



## Basic Marketing Funnel

What is it?

What is it about?

What is in it for them? (Why bother?)

- Step 1: Lead Magnet Landing page with Free Gift offer invitation to opt in. Can have a video as well as copy only description.
- Step 2: After they opt in, they are led to a Welcome or delivery page. This page will have the link leading to the free gift. Another design would be that this is a copy only page stating that you thank them for joining your community and that their Free Gift will arrive shortly in their email.
- Step 3: On the Welcome or delivery page, you will have an invitation for them to have a no cost consultation, Get To Know You, Discovery, Breakthrough, Activation Session. You would have a link to your electronic calendar embedded on this page. You could have a video on this page stating two core messages:
- Review the value, impact, and benefit of the Free Gift, and
  - Invite them to have a no cost consultation session with you. This can be in a video or text only. You would outline the impact, value, and benefits when they have this session with you.