



SALES FUNNEL  
LAST REVIEWED: FEBRUARY 28, 2013

## Purpose

This process outlines the general sales funnel for Sweet Phenomena. Additional funnels, specific to certain activities such as social media, will be created soon.

## Content

Outlined below is a visual reference of the process, as well as a step-by-step guide with expanded information about the process. They are meant to be used in conjunction with each other.

## Current Product Offerings

- 📖 eBook {\$9} *low entry*
- 📖 Workbook for girls {\$40} *low entry*
- 📖 Monthly webinar workshop {\$75} *low entry*

## 2013 Proposed Product Offerings

- 📖 Group coaching program {starting at \$500} *commitment*
- 📖 One-on-one coaching {starting at \$1,000} *commitment*

## PK Judges Please Note:

This sales funnel is based on hypothetical products and services; however, I plan to actually create most, if not all, within the year. The components of the process, ideas, etc., are either already in place in my business, or will be implemented soon. All this to say: while this isn't actually *real*, this was designed as actual process documentation for my business. You will find links in a few spots; please click on these to access process examples.



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<p><i>Networking</i>          how peeps stumble upon Sweet Phenomena</p>	
<p><i>Lead Capture</i>          how peeps express love for Sweet Phenomena</p>	
<p><i>Lead Nurture</i>          how I express love for my peeps</p>	



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<p><i>Low Entry Taste Test</i> how my peeps know if they really love me</p>	<p>ebook</p> <p>girls' workbook</p> <p>monthly webinar</p>
<p><i>Commitment</i> peeps think i'm full of win</p>	<p>group program</p> <p>coaching</p>
<p><i>Customer Service</i> i delight &amp; amaze my peeps with epicness.</p>	<p>extra content</p> <p>drip campaigns</p> <p>email &amp; phone</p> <p>previews &amp; sales</p> <p>referral program</p> <p>usage ideas</p> <p>note &amp; extras</p>



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<i>Networking</i>	<i>bring peeps to Sweet Phenomena</i>
<b>Social Media</b>	Use social media to provide wicked awesome content: <ul style="list-style-type: none"> <li>🌸 Twitter – 9 tweets {3 original &amp; 6 shared content} per day</li> <li>🌸 LinkedIn – 1 status update per day, 1 connection per week, &amp; 1 profile update per month</li> <li>🌸 Pinterest – 2 to 5 pins per day</li> <li>🌸 Google+ - 1 image, 1 post, &amp; 2 shared content per day</li> </ul>
<b>Blog</b>	Use blog to provide dope content: <ul style="list-style-type: none"> <li>🌸 2 posts per month</li> <li>🌸 Reply to comments one time per day</li> </ul>
<b>In Person</b>	Membership in local women entrepreneur group. <ul style="list-style-type: none"> <li>🌸 Attend events 2 times per month</li> </ul>
<b>Speaking</b>	Apply for speaking engagements that jive with my brand's message. Give a passionate presentation, full of win, and have a meaningful conversation with at least 10 folks.
<b>Web Search</b>	Utilize search engine optimization to bring traffic to site. Review Google Analytics to determine potential posts & keyword combinations.
<b>Webinars</b>	Host a free webinar every other month. Free, premium, uber content, Different theme each time; tie to content calendar?
<b>Magazine</b>	Contribute one article per month to BYOU magazine.
<i>Lead Capture</i>	<i>help them remember Sweet Phenomena</i>
<b>Social Media</b>	Connect with super-cool party people on Twitter, LinkedIn, Pinterest, & Google+. <ul style="list-style-type: none"> <li>🌸 Twitter followers – 5 per week</li> </ul>



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	<ul style="list-style-type: none"> <li>📌 LinkedIn – 5 connection per week</li> <li>📌 Pinterest – 5 followers per week</li> <li>📌 Google+ - 5 circle per week</li> </ul>
<i>Newsletter Signup</i>	Gain at least 5 new sign-ups per week. Offer opt-in gift?
<i>Business Cards</i>	Exchange business cards at events. Send cards to Shoeboxed and categorize in software. Send a handwritten note within one week of meeting.
<i>Webinar Signup</i>	Folks who sign-up for free webinars placed on email list. Continue to provide swell content at least 2 times per month.
<i>Free Consults</i>	Offer free 30 minutes consultations to those who have filled out & “passed” free consult screening form. These folks are placed on an email list and are updated with content at least 2 times per month. Handwritten thank you sent after consult.
<i>Referrals</i>	Referrals are obtained from current or previous customers. If possible, personal connection is made once they've been referred.
<i>Event Signups</i>	At speaking engagements or other events where Sweet Phenomena is involved in some capacity, a signup form will be present {where appropriate} that allows people to request to be placed on the newsletter list.
<i>Lead Nurture</i>	<i>give the people what they want</i>
<i>Newsletter</i>	Latest posts, announcements, events, interesting content, exclusive content, specials {80/20}; <a href="#">presented weekly</a>
<i>Personal Emails</i>	When a follower has shared something personal, reach out via a personal email if possible. Thank them, offer support.



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<b>Premium Content</b>	Always, always, without a doubt, always provide the best possible content. Don't worry about giving away the farm, treat followers like gold. Includes social media content, blog posts, newsletter, etc.
<b>Free Consults</b>	Offer free 30 minutes consultations to those who have filled out & "passed" free consult screening form. These folks are placed on an email list and are updated with content at least 2 times per month. Handwritten thank you sent after consult.
<b>Drip Campaigns</b>	Run appropriate drip campaigns upon signup for newsletter/email list. Different drips for webinar signup, newsletter signup, etc. Present past series content, new series content exclusive to the list, past webinars, etc.
<b>Solos</b>	Send solo emails when content and/or event is deemed exceptional and personally vetted by me. No more than one solo per week.
<b>Direct Message</b>	Reach out to at least 2 new followers per week via direct message function in social media { <a href="#">Facebook</a> , <a href="#">Twitter</a> , etc.}. No generic direct messages; personally written only.
<b>Low Entry Taste Test</b>	<i>easy does it purchases</i>
<b>eBook \$9</b>	eBook with tips to help mothers of daughters talk about partner abuse. Designed to start at a young age, but information pertinent for any age.
<b>Girls' Workbook \$40</b>	Colorful, glossy-paged, thick, premium, awesome workbook designed to engage girls in learning about themselves, building self-esteem, self-awareness, dreams, career &



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	education goals, & more. Meant to be colored in, filled out, stuffed with goodies, memory book.
<b>Monthly Webinar \$75</b>	Webinars coincide with content calendar themes. PDFs, downloadable audio & video. Special bonus offers for other products & services.
<b>Commitment</b>	<i>wootsauce they love it</i>
<b>Group Program *\$500*</b>	Group program is available for families who would rather have their daughters participate in a group program with other girls. Utilizes workbook to build self-esteem and collaboration among the girls. Premium member site, downloadable content, lifetime access. 3 months long.
<b>Coaching *starting at \$1000*</b>	Limited number of one-on-one coaching slots available. Designed to provide personalized support to go through the self-esteem building program. Utilizes workbook and other exclusive resources for coaching clients to closely work with each girl to build self-esteem and dreams for the future.
<b>Customer Service</b>	<i>show 'em you love 'em</i>
<b>Extra Content</b>	Digital item delivery is followed by extra content: previous content appropriate to digital content, exclusive content, ideas for usage, etc.
<b>Drip Campaigns</b>	Drip campaigns follow purchases: bonus content, webinar series, etc.
<b>Email &amp; Phone</b>	Send thank you emails when no physical address is provided, make at least two thank you phone calls per week. Make sure everything arrived, answer any questions, etc.



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<i>Previews &amp; Sales</i>	Give customers access to exclusive sales & previews of new items, sales, etc.
<i>Referral Program</i>	Provide a referral program for current customers. Develop extra products such as eBooks, gift packs for girls {pens, washi tape, nail polish, stickers}, free access to paid webinars.
<i>Usage Ideas</i>	Provide usage ideas for all content; how to make the best use of the product, ideas for extension activities, different ways to use the content.
<i>Note &amp; Extras</i>	Physical items {workbook} ship with handwritten note & extras such as sparkly pens, cute hair ties, & washi tape.