

Sales Funnel Worksheet

Step 1: Awareness

Goal: Attract potential clients and introduce them to your salon and services.

1. **Where will you promote your services to attract new clients?**
(e.g., Instagram, Facebook ads, local events)
○ _____
2. **What type of content will you share to catch people's attention?**
(e.g., before-and-after photos, hair care tips, client transformations)
○ _____
3. **Who is your target audience at this stage?**
(Briefly describe your ideal client)
○ _____

Step 2: Interest

Goal: Engage potential clients and build curiosity about your services.

1. **What lead magnet will you offer to encourage engagement?**
(e.g., Free Deep Conditioner Treatment with 1st Appointment, "Guide to Maintaining Healthy Natural Hair")
○ _____
2. **Where will you offer this lead magnet?**
(e.g., salon website, social media bio, pop-up at local event)
○ _____
3. **How will you collect contact information from interested leads?**
(e.g., sign-up form, email list, Instagram DMs)
○ _____

Step 3: Desire

Goal: Increase potential clients' desire to choose your salon over others.

1. **What social proof will you share to build credibility?**
(e.g., testimonials, client reviews, before-and-after images)
○ _____
2. **What specific services or specialties will you highlight?**
(e.g., silk press, curly hair care, scalp treatments)
○ _____
3. **How will you stay top-of-mind with potential clients during this stage?**
(e.g., nurturing email sequence, engaging social media posts, videos)
○ _____

Step 4: Action

Goal: Encourage potential clients to book an appointment.

1. **What incentive will you offer to encourage booking?**
(e.g., new client discount, add-on service, limited-time offer)
○ _____

2. **How will clients be able to book with you?**
(e.g., online booking link, "Book Now" button on Instagram, phone call)
○ _____
3. **How will you handle follow-ups if a client shows interest but doesn't book?**
(e.g., automated reminder email, text message follow-up)
○ _____

Step 5: Loyalty and Re-engagement

Goal: Retain clients and encourage repeat bookings.

1. **What follow-up communication will you send after their first appointment?**
(e.g., thank-you email, hair care tips, next appointment reminder)
○ _____
2. **How will you encourage clients to return?**
(e.g., loyalty program, referral rewards, personalized offers)
○ _____
3. **How will you keep clients engaged between appointments?**
(e.g., monthly newsletter with beauty tips, birthday discounts, seasonal offers)
○ _____

Final Notes & Next Steps

- **One Action Item for Each Stage:**

- Awareness: _____
- Interest: _____
- Desire: _____
- Action: _____
- Loyalty: _____