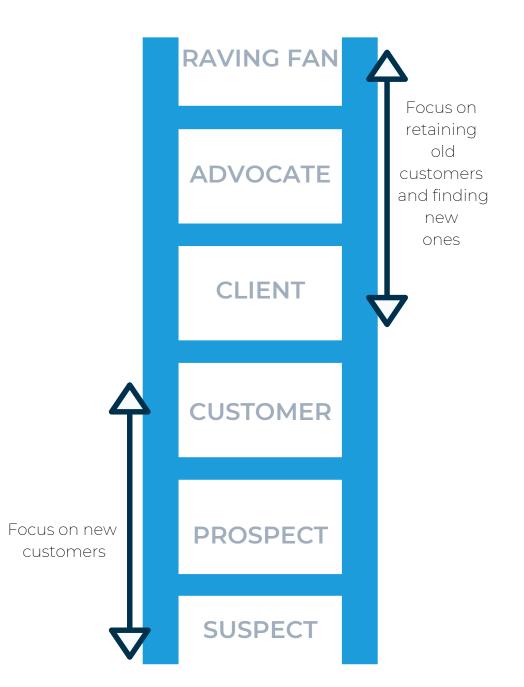
LADDER OF LOYALTY



Has purchased your product / service and freely refers new customers

Has purchased your product / service and referred at least one person to you

Has purchased your product / service on more than 3 occasions

Has purchased your product / service once

Broadly matches your client avatar + has expressed interest in your product / service

Broadly matches your client avatar

