

Clarify and Activate Your Product Marketing Funnel

The purpose of this document is to help you clarify and then activate (make active) your marketing funnel.

After sampling the various possible marketing tactics over the past week, it's time to define a marketing system that will work for you.

To do this, let's follow this process:

1. Stand in the space of service
2. Decide on your funnel
3. Set goals for your funnel
4. Activate your funnel

Stand In the Space of Service

While *one* intention of your Product Marketing Funnel is to receive prospects and clients, the key to a successful funnel is to focus on giving, rather than receiving. As you allow yourself to see your funnel as a way to serve (community, customers, prospects, your gifts, and your life purpose), you will shift the energy of your funnel from one of lack to one of abundance.

The energy you bring to your funnel will determine your results.

As you embark on the process of clarifying and activating your Product Marketing Funnel, sit with your Higher Self at your right and your Authentic Customer at your left. Invite them to be your source of guidance, and they will gladly light the way.

Know that your Higher Self and your Authentic Customer are ALWAYS in alignment. There do not have competing needs. Their needs, wishes, and wisdom are always in perfect harmony.

Decide On Your Funnel

Today is the day to declare your Product Marketing Funnel. You will select the marketing tactics that enable you to do the following:

1. Shine light so new prospects can find you
2. Give a profound experience having them wanting more
3. Invite them to be your customer
4. Stay in touch with them

STEP ONE	Partnering – interview or teleseminar swaps	Partnering – referral generation swap	Speaking live at associations and organizations	Strategic social media	Structured networking	Powerful Pay-per-click campaign
STEP TWO (Select One)	<ul style="list-style-type: none"> Interview or teleseminar 	<ul style="list-style-type: none"> Free carrot on website “Packaged” comp session Free teleseminar 	<ul style="list-style-type: none"> Speaking 	<ul style="list-style-type: none"> Free carrot on website “Packaged” comp session Free teleseminar 	<ul style="list-style-type: none"> Free carrot on website “Packaged” comp session Free teleseminar 	<ul style="list-style-type: none"> Free carrot on website “Packaged” comp session Free teleseminar
STEP THREE (Select One or More)	<p>Must Have:</p> <ul style="list-style-type: none"> Invite on the call <p>Might Also Have:</p> <ul style="list-style-type: none"> Invite in a carrot Invite in an auto-responder series Invite in a comp session Invite on a sales web page 	<ul style="list-style-type: none"> Invite in the carrot Invite in an auto-responder series Invite in the comp session Invite on a sales web page 	<p>Must Have:</p> <ul style="list-style-type: none"> Invite in the talk <p>Might Also Have:</p> <ul style="list-style-type: none"> Invite in a carrot Invite in an auto-responder series Invite in a comp session Invite on a sales web page 	<ul style="list-style-type: none"> Invite in the carrot Invite in an auto-responder series Invite in the comp session Invite on a sales web page 	<ul style="list-style-type: none"> Invite in the carrot Invite in an auto-responder series Invite in the comp session Invite on a sales web page 	<p>Must Have:</p> <ul style="list-style-type: none"> Invite in the comp session <p>Might Also Have:</p> <ul style="list-style-type: none"> Invite in a carrot Invite in an auto-responder series Invite in a comp session Invite on a sales web page
STEP FOUR (Select One)	<ul style="list-style-type: none"> Weekly newsletter Free community calls Free recordings Blog 	<ul style="list-style-type: none"> Weekly newsletter Free community calls Free recordings Blog 	<ul style="list-style-type: none"> Weekly newsletter Free community calls Free recordings Blog 	<ul style="list-style-type: none"> Weekly newsletter Free community calls Free recordings Blog 	<ul style="list-style-type: none"> Weekly newsletter Free community calls Free recordings Blog 	<ul style="list-style-type: none"> Weekly newsletter Free community calls Free recordings Blog

Set Goals For Your Funnel

Set two types of goals:

- **Throughput goals** - These goals measure the abundance of your funnel. These measure the health of Steps 1, 2, and 4.
- **Output goals** - These goals measure the abundance of what comes out of your funnel. These measure the health of Step 3. This measures how many sales you generate.

It's important to set goals and measure success at all steps along your funnel. That way you'll be able to detect quickly and easily any issues or problems in your funnel. If you aren't receiving the total number of new customers you desire each month, you will be able to see which step along the path is the bottleneck. This gives you the power to easily and mindfully correct the problem.

In the matrix below, go ahead and start out by setting your output goal (A), and then using the calculations provided, determine B, C, and D.

		Calculation Explanation	Calculation	Your Funnel	Goals
A =	The number of <u>NEW customers</u> you'd like to generate monthly	Simply input your goal. No calculation required here.		Your Core Product is...	A =
B =	The number of prospects that need to "Receive An Invitation" in <u>Step 3</u>	In order to have your desired number of new customers each month (A), consider what percentage of people who receive an invitation (Step 3) will say yes and purchase your product. This is the "Success % of B."	$B = \frac{A}{\text{"%Success of B"}}$	Step 3 is...	B =
C =	The number of prospects that need to have "A Profound Experience" in <u>Step 2</u>	In order to have the desired number of people receive an invitation each month(B), consider what percentage of people who receive your profound experience (Step 2) will stick around long enough to consider the invitation (B).	$C = \frac{B}{\text{"%Success of C"}}$	Step 2 is...	C =
D =	The number of <u>NEW</u> prospects that need to "See Your Light So They Can Find You" in <u>Step 1</u>	In order to have the desired number of people choose to receive your Profound Experience (C), consider what percentage of people who find you through Step 1 will be moved to experience Step 2 (C)	$D = \frac{C}{\text{"%Success of D"}}$	Step 3 is...	D =

From the matrix above, you can now list out your four primary goals:

- The number of NEW people I will reach out to each month using Step 1, [INSERT YOUR STEP ONE MARKETING TACTIC] is _____ (D from above).
- The number of people I will make sure receives Step Two, [INSERT YOUR STEP TWO MARKETING TACTIC], every month is _____ (C from above).
- The number of people I will make sure receives Step Three, [INSERT YOUR STEP THREE MARKETING TACTIC], every month is _____ (B from above).
- The number of new customers buying my core product, [INSERT YOUR CORE PRODUCT], each month is _____ (A from above).

Below is an example of the matrix above completed...

		Calculation Explanation	Calculation	Your Funnel	Goals
A =	The number of NEW customers you'd like to generate monthly	Simply input your goal. No calculation required here.		Core Product is... Find Your Soulmate Coaching	A = 8
B =	The number of prospects that need to "Receive An Invitation" in Step 3	In order to have your desired number of new customers each month (A), consider what percentage of people who receive an invitation (Step 3) will say yes and purchase your product. This is the "Success % of B."	$B = \frac{A}{\text{"%Success of B"}}$ $B = \frac{8}{.3} = 27$	Step 3 is... A verbal invitation at the end of th 1-1 Session	B = 27
C =	The number of prospects that need to receive the Profound Experience in Step 2	In order to have the desired number of people receive an invitation each month(B), consider what percentage of people who receive your profound experience (Step 2) will stick around long enough to consider the invitation (B).	$C = \frac{B}{\text{"%Success of C"}}$ $C = \frac{27}{.9} = 30$	Step 2 is... The Complimentary Soul-Blocker Assessment - valued at \$399 – includes a written assessment and 60 minute 1-1 session	C = 30
D =	The number of NEW prospects that need to "See Your Light So They Can Find You" in Step 1	In order to have the desired number of people choose to receive your Profound Experience (C), consider what percentage of people who find you through Step 1 will be moved to experience Step 2 (C)	$D = \frac{C}{\text{"%Success of D"}}$ $D = \frac{30}{.03} = 1000$	Step 1 is... Teleseminar Swaps with Partners	D = 1000

Thus, here are my goals:

- The number of NEW people I will reach out to each month using **Step 1, Teleseminar Swaps, with Partners, is 1000.**
- The number of people I will make sure receives **Step Two, "The Complimentary Soul-Blocker Assessment," every month is 30.**
- The number of people I will make sure receives **Step Three, a verbal invitation during the 1-1 session, every month is 27.**
- The number of new customers **buying my core product, "Finding Your Soulmate Coaching", each month is 8.**



Activate Your Funnel

Now it's time to determine your monthly actions to take for each tactic that will render the goals you desire.

Tactic	Goal	Preparatory Actions	Ongoing Actions	Track Your Results
Step 1		•	•	•
Step 2		•	•	•
Step 3		•	•	•
Core Product		•	•	•
Step 4	Number of people you'd like to add to your mailing list monthly:	•	•	•

Below Are Three Examples

Example 1

	Tactic	Goal	Preparatory Actions	Ongoing Actions	Track Your Results
Step 1	<u>Teleseminar Swaps with Partners</u>	Every month, 12,500 new people will learn about me via a partner email inviting them to the free teleseminar	<ul style="list-style-type: none"> • Create partner offer • Write introductory email to partner • Write the email you will give to your partners to invite their communities to come to your free call • 1-page bio with your picture • 1-page flyer for the call 	<ul style="list-style-type: none"> • Reach out to 10 partners per week with mailing lists > 3,000 • Speak to >3 partners over the phone weekly 	<ul style="list-style-type: none"> •
Step 2	Free Introductory Teleseminar entitled, " <u>Be Debt Free in 12-Months</u> ", that includes a 10 page follow-along workbook with 3 follow up exercises (digital download)	Every month, 625 people will call into my free introductory teleseminar	<ul style="list-style-type: none"> • Prepare your call 	<ul style="list-style-type: none"> • Give at least 1 free teleseminar to a community of >3000 	<ul style="list-style-type: none"> •
Step 3	<u>Verbal invitation</u> at the end of the Free Introductory Teleseminar	Every month, 500 people will experience the free teleseminar and stay on the line long enough to hear my verbal invitation to sign up for the "Be Debt Free"	<ul style="list-style-type: none"> • Prepare the script for inviting them 	<ul style="list-style-type: none"> • Make sure to give the verbal introduction at all free Introductory Teleseminars 	<ul style="list-style-type: none"> •



Core Product	<u>The "Be Debt Free in 12-Months" Program</u> – membership program with 2 group teleseminars monthly for \$59/month	membership program Every month, 25 new members will sign up for the "Be Debt Free" membership program for \$59/month		<ul style="list-style-type: none"> • Give the two membership calls monthly • Post the recordings online 	<ul style="list-style-type: none"> •
Step 4	<u>Free "Be Debt Free" Checklist and Community</u> with weekly free teleseminar calls featuring a guest expert addressing the topic of money	Every month, 100 people sign up for my free community	<ul style="list-style-type: none"> • Create/update online opt-in to reflect this 	<ul style="list-style-type: none"> • Deliver weekly free calls with partners • Distribute weekly email to your mailing list telling them about the upcoming free calls 	<ul style="list-style-type: none"> •

Example 2

	Tactic	Goal	Preparatory Actions	Ongoing Actions	Track Your Results
Step 1	<u>Structured Networking for Referrals</u>	Every month, 600 people receive a “Free Thriving Goddess Home Assessment” card from one of my referral partners generated through networking.	<ul style="list-style-type: none"> • Become a member of a BNI or LeTip chapter • Create and print the cards (Vistaprint.com) 	<ul style="list-style-type: none"> • Attend a weekly structured networking meeting (BNI or LeTip) • Meet for coffee with 3 people from my structured networking group • Give 3 Free Thriving Goddess Home Assessments to potential referral partners 	<ul style="list-style-type: none"> •
Step 2	“The Free Thriving Goddess Home Assessment” to reveal her specific Goddess Influence and explore the types of objects, colors, fragrances, and textures their goddess type needs to thrive. The prospect completes a written assessment before hand. At the 1-1 meeting to explore the findings, the prospect also receives a small gift – a particular stone – representing the specific goddess energy needed in her home.	Every month, 12 people receive the Free Thriving Goddess Home Assessment	<ul style="list-style-type: none"> • Create the assessment, which prospects will fill out • Create a plan for your 1-1 session, including a script for how you complete the session and invite them to receive your written proposal 	<ul style="list-style-type: none"> • Set up 12 meetings (3 per week) and follow up with an email with the assessment attached • Conduct 12 1-1 meetings (3 per week) to reveal the results of their assessment and discover more of their specific needs so 	<ul style="list-style-type: none"> •

Step 3	<u>Written Proposal</u> presented during a follow up meeting	Every month, 8 new proposals are created and delivered		a written proposal can be prepared	
Core Product	<u>Goddess Home Decorating Service</u> for \$2500-10,000	Every month, 4 new people will sign up for the Goddess Home Decorating Service	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Write and send out 8 new proposals per month (2 per week) • Provide services 	<ul style="list-style-type: none"> •
Step 4	<u>Goddess Home Ritual</u> – A free 5-page instruction guide via opt-in on the website; also signs them up for a weekly eZine giving goddess at home tips	Every month, 20 new people sign up for the <u>Goddess Home Ritual</u> .	<ul style="list-style-type: none"> • Create/update online opt-in to reflect this • Sign up for email broadcast service • Create/update eZine template 	<ul style="list-style-type: none"> • Write and broadcast your email newsletter weekly 	<ul style="list-style-type: none"> •

Example 3

	Tactic	Goal	Preparatory Actions	Ongoing Actions	Track Your Results
Step 1	Social Media	Every month, 138,000 people each month need to be exposed to you through Social Media	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Make 8 thoughtful, intelligent comments every day in groups with >1,000 people • Update your status 3x's per day • Invite 3 new friends per day • Make 3 thoughtful comments to one of your "Centers of Influence" • (Have 20 Centers of Influence to choose from) • RSS feed your blog 3x weekly into notes • Add new pictures weekly • Add 1 video per month 	<ul style="list-style-type: none"> •
Step 2	Online Free Carrot – "Top 10 Mistakes People Make When Selecting A Niche" that - it contains 3-4 links to the sales page	Every month, 2777 people receive the free online carrot			
Step 3	Sales page where someone can	Every month, 1666	<ul style="list-style-type: none"> • Set up shopping 		

	buy	people come to the sales page	cart service	
Core Product	<p>"Niche And Prosper: 5 Steps To Discovering Your Niche and Attracting 10 New Customers in 60 Days" 3-CD Audio Program- \$89</p> <p>Blog connected to RSS feeds that go into Facebook, etc.</p>	<p>Every month, 50 new people purchase the "Niche And Prosper" Audio Program</p>	<ul style="list-style-type: none"> Create/update a sales page where people can buy 	
Step 4			<ul style="list-style-type: none"> Set up blog and RSS feed capabilities Blog 3 times per week 	<ul style="list-style-type: none">

Track and Hone

Once you have set your system up and running, it's important to track both your activities and your results in the far right column of the matrix.

By doing this, you will be able to put real numbers, instead of estimates, into your calculations of goals for each step in the funnel. You will see the strengths and weaknesses of your funnel.