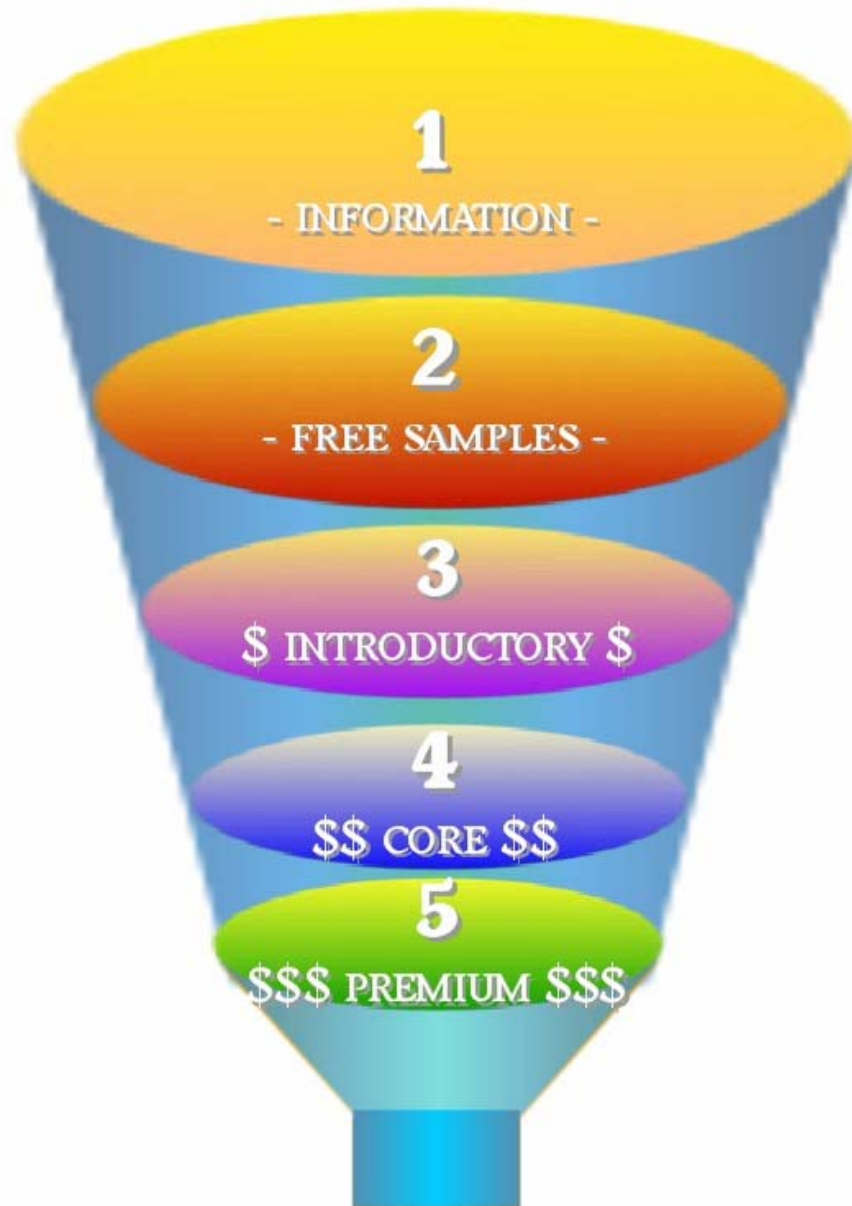


# Coaching Business Sales Funnel



## 1 INFORMATION

**OBJECTIVE:** Attract attention & interest

**STRATEGY:** Show up as an expert coach

**EXAMPLES:** Website/blog content; articles; public speaking; networking & joint ventures; advertising

## 2 FREE SAMPLES

**OBJECTIVE:** Build list of qualified leads

**STRATEGY:** Establish credibility & value

**EXAMPLES:** Info-product(s) for subscribers; keep in touch with leads via autoresponder

## 3 INTRODUCTORY PRODUCTS

**OBJECTIVE:** Convert leads to customers

**STRATEGY:** Engage & educate; minimize risk

**EXAMPLES:** High-value, low-cost/low risk info products

## 4 CORE PRODUCTS & PROGRAMS

**OBJECTIVE:** Keep/grow value of customers

**STRATEGY:** Facilitate results & connections

**EXAMPLES:** Group coaching; teleclasses; paid membership; limited 1-1 access

## 5 PREMIUM PRODUCTS & PROGRAMS

**OBJECTIVE:** Keep/grow value of customers

**STRATEGY:** Personalize & customize

**EXAMPLES:** Custom/ 1-1 coaching; exclusive/unlimited access