

MISSION

MAP OUT A "FUNNEL"

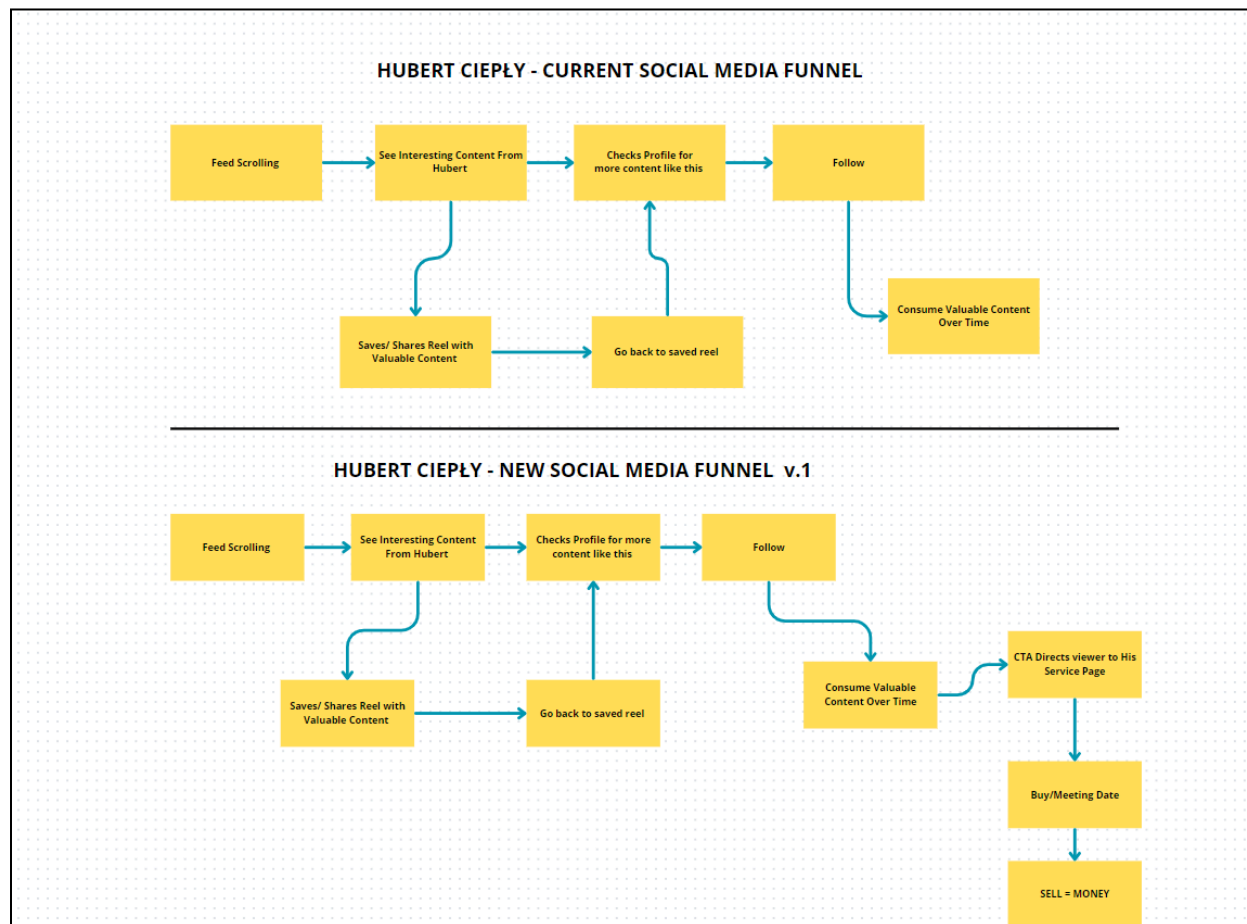
- Go find a business online
- Map out the steps in their customer acquisition funnel on a piece of paper
- List out any "moves" they use at each step to grab attention or raise levels from the "Will They Buy?" diagram



Business no.1 "Hubert" - Current client. He has a Social media page that helps him promote his service - Teaching people how to speak properly, in front of camera, on stage

My brother is creating him content on Instagram, I will create this funnel for him and landing page to get more people to purchase is courses

Current and new funnel:



What “moves” is he using currently?

- Interesting content that makes me curious what else I can find on his profile - **GETTING ATTENTION IN A PASSIVE WAY**
- Regular content - everyday reel or story
- Description about who he is: Work place, experience in his job - **BELIEF IN A PERSON THAT SALES SERVICE LVL 3**
- Description How many people received help from him - **BELIEF IN AN IDEA LVL 2**
- Bio that shows me what I can get from working with him: Increases desire what I can gain - **DESIRE LVL 1**