

A FIELD GUIDE ON GROWTH

The Growth Stack

How offer, attention and conversion compound into one business, instead of three separate jobs.

PREPARED BY

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SELECTED WORK

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IN THIS PAPER

One system, six parts.

<i>I</i>	Why growth breaks into three jobs, and why it should not
<i>II</i>	The offer, what makes a business worth choosing
<i>III</i>	Attention, how people find out you exist

<i>IV</i>	Conversion, how attention becomes revenue
<i>V</i>	The compound effect, and a diagnostic to take with you
<i>VI</i>	How the system gets built, in practice

I

THE PROBLEM

Most businesses treat growth as three separate jobs.

A marketer

for attention

A designer

for the website

A salesperson

for conversion

It is actually one system.

THE FRAMEWORK

Three engines, one loop.



Revenue funds a better offer. A better offer earns more attention. The loop closes on itself.

THE OFFER

People do not buy products. They buy a better version of themselves.



One

The outcome

What the person actually wants, in their own words, not your service category.

Two

The belief

How likely they think it is to work for someone exactly like them.

Three

The speed

How long they believe it will take to feel the result.

Four

The effort

How much work, money or risk they believe it will cost them.

THE OFFER

Vague offers get ignored. Specific offers get remembered.

FORGETTABLE

I help businesses grow.

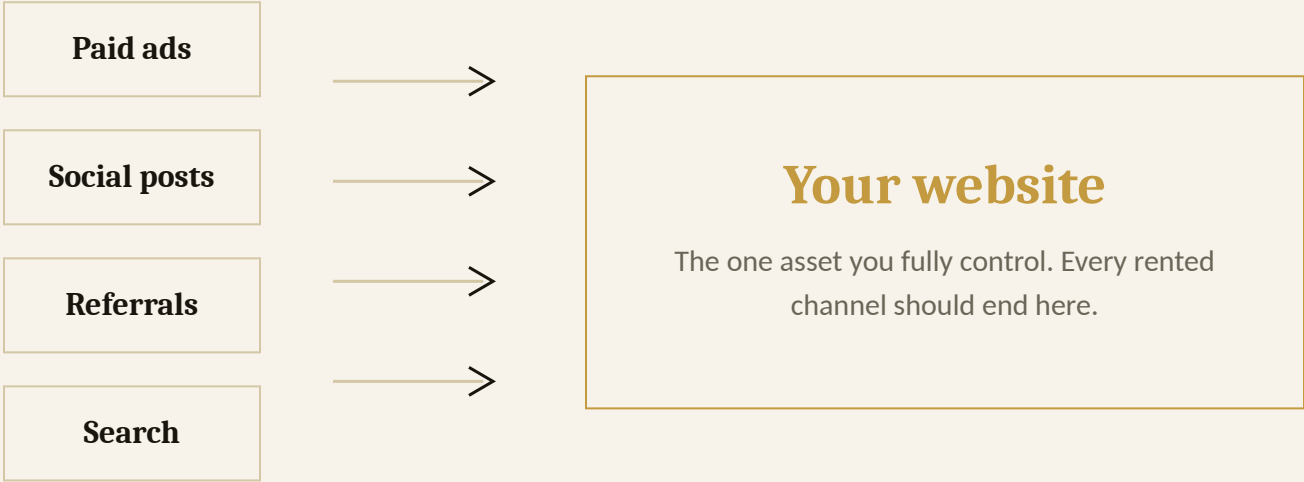
REMEMBERED

I help roofing companies fill their calendar for the next ninety days.

The second one names a person, a timeframe and an outcome. It sounds smaller. It sells bigger.

ATTENTION

Attention is rented. Infrastructure is owned.



ATTENTION

People decide to keep watching in the first three seconds.

<i>I</i>	The hook	A pattern interrupt or a specific claim, said in the first line, before any logo or branding.
<i>II</i>	The proof	A reason to believe it, shown rather than claimed.
<i>III</i>	The offer	What they get, stated plainly, with nothing left for them to interpret.
<i>IV</i>	The action	One next step. Not three. One.



ATTENTION

If the page fails, everything before it was wasted.

50ms

is all a visitor needs to form a credibility judgment about a website, and it holds up even after they look longer.

Lindgaard et al., 2006

90%

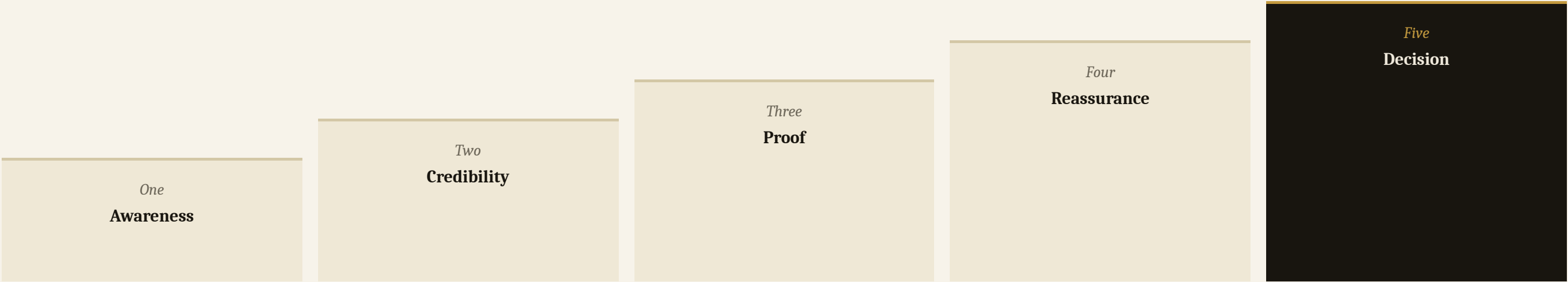
higher bounce probability as load time moves from one second to five seconds.

Google and SOASTA, 2017

A website is not decoration. It is the only part of your marketing working every hour of the day.

CONVERSION

People buy from whoever feels safest, not whoever is cheapest.



CONVERSION

Every extra click costs you a customer.

- I* **Unclear pricing.** People assume the worst when a number is missing.
- II* **No visible proof.** Claims without evidence read as marketing, not fact.
- III* **More than one next step.** A confused visitor takes no action at all.
- IV* **A slow reply.** The lead who hears back in minutes buys from you. The one who waits a day buys from someone else.

THE COMPOUND EFFECT

Growth is not additive. It is multiplicative.

$$\boxed{\text{Offer}} \times \boxed{\text{Attention}} \times \boxed{\text{Conversion}} = \boxed{\text{Growth}}$$

If any one of the three is close to zero, the result is close to zero, no matter how strong the other two are. This is why fixing only the ads, or only the website, rarely moves the number people actually care about.

TAKE THIS WITH YOU

Which engine is actually broken.

Offer

- Can a stranger repeat what you do, in one sentence, after reading your site once?
- Could you name the exact person this is built for, not just an industry?
- Does your price ever get compared to a cheaper option doing the same thing?

Attention

- Do your ads get watched past the first three seconds?
- Does every channel you use send people to one owned page?
- Are you creating new attention, or only recycling the same warm audience?

Conversion

- Is your price visible without anyone having to ask?
- Do new leads hear back from you within minutes, not hours?
- Does your page offer exactly one next step, not several?

IN PRACTICE

Two businesses, same market, different systems.

Business A

Keeps raising the ad budget to fix a slow month.

Sends every visitor to a page that never says the price.

Replies to new leads whenever there is time.

Growth depends entirely on how much is spent that week.

Business B

Fixes the page first, so every ad dollar afterward works harder.

States the price, the process and the proof before anyone has to ask.

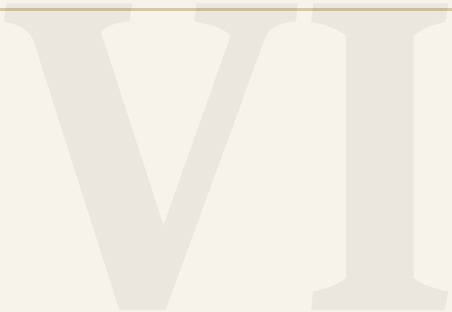
Replies to new leads within minutes, automatically.

Growth compounds, because all three engines are pulling the same direction.

An illustration of the pattern this paper describes, not a specific client result.

HOW THE SYSTEM GETS BUILT

Four movements, in this order.



One

The offer, sharpened

Before any ad or page exists: who this is for, what they are actually buying, and why it beats the alternative.

Two

The website, rebuilt

A single owned asset built to answer objections and end the argument, not to look decorative.

Three

Attention, sent on purpose

Paid creative and channels built around the same offer, sent to the same page, measured the same way.

Four

Conversion, made instant

Follow up systems that respond in minutes, so no lead is lost to slowness.

A black and white portrait of a young man with dark hair, smiling slightly, looking directly at the camera. He is wearing a dark shirt. The background is dark and out of focus.

Λ I V Λ R Λ

Siddharth Umathe

I build the offer, the attention and the conversion system together, not as three separate hires.

OFFER AND BRAND

Positioning

Sharpening what you sell and who it is for, before a single ad or page gets built.

ATTENTION

Websites and ad creative

Conversion focused websites and paid creative built around the same principles in this paper.

CONVERSION

Automation and follow up

Systems that respond to a new lead in minutes, not whenever someone finds the time.

SELECTED WORK

siddharthumathe.com/work

If you want a second opinion on your own system, write and ask. No pitch, no obligation.