LPYD
DIGITAL STUDIO

THE SYSTEM WE INSTALL FOR EVERY CLIENT

Your Marketing Isn't Broken. **Your System Is.**

Seven stages sit between attention and revenue. Most businesses run four of them and wonder why nothing compounds. This is the 10X Business System, and how to find the stage costing you money.



THE SEVEN STAGES

01	02	03	04	05	06	07
TARGETS	ATTENTION	LEADS	LEAD MANAGEMENT	SALES	SALES MANAGEMENT	SCALE

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HOW TO USE THIS

Read the seven stages in order and mark the first one that does not hold in your business. That is where your money is going, and it is almost never the stage you assumed. Fixing stage four while stage two is empty produces nothing.

STAGES 01 – 04

The foundation

Built once, properly, then revisited twice a year. Almost every business skips straight past these.

STAGES 05 – 07

The loop

Run every week, forever. This is where most businesses start, and it is why the effort never compounds.

Why systems win

Most businesses do not have a marketing problem. They have four disconnected activities and no system joining them together.



The pattern is consistent. Someone runs ads. Someone else posts on Instagram. Enquiries land in a DM, an inbox and a phone. A person replies when they get a chance. Nobody can say which of it produced revenue, so next quarter's budget gets sets on a feeling.

FOUR ACTIVITIES



Nothing feeds anything. Nothing is measured.

ONE SYSTEM



Each stage feeds the next. Every one is measured.

A system turns those activities into a chain where each stage feeds the next and every stage is measured. When one is weak you can see it, because the stage after it goes quiet. That is the value of working from a system rather than a to-do list: you stop guessing which part is broken.

WHAT THIS CHANGES

You stop asking "is our marketing working" and start asking "which stage is leaking". The first question has no answer. The second one always does, and it usually points somewhere cheap to fix.

The 10X Business System is the framework we are certified in and install for every client. Seven stages, in order, each with a job.

> ONE RULE BEFORE YOU START
>
> The stages run in order for a reason. You cannot manage leads you do not have, and scaling a business whose first six stages leak just multiplies the leak.

Seven stages, in order



01	02	03	04	05	06	07
TARGETS	ATTENTION	LEADS	LEAD MGMT	SALES	SALES MGMT	SCALE

The order matters more than any single stage. Attention with no capture is rented. Leads with no management go cold. Sales with no management depend on one person staying. Each stage only produces its return when the one before it is doing its job.



TEACHING THE SYSTEM · CLIENT WORKSHOP, LOS CABOS

The 10X Business System is a Grant Cardone framework. LPYD Digital Studio are Certified 10X Business Coaches and install it for clients across hospitality, real estate, health and lifestyle.

STAGE ONE OF SEVEN

01 Targets

The number, and the maths behind it



A target is not a revenue wish. It is a number worked backwards into the daily activity that produces it.

Almost every business has a figure in mind for the year. Very few have taken that figure and divided it into what it actually requires: the average sale, the number of sales, the number of conversations, the number of leads, and the amount of attention needed to generate them. Without that chain, every stage downstream is being run on instinct.

This is the stage that makes the other six measurable. Once you know you need forty leads a month to hit the number, you can tell within a fortnight whether your marketing is working. Without it, you find out in December.

WHERE IT BREAKS

- The target is last year plus a bit
- Nobody knows the average transaction value
- No one can say how many leads a sale takes
- The number lives with the owner and nowhere else

WHAT GOOD LOOKS LIKE

- A revenue target with a date on it
- Average sale value and close rate known
- Required leads per month calculated, not guessed
- The team can state the number without checking

HOW WE INSTALL IT

10X BUSINESS COACHING

10X SYSTEMS & FRAMEWORKS

10X BUSINESS SYSTEM

THE TEST

Ask three people on your team what the revenue target is for this quarter. Three different answers, or three blank looks, means stage one is not in place.

STAGE TWO OF SEVEN

02 Attention

Being known by the people who could buy



You cannot sell to people who do not know you exist. Obscurity is a bigger problem than pricing for almost every business we audit.

Attention is bought or earned, and a serious business does both. Paid media puts you in front of the right person today. Content, search and reputation build the case over months. Neither works alone: ads pointing at a brand that looks cheaper than its prices convert badly.

This is where most local businesses are quietly invisible. Not badly represented, simply absent at the moment someone is deciding.

WHERE IT BREAKS

- Posting in bursts, then silence for weeks
- No paid spend, so reach depends on the algorithm
- A brand that undersells the price point
- Invisible in search for your own category

WHAT GOOD LOOKS LIKE

- Two to four channels, published consistently
- Always-on paid media, not campaign bursts
- Brand and site that match what you charge
- You appear when someone searches locally

HOW WE INSTALL IT

BRAND DEVELOPMENT | WEBSITE DEVELOPMENT

CONTENT CREATION: PHOTO, VIDEO & DRONE | SOCIAL MEDIA MANAGEMENT

ADVERTISING CAMPAIGNS | SEO & SGE

THE TEST

Open a private browser window and search your category plus your city, the way a customer would. If you are not on the first screen, you are relying entirely on people who already know you.

STAGE THREE OF SEVEN

03 Leads

Turning attention into contacts you own



Attention you cannot contact again is rented. A lead is a name and a way to reach them, and it is the first thing in this system you actually own.

The job of this stage is capture. Somebody arrives interested and there has to be an obvious, low-friction thing for them to do: book, enquire, download, message, reserve. One action, repeated everywhere, pointing at one destination. This is where a great deal of paid media quietly dies. The ad works, the click happens, and the page it lands on asks the visitor to work out for themselves what to do next.

WHERE IT BREAKS

- Traffic arrives with nowhere obvious to go
- Contact details buried three clicks deep
- Nothing worth giving an email address for
- Leads scattered across DMs, forms and phones

WHAT GOOD LOOKS LIKE

- Every channel points at the same single action
- A funnel built to capture, not just to look good
- An offer people genuinely want
- Every lead lands in one place automatically

HOW WE INSTALL IT

- FULL STACK FUNNEL CREATION
- WEBSITE DEVELOPMENT
- CRM SET UP & BUILD OUT
- ADVERTISING CAMPAIGNS

THE TEST

Hand your phone to someone who does not work with you and ask them to book or enquire, starting from your Instagram profile. Do not help. Time it, and watch where they hesitate.

STAGE FOUR OF SEVEN

04 Lead Management

What happens before a human replies



This is the most expensive gap in most businesses, and the cheapest one to close.

A lead arrives. What happens in the next ten minutes decides more revenue than the creative that produced it. Somebody who filled in a form is, at that moment, actively shopping. An hour later they have messaged two competitors. A day later they have booked one of them.

Lead management is the machinery between arrival and conversation: instant acknowledgement, routing to a person, and follow-up that runs whether or not anyone remembers. Most businesses have none of it, and the ones that do usually stop after the first attempt.

WHERE IT BREAKS

- Replies measured in hours, not minutes
- Leads living in personal inboxes and DMs
- One follow-up attempt, then silence
- Nobody owns the lead, so nobody chases it

WHAT GOOD LOOKS LIKE

- Automatic acknowledgement within seconds
- Every lead in the CRM, assigned to a person
- A follow-up sequence that runs on its own
- Nothing goes cold without someone seeing it

HOW WE INSTALL IT

CRM SET UP & BUILD OUT | AUTOMATIONS & WORKFLOWS | AI BOTS

THE TEST

Send yourself an enquiry through your own website, at a normal time on a normal day, using an address nobody recognises. Time how long it takes for a human to reply. That number is your speed to lead.

STAGE FIVE OF SEVEN

05 Sales

The conversation that closes



A full pipeline and a good product still lose to an unprepared conversation.

Everything upstream exists to produce this moment, and it is routinely the least practised part of the business. The objections are not a surprise. Price, timing, and needing to speak to someone else account for most of them, and they arrive in every industry in roughly the same words.

A team that has rehearsed those answers handles them calmly. A team that has not improvises, and improvisation under pressure usually ends in a discount or a vague promise to follow up that nobody keeps.

WHERE IT BREAKS

- No defined process, so every call is different
- Objections met with improvisation
- Discounting used instead of handling the objection
- A no is treated as the end of the conversation

WHAT GOOD LOOKS LIKE

- A process every person on the team follows
- Rehearsed answers to the predictable objections
- A reason and a date for every follow-up
- Close rate measured per person, not just overall

HOW WE INSTALL IT

10X SALESPERSON | 10X TRAINING | MARKETING & SALES WORKSHOPS

THE TEST

Ask everyone who sells for you to write down, separately and without conferring, how they answer "it is too expensive". Compare the answers. The spread tells you whether you have a process or a set of personal habits.

STAGE SIX OF SEVEN

06 Sales Management

Making the result repeatable



One good closer is not a sales function. It is a single point of failure that happens to be producing revenue.

This stage turns individual performance into something the business owns. It means the pipeline is visible to more than one person, the numbers get reviewed on a schedule rather than when something feels wrong, and people are coached on what actually happened in their conversations.

It is also the stage that tells you whether a problem is a sales problem at all. When the pipeline is visible you can see immediately whether the issue is too few leads, poor quality leads, or conversations being lost that should have been won.

WHERE IT BREAKS

- The pipeline lives in one person's head
- No regular reporting, so problems surface late
- Nobody is coached, only told the result
- Targets set for the business but not for people

WHAT GOOD LOOKS LIKE

- A pipeline anyone on the team can see
- The same numbers reviewed every week
- Individual targets and individual coaching
- You can tell a lead problem from a closing problem

HOW WE INSTALL IT

10X BUSINESS COACHING

CRM SET UP & BUILD OUT

10X SYSTEMS & FRAMEWORKS

THE TEST

Without opening anything, say how many live opportunities you have and what each one is worth. Then go and check. The gap between your answer and the real number is the size of your visibility problem.

STAGE SEVEN OF SEVEN

07 Scale

More of what works, without breaking



Scale is not a growth strategy. It is what becomes safe once the first six stages hold.

When you know what a lead costs, what a customer is worth and what your close rate is, spending more becomes an arithmetic decision rather than an act of faith. You can add budget, people or a second location and predict roughly what comes back.

Scaling before that point does the opposite of what owners expect. More spend into a funnel that leaks at stage four does not produce more customers, it produces more wasted money and a busier team. Whatever the system does well, scale does more of. Whatever it does badly, scale does more of that too.

WHERE IT BREAKS

- Spending more because last month felt good
- Budget poured into a funnel that still leaks
- Hiring before the process is written down
- No idea what an extra unit of spend returns

WHAT GOOD LOOKS LIKE

- Cost per lead and customer value both known
- The process documented well enough to hand over
- Growth decisions made from numbers
- Capacity planned before demand arrives

HOW WE INSTALL IT

10X BUSINESS COACHING

ADVERTISING CAMPAIGNS

AUTOMATIONS & WORKFLOWS

10X BUSINESS SYSTEM

THE TEST

Say what one more unit of ad spend returns you. If the honest answer is a range, a feeling, or "it depends", you are not ready to scale. You are ready to measure.

DIAGNOSIS

Where revenue leaks

Four gaps account for most of what we find in an audit. Each one sits between two stages, which is exactly why nobody owns it.

ATTENTION — People who could buy from you and know you exist.

LEAK ONE · NO OBVIOUS NEXT STEP

LEADS — The ones who raised a hand. Everyone else was interested and left.

LEAK TWO · SLOW OR MISSING FOLLOW-UP

CONTACTED — The ones a human actually reached, in time to matter.

LEAK THREE · UNPREPARED CONVERSATION

SOLD — Revenue. What is left after three gaps nobody was watching.

LEAK FOUR · NO SECOND ATTEMPT, EVER

> THE ONE TO CHECK FIRST
>
> Leak two is almost always the cheapest to fix and the most expensive to leave. It costs nothing extra in media spend, it does not need new creative, and in most businesses it is a week of work. Time your own response to your next enquiry and you will know within a day whether this is you.

WHICH STAGE FIXES WHICH LEAK

01

LEAK ONE

Stage 03, Leads. One obvious action, everywhere.

02

LEAK TWO

Stage 04. Speed, and follow-up that runs itself.

03

LEAK THREE

Stage 05. A rehearsed process, not improvisation.

04

LEAK FOUR

Stages 04 and 06. Nothing goes cold unseen.



LDYD
DIGITAL STUDIO

WHO INSTALLS IT

The only crew in Cabo that installs complete money making systems for businesses ready to scale.

Most agencies sell you a piece. A website. A content package. A campaign. Each one strengthens a single stage and leaves the rest of the chain exactly as it was, which is why the results so often feel disconnected from the invoice.

We are Certified 10X Business Coaches, and we work on the system. That means the first conversation is a diagnosis, not a pitch.

01–04

The foundation. Set up once, revisited twice a year.

05–07

The loop. Run every week, forever.

30 min

What the free audit takes to tell you which stage is leaking.

CERTIFIED 10X BUSINESS COACHES

LOS CABOS · LONDON · NEW YORK

HOW WE INSTALL IT

Every service, mapped to a stage

We do not sell services in isolation. Each one strengthens a specific stage, which is why the audit comes first: it tells us which stage is costing you money before anyone quotes for anything.

Marketing

Brand Development
STAGE 02

Website Development
STAGE 02 & 03

Full Stack Funnel Creation
STAGE 03

Content Creation
Photo, Video & Drone
STAGE 02

Social Media Management
STAGE 02

Advertising Campaigns
STAGE 02, 03 & 07

CRM Set Up & Build Out
STAGE 03, 04 & 06

Sales

SEO & SGE
STAGE 02

Automations & Workflows
STAGE 04 & 07

AI Bots
STAGE 04

10X Salesperson
STAGE 05

10X

10X Business Coaching
STAGE 01, 06 & 07

10X Business System
ALL SEVEN STAGES

Marketing & Sales Workshops
STAGE 05

10X Training
STAGE 05

10X Systems & Frameworks
STAGE 01 & 06

> WHY THE ORDER MATTERS COMMERCIALLY
>
> A client who comes to us for content when their real problem is stage four gets a better looking business and the same revenue. We would rather tell you that on a free call than take the brief.



SYSTEMS WORK · LOS CABOS

LPYD
DIGITAL STUDIO

WHERE TO GO FROM HERE

Which stage is costing you money?

Book a Free Digital Presence Audit. Thirty minutes. We go through your website, your social channels, your reviews and what actually happens when an enquiry comes in, then tell you which stage of the system is leaking and what we would fix first.

No slide deck. If we are not the right fit we will say so, and you keep the findings either way.

WHAT THE AUDIT COVERS

- Attention: whether you show up where buying decisions get made
- Capture: how quickly a stranger can find the one action you want
- Speed to lead: what really happens when an enquiry comes in
- Reputation: what people find when they check you out
- The first three things we would change, in priority order



NO COST, NO SLIDE DECK

Book your Free Digital Presence Audit

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