

TURN COLD LEADS INTO BOOKED PIPELINE - WITHOUT REBUILDING YOUR FUNNEL

Get a done-with-you system that turns missed signals into revenue in 30 days or less.

WHO THIS IS FOR

- For growth-stage B2B teams (10–100 people, \$500K–\$10M ARR) whose funnel is full of contacts but light on conversions.
- Perfect for founders, RevOps, and GTM leaders who want pipeline clarity **fast** and don't have time for another "content push."



Meet Sheri Otto - Your Growth Strategist



Sheri Otto is a former demand lead at HubSpot, where she helped scale one of the company's highest-converting automation plays and built lifecycle campaigns that moved cold leads to closed revenue.

Today, she partners with lean B2B teams to do the same.

By combining behavioral messaging, nurture workflows, and smart signal tracking, she helps teams convert the demand they already have and create thought leadership that drives even more.

THE GREENLIGHT DEMAND SYSTEM - 1:1 DELIVERY

Dream Outcome: Predictable pipeline, clear messaging, and CRM contacts converting without extra headcount.

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Built on Sheri's Proven IP: The same frameworks that:

- Launched one of HubSpot's highest-performing demand automations in program history
- Drove a 45 % lead-to-opportunity rate and increased sales-owned email reply rates by 62 % for the Redwood Software
- Helped to drive 10 new demos in 2 days on the 5th week of client work

You Get:

- Greenlight Demand Map – Pinpoint where leads stall and plot the fix
- Conversion Copy Vault – Ready-to-send messaging to re-engage, nurture, activate
- Greenlight Trigger Flows – Plug-and-play automations that warm more leads to hot or wake cold leads with smart nudges
- Signal-to-Segment Mini-Training – Know exactly which leads to prioritize and what to send next
- Dedicated Advisory Access – Direct Slack + Loom support so Sheri steers every decision



HOW IT WORKS

Step 1: 30-Day Greenlight Accelerator

Strategic assessment and sprint happen together. We audit messaging, map signals, codify brand voice, and launch quick-win workflows in four weeks.

Step 2: Implementation & Optimization (Months 2–3)

Weekly async reviews and DM access while we refine automations, expand nurture sequences, and measure pipeline lift.

Step 3: Scale & Expansion (Optional Renewal)

Add more event scripts, advanced segmentation, or outbound enablement as we compound results.

[Click here to get started.](#)

TESTIMONIALS

- “10 demos in 2 days, demand gen is finally working, and your first run at copy gave our team real traction.” - Karen C. Houghton, CEO, Infinite Giving
- “Viewership up 50 % after one video. Profile views are finally from people I don’t even know.” - Chris Payne, Investor & Shareholder, Threepoly
- “I used Sheri’s framework and messaging strategy, and within two weeks, I landed my first high-end clients.” - Tea Cooper, Career Consultant and Founder
- “Sheri is a powerhouse leader and B2B’s best-kept secret for go-to-market campaigns. She can turn intricate marketing strategies into revenue-producing actions that competitors can’t touch. I saw this firsthand when we collaborated on HubSpot’s INBOUND event, which attracted 11,000 in-person attendees.” - Jay Schwedelson, Founder of SubjectLine.com & CEO Outcome Media, Founder GURU Media Hub

GURU EVENTS **INBOUND**

FREE LIVE WEBINAR

20 EMAIL MARKETING TIPS
in 45 Minutes

What B2B Marketing and Sales
Pros Need to Know Now

Featuring Sheri Otto (HubSpot) &
Jay Schwedelson (GURU Events)

The graphic features a black background with white and pink text. On the left, there are two circular portraits of Sheri Otto and Jay Schwedelson. The bottom right corner has a pink and white geometric pattern.



Ready to turn signals
into revenue?

[Click here to get
started.](#)