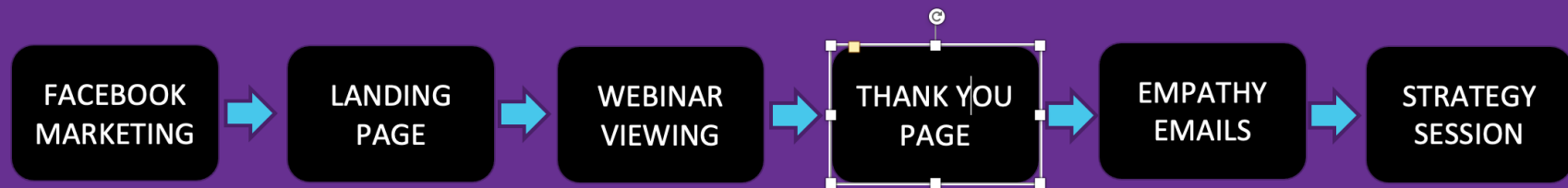


## The “Bullet Proof, Time Tested, Never Fails” Coaching/Consulting Funnel Strategy



### THE SIMPLE 6 STEP CLIENT FUNNEL



This funnel is simple, direct and effective. Your prospect clicks on the Facebook ad and then gives you an email address. We can use that email address as a backup to secure a Strategy Session. The prospect then watches a webinar to learn more about what you provide. Once the prospect signs up for a Strategy Session, they are invited to visit a Thank You page, also called an Indoc (indoctrination) Page. Here you can share your story and further training in preparation for the Strategy Session. The ensuing Strategy Session is your opportunity to help your prospect and potentially, if the prospect is a good fit, generate a new client.