

Downloaded Lead Magnet
(Mini-course series on how to calculate cost of employee)

Watched Introduction Video within 3 Days

Yes

No

Send Video 2

Send reminder email

Watched Video 2 in 3 Days

Yes

No

Send Video 3

Send reminder email

Watched Video 3 in 3 Days

Yes

No

Send Certificate and invite to
filter-call with Jon

Send reminder email