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PERSONAL PRODUCTIVITY / PIPELINE PHYSICS

# Lead Gen: *Qualified* Inflow

Inflow is a contract between marketing and sales—definitions first, campaigns second.

SYSTEM ARCHETYPE 065

## Lead Gen / *Inflow* /

Lead generation systems engineer qualified conversations with channel discipline, creative maintenance, and handoffs sales can trust. Read with

[funnel architecture](#), [Pareto](#) on channel concentration, [causal loop diagrams](#) for spend loops, and [inversion](#) on vanity volume.

*"Predictable inflow is qualified conversations on a schedule—not a bigger hose of strangers."*

## 1. Inflow *as System*

Creative refresh is maintenance; fatigued ads tax CAC silently. The adult version of inflow is to document assumptions about a platform ban, a tracking change, or a competitor bidding your brand terms. Compliance is margin protection. Budget [entropy](#) for tool sprawl, stale creatives, and decaying landing pages.

Channel diversification hedges platform risk; each channel still needs its own unit economics. If a channel lies about intent, interrogate sales capacity, follow-up speed, and disqualification rules are published and enforced. Volume without SLAs is cruelty to sales. Run [inversion](#) on the campaign: three ways volume creates unqualified noise.

Inbound and outbound are different machines; mixing them without budgets creates Frankenstein metrics. Stress the funnel by assuming whether to fix creative, tighten ICP, retrain SDRs, or cut spend first. Predictable inflow is a contract, not a mood. Pair Stock vs. Flow so pipeline stock and weekly lead flow reconcile to cash.

SLAs between marketing and sales prevent blame tennis and ghosted leads. Second-order thinkers ask how lead age interacts with data residency and outreach laws in each region you touch. When doubt appears, tighten ICP before tightening budgets. Sketch causal loop diagrams for spend, lead quality, sales capacity, and burnout.

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## 2. ICP *and Magnets*

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### 3. Channels *and Economics*

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## 4. Sales *SLAs*

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## 5. Creative *and Fatigue*

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## 6. Compliance *and Data*

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## 7. Measurement *Integrity*

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LEAD GENERATION OPERATING GRID

01

## ICP one-pager

Fit, pain, budget authority—non-negotiable.

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02

## Channel scorecard

CAC, quality, risk—weekly truth.

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03

## Handoff SLA

Speed, fields required, disqualify path.

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04

## Creative refresh

Owners, cadence, kill criteria.

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# Build the *lattice*, not the legend.

Return to the Reading hub for essays, tools, and the rest of the 100-topic map.

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