

## Plan your Offer Funnel

#1 I've identified my most expensive product or service. This is the tip/bottom of my funnel and what all of my activities, products, and services funnel into.

#2 I've identified the price for this product or service. It's a fair price that meets demand and solves a high-level problem and provides a substantial value.

#3 I've identified a tiered product/service offering that gradually increases from free to my previously identified most expensive item. Each item provides value and builds upon itself to offer increasing value and benefit.

#4 I've created a system to brainstorm my free content, the largest portion and top of my funnel. This includes all of the content I normally publish to generate awareness and drive traffic. I've used a:

- List
- Mindmap
- Keyword research
- Google Alerts
- Consumer surveys
- Previously published content
- Competition
- Trends
- Social media
- Other \_\_\_\_\_

#5 I've created a schedule and content plan for my free content. My content includes:

- Blog posts
- Podcast(s)
- Video(s)
- Interview(s)
- Viral Report(s)
- Guest blogging
- Article marketing
- Social media posts
- Other \_\_\_\_\_

#6 I've created my freebie or free offer (or had it created for me) to introduce or pull people into the next tier of my funnel. The goal of this offer is to capture an email address.

- Newsletter
- eCourse
- Report
- eBook
- Audio
- Video
- Tutorials
- Webinars
- Other \_\_\_\_\_

#7 I've created an introductory product or service that meets my target audience's basic needs.

- Ebook
- Guide
- Webinar
- Group Coaching
- Other \_\_\_\_\_

#8 I've identified an introductory price for the product or service that my customers will be able to easily justify and part with.

#9 I've created a mid-level product or service that meets my target audience's basic needs.

- Ebook
- Webinar series
- Home Learning Product
- Individual Coaching
- Other \_\_\_\_\_

#10 I've identified a mid-level price for the product or service that my customers will be able to easily justify and part with.

#11 I've established a marketing strategy to connect with customers as they move through the funnel to upsell and help them take the next step.

Use this plan for your offer funnel checklist to guide you as you plan your offer and create a seamless system to introduce prospects to your funnel and move them through seamlessly.