



Funnel Building

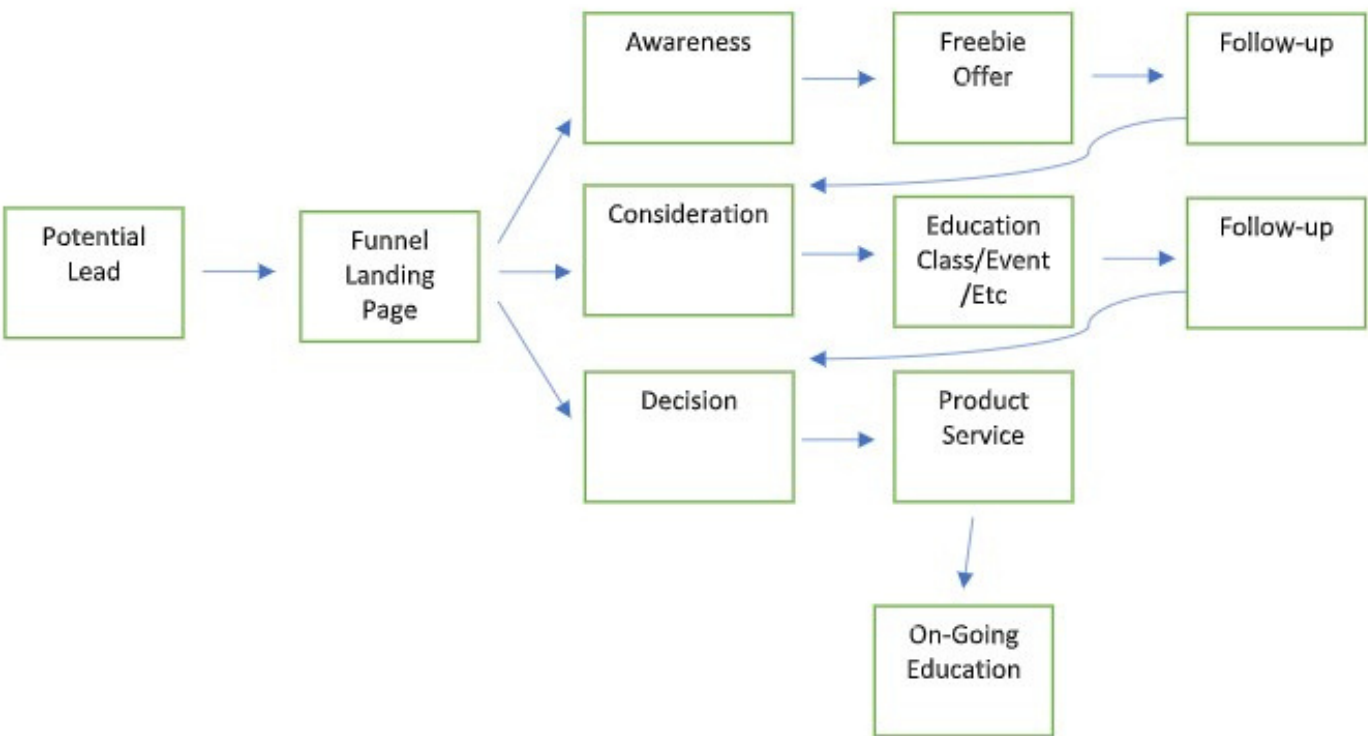
Brainstorming Worksheet

Brainstorming Questions We Need to Think About:

1. Who are you marketing to?

2. How are you talking to them?

Use the section below to document and map out your 3 funnel types you'd like to use within your business:



Awareness		Consideration		Decision
	Idea 1:		Idea 1:	
	Idea 2:		Idea 2:	
	Idea 3:		Idea 3:	

For each of the above, write some initial ideas on how to drive traffic to them. Simple ideas are fine... just document them.

Awareness:

Consideration:

Hint: It's ok if you don't have these yet... just write down some initial ideas.

Decision:

Hint: It's ok if you don't have any products quite yet... just write down some future goals/ideas.

Based on your list above, pick the idea you're going to build your first funnel with. It's ok if you don't have anything yet for Consideration and Decision... just start with an Awareness one.

Awareness: _____

Consideration: _____

Decision: _____

Follow-up is key! For each of the above, document some ideas for 3-5 touch points (which will be delivered over 7-10 days) that you're going to use for follow-ups with your lead after their signup, or take action on your offer. These will eventually become the individual emails.

Note: you're not writing the emails here... just the important topics you want to make sure you're covering within the follow-up campaign.

Email 1

Typically this is sent immediately, and is used to deliver upon your freebie promise. Ex: Here's the link to download XYZ + a quick little tip

Content ideas:

Email 2

This is a great opportunity to confirm they took action in email #1, and then maybe expand/highlight on something within your freebie. Ex: Hopefully you were able to download XYZ... one of my favorite parts is XYZ....

Content ideas:

Email 3

Hit them with some awesome tips, suggestions, and/or encouragement as it relates to your freebie.

Content ideas:

Email 4

Check-in with them... ask a question, intro your Consideration funnel offer.

Content ideas:

Email 5

Final follow-up... make a clear next step / call to action...
i.e. driving them to your Consideration Funnel

Content ideas:

Extra Notes: