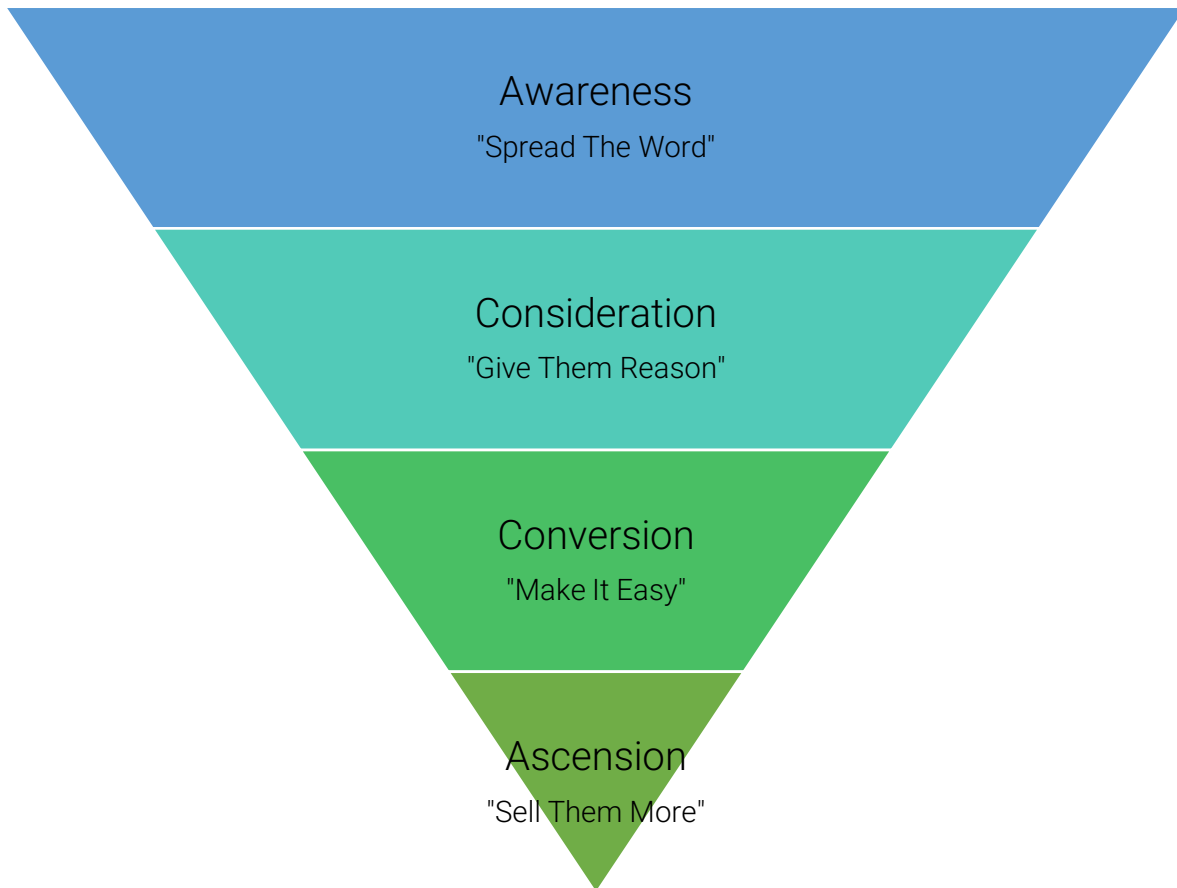


Marketing Funnel Summary



Awareness Stage

Goal: Spread the word about your business.

Question: What are free ways to spread word about your business? What are paid ways to spread word about your business? Where can you reach your ideal customer?

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Consideration Stage

Goal: Present yourself as the best option.

Questions: What can you offer that is better than your competition? How can you present yourself as a professional?

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Conversion Stage

Goal: Make it easy for someone to do business with you.

Questions: How can you reduce friction in the buying process? What tools do you need to make the transaction easy for the customer?

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Ascension Stage

Goal: Continue to get value from your existing customers.

Questions: How can you get more revenue from your existing customers? How can you exceed their expectations and leave them saying “wow”?

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