



# the marketing growth engine

*3 SECRETS to creating  
unstoppable momentum!*

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A handwritten signature in white ink, appearing to read 'Grant Gooley'.



# phase 1: profile your dream customer

Before you spend a single dollar or minute on marketing, you must know exactly who you're trying to reach. Think like a detective profiling a criminal. You need to know your customer better than they know themselves.



## your first step: the reverse osmosis method



Here's how to frame those questions with an emphasis on action:

- **Who are they?** Start with a customer who has already bought from you and work backward. Give them a name and list their age, gender, and location.
- **Where do they hang out?** Look at where your existing customer spends their time online. Are they on Facebook, Instagram, YouTube, or Pinterest? Do they read specific blogs or listen to certain podcasts?
- **Why did they choose you?** Ask your current customers what problem they were trying to solve when they found you

**CRITICAL: YOU MUST WRITE IT DOWN!**

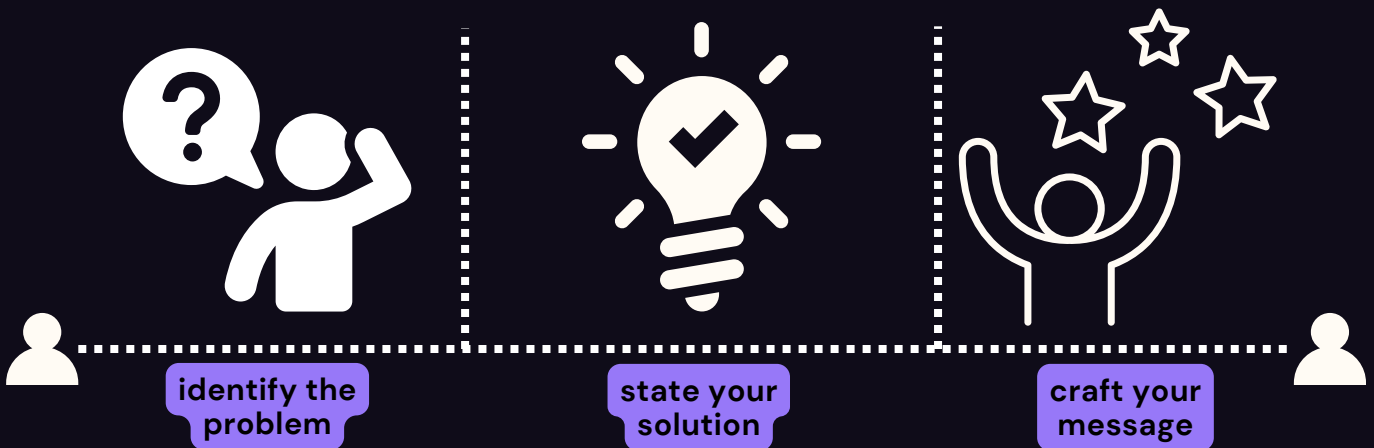
## phase 2: clarify your message

Once you know who you're talking to, you have to nail the message. The fundamental truth of all commerce is this: people pay to solve problems.

Your job is to articulate the problem your business solves so clearly that your ideal customer immediately understands how you can help them.



### your second step: the one-sentence pitch



**1. Identify Their Pain:** What's the biggest problem or desire keeping your ideal customer up at night? Dig into the core of their frustration or what they truly want to achieve.

**2. State Your Solution:** How does your business specifically solve that problem? Be direct about the benefit you provide, not just the features of your product.

**3. Craft Your Message:** Combine the pain and the solution into one clear statement. This is your one-sentence pitch.

**The formula is simple:**

**"We help [your customer] with [their problem] by [your solution]."**

For example:

*"We help new parents who are worried about their baby's sleep by giving them a step-by-step program to create a consistent and calming bedtime routine."*

# phase 3: measure & scale with customer aquisition costs

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The biggest roadblock to scaling marketing efforts is an inconsistent approach and **the fear of "wasting money."** The secret weapon for overcoming this is to understand your Customer Acquisition Cost (CAC), which is how much it costs to acquire one new customer.



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## From Guesswork to Growth: The Power of Knowing Your CAC

### 1. Define Your CAC: The Real Price of a Customer

Your CAC is simply the total amount you spend on advertising divided by the number of new customers you get from that advertising.

- Example: You run an ad campaign that costs you \$1,000 and it brings in 5 brand new customers.
- Your CAC is \$200. This means that, on average, it costs you \$200 to acquire a new customer.

### 2. Unleash Your ROI: The Money-Making Machine

Once you know your CAC, you can immediately calculate your ROI. This is where the magic happens. Your ROI is the profit you make from a customer minus the cost it took to acquire them.

- Example: If the average customer generates \$5,000 in profit for your business, you can now clearly see your ROI.
- Your ROI is  $\$5,000 \text{ (Profit)} - \$200 \text{ (CAC)} = \$4,800$ .

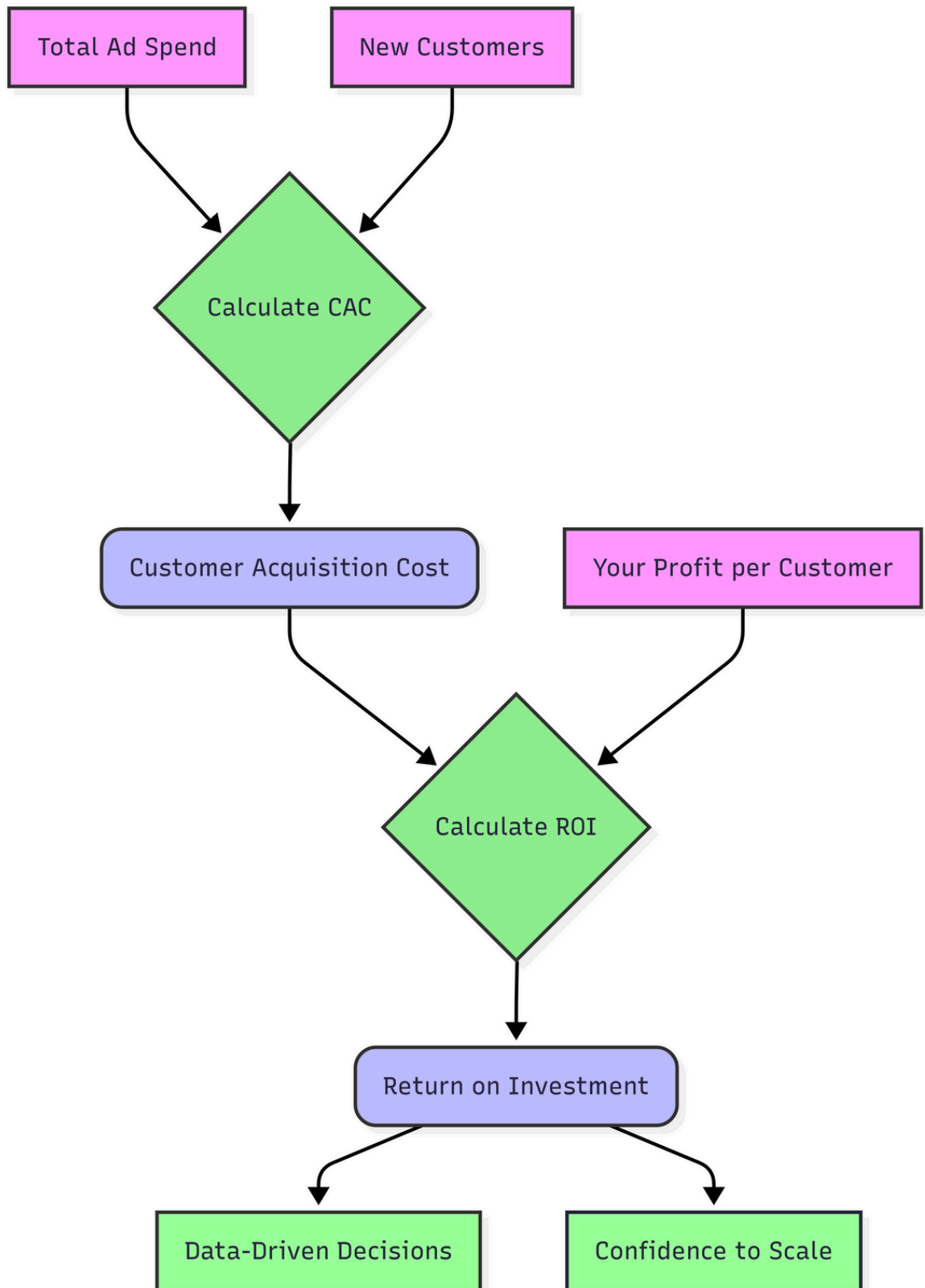
This is your clear, undeniable ROI. It's proof that your ad spend isn't just a cost—it's a profitable investment.

## Why This Matters

- Data-Driven Decisions: No more guessing which ad campaigns are working. By tracking CAC, you can see exactly which marketing channels are generating the highest ROI and double down on them.
- Confidence to Scale: When you know you're making \$4,800 for every \$200 you spend, you have the confidence to invest more in your marketing. You can scale your business without fear, knowing that every new customer is a profitable one.
- Eliminate Waste: You'll quickly identify campaigns with a negative or poor ROI and can stop throwing money away on them.

# The Path to Profitable Scaling

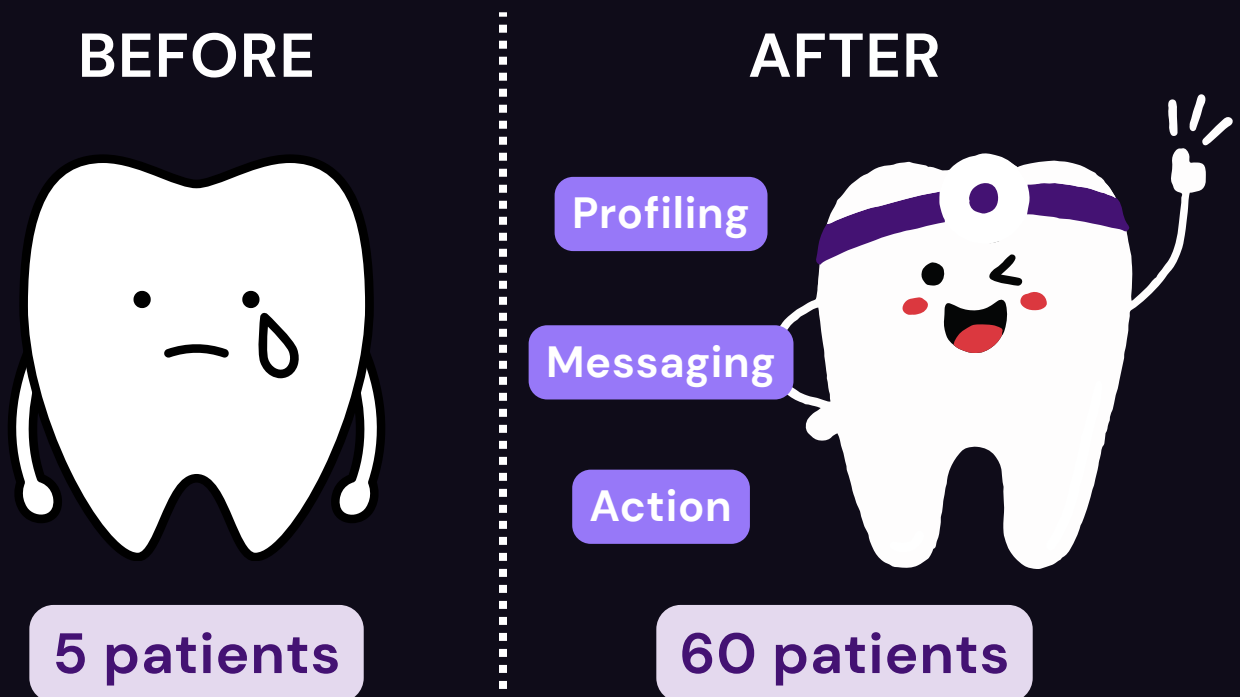
## From Guesswork to Growth



# mini case study: from 5 to 60 new patients

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A dental practice was only getting about five new patients a month. Using the same three-step blueprint above, they completely transformed their business.



- **Profiling:** They identified their ideal patient as students from a nearby university who cared about cosmetics.
- **Messaging:** Instead of generic "dentistry," they created ads focused on solving the students' problem: achieving a beautiful smile with Invisalign.
- **Action & Measurement:** They ran targeted Meta and Google ads. The campaigns got them in front of the right people with the right message, increasing new patients to 60 per month. Then, they optimized their free Google Business Profile, which now brings in even more patients who are actively searching for a dentist.

They went from struggling to thriving by focusing on these core foundations.

# the next step: from doing to automating

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These foundational steps are crucial for starting out, but as your business grows, your time becomes more valuable. The key sign you've outgrown the DIY stage isn't a magical moment—it's when you realize your time is better spent on your core business than on trying to master a dozen different marketing platforms.

**IMAGINE YOU COULD DO ALL OF THIS  
FOR FREE? RIGHT NOW!**

using **mybuildr** 



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That's the problem a platform like **mybuildr** solves. It eliminates the pain points of an inconsistent marketing plan, a tight budget, and a lack of expertise by giving you a complete, all-in-one system. It takes the consistent, data-driven approach we just outlined and puts it all in one place, so you can stop guessing and start growing.