

Sticky Business Model®

A Sally Oddy Signature Curriculum Resource



SCALE YOUR BUSINESS WORKBOOK



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8 PILLARS OF SCALE-READY BUSINESS

Notes & Audit

Score
1 low -5 high

1. Repeatable Methodology:

2. Leveraged Delivery

3. Automated Client Journey

4. Evergreen Visibility

5. Systems & SOPs

6. Data & Analytics

7. Online Business Bank

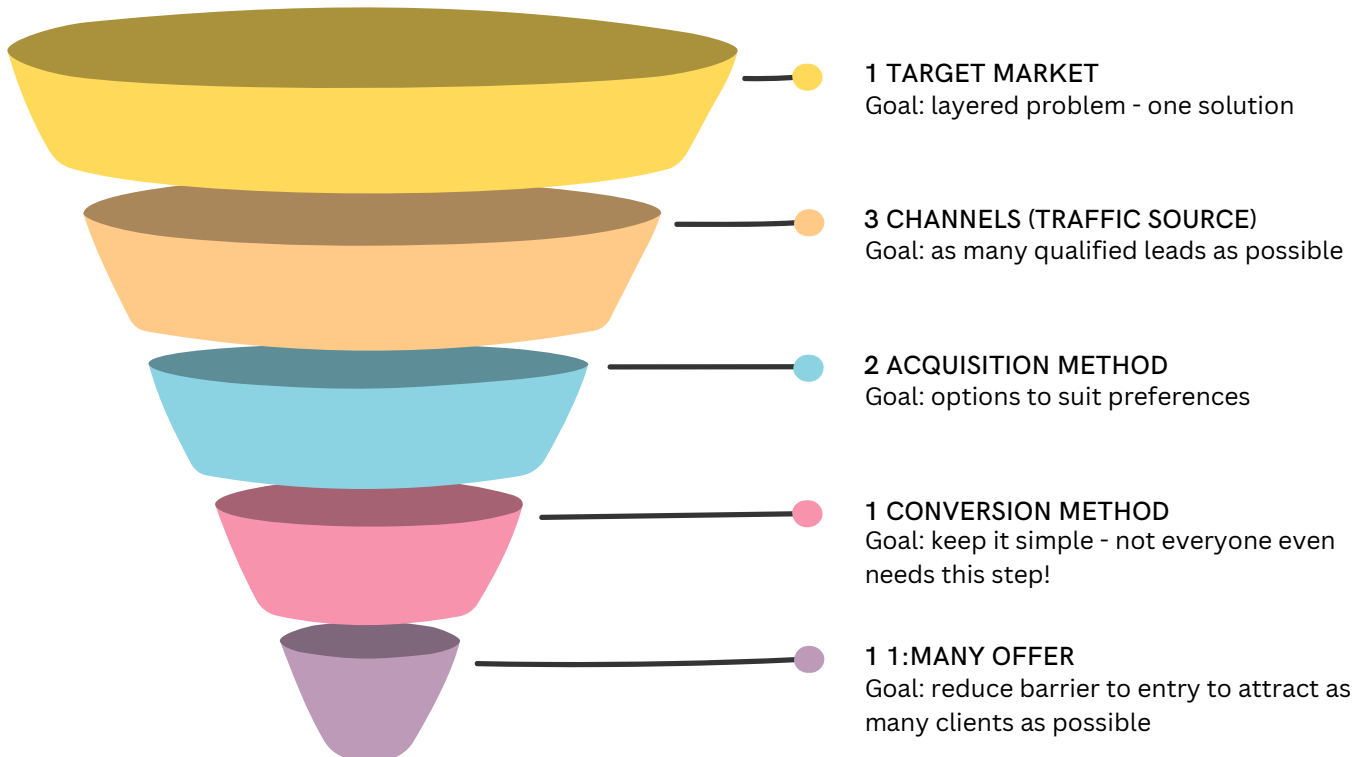
8. No loose ends!

The Simple Client Pathway[®]

The Simple Client Pathway is:



Recommended Focus:



Traffic Sources & Platforms

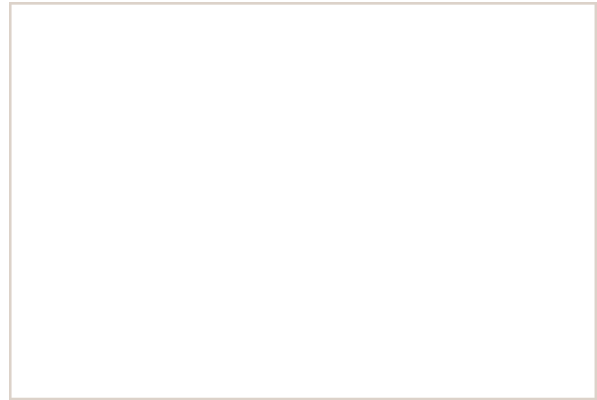
Public Visibility Arenas

Where you're seen. The front-facing, always-on spaces where new people discover you and your ideas.

Purpose: Attraction & Awareness.

Examples: YouTube, Blog, LinkedIn, Pinterest, Podcast, SEO, Collaborations.

Think: "The Sticky Billboards" - they make you visible, searchable, and magnetising to the right audience.



Acquisition Systems

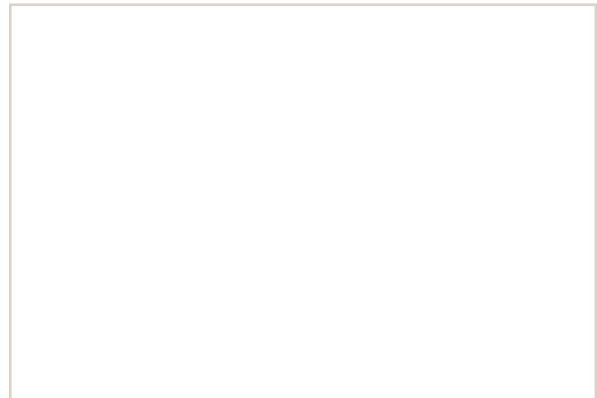
Where curiosity turns into commitment

These are your front-door entry points that move someone from passive follower to active participant.

Purpose: List Growth & Lead Capture.

Examples: Scorecards, Quizzes, Masterclass Replays, Downloadable Resources, Mini-Courses.

Think: "The Sticky Welcome Mat" - designed to spark a micro-commitment that begins their client journey.



Containers

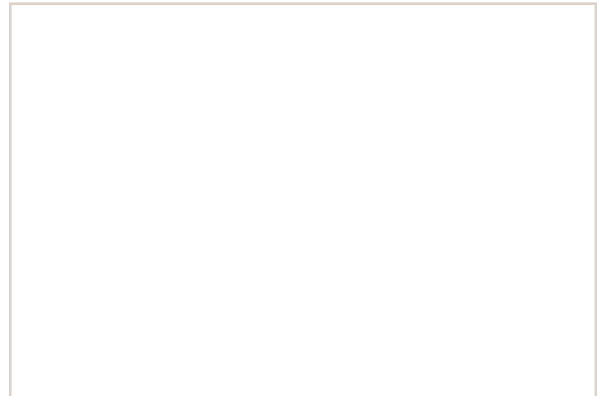
Private higher trust spaces

These are your owned, invitation-only environments where relationships form and loyalty grows.

Purpose: Nurture & Relationship-Building.

Examples: Email List, Facebook Group, LinkedIn Group, Membership, Private Podcast, DM Threads.

Think: "The Sticky Lounge" - where people feel seen, safe, and ready to go deeper with you.



Conversion Systems

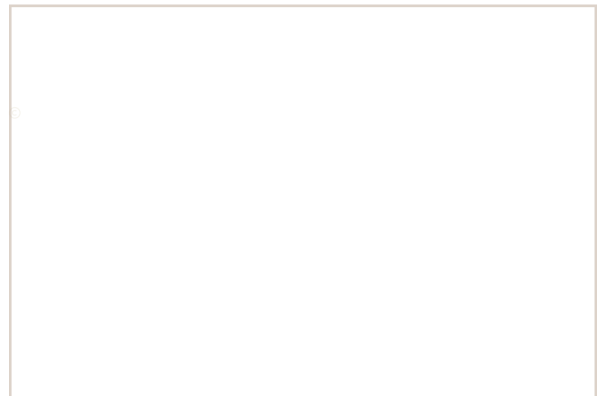
Where interest becomes investment

These are immersive, time-bound experiences that demonstrate your expertise and lead to clear next steps.

Purpose: Activation & Sales.

Examples: 5-Day Challenges, Workshops, Live Activations, Open Houses, Cohort Kickstarts.

Think: "The Sticky Transformation Portal" where potential clients experience real results and choose to stay.



Asset Audit

Traffic




Acquisition

Conversion

Offer

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Map One Single Client Offer Journey:

1 Offer		  
1 Conversion System	How It Leads to Offer:	
2 Acquisition Systems	How It Leads to Conversion: How It Leads to Conversion:	
3 Traffic Sources	How It Leads to Acquisition & Container: How It Leads to Acquisition & Container: How It Leads to Acquisition & Container:	

Where are your gaps / weaknesses / opportunities?

Delivery Audit

Core Offer:

What gets repeated:

Which element will I record & re-use:

Where are your gaps / weaknesses / opportunities?

WHAT'S NEXT?

Turn your Pathway Into Profit

You've just mapped your Simple Client Pathway® and discovered how to begin the transition from 1:1 to 1:Many. You've seen exactly what your business needs to scale sustainably, simply, and strategically. Now imagine this:

90 days from now, your entire business hums like a well-oiled machine.
Your content drives qualified leads into your world every day.
Your systems nurture and convert those leads automatically.
And your offers are selling without you having to push, chase, or hustle.

That's what we'll create together inside The Sticky Business Build™.
This isn't another course.

It's a 90-day guided install of the exact operating system that makes your business scale-ready.

YOU ARE INVITED TO JOIN

The Sticky Business Build™



Inside The Build, you'll:

- ▲ Systemise your success - turn your offers, assets, and delivery into an interconnected ecosystem that runs without you.
- ▲ Install an automated client journey so leads flow in, convert, and buy 24/7.
- ▲ Unlock leveraged delivery - free up hours each week while serving more clients at a higher level.
- ▲ Build predictable profit with simple, repeatable systems that grow month after month.

No more guessing.

No more chaos.

No more "I'll get to that when I have time."

In 90 days, you'll go from High-Effort Expert to Sustainable Scaler, breaking through the income, time, and energy ceilings that have kept you stuck.

You've already activated the first step today.
Now it's time to go all the way.

Join The Sticky Business Build™ now and let's install the systems that will finally make your business work harder than you do.

[Click Here To Learn More](#)