

CREATING MARKETAPEEL

FUNNEL PLAN



Book Sixteen of the MarketA Peel
Personal Branding Workbook Series

Copyright © 2021 by MarketAPeel

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law. For permission requests, write to the publisher, addressed at the address below.

Shannon Peel
MarketAPeel
411 939 Homer Street
Vancouver, BC

www.shannonpeel.com
www.marketapeel.agency

How to Use this Booklet

Thank you for downloading, Creating MarketAPeel, to help you define your brand and start your journey of discovery about yourself, your business, and your product / service. This booklet is the beginning of a much larger, Creating MarketAPeel Workbook, available at www.marketapeel.agency

YOU ARE A PRODUCT

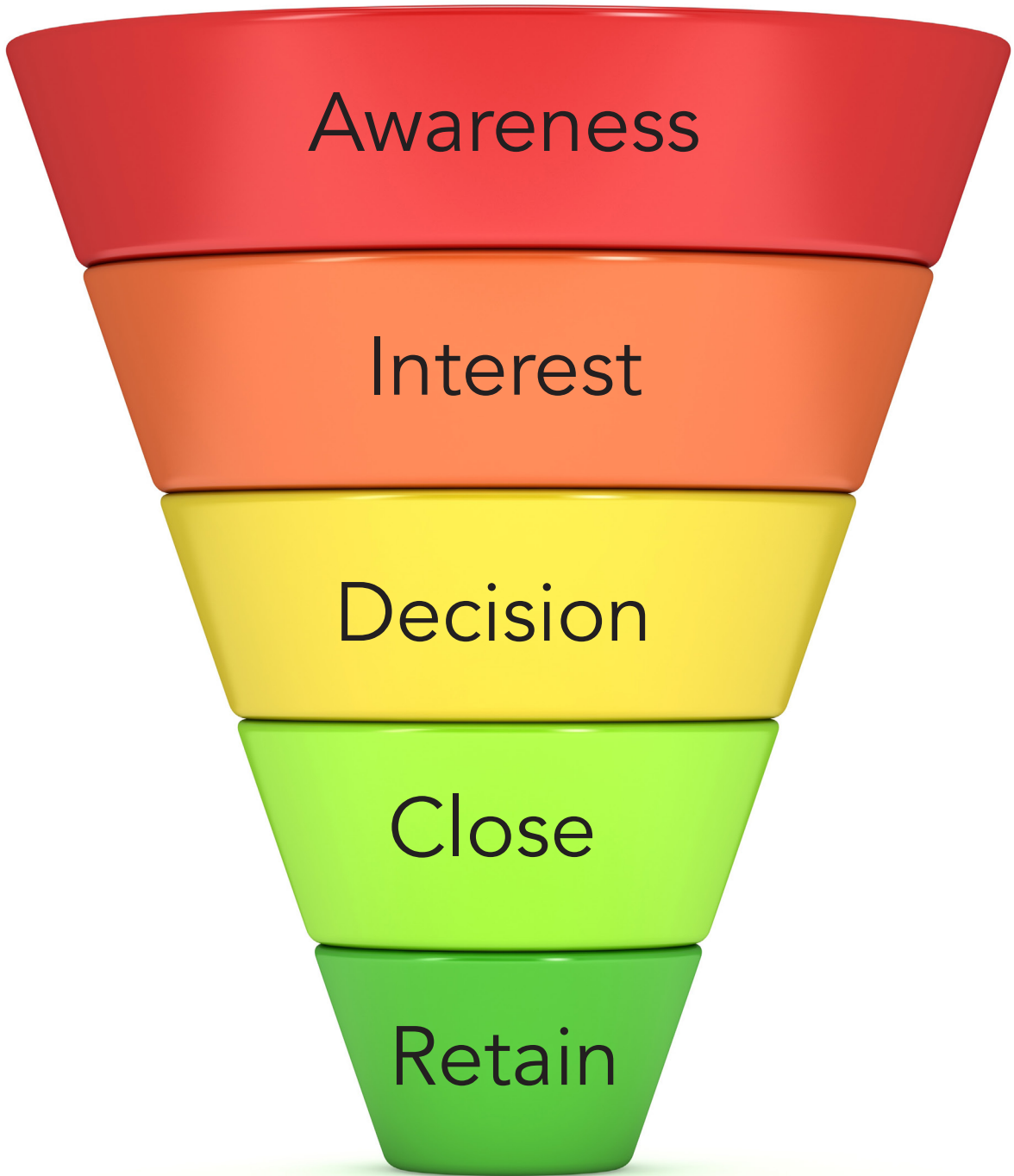
Whether you are a business owner, a sales professional, or on the corporate ladder, consider promoting yourself as a personal business with goals, objectives, and a vision for your future.

This booklet will help you define who you are and why someone should hire you, buy from you, or pay attention to what you have to say.

There are lots of books in the market about business, marketing, and branding, this workbook is meant to be an accompaniment to them. If like me, you have a library of books on business, sales, marketing, advertising, self help... well, the list is endless, you already know a lot of theories. You probably have a number of ideas running through your mind without any idea on how they apply to you or plan of action.

This workbook is meant to help you dive further into the theories, to unpack the ideas, and define how to move forward towards the life you want.

If you are reading this on a computer screen, I suggest you print the document and grab a pen, because this is about to get messy. Like most people, I type more than I write because it's faster, it's easier, and let's face it, my penmanship makes a doctor's prescription pad crystal clear. You may want to type out your answers, however, a computer screen creates a filter between the mind and the page. You will get more out of it if you use a pen.



Awareness

Interest

Decision

Close

Retain

Dream Big!

What is the objective or goal of your funnel? I know sounds like a dumb question because the obvious answer is more sales!!! I want you to think a bit bigger than transactional sales. What will having a working funnel do for you and your business?

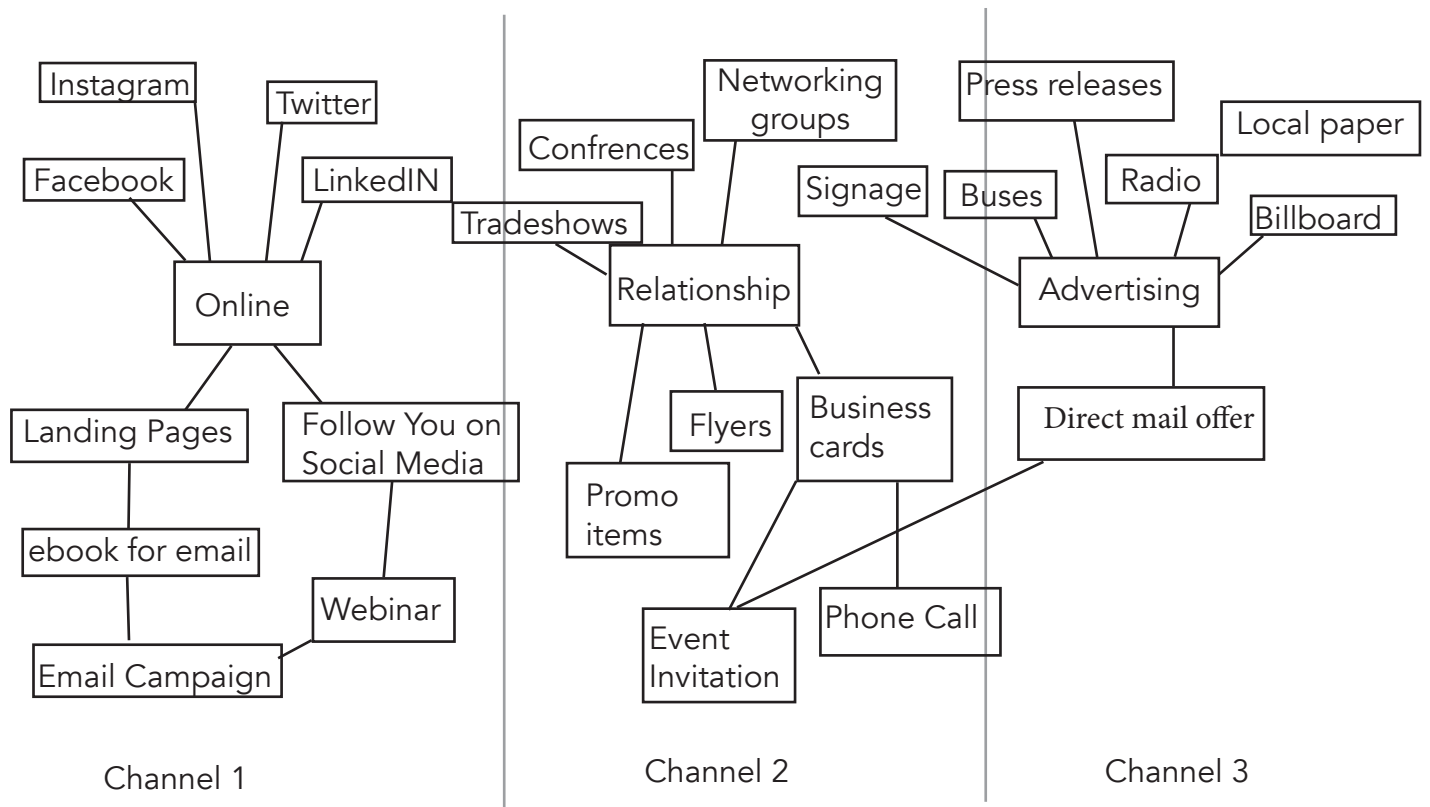
Save time?

Be more organized?

Double your business?

Attract better clients?

Before you get started, I want you to take a moment to dream. To let your imagination go wild and define what the best outcome for you will look like. How do you want your business to run and how do you want to spend your day?



I've started a visualization of how potential clients can move down the funnel. Draw out a path leads can move through to know you and learn more about who you are. Go through the process for all the stages.

Once you have drawn out the process go back and make notes about

1. How do people behave when they are interested at each step along the journey
2. What metrics do you want to measure at each step
3. How can you know who is ready for more information and who is not
4. What tools and software programs can help you stay organized
5. Where can automation be utilized?
6. What message needs to be communicated at each stage?
7. How will the lead go from one step to the next?

It will take a lot of thought to figure out the best way to guide your leads through the funnel and into clients. What behaviours, triggers, or indicators do you need to keep an eye out for?

Make as many notes and ask yourself as many questions as you can for each step. Then set up the systems, programs, and people to make the process run smoothly.

Once the process is in place, keep testing it, evaluating it, and trying different things until it is working like a well oiled machine.

Draw one Channel Process.



MARKETAPEEL

Visit MarketAPeel.agency for
more resources to help you tell
your personal brand story.

www.marketapeel.agency