

# CONVERSIONS FOR CLIENTS

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FUNNELS 101



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# WHAT IS A FUNNEL?





IMWarriorTools.com  
**COLD**

**UNAWARE**

Your business begins with the need to build awareness about yourself and your offerings.

**LEAD**

Someone in your target market who is not yet engaged with you.

**PROSPECT**

Someone in your target market who has expressed interest.

**CUSTOMER**

Someone who's invested in your offerings.

**FAN**

An evangelist who tells others.

**HOT**



## LESSON 01

# AWARENESS

- Hear you on a podcast
- Billboard
- Organic Social Media
- Engagement Ads
- Video Views Ads

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## LESSON 01

# LEAD

- Opt-in
- Webinar Registration
- Quiz
- Free Trials
- Coupons

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## LESSON 01

# PROSPECT

- Visited Sales Page
- Book A Discovery Call
- Downloaded Coupon
- Watched Webinar

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## LESSON 01

# CUSTOMER

- Someone who had paid you
- The more life-time value they have the warmer they are

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## LESSON 01

# RAVING FAN

- Affiliates
- People who tell other people about your product

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# COLD AUDIENCE VS. WARM AUDIENCE

