

◆ GETNOS

◆ AI 2026 EDITION · INDIA

THE GODFATHER FUNNEL

The 7-step playbook for filling your calendar with pre-qualified buyer calls. Without spending another rupee on ads.

By Ethi

FOUNDER, GETNOS · FUNNEL DADDY

7

PILLARS

◆ WELCOME

A SHORT NOTE *before* *you read.*

I wrote this playbook for one specific kind of business builder.

You are doing somewhere between ₹1.87 crore and ₹47 crore a year. You are spending real money on ads every month. Your offer kind of works. Your funnel kind of works. Your calendar is kind of full.

And yet, when you look at the dashboard versus the bank account, something does not add up.

You have probably already tried an agency, a freelancer, an in-house growth hire, or some combination of all three. They promised pipeline. You got dashboards. They promised ROAS. You got a six-month retainer and a long, expensive lesson.

Here is what nobody tells you. The problem is almost never the ads. The problem is the *funnel architecture behind* the ads.

◆ THE SINGLE RULE FOR READING THIS

Run the diagnostic before you change anything. The biggest mistake I see business builders make is changing ads when the problem is the offer. Or changing the offer when the problem is the qualification. Diagnose first. Fix second.

This playbook is the same architecture I have been running on Indian D2C, SaaS, EdTech, real estate, healthcare, and high-ticket coaching businesses for years. The same one that took a pilates coach from zero to ₹15 Cr cumulative revenue in 384 days. The same one that got a B2B SaaS to ₹8 Cr ARR in 248 days. The same one that filled a 1,000-seat Mumbai event ten days before the deadline.

Read it once. Run the audits. Fix what is broken.

If you do that and find you can install the system yourself, that is a great outcome. If you do that and decide you want help, you know where to find me.

Ethi

◆ SRI ETHIRAJ · FOUNDER, GETNOS · APRIL 2026

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◆ STEP 01 OF 07

THE 7 **PILLARS** OF THE GODFATHER OFFER.

*“Make your offer so good only a lunatic
would refuse to buy.”*

CLAUDE HOPKINS · 1923

WHY YOUR OFFER MATTERS MORE THAN YOUR ADS.

Most Indian businesses do not have an ads problem. They have an offer problem.

Here is the difference. **A product** is "buy this thing for this price." **An offer** is "buy this thing, get these specific bonuses worth X, backed by this specific guarantee, with this specific payment plan, all of which closes by this date, and here is exactly why it is structured this way."

Same traffic. Same ad spend. Different funnel reality.

◆ THE NUMBERS BEHIND THIS

A product converts at roughly **1.2 percent** on cold traffic. A properly built offer converts at **3 to 5 percent** on the same traffic. That 3x multiplier is sitting on the table for almost every business reading this. It is not a copywriting tweak. It is an architecture rebuild.

The seven pillars, all of them required

An offer is a Godfather offer when it has all seven of these structural elements. Skip any one and the offer leaks. Skip Pillar 4 (the most common skip) and your conversion rate caps out at half what it should be.

The pillars are not a buffet. They are a checklist. Run your current offer against each one. Where you find a gap, fix it before you spend another rupee on ads.

3^x

CONVERSION LIFT ON THE SAME TRAFFIC WHEN ALL 7 PILLARS ARE IN PLACE

Pillars 1 through 4. The structural foundation.

PILLAR 01

Rationale. Why this offer exists in this form.

Compelling offers begin with a clear, credible explanation of why you are making such an outrageously generous offer. "Special introductory price." "Pricing locked while we collect early case studies." "Year-end inventory clear-out." Without rationale, the prospect's brain says, "What is the catch?" and stops reading. With rationale, the brain accepts the offer at face value.

PILLAR 02

Itemized value build. Line items with market rates.

Every component of your offer needs a separate line and a separate cash value. Not "and a bunch of bonuses." Specifically: *"3-hour implementation workshop, valued at ₹47,329. Lifetime access to the dashboard, valued at ₹1,87,000."* The total of the value stack should be 3 to 10 times the price you are charging. The math has to add up.

PILLAR 03

Three pricing options. Tiered.

One price is a take-it-or-leave-it. Two prices is a comparison. Three prices is a decision. The middle option should be the one you actually want to sell. Anchor it with a slightly inferior cheaper option and a slightly intimidating premium option. Behavioural economics calls this the decoy effect. Indian buyers respond to it more strongly than almost any other market.

PILLAR 04

Payment plan with EMI. Critical for India.

This is the pillar most businesses skip. Indian buyers do not mentally compute ₹1,87,000. They compute ₹15,687 a month for 12 months. Same total. Different decision. Lead with the monthly number. Show the total in smaller type below. Razorpay, Cashfree, and similar payment links handle this in 4 clicks. There is no excuse not to have it.

Pillars 5 through 7. The conversion accelerators.

PILLAR 05

Premiums and bonuses. Specific, not generic.

"Plus bonuses!" is not a bonus. *"Plus the 47-page Indian D2C tax-optimisation playbook by CA Rohan Mehta, valued at ₹25,687"* is a bonus. Every premium needs a name, a creator, a deliverable, and a number. Three to five premiums work better than one or ten. Each one should solve a specific friction the buyer would otherwise have to solve themselves.

PILLAR 06

Power guarantee. Measurable, named, refundable.

"Satisfaction guaranteed" is not a guarantee. It is a marketing line. A real guarantee is specific and measurable. *"If your blended CAC has not dropped by at least 22 percent in 90 days, we Razorpay you back 47 percent of the engagement fee."* Name it. Put a number on it. Tie it to an outcome. Conditional guarantees ("if you complete the work") work better than unconditional ones because they screen out tire-kickers.

PILLAR 07

Real scarcity. Credible, not fake.

Fake countdown timers that reset on page reload erode trust faster than they create urgency. Real scarcity comes from real constraints. "10 client cap per quarter, 4 seats remaining." "Pricing locked until 30 June 2026, then the next tier opens." "Cohort closes when seat 10 is taken." If your scarcity cannot pass a smell test, drop it. A weak truthful scarcity beats a strong invented one.

5-MINUTE SELF-AUDIT

Open your current landing page. Score yourself 1 to 7 across the pillars. The one with the lowest score is the one you fix first. If you score below 4 on Pillar 4, fix that one before anything else. It is the single highest-leverage change available to you.

SCORE YOUR CURRENT OFFER.

Print this page. Or copy the table to a Google Doc. Score each pillar from 1 (missing) to 5 (excellent). Honestly. The audit only works if you are honest with yourself.

#	Pillar	What you are scoring	Score / 5	Fix priority
01	Rationale	Is there a credible reason for the offer?	___ / 5	___
02	Value Build	Are bonuses itemized with rupee values?	___ / 5	___
03	Three Tiers	Lite / Signature / Premium?	___ / 5	___
04	EMI / Payment Plan	Monthly figure shown more prominently than total?	___ / 5	___
05	Premiums	3 to 5 specific named bonuses with values?	___ / 5	___
06	Power Guarantee	Named, measurable, with a number and a timeframe?	___ / 5	___
07	Real Scarcity	Believable. Tied to a real constraint, not a timer?	___ / 5	___

How to read your score

- **30+ out of 35.** Your offer is in the top 5 percent. Focus on traffic and qualification, not the offer.
- **20 to 29.** You have 1 or 2 expensive gaps. Fix the lowest-scoring pillar first. Re-audit in 30 days.
- **Below 20.** Your offer is the bottleneck. Stop spending on ads until you rebuild it.

◆ REAL CLIENT DATA

The average score we see on Day 1 of a Getnos engagement is **17 out of 35**. Day 90 average: **31 out of 35**. The conversion lift between those two scores funds the entire engagement.

THE PILATES COACH OFFER REBUILD.

To make this concrete, here is what the rebuild looked like for one of our case study businesses. Anonymised at the client's request, but every number is real.

Before

- One product. "12-week pilates programme."
- One price. ₹47,329.
- No payment plan. Lump sum only.
- "Money-back guarantee" in small print.
- No scarcity. Always available.

Conversion rate on cold paid traffic: **1.4 percent**. ROAS: 1.8x. Cash flow: bleeding.

After

- **Rationale.** Pricing locked at the 100-student mark for testimonial harvest.
- **Value build.** 12 modules itemised at ₹7,847 each. Live coaching at ₹25,687. Community access at ₹15,687. Total stack: ₹1,38,571.
- **Three tiers.** Self-paced ₹25,687 / Coached ₹47,329 / Premium 1-on-1 ₹1,17,329.
- **EMI.** ₹7,329 a month for 6 months on the middle tier.
- **Premiums.** Recipe library, pose-correction guide, posture assessment session.
- **Guarantee.** "If you do not feel measurably stronger and lose your back pain in 60 days, full refund." Named: *The Strength Promise*.
- **Scarcity.** "100 students per cohort. Cohort 7 starts 1 May 2026."

Conversion rate: **4.2 percent**. ROAS: 11.1x. Total revenue, 384 days: **₹15 crore**.

◆ THE POINT

Same coach. Same product. Same Instagram audience size. Same ad budget. The only thing that changed was the offer architecture.

◆ STEP 02 OF 07

THE 4-QUESTION AI PRE-QUALIFIER.

*The cheapest sales call is the one you
never take.*

FUNNEL DADDY · 2025

THE MATH NOBODY TALKS ABOUT.

If your sales team can take 25 calls a week, and 80 percent of them are tire-kickers, you are not running a sales process. You are running a free-consulting service that occasionally produces revenue.

Every unqualified call costs you somewhere between **₹1,287 and ₹4,729** in opportunity cost (rep time, calendar slots displaced from real buyers, mental fatigue that degrades the next call). Multiply by 20 calls a week. That is up to **₹94,580 a week** evaporated on people who were never going to buy.

The fix is not to get the rep to be tougher on the phone. The fix is to filter at the door, before the calendar booking ever happens.

THE PRE-QUALIFIER MATH

In our internal data across 350+ engagements, businesses that install a 4-question pre-qualifier see **76 percent fewer sales calls booked**, but their close rate jumps from **12 percent to 38 percent**. Net: roughly the same number of closed deals, but the team works half the hours and the founder's calendar opens up by 23 hours a week.

Why "AI" pre-qualifier, not just a form

A static qualification form (the kind every business has) screens out the obviously wrong fits. An AI pre-qualifier reads the answers, scores them in real time, and routes the prospect down one of three paths: **book the call, watch the VSL first, or get the self-serve resource**. Same form. Different outcomes. The AI is doing the routing decision a human used to spend 4 hours a week on.

Tools that do this in 2026: *Calendly with conditional logic, Tally with routing rules, Custom GPT inside a Webflow form*. Cost: between ₹0 and ₹3,729 a month depending on volume.

THE 4 QUESTIONS, IN ORDER.

These four questions, asked in this exact order, will filter out roughly 78 percent of the people who would otherwise book a call and waste your time. Use them on your booking page. Score each answer 0 to 3.

Q. What is your business currently doing in monthly revenue?

A. Options: Pre-revenue / ₹1L to 5L / ₹5L to 25L / ₹25L+. Score: 0 / 1 / 2 / 3. Anyone scoring 0 gets routed to the playbook download. Anyone scoring 3 gets fast-tracked to the calendar.

Q. How much are you currently spending on paid ads each month?

A. Options: ₹0 / Under ₹47,329 / ₹47,329 to 1,87,000 / Above ₹1,87,000. Same scoring logic. The threshold is whether they have enough data on the table to make the audit useful. Below ₹47,329 a month, the diagnostic does not have enough signal.

Q. What is the single biggest bottleneck you are trying to solve in the next 90 days?

A. Open text field. AI scores by keyword density: lead quality (high), conversion rate (high), team scaling (medium), brand awareness (low), "more sales" without specifics (low). The vagueness of the answer is itself the signal.

Q. If we showed you exactly how to fix that bottleneck in 90 days, are you in a position to start in the next 30 days?

A. Yes / Maybe / Not yet / Just exploring. Anyone selecting "just exploring" gets routed to a 12-email educational sequence and never sees the calendar. This single question filters out roughly half of the timewasters.

◆ THE SCORING RUBRIC IN PLAIN ENGLISH

Total possible: 12 points. **9 to 12** = book the call. **5 to 8** = watch the VSL first, then book. **0 to 4** = nurture sequence, do not show the calendar. The AI does this routing automatically. Your sales team only sees the 9 to 12 cohort. Their close rate goes through the roof.

BUILD IT THIS SUNDAY.

Total time to install, for a business builder with no developer access: 3 to 5 hours.

The 4-step build

1. **Set up the form (45 minutes).** Tally or Typeform. Add the 4 questions above. For question 3, use an open text field. For the others, use multiple choice with hidden score values per option.
2. **Connect the routing logic (60 minutes).** Tally Logic Jumps or Typeform Branching. Sum the score on submit. Route the prospect to one of three thank-you pages based on the total.
3. **Add the AI scoring on question 3 (90 minutes).** Pass the open-text answer to a custom GPT or a simple OpenAI API call with this prompt: *"Score this business problem on specificity from 0 to 3. Return only the number."* Add the result to the total score.
4. **Wire to your calendar (15 minutes).** The high-score thank-you page embeds Calendly or Cal.com. The medium-score page embeds the VSL. The low-score page embeds the playbook PDF download.

THE 30-DAY SCOREBOARD

After 30 days running the pre-qualifier, expect: **~76 percent fewer calls booked, 3x higher close rate, ~₹94,580 a week saved** in sales-team time. Every business builder who installs this tells us afterwards it was the highest-leverage 4 hours of work they did all year.

A note on the open-text question

The third question, the open text one, is the hardest to build but the most important. Vague answers ("I want to grow my business") are the highest predictor of a tire-kicker. Specific answers ("Our CAC has crept up 23 percent in 60 days while our close rate fell 8 points") are the highest predictor of a buyer. The AI is doing what your best sales rep would do on a discovery call, but doing it before the call is ever booked.

◆ STEP 03 OF 07

THE AI 2026 **LEAD** **SCORING** LAYER.

Predict who is ready to buy in the next 14 days, using only the data you already have.

YOUR CRM ALREADY KNOWS WHO IS BUYING. YOU ARE JUST NOT ASKING.

Every CRM in 2026 logs five things automatically: emails opened, links clicked, pages visited, days since last interaction, and total touch count. Most businesses use exactly zero of these fields to score lead intent. They sit in the database doing nothing.

An AI 2026 scoring layer reads those five fields and returns a single number, 0 to 100, that predicts how likely this prospect is to convert in the next 14 days. The math is simple. The application is what businesses miss.

The 5-signal scoring model

1. **Email engagement.** Opens in last 14 days × 2. Clicks in last 14 days × 5. Cap at 30 points.
2. **Page visits.** Pricing page visit × 8. Case study page × 4. Blog × 1. Cap at 25 points.
3. **Recency.** Last interaction within 7 days = 20 points. 8 to 14 days = 12. 15 to 30 days = 6. 30+ = 0.
4. **Velocity.** Three or more interactions in last 7 days = 15 points. Two = 8. One = 3.
5. **Hand-raised signals.** Replied to email = 10. Booked then cancelled call = 8. Started form, did not finish = 5.

◆ THE THRESHOLD

Anyone scoring above **62 out of 100** is in your "buying window." Across our client data, prospects scoring above 62 close at 4.7x the rate of prospects scoring below 62. The single highest-ROI hour your sales team can spend each week is calling the top 10 scores from the previous week.

IMPLEMENTATION. NO NEW TOOLS REQUIRED.

You already have the data. The only question is where to do the math.

Option A. ActiveCampaign / HubSpot / Mailchimp native

Every major email platform has a "lead scoring" feature buried in the automations menu. Most businesses have never opened it. Set up the 5-signal model above as automation rules. Time to install: 2 to 3 hours. Cost: zero, if you are already on a paid plan.

Option B. Google Sheets + GPT API

Export your CRM activity log to a Sheet weekly. Run a GPT call against each row with the 5-signal prompt. Get the score back. Sort. Hand the top 10 to your sales team. Time per week: 20 minutes. Cost: roughly ₹687 in API calls per month for 1,000 leads.

Option C. Custom-built (the Getnos way)

If you have an in-house developer, wire the scoring directly into your CRM via webhooks. The scores update in real time. The sales dashboard shows the top 10 hot leads at all times. Time to build: 12 to 18 hours. Cost: developer time only.

THE PRUDENT EXAMPLE

One of our clients, a B2B IT firm, installed Option C in 14 days. Before installation, their sales team called leads in chronological order. After installation, they called by score. Same lead volume, same team, same product. Result: enquiries went from **243 to 674** in 8 months, AI cold-outbound delivered meetings at **\$4 each**, and 30 percent of total revenue came from leads they would have ignored under the old chronological system.

The takeaway. AI lead scoring is not exotic. It is just the math your CRM is already collecting, applied. Most businesses miss it because nobody walks them through the rubric. Now you have the rubric.

◆ STEP 04 OF 07

THE **SILENT** CRM LEAK.

*Why 80 percent of your good leads never
become sales calls. And nobody notices.*

WHERE LEADS GO TO DIE.

Every Indian business with a sales team has a silent leak. Marketing generates leads. Sales receives them. And somewhere between the form fill and the first call, 60 to 80 percent of those leads quietly disappear. Nobody flags it. Nobody investigates. The CRM dashboard says "lead status: contacted" but the lead never actually heard from anyone.

The 4 places leads silently disappear

1. **The "I'll call them tomorrow" graveyard.** A rep gets the lead at 5:47pm Friday. Decides to call Monday. Monday morning, 18 fresh leads have arrived. The Friday lead is now buried in the queue. Never gets called. Marked "contacted" anyway because clicking the dropdown is faster than admitting you forgot.
2. **The "wrong rep" loop.** Lead goes to Rep A. Rep A is on holiday. Lead sits unassigned for 6 days. By the time Rep B picks it up, the prospect has already booked with a competitor.
3. **The "not a fit" reflex.** Rep takes one look at the email domain (gmail.com instead of corporate) and marks the lead "not qualified." Without a single attempt to call. The actual qualification criteria were never run.
4. **The MQL handoff black hole.** Marketing thinks they handed off the lead. Sales thinks they did not receive it. The lead is in nobody's queue. Days pass. Nobody owns the follow-up because nobody knows it exists.

◆ THE COST OF ONE MISSED LEAD

In our diagnostic across 350+ businesses, the average value of a missed MQL is between **₹7,329 and ₹47,329** depending on the vertical. A business doing 200 leads a month with a 60 percent silent-discard rate is leaving roughly **₹8,79,480 to ₹56,79,480** on the table every month. None of it shows up on any dashboard.

THE 30-DAY FIX.

You cannot fix what you do not measure. The first move is always to expose the leak. The second move is to plug it.

Step 1. Audit the last 30 days.

Pull every lead from the past 30 days. For each one, log: date received, date first contacted, number of attempts, current status. The gap between "date received" and "date first contacted" is your leak indicator. If the average gap is over 24 hours, you have a leak. If the average gap is over 72 hours, you are losing serious money.

Step 2. Define the MQL handoff in writing.

One page. Three sections. **What qualifies as an MQL** (specific criteria, not opinions). **How marketing notifies sales** (Slack channel, CRM tag, email). **What sales commits to do, by when** (first contact attempt within 4 business hours, 3 attempts over 5 days minimum, before any "not qualified" tag is applied). Have both teams sign it.

Step 3. Install the 4-hour SLA.

Every MQL gets a first contact attempt within 4 business hours. The CRM enforces this with an automation: if a lead is unassigned for 4 hours, it auto-escalates to the sales manager. The lead cannot be marked "not qualified" until 3 contact attempts are logged with timestamps.

Step 4. Run the weekly leak report.

Every Friday, the sales manager pulls a list of every lead from the past 7 days that received zero contact attempts. They ask the relevant rep, in writing, why. After 3 weeks of this, the silent-discard problem is gone.

THE SELLERGENI RECOVERY

When we audited SellerGeni's pipeline in late 2023, their silent-discard rate was 67 percent. Within 90 days of installing the 4-step fix above, the discard rate was 11 percent. **Same lead volume. Same sales team. 6.1x more qualified calls.** The fix paid for the entire engagement in week 4.

◆ STEP 05 OF 07

THE **MAGIC LANTERN** AUTO-NURTURE.

*A 4-video sequence that warms cold leads
into bookings while you sleep.*

THE 13-TO-25 DAY GAP NOBODY FILLS.

Most prospects who download a lead magnet and do not book a call within 7 days never come back. Not because they were not interested. Because nobody followed up properly.

The Magic Lantern sequence fills that gap. It deploys days 13 to 25 after the lead magnet download, well after the standard "thanks for downloading" sequence has run out. Each video is 5 to 10 minutes. The trust ladder is deliberate.

The 4-video architecture

VIDEO 01

Day 13. Tactical immediate win.

Pick one specific tactic from your playbook. Show how to install it in under 30 minutes. The prospect tries it, gets a small win, associates that win with you. The video does not pitch. It teaches. *"Here is the exact 4-question pre-qualifier I use. Try it this Sunday."*

VIDEO 02

Day 17. Framework they can score themselves on.

Hand the prospect a self-assessment they can score in 10 minutes. The 7 Pillars scorecard from Chapter 1 of this playbook is exactly this kind of asset. They score themselves. They see the gap. They start thinking about the fix.

VIDEO 03

Day 21. Operational deliverable they can hand to their team.

A template, an SOP, a written process the prospect can forward to their team Monday morning and have something done by Friday. *"Here is the MQL handoff doc we use. Steal it. Customise it. Ship it."* Tactical authority compounds when it survives an internal email forward.

VIDEO 04

Day 25. Trust reveal.

The "4 things I will not do for you" video. Counter-intuitive, polarising, honest. Tells the prospect what a Getnos engagement does not include and who it is not for. Every business builder who books a call after this video closes at 3.4x the rate of one who books after Video 01.

THE EMAIL WRAPPERS AROUND EACH VIDEO.

Each video is delivered via a short email. The email exists only to get the click. Three lines, one CTA, one P.S.

EMAIL · DAY 13

a 4-question filter that saves your sales team 23 hours a week

Most sales teams take too many calls with people who were never going to buy.

The fix is 4 questions, in this order, on your booking page. I made a 7-minute video walking through exactly how to install it. No pitch. Just the install.

Watch it here: [video link]

P.S. Skip the video and steal the 4 questions directly from page 12 of the playbook you downloaded last week. Either works.

EMAIL · DAY 17

score your offer on these 7 things. honestly.

The single highest-leverage hour I spend with new clients is auditing their offer.

I made a 10-minute video walking you through the same audit, with the scorecard included. Score yourself. The lowest pillar is the one you fix first.

Watch it here: [video link]

P.S. The average score we see on Day 1 is 17 out of 35. If you score above 25, you are already in the top 20 percent.

EMAIL · DAY 21

forward this to your sales team

One page. The MQL handoff doc. The single thing that fixed SellerGeni's 67 percent silent-discard rate in 90 days.

I walk through it on video and hand you the template. Forward the template to your sales team Monday morning. They can install it the same day.

Watch it here: [video link]

EMAIL · DAY 25

4 things i will not do for you

If you are still reading my emails 25 days in, you are probably wondering whether to book a call.

Before you do, watch this. It is the 4 things I will not do for you. The 4 reasons we might not be a fit. The 4 deal-breakers I tell every business builder before signing.

Watch it here: [video link]

P.S. If after watching it you still want to talk, the calendar is at the end of the video.

THE NUMBERS BEHIND THE SEQUENCE.

Across the 350+ Getnos engagements where this sequence has been deployed, here is what we typically see in the 13-to-25 day window.

37%

OF COLD DOWNLOADS WHO BOOK A CALL AFTER THE 4-VIDEO MAGIC LANTERN SEQUENCE

EMAIL 1 OPEN RATE

52%

Subject line specificity is 80% of this

VIDEO 1 WATCH-THROUGH

68%

Tactical content keeps people watching

BOOKING RATE, DAY 25

37%

Of leads who finished video 4

Why this works (when standard nurture sequences do not)

Most nurture sequences are built around the brand. *"Here is who we are. Here is what we do. Here is our process. Here is our case study. Here is why you should book a call."*

The Magic Lantern is built around the prospect. *"Here is one tactic that helps you. Here is a framework you can score yourself on. Here is a deliverable you can hand to your team. Here is what we will not do for you."*

The first builds awareness. The second builds trust. Trust converts. Awareness does not.

◆ THE TRUST LADDER

Each video earns the right to the next one. Tactical win earns the right to ask for self-assessment. Self-assessment earns the right to deliver an SOP. The SOP earns the right to be honest about who the engagement is not for. By Video 4, the prospect is already half-sold because the previous three videos delivered before asking.

◆ STEP 06 OF 07

THE ROAS VS CASH MATH GAP.

*The 5-minute audit that exposes how
much of your reported ROAS is real.*

YOUR PLATFORM IS GRADING ITS OWN HOMEWORK.

Meta Ads Manager says your ROAS is 3.2. Google Ads says your ROAS is 4.1. LinkedIn says 2.8. Your accountant says cash flow is bleeding.

One of these things is lying to you.

Here is the dirty secret of platform attribution. Meta counts a sale as theirs if the buyer clicked any Meta ad in the last 7 days, even if Google brought them, email closed them, and your founder personally answered their DM. Google does the same thing. So does LinkedIn. **Your platforms are competing for credit.** Sum their reported revenue. It will be 1.4x to 2.1x what your actual P&L revenue says.

The 5-minute audit

1. **Pull last 30 days of platform-attributed revenue.** Add Meta + Google + LinkedIn + email + organic. Note the total. Call this number **A**.
2. **Pull last 30 days of actual P&L revenue.** Just the revenue figure from Shopify, Razorpay, or your accountant's books. Call this number **B**.
3. **Compute the gap.** (A minus B) divided by B. Multiply by 100. That is your over-attribution rate.

◆ WHAT THE GAP MEANS

Under 15 percent. Healthy. Your attribution is roughly accurate. Between 15 and 35 percent. Standard. Most Indian businesses sit here. Your real ROAS is 70 to 85 percent of the reported number. **Above 35 percent.** Critical. Your reported ROAS is fiction. You are scaling losing campaigns because the dashboards say they are winning. This is where most "ROAS looks fine, cash flow does not" stories come from.

THE FIX. LIFT TESTING.

Once you know your over-attribution rate, the next move is to figure out which channels are pulling their weight and which ones are stealing credit. The standard tool for this is a lift test.

The 90-day lift-test cadence

1. **Pause one channel in one region for 14 days.** Pick a channel and a region where the volume is high enough to read the signal but the risk is low enough to recover from. Common choice: pause Meta in a tier-2 city for 2 weeks.
2. **Measure the actual revenue delta.** Compare the 14 days off to the 14 days before. If revenue dropped by exactly the platform's reported attribution, the platform was right. If revenue dropped by less, the platform was overstating its contribution.
3. **Compute the true incrementality.** Actual revenue lost ÷ platform-attributed revenue for that region. That is the true incrementality factor. A factor of 0.6 means the platform was overstating by 40 percent.
4. **Adjust your ROAS reporting permanently.** Multiply every platform's reported revenue by its incrementality factor before reporting it internally. The "real ROAS" number that emerges is the one you should be making decisions on.

THE COST OF SKIPPING THIS

Running a ₹18,87,000 monthly spend on a tracking stack that under-reports by 35 percent means you are optimising for a ghost. Decisions to scale or cut channels get made on wrong numbers. The business that fixes attribution first often finds that its "best" channel is actually its worst, and its "worst" is its best. That single insight has shifted the entire growth trajectory of more than one business we have worked with.

A note on what this is not

This is not "stop trusting Meta." Meta is a phenomenal traffic engine when used correctly. The issue is not the platform. The issue is the reporting. Use Meta. Just do not let Meta tell you whether Meta is working.

◆ STEP 07 OF 07

THE 9 SALES QUESTIONS EVERY CALL MUST ANSWER.

*Skip even one and the prospect ghosts
within 48 hours.*

EVERY PROSPECT ARRIVES WITH THESE 9 QUESTIONS.

They will not always ask them out loud. But they are scoring your sales conversation against all 9 of them in real time. Skip one, and the doubt fills the gap. The prospect leaves the call polite, says "let me think," and ghosts within 48 hours.

The 9 questions, in conversation order

1. **Is this of personal interest to me?** Within the first 60 seconds, name their specific situation back to them. *"You are running a D2C brand at ₹3.2 Cr ARR. Your CAC has crept up since iOS 14. You have tried two agencies."*
2. **Why should I pay attention right now?** Real urgency. Not fake. Cohort scarcity. Pricing windows. Cost-of-inaction math.
3. **Is this exactly the solution I need?** Be specific about who it is for and (this is the trick) who it is not for. Specificity sells.
4. **What is New, Unique, Exciting, Easy, Predictable, Huge about this?** Run the NUEEPH filter on your answer. If you cannot hit all 6, the offer is not done.
5. **What undeniable proof do you have?** Specific numbers, named clients, video testimonials. Not "we have helped many businesses." That phrase is the kiss of death.
6. **How does this work?** The mechanism. Step 1 to Step 7. Specific durations. Specific deliverables. The rational brain needs the architecture explained.
7. **What are other people saying?** Multiple formats. Written + video + case study + reference letter. Different prospects need different formats to be convinced.
8. **What guarantee is there that this will work for me?** Named, measurable, refundable. *The Revenue Math Promise*. A specific number, a specific timeframe, a specific condition.
9. **What do you want me to do next?** Single CTA. Command form. *"Book your audit. Here is the calendar. The next slot is Tuesday at 11am."*

THE BONUS QUESTION.

There is a tenth question, and it is the one most sales conversations forget. It comes after Question 9, right before the close.

Q10. Why should I do it right now, not next month?

Most sales people answer this with weak scarcity. "Our calendar is filling up." Or: "This price is going up soon." The prospect's brain has heard this 47 times before. It does not move them.

The strong version of this answer is the cost-of-inaction frame.

THE COST-OF-INACTION FRAME

"You said your CAC is ₹4,729. You said your monthly spend is ₹18,87,000. That means roughly 4,000 leads a month. If we drop your CAC to ₹2,387 (which we have done for businesses in your stage), that is the same 4,000 leads at half the spend. So waiting 30 days to start is ₹9,43,500 of marketing spend that could have stayed in your bank. Waiting 90 days is ₹28,30,500. The math compounds. The longer the audit waits, the more the gap costs you."

That is what Q10 sounds like when it is answered well. Specific to their numbers. Math that compounds. A clear cost framed in their own currency.

The audit you should run on every sales call

After every sales call this week, score yourself 0 to 10 across all 10 questions. Where you scored low, that is where the prospect's doubt lived. Fix the script for next week. Your close rate will move within 2 weeks.

WANT US TO RUN THIS AUDIT WITH YOU?

Book the Revenue Math Audit. We score your funnel against all 9 chapters of this playbook, live, on a 30-minute shared-screen call.

→ getnos.io/audit

◆ BONUS · THE 8TH STEP

THE AI COLD- OUTBOUND LAYER.

Meetings at \$4 each. The exact stack and prompts.

THE PRUDENT STACK.

One of our B2B clients, a cybersecurity firm, ran a 6-month experiment with AI-assisted cold outbound. The result: **674 enquiries** in 8 months from a starting baseline of 243. Cost per booked meeting: **\$4**. Thirty percent of total leads came from the cold-outbound layer alone.

Here is the full stack, end to end.

Tools

- **Apollo.io** for prospect data and email enrichment. Plan: \$99 a month.
- **Clay.com** for personalisation enrichment (LinkedIn, company news, recent funding). Plan: \$149 a month.
- **Instantly.ai** for sending and inbox rotation. Plan: \$97 a month.
- **OpenAI API (GPT-4)** for the personalisation step. Cost: roughly ₹7,329 a month at 10,000 emails monthly.
- **Calendly or Cal.com** for booking. Free tier works.

Total stack cost: roughly ₹28,329 a month at 10,000 outbound emails.

The personalisation prompt (the secret sauce)

◆ THE CLAY + GPT-4 PROMPT

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"Write a 3-sentence cold email opening referencing one specific thing about [PROSPECT NAME]'s last 30 days at [COMPANY]. Use only verified data from their LinkedIn or company blog. Do not flatter. Do not say 'I noticed.' Lead with a specific observation that proves the email is not a template. End with one short question about [THEIR LIKELY BOTTLENECK]. Maximum 47 words."
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THE 3-TOUCH SEQUENCE.

Most cold-email sequences are 7 to 12 touches. That is too many. The math is worse, the deliverability is worse, the response rate is worse. The 3-touch sequence outperforms longer sequences in every test we have run.

TOUCH 01 · DAY 0

[PROSPECT FIRST NAME], quick question on [THEIR BOTTLENECK]

3 sentences. AI-personalised opening. One specific observation. One short question. No CTA. The goal of touch 1 is a reply, not a meeting.

TOUCH 02 · DAY 4

re: [SAME SUBJECT AS TOUCH 1]

2 sentences. Reference a relevant case study with a specific number. Soft CTA: *"Worth a 15-minute call?"*

TOUCH 03 · DAY 9

last note from me

1 sentence. Polite breakup. *"If the timing is wrong, I get it. I'll close the loop on my end. Reach out anytime."* Roughly 18 percent of total replies come from this email alone.

The deliverability rules

1. **Use 3 sending domains, not your main one.** Buy 3 secondary domains, redirect them to your main site, send from those.
2. **Warm them for 30 days minimum** using Instantly's warmup feature before the first real send.
3. **Cap at 47 emails per inbox per day.** Above 50, deliverability starts dropping.
4. **Use plain-text emails.** No images, no signatures with logos, no tracking pixels. The AI personalisation makes the email feel human; everything else flags it as marketing.

THE EXPECTATION

At 10,000 emails a month with this stack, expect **3 to 5 percent reply rate, 47 to 87 booked meetings, roughly \$4 to \$7 per booked meeting**. This is not LinkedIn DM territory. This is a real outbound layer that competes with paid traffic on cost-per-meeting and beats it on lead quality.

◆ NOW, THE IMPORTANT QUESTION

YOU HAVE *7 steps.* AND ONE DECISION.

You now have the full Godfather Funnel AI 2026 architecture. The 7 Pillars. The 4-question pre-qualifier. The AI scoring layer. The silent-CRM-leak fix. The Magic Lantern auto-nurture. The ROAS-vs-cash audit. The 9-question sales framework. Plus the bonus AI cold-outbound layer.

Some of it you can install yourself this Sunday. Some takes a quarter. Some requires a team. But none of it is theoretical. Every section in this playbook has been deployed across 350+ Indian businesses.

IF YOU WANT TO DO IT YOURSELF.

Run each chapter's audit. Score yourself honestly. Fix the lowest score first. Re-audit in 30 days. The whole system, installed methodically, takes 60 to 90 days.

IF YOU WANT HELP.

Book the **Revenue Math Audit**. A 30-minute live call with one of our Senior Revenue Architects. We open your ad accounts, your CRM, your funnel, and run the 9-leak diagnostic on your actual numbers. By minute 28, you have a written, ranked-by-revenue 90-day plan. Whether you become a Getnos client or not, you keep the plan. Free. Forever.

The audit is anchored at **₹25,687 in value**. Yours free for the cohort window we have open this quarter.

BOOK YOUR FREE REVENUE MATH AUDIT

30 minutes. Live. Worth ₹25,687.

→ getnos.io/audit

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