO] get [RESULT] without [PAIN].*

Examples:

- “We help first-time investors create cash flow without using their own credit.”
- “We help local service pros get more leads without running paid ads.”

🧠 Pro Tip: Your UVP should be obvious within 3 seconds on your website or profile.

✔ Set SMART Goals for Growth

Set targets that are:

- Specific
- Measurable
- Achievable
- Relevant
- Time-bound

 Exercise: Choose 3 SMART goals for the next 90 days (e.g., “Get 100 new leads from Instagram,” “Grow email list by 500,” etc.)

Retain – Build the Marketing Flywheel That Keeps Working

Funnels stop when the campaign ends.

Flywheels keep spinning—because every action adds momentum.

Here’s how to build yours.

The 4 P’s of Your Marketing Mix

P	What to Focus On
Product	What’s your offer & why it’s valuable
Price	Value perception vs. competitor pricing
Place	Where people find & buy from you
Promotion	How you get attention & generate action

 Exercise: Create a simple worksheet outlining your 4 Ps. This is your strategic foundation.

Pick Your Channels

Your flywheel is only as strong as its distribution.

◆ Digital Channels:

- Social media
- Email marketing
- SEO/blog content
- YouTube or podcast

 Tools: Facebook Ads, Mailchimp, Hootsuite, Google Ads, ConvertKit

◆ Traditional Channels:

- Direct mail
- Trade shows
- Print ads
- Local networking

 Exercise: Choose your top 3 channels. Focus on where your audience *already* hangs out.

 Build a Simple Content Engine

Consistent content fuels your flywheel.

Start with:

- 1 blog or video per week
- 3–5 social posts
- 1 weekly email

 Tool: Content Calendar Template

✦ Content Types:

- How-tos
- FAQs
- Testimonials
- Case studies
- Behind-the-scenes

 Pro Tip: Use content to *educate, entertain, or inspire*—not just sell.

 Measure What Matters

To know if your flywheel's spinning faster (or stalling), track:

- Website traffic
- Conversion rates
- Cost per lead
- Social engagement
- Email open/click rates

 Tools: Google Analytics, HubSpot, Meta Business Suite

 Exercise: Run a monthly review. What's growing? What's stale? What should you double down on?

🧠 Final Thought: Stop Starting From Scratch

The beauty of a flywheel is that it builds *compound momentum*.

The more value you create, the more visibility and trust you earn.

Over time:

- Your audience grows
- Your leads warm up faster
- And your sales cycle shortens—*because you've earned attention the right way*

You don't need to post 100 times a week.

You just need a system that builds trust while you sleep.

✅ Summary: The 3-Part Flywheel Framework

 Stage	What You Do	Tools That Help
Attract	Research, personas, trends	Persona Template, SWOT, Trends
Convert	Craft UVP, set goals	UVP Formula, SMART Goal Sheet
Retain	Content, promotion, measurement	Content Calendar, Analytics

This is your growth engine.

You just have to *keep it spinning*.

🙏 Enjoyed this bonus?

The best way to say thanks is to leave a quick review for the book. It helps others discover it—and keeps us creating more high-impact content for business owners like you.

👉 [Leave a review on Amazon »](#)

Limit of Liability: The information provided in "*The 3-Part Marketing Flywheel – How to Create a Customer-Getting Machine That Runs on Autopilot*" is intended for educational purposes only. It does not constitute legal, financial, or tax advice. Readers are advised to consult with a qualified

professional, such as a licensed attorney or tax advisor, regarding their specific legal, financial, or tax situation.

While every effort has been made to ensure the accuracy and completeness of the information presented, the authors and publishers of this guide do not assume any responsibility for errors or omissions. The application of laws and regulations can vary widely based on individual circumstances and jurisdiction. Therefore, readers should seek personalized advice to address their unique needs and objectives.

By accessing and using this guide, you acknowledge and agree that the authors and publishers are not liable for any direct, indirect, incidental, consequential, or punitive damages arising out of your use or reliance on the information provided herein.

Always consult with a qualified professional before making any decisions or taking any actions related to legal, financial, or tax matters. Your financial and legal well-being are important, and personalized advice from a professional advisor is essential to ensure compliance with applicable laws and regulations.