CREATING MARKETAPEL

FUNNEL PLAN



Book Sixteen of the MarketAPeel Personal Branding Workbook Series

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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?

Awareness!

Awareness is the first	t step to filling your f	unnel. If people	don't know yo	ur brand
they won't consider	you when they make	a purchase.		

What you are trying to do at this point is to create brand awareness. This is the push type of marketing and advertising. Things like bus benches, magazine ads, and TV commercials fit into this part of the funnel.

Make a list of all the ways you want to get your brand in front of people who don't know who you are or what you do.

Interest

Interest is the first step your leads will take inside your funnel. They have heard of you, they know you exist but they know very little about what you do or how you can help them.

What you are trying to do at this point is to Educate them about what you do and who you are.. This is still push type of marketing and advertising, but in a much warmer climate. Things like newsletters, emails, and product samples fit into this part of the funnel.

lake a list of all the ways you want to educate people about who you are.	

Decision

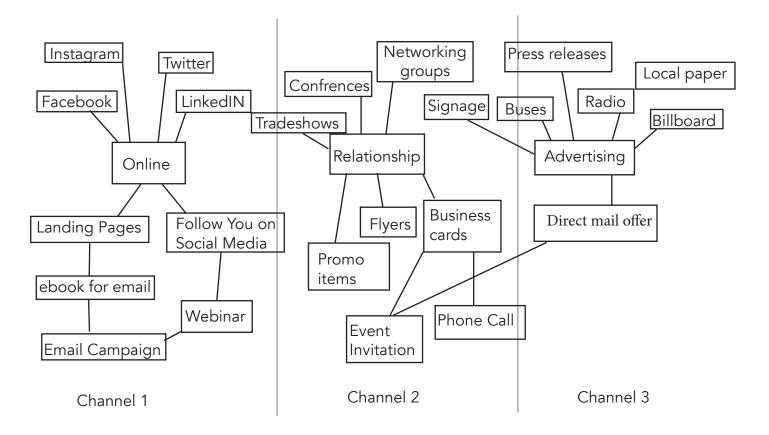
Decision is where things start getting exciting because the leads in your funnel have identified a problem they are having and have started to actively do research to find a solution.

At this point the flow of information has switched and your potential client is now seeking for information to help them find a solution to their problem. They will start searching the world's biggest directory - The Internet - to find businesses like yours. This is where websites, blogs, directory listings, and brochures come in

Make a list of all the	ways you want to	people to find	l information wh	en they search

Close

Close is when your potential client is ready to buy and they just need a reason to choose you.
You are in the room. They have money to spend and they want you to tell them why they should give you their hard earned dollars. The is where sales presentations, demos, product samples, and promotions come in.
Make a list of all the ways you can communicate to a potential client so they choose you.



I'v 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, evealuating it, and trying different things until it is working like a well oiled machine.

Draw one Channel Process.



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

www.marketapeel.agency