

Monthly **\$10,000**

Weekly **\$2,500**

Daily **\$500**

*“Determine exactly
what you intend to
give in return for the
money you desire.”*

Napoleon Hill – Think & Grow Rich





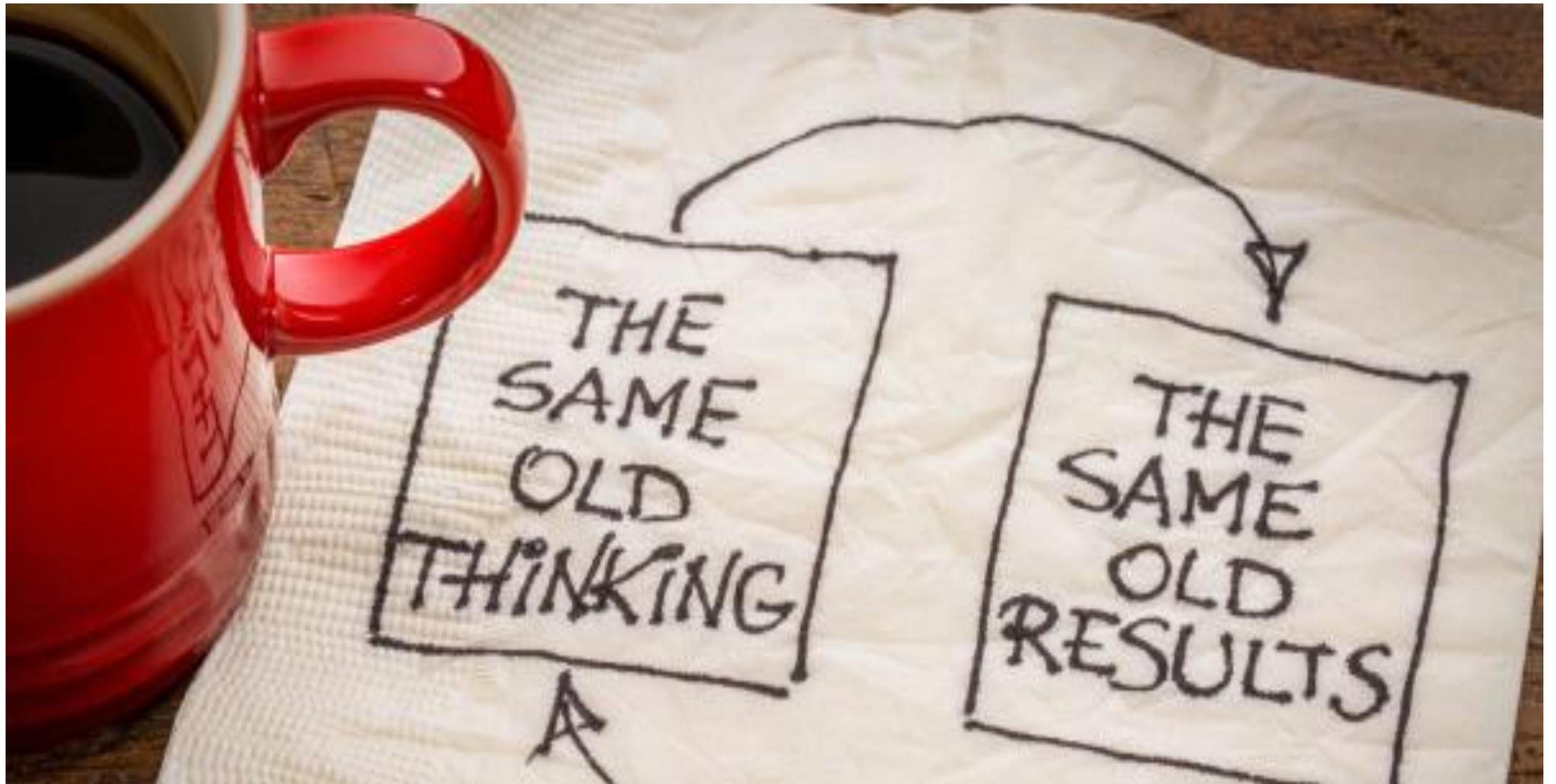
Develop Your Funnel



The Funnel



Goal: \$10,000



FUNNELOLOGY

The Top Down Approach to Earning
More Money & Serving More People

And ...

Having a Greater IMPACT

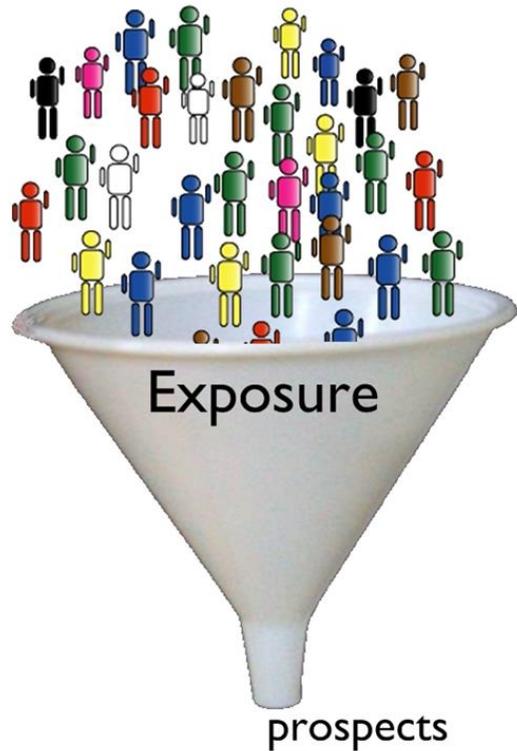
Your Funnel Leads the Way



Develop Your Funnel

Have a Variety of Offerings to Meet Them Where They Are

Don't Know You



Get to Know You
Free or Low Price

Know & Like You
Medium to High

Love You
High End - Repeat

FUNNELOLOGY

Optimal Solution

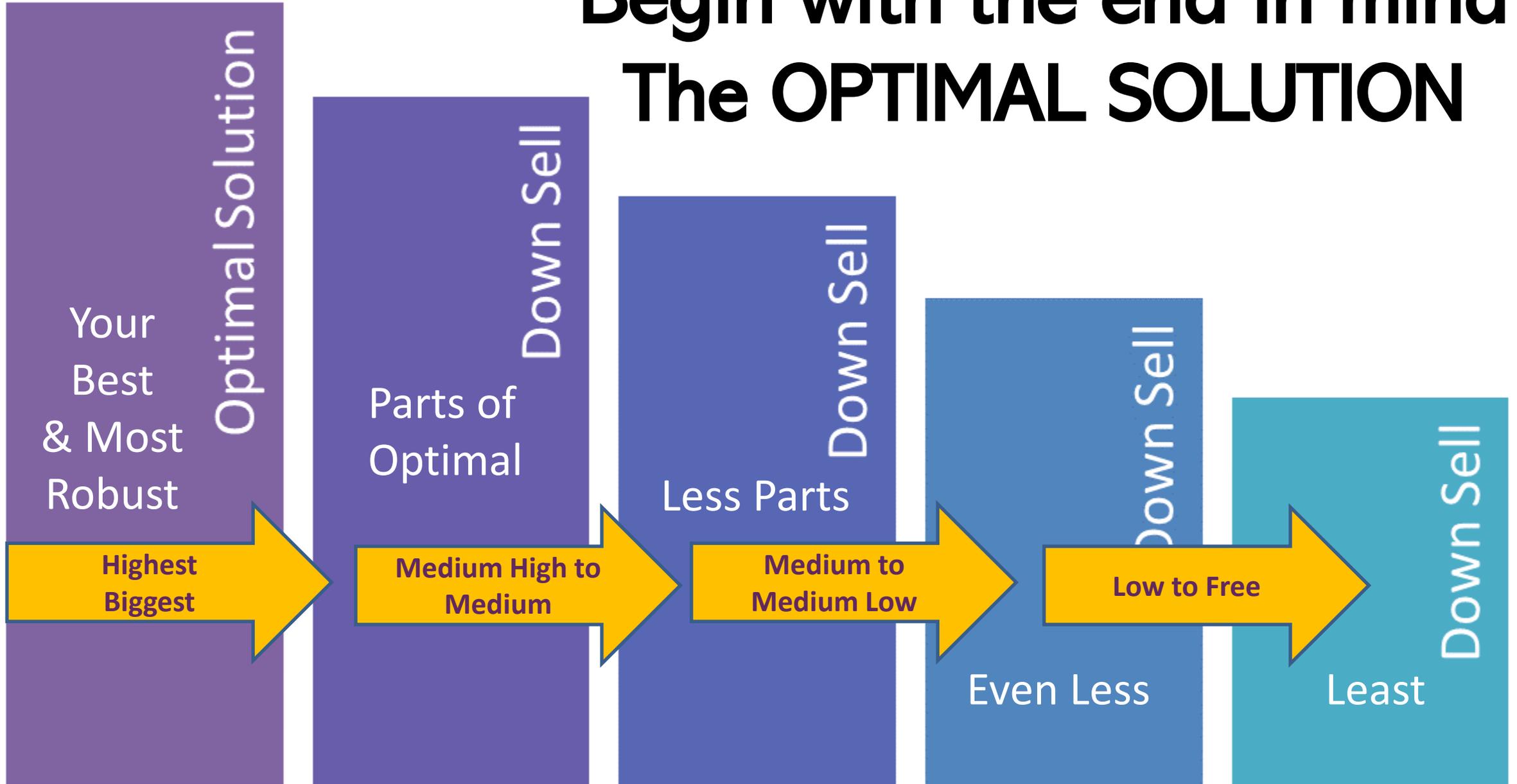
Down Sell

Down Sell

Down Sell

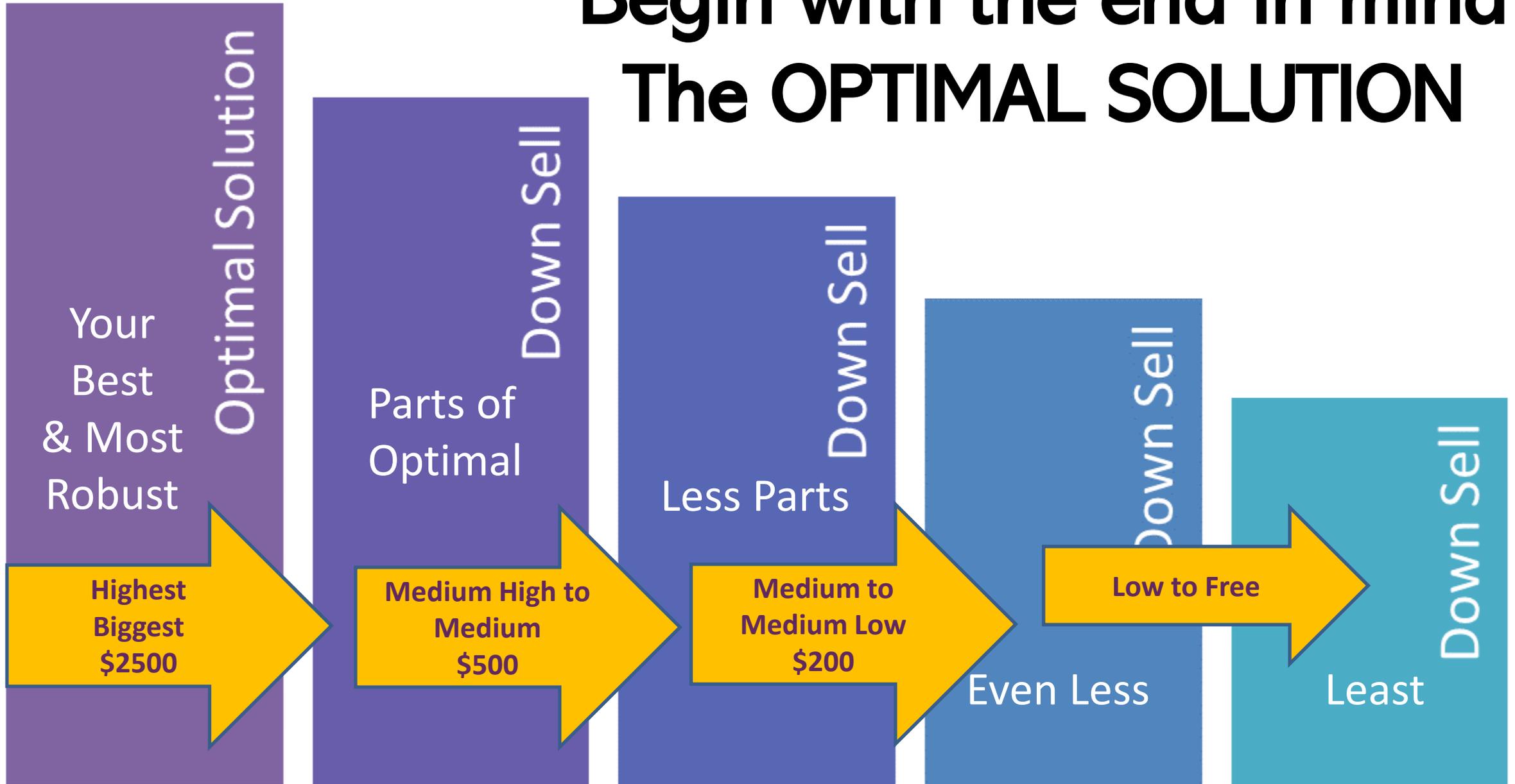
Down Sell

Begin with the end in mind The OPTIMAL SOLUTION



Begin with the end in mind

The OPTIMAL SOLUTION



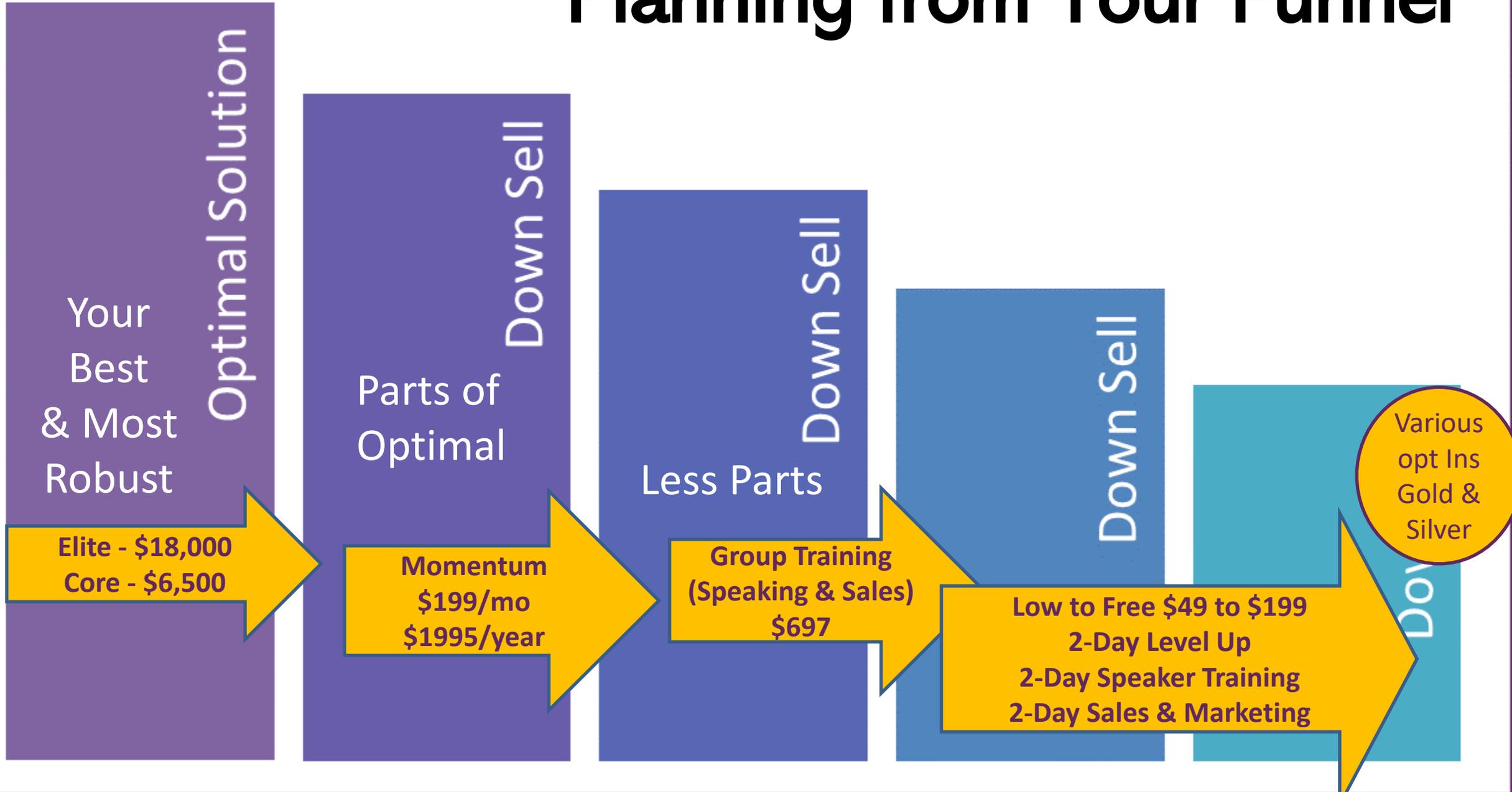


Goal: \$10,000/mo



Goal: \$120,000/yr

Planning from Your Funnel



Planning from Your Funnel



January	February	March
April	May	June
July	August	September
October	November	December



**92% of All Customer
Interactions Happen
Over the Phone
(actually **TALKING** with
people)**

Study by Brian Williams, PhD (Brevet)

Expectations & Planning for Success

Proper Planning for Filling Your Programs

Step 1. Set a Goal # of Participants **25**

Step 2. Assume you have a 20% closing ratio

**How Many “Sales / Enrollment” Conversations
Will You Want to Have to Achieve Your Goal?**

Goal = $25 \div 20\%$ (or $\times 5$) = 125 People

Expectations & Planning for Success

Example:

Start Date of Program – September 1st - \$497

Goal 25 Participants = \$12,425

of Sales/Enrollment Conversations = 125

**6 Week
Marketing Period**

When	What	# People Reached	# Enrolled
Week of 7/15 to 7/22	Phone Calls *	10 (x 20% Closing)	2
Week of 7/23/to 7/29	Phone Calls	10 (x 20% Closing)	2
8/5	Webinar	30 (x 20% Closing)	6
Week of 7/30 to 8/5	Phone Calls	10 (x 20% Closing)	2
Week of 8/6 to 8/11	Phone Calls	15 (x 20% Closing)	3
Week of 8/12 to 8/18	Phone Calls	15 (x 20% Closing)	3
8/19	Webinar	25 (x 20% Closing)	5
Wrap Up – 8/20 to 8/30	Phone Calls	30 (x 20% Closing)	6
Totals: (8/31/20)	Enrollment Closes	125 (x 20% Closing)	Total 29

Planning from Your Funnel



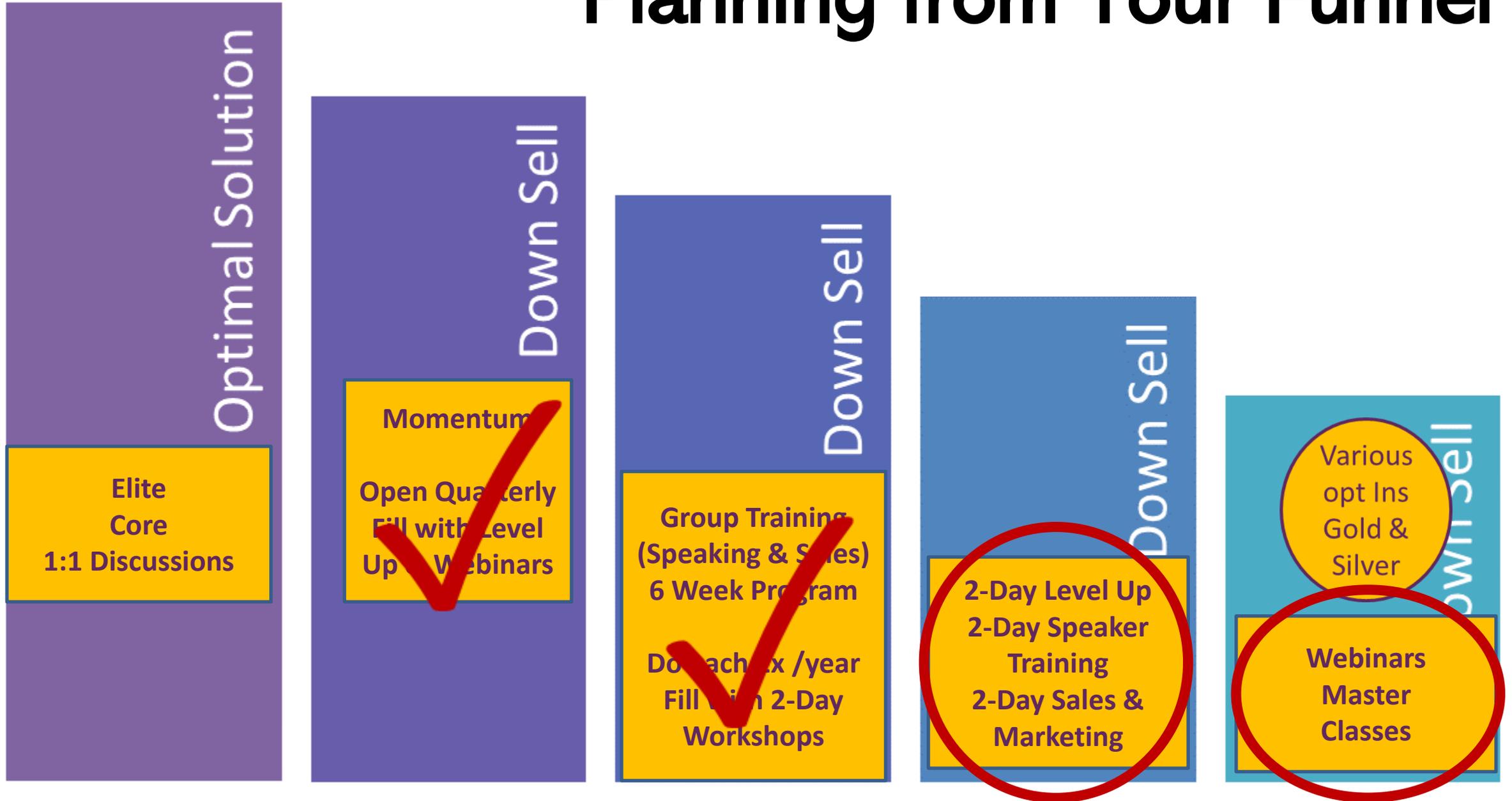
January	February	March
		Open Momentum
April	May	June
		Open Momentum
July	August	September
		Open Momentum
October	November	December
		Open Momentum

Planning from Your Funnel



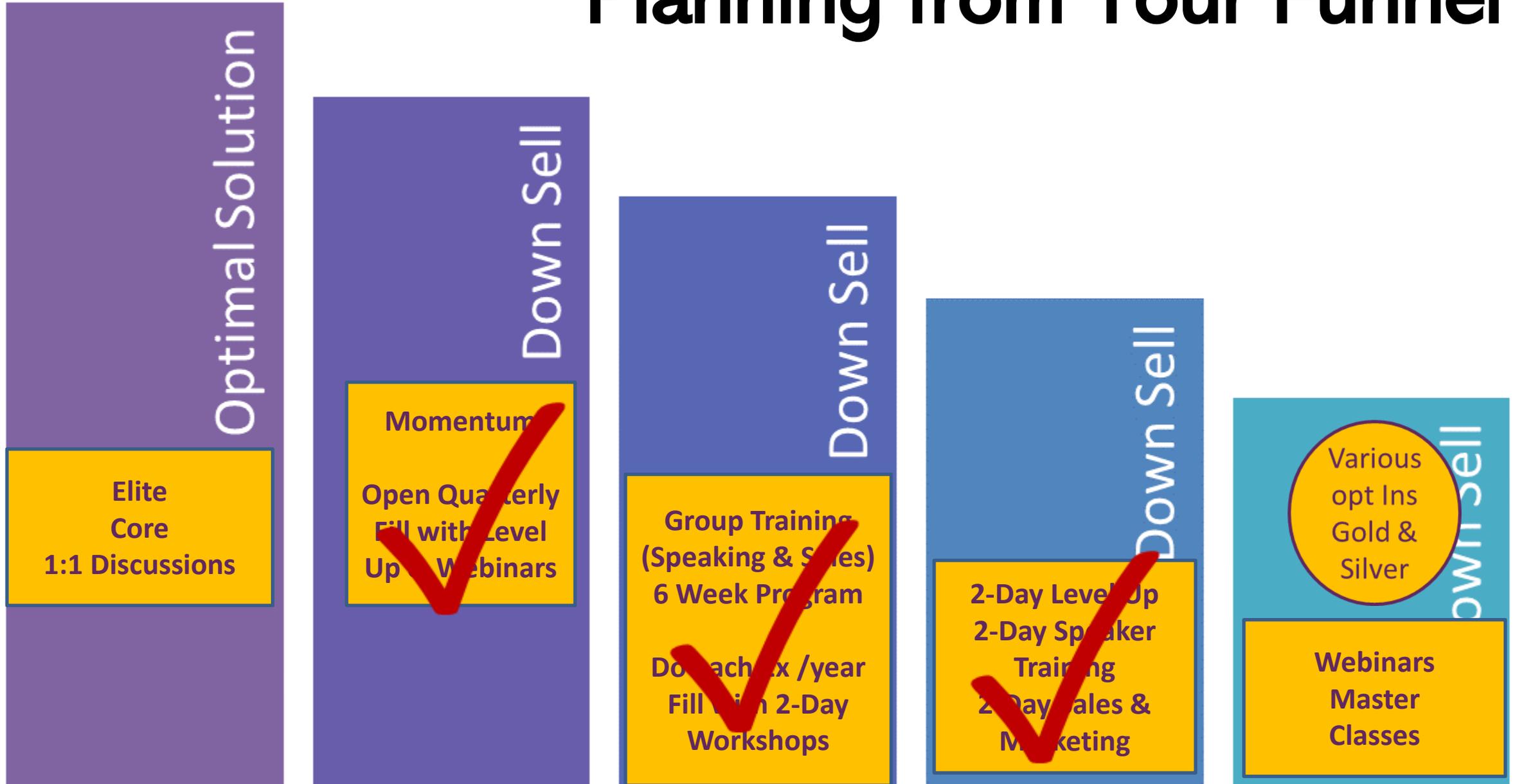
January	February	March
Group Training (Speaking)		Open Momentum
April	May	June
	Group Training (Sales)	Open Momentum
July	August	September
	Group Training (Speaking)	Open Momentum
October	November	December
	Group Training (Sales)	Open Momentum

Planning from Your Funnel



January	February	March
2-Day Biz of Speaking Group Training (Speaking)		Open Momentum
April	May	June
2-Day Sales Bootcamp	Group Training (Sales)	2-Day Level Up Open Momentum
July	August	September
2-Day Biz of Speaking	Group Training (Speaking)	Open Momentum
October	November	December
2-Day Sales Bootcamp	Group Training (Sales)	2-Day Level Up Open Momentum

Planning from Your Funnel



January	February	March
2-Day Biz of Speaking Group Training (Speaking)	Membership Drive	Int' Women's Day – 2 Webinars Open Momentum
April	May	June
2-Day Sales Bootcamp	Group Training (Sales)	Webinar/Master Class 2-Day Level Up Open Momentum
July	August	September
2-Day Biz of Speaking	Membership Drive Group Training (Speaking)	Webinar/Master Class Open Momentum
October	November	December
2-Day Sales Bootcamp	Group Training (Sales)	Webinar/Master Class 2-Day Level Up Open Momentum

Planning from Your Funnel

