

THE FLYWHEEL MODEL

Build momentum, reduce friction, and grow
through customer-driven success.



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HOW THE FLYWHEEL OUTPERFORMS FUNNELS

Picture a wheel spinning effortlessly, gaining momentum with each turn, versus a container that leaks valuable resources from its bottom. This stark contrast mirrors the fundamental difference between modern business growth strategies and outdated sales approaches that drain your marketing efforts. While countless businesses still cling to traditional sales funnels, forward-thinking companies have discovered a revolutionary approach that transforms customer relationships into perpetual growth engines.

The numbers tell a compelling story: you spend five times more acquiring new customers than retaining existing ones, yet a mere 5% increase in customer retention can boost your profits by 25% to 95%, according to research conducted by Bain & Company. These statistics reveal an uncomfortable truth about conventional sales approaches: they're hemorrhaging potential value by treating customer relationships as finite transactions rather than ongoing opportunities for growth.

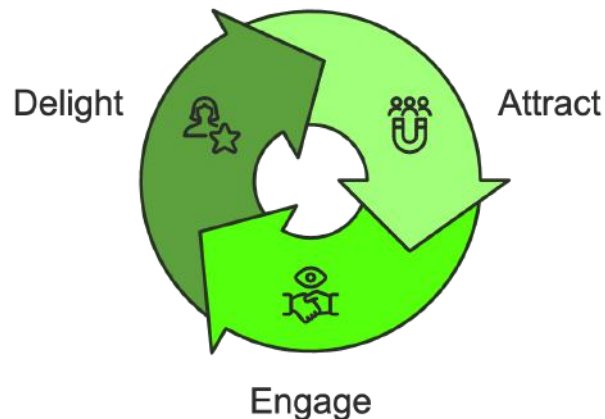
The Hidden Costs of Traditional Sales Funnels

When E. St. Elmo Lewis introduced the sales funnel concept in 1898, it perfectly matched the linear buying journeys of that era. But your customers no longer follow such predictable

The Physics of Business Growth

Just as a mechanical flywheel stores and amplifies energy through consistent force application, your business flywheel gains momentum through repeated positive customer experiences. Each delighted customer becomes a force multiplier, adding energy to your growth engine through referrals, testimonials, and repeat business.

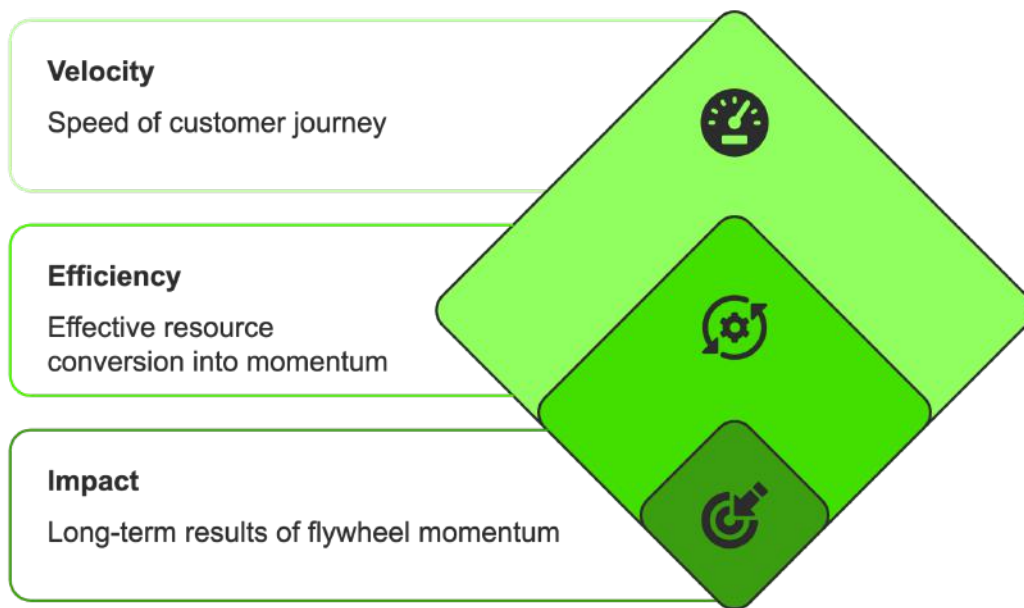
The model consists of three interconnected phases that work in harmony:



- 1. Attract** - You draw in potential customers through valuable content, engaging social presence, and targeted outreach. Unlike traditional funnels, this phase also leverages existing customer networks and advocacy.
- 2. Engage** - Build meaningful relationships through personalized interactions and exceptional service. This phase emphasizes two-way communication and value creation rather than pure selling.

dimensions: **velocity**, **efficiency**, and **impact**. An enterprise platform provider discovered this truth when their initial flywheel implementation delivered modest 20% growth. Through systematic refinement of their approach across all three dimensions, they ultimately achieved 340% annual growth while reducing operational costs.

Flywheel Performance Dimensions



Velocity represents the speed at which your flywheel rotates, determined by how quickly customers move through their journey from initial engagement to advocacy. A cloud services provider revolutionized their velocity optimization through "Dynamic Force Mapping," a systematic approach to identifying and maximizing positive feedback loops while eliminating subtle resistance points. Their methodology revealed that seemingly minor improvements in customer onboarding could trigger dramatic increases in long-term engagement and advocacy. By reducing their time-to-value by

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