



10 TIPS TO BUILDING YOUR FUNNEL

1. What is your starter offer?
2. What is your free or trial offer?
3. What is your core offer?
4. What is your members-only offer?
5. What are your add-ons to increase value?
6. What is your “make it easy to switch” offer?
7. What are your strategic partner pairings?
8. Assess the effectiveness of your content
 - a. Is it shareworthy?
 - b. Is it quality?
 - c. Is it targeted?
 - d. Is it geared to get them closer to a result or solution?
9. Impact paid and earned media by increasing brand reach
 - a. Who are your brand ambassadors?
 - i. Do your customers talk about you? If so, why? If not, how can you get them to?
 - b. Who is your target?
 - i. Is your message going in front of the right would-be customer?
 - c. Are you encouraging engagement?
10. Start SIMPLE