FROM THE BACK OF THE BOOK

The five-line review

Name _____ Date _____

Mark one column against each stage, then write the evidence or the reason on the line beneath it. **A.** I can judge this. **B.** I could judge this and I have not. **C.** I cannot currently judge this. Chapter 14 defines all three and says how to read them.

Stage	A	B	C	What it says, or why not
Attract People finding out you exist	☐	☐	☐	
Engage Interest becoming action	☐	☐	☐	
Convert Conversations reaching decisions	☐	☐	☐	
Deliver Capacity to do more of the work	☐	☐	☐	
Compound More from relationships you have	☐	☐	☐	