



Funnel Activation Matrix

	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	Teleseminar Swaps with Partners	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 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, "Be Debt Free in 12-Months", 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	Verbal invitation 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" membership program	<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"> •



<p>Core Product</p>	<p><u>The "Be Debt Free in 12-Months" Program</u> – membership program with 2 group teleseminars monthly for \$59/month</p>	<p>Every month, 25 new members will sign up for the "Be Debt Free" membership program for \$59/month</p>		<ul style="list-style-type: none"> • Give the two membership calls monthly • Post the recordings online 	<ul style="list-style-type: none"> •
<p>Step 4</p>	<p><u>Free "Be Debt Free" Checklist and Community</u> with weekly free teleseminar calls featuring a guest expert addressing the topic of money</p>	<p>Every month, 100 people sign up for my free community</p>	<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	<u>“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.</u>	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/week) and follow up with an assessment • Conduct 12 1-1 meetings (3 per week) to reveal the results of their assessment and discover more of their specific needs so a written proposal can be prepared 	<ul style="list-style-type: none"> •



<p>Step 3</p>	<p><u>Written Proposal</u> presented during a follow up meeting</p>	<p>Every month, 8 new proposals are created and delivered</p>	<ul style="list-style-type: none"> • Write and send out 8 new proposals per month (2 per week) 	<ul style="list-style-type: none"> •
<p>Core Product</p>	<p><u>Goddess Home Decorating Service</u> for \$2500-10,000</p>	<p>Every month, 4 new people will sign up for the Goddess Home Decorating Service</p>	<ul style="list-style-type: none"> • Provide services 	<ul style="list-style-type: none"> •
<p>Step 4</p>	<p><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</p>	<p>Every month, 20 new people sign up for the <u>Goddess Home Ritual</u>.</p>	<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 •

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			



<p>Step 3</p>	<p>Sales page where someone can buy</p>	<p>Every month, 1666 people come to the sales page</p>	<ul style="list-style-type: none"> • Set up shopping cart service • Create/update a sales page where people can buy 	
<p>Core Product</p>	<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>Every month, 50 new people purchase the “Niche And Prosper” Audio Program</p>		
<p>Step 4</p>	<p>Blog connected to RSS feeds that go into Facebook, etc.</p>		<ul style="list-style-type: none"> • Set up blog and RSS feed capabilities • Blog 3 times per week 	<ul style="list-style-type: none"> •