

Feel Good Funnels

AWARE

1. Which 3 things does your ideal client need to know and believe about you before they buy from you?

2. What kind of content are you going to show them? Eg. email content, blogs, videos, Facebook group

3. Which 3 topics are you going to cover to build on your lead magnet and position you as an expert?

Feel Good Funnels

ENGAGED

1. Which 3 specific pieces of evidence can you offer which prove you are the trusted expert they need?

2. What kind of content are you going to show them? Eg. case study, video testimonials, facts and figures, social media comments and messages

3. Which 3 specific pieces of evidence do you have (or could create/find) and what do they prove?