

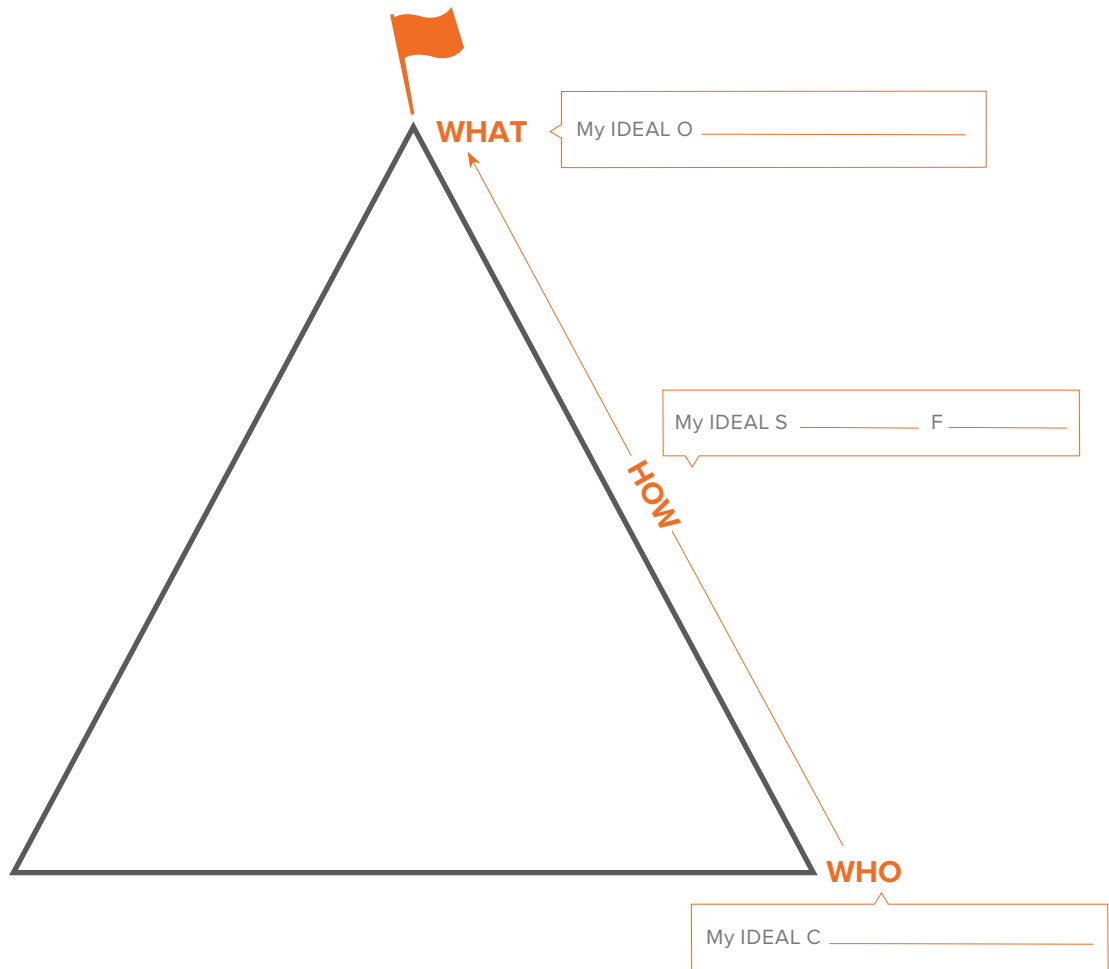
How To Move More People To The Top of My Marketing Mountain™

My Sales Funnel Design Framework

Name: _____

Date: _____

My Marketing Mountain™



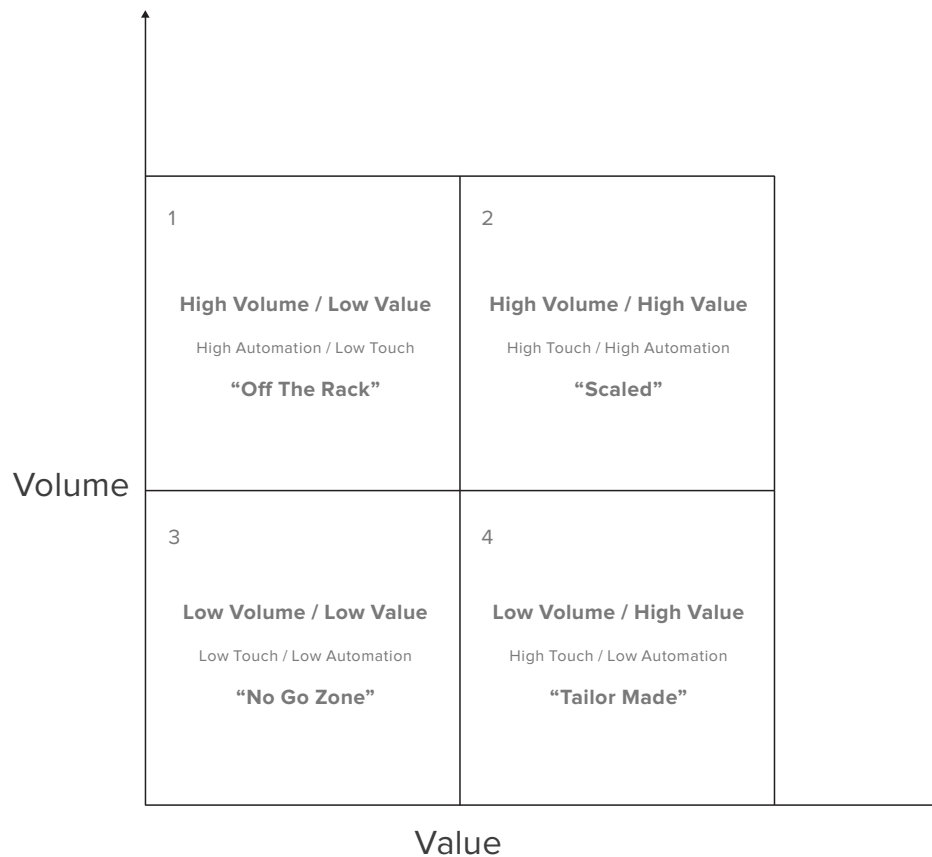
1. Identify My WHAT (My IDEAL O _____)

Name, price, inclusions...

2. Identify My WHO (My IDEAL C _____)

Identity, money, lifestyle, mindset...

My Volume / Value Quadrant™



3. Identify My Volume / Value Quadrant

My Volume / Value Quadrant is...

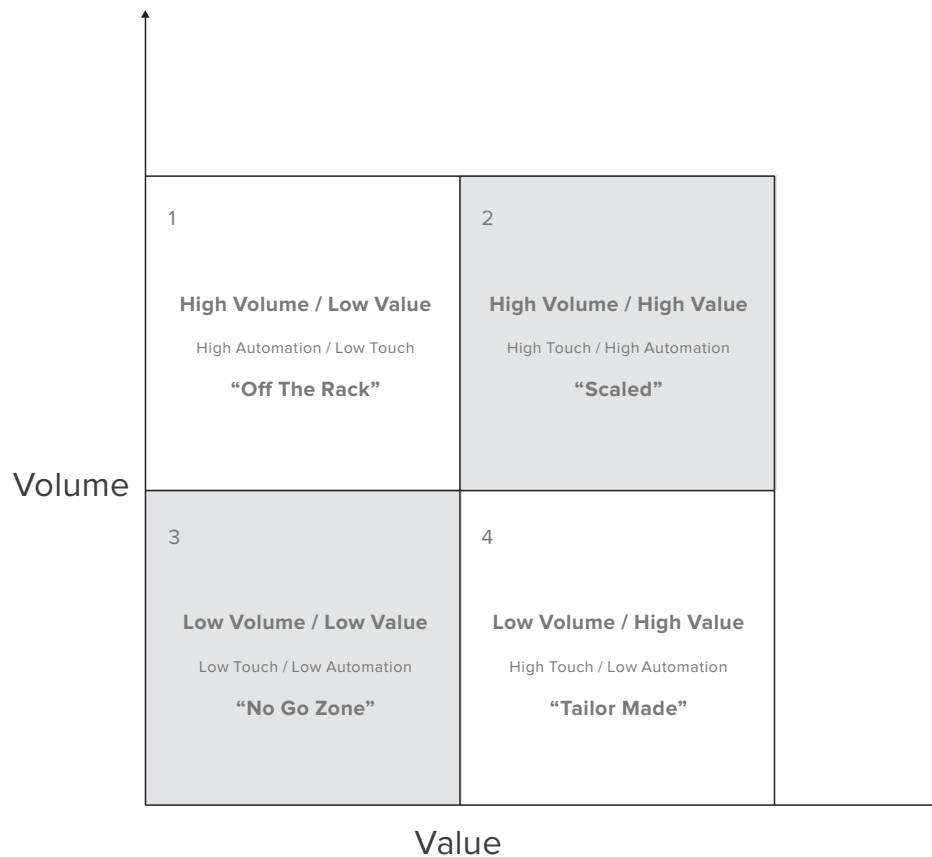
4. Identify My Sales Funnel Touch / Automation Equation

My Sales Funnel Touch / Automation Equation is...

High _____

Low _____

My Sales Funnel Design Track™



3. Identify My Sales Funnel Design Track

My Sales Funnel Design Track is...

My Sales Funnel Design Track

The Two Tracks - Characteristics

Off The Rack High Volume / Low Value Low Touch / High Automation	Tailor Made Low Volume / High Value High Touch / Low Automation
<ul style="list-style-type: none"> • Easy to replicate • Plentiful supply • Complexity can be systemised • Little variation from client to client • One size fits all • Little to no individual / personal advice required • Minimal customisation expected • Delivery does not depend on a key person / persons • Repeat purchase - often • Emotional importance - often low 	<ul style="list-style-type: none"> • Hard to replicate • Limited supply • Complexity difficult to systemise • High variation from client to client • Bespoke • High degree of individual / personal advice required • High level of customisation expected • Delivery depends on a key person / persons • Repeat purchase - less often • Emotional importance - often high

The Two Tracks - Process

Off The Rack High Volume / Low Value Low Touch / High Automation	Tailor Made Low Volume / High Value High Touch / Low Automation
<ul style="list-style-type: none"> • Awareness: High Volume traffic source <ul style="list-style-type: none"> • Email via lead magnet • Consideration: Step 2 <ul style="list-style-type: none"> • Webinar • Sales Video • Special Offer/Coupon • Conversion: Electronic <ul style="list-style-type: none"> • Online sales form 	<ul style="list-style-type: none"> • Awareness: Low Volume traffic source <ul style="list-style-type: none"> • Low Hanging Fruit • Networking OR High Volume traffic source <ul style="list-style-type: none"> • Email via lead magnet • Consideration: Step 2 <ul style="list-style-type: none"> • Personal Meeting • Free Discovery Call • Conversion: Personal <ul style="list-style-type: none"> • Purchase order • Personal email reply • Handshake • Verbal "Yes"

My Sales Funnel Design



Additional Notes

A large, empty rectangular box with a thin orange border, intended for additional notes.