# CONVERSIONS FOR CLIENTS

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# FUNNELS 101





### WHAT IS A FUNNEL?

THE SALES FUNNEL IS A MULTI-STEP, MULTI-MODALITY PROCESS THAT MOVES PROSPECTIVES INTO BUYERS. IT'S MULTI-STEPPED BECAUSE LOTS MUST OCCUR BETWEEN THE TIME THAT A PROSPECT IS AWARE ENOUGH TO ENTER YOUR FUNNEL, TO THE TIME WHEN THEY TAKE ACTION AND SUCCESSFULLY COMPLETE A PURCHASE. RYAN DEISS, CO-FOUNDER OF DIGITAL MARKETER



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

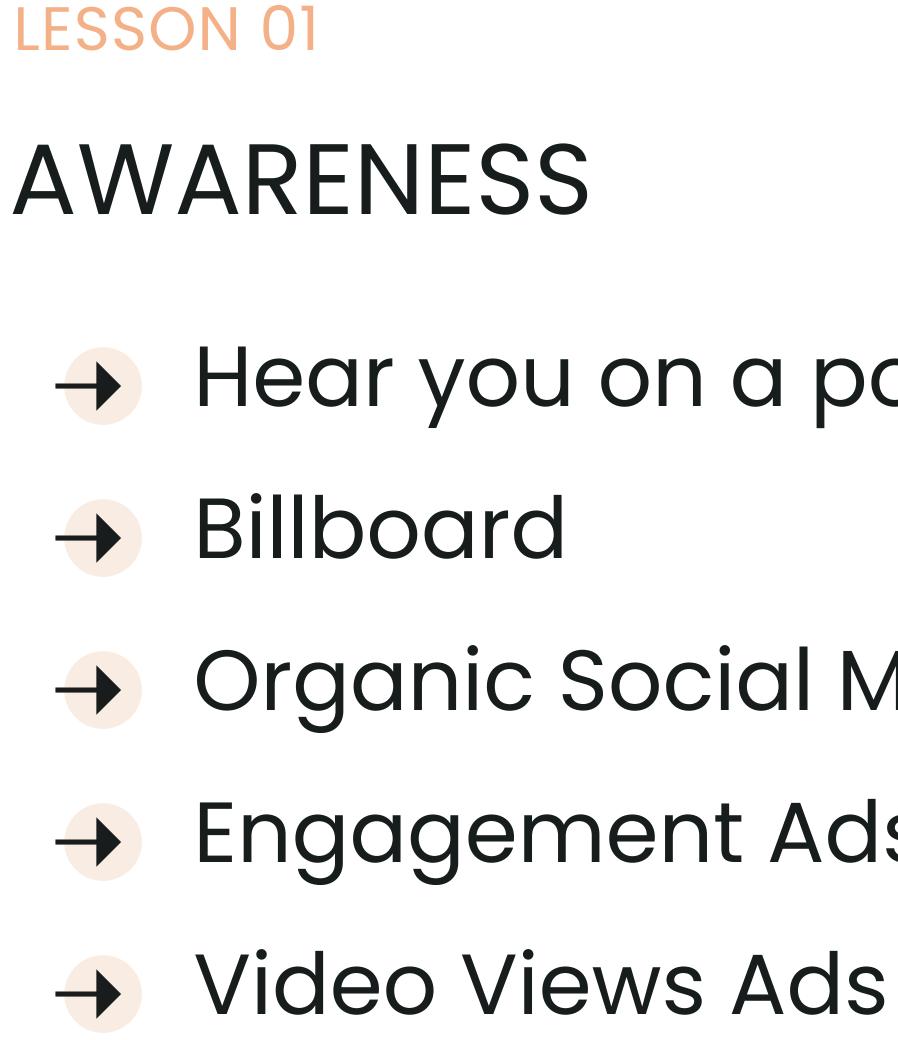
> LEAD Someone in your target market who is not yet engaged with you.

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





# Hear you on a podcast

### Organic Social Media

### Engagement Ads



LESSON 01 LEAD Opt-in → Quiz → Free Trials Coupons

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### Webinar Registration

LESSON 01 PROSPECT



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

### LESSON 01 CUSTOMER

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



### LESSON 01 RAVING FAN

# Affiliates People who tell other people about your product



## COLD AUDIENCE VS. WARM AUDIENCE

