

## Review of funnel's capability:

(Level 3&4 Gym instructor/PT online course)

I do need help with my funnel build, if I am making the right decisions, in a marketing/sales sense & just a logical sense, I want to make sure I'm suggesting, planning & creating the right things. I want to know if I've over complicated it or parts need to be simplified. Likewise anything within my funnel that just doesn't make sense or will hinder the potential results of this funnel. I know topics within this funnel gets nuanced but from just a broad perspective, I want to make sure everything makes sense.

The audience is mostly adults aged 26-36+ with a burning passion for fitness, wanting to leave their desk-job behind or upgrade their career paths towards gaining skills. knowledge & respected qualifications that will allow them to enter the job of their dreams, build their own income/be their own boss & help their own clients achieve their fitness goals. Their frustrations consist of lacking the experience, knowledge & understanding of how to actually become a PT, more importantly the credentials to actually enter their dream state with confidence.

Competitors in this niche primarily gain attention through paid ads and both paid and organic search. To drive conversions, they use various methods to engage their audience, from offering free value like "course prospectus" and "5-day mini-courses" to detailed sales pages that effectively sell their services.

Top competitors, like OriGym and PT Academy, target solutions and product aware audiences. After reviewing many competitors' Facebook ads and funnels, I've learned what's working for them and how to adapt those strategies. However, my client is operating at a smaller scale, as expected.

Although my client has a significant following on both Facebook and Instagram and is well-established in the fitness industry, from personal training to bodybuilding, his audience for the Level 3 & 4 PT/GYM instructor course is relatively cold. He's only had four sales for this course so far and has only recently begun promoting it as an actual service on his website instead of just through his Linktree.

After discussing it with him, he made it clear that he only wants to make sales through phone calls. I suggested offering free consultation calls instead, given the high-ticket nature of the service, as I don't expect people to call in and buy on their own without knowing about him or his offerings.

So we agreed on this approach:

## Previous plan:

"Ads (to book call on landing page) → landing on company page to book call → pre-call emails to build anticipation before call → they jump on call → if they didn't decide to move forward, I'll use emails marketing to build back their interest, offering incentives or getting them to reschedule."

I decided to upgrade it as there were some needed changes. And as this whole funnel was built from scratch (still underway) it was more of a reason to get it checked out. These are the changes made.

So there's 2 more ad sets in the current plan, plus a lead magnet, free value & extra nurturing sequences..

# Current plan:

**TOFU/MOFU:** initial awareness/interest stage (depending on customer journey but starting with initial awareness)  
(SEO, Organically (search & interrupt), Paid)

**Main traffic drivers:**

- Paid
- Organic search

## Ad set 1: (free value, “mini-course”, or “course prospectus”)

(For cold audiences mainly, in the problem aware category, some solution aware, so will test but haven't cemented which free value to make)

- ↓ Ad for free value
- ↓ they land on lead magnet to get there free value in exchange for email
- ↓ thank-you page to get them to book call & through email nurturing
- ↓ they book call on company page
- ↓ emails to build anticipation before call
- ↓ they jump on the call
- ↓ if they didn't move forward, I'll take them through the post-call nurturing sequence to afflict action.

## Ad set 2: (booking call directly on company page)

(This ad set I'd only introduce if ad set 1 performs well, this would be for slightly warmer audiences, at higher levels of knowing their problem, pushing them into the solution aware stage, especially when landing on the company/landing page which it's designed for at the most part.)

- ↓ Ad to book free call
- ↓ land directly on the company/landing page
- ↓ they receive pre-call emails to build anticipation
- ↓ they either decide to move forward or take more time before making a decision which I'll use post-call emails to offer incentives & get them to reschedule.

Ad set 3: (booking call directly on the fb ad form)

(This form ad is to capture the prospect’s information on the spot, audiences range from cold to warm. I’d introduce this after ad set 1 & 2 prove successful.

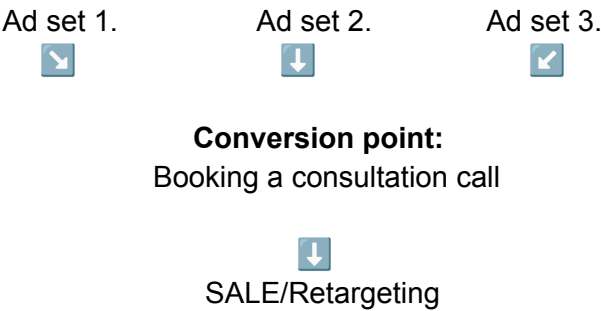
- ↓ Ad form to book free consultation
- ↓ capturing leads info on the spot
- ↓ they receive emails before the call
- ↓ they either decide to move forward or take more time before making a decision which I’ll use post-call emails to offer incentives & get them to reschedule or take them through and set 1 to build trust & provide value.

MOFU: Interest/consideration

After a prospect gets the free value, whether that’s getting the mini course or booking a free consultation, they are now leads after showing interest & are in the MOFU stage. Only those who are in the consideration stage/warm/hot leads will go through with the call.

BOFU: conversion

This is where after either rescheduling, buying through incentives or just buying from the initial consultation call, the lead is now a customer, which then it’s just about creating a brilliant post-purchase experience, creating satisfaction, advocates & referrals, etc.



I realised that since most top competitors are speaking to more solution/product aware and warmer audiences, and are already well-established, I’d need to focus on gradually building up my client’s audience and monetization strategy to reach that level.

For smaller competitors, they focus on less aware audiences by offering free value, building trust, and showcasing social proof. They guide their audience through a longer journey, focusing on providing free value, using more creative and visually appealing methods to grab attention and warm up their audiences, (Create PT is a prime example of this)

After researching this, I decided to first focus on warming up my client's audience before introducing other ad sets.

My plan for Ad Set 1 was to provide free value, build trust, capture leads, and ultimately warm up the audience, directing them to the company page to book a free consultation.

Once Ad Set 1 was successful, I'd introduce Ad Set 2 for warmer audiences, who are ready to book a consultation but need to know more about the brand, why we're different, what they'll get, etc. directly on the company/landing page.

Finally, I'd introduce Ad Set 3, a form ad designed to capture the prospect's information immediately, without sending them to a landing page.

Each ad set would guide the prospect differently based on their awareness level, but all would lead to a phone sale. I also explained that once the audience was warmer and more aware, I'd introduce a sales page as another conversion point like what top competitors are doing, once I've built an audience, established authority, brand recognition, social proof & trust etc.

I thought it made sense to focus on trust-building and offering free value at this stage, concentrating on Ad Set 1 instead of launching all ads simultaneously.

I wasn't going to run all ad sets simultaneously but start with ad set 1 then build up towards the other ad sets. Does this sound logical?

Should I introduce the later stages of awareness sooner within my funnel? My client is quite established in the fitness space but not for this particular service, that's why I decided to long out the customer journey, and specifically as it's a high ticket service he's selling.

Obviously those in ad sets 1 & 2 will be sent towards the company/landing page, and those who just visit the site through search or link. The company page is basically where they actually book their free consultation, learn more about our course & how it will benefit them. Once the prospect books the call, they are automatically warm leads, especially those who actually land on the call. When they are on the call, my client will handle this process, making them product aware before determining how hot or cold they are before willing to move forward. I'm just not sure I'm over complicating this whole process.

Am I overthinking or over complicating this whole process? I'm just not sure if I'm over doing this or just not clearly seeing something that's wrong.

Am I damaging the potential conversion rate by limiting conversion points? Would it be wise to build trust, showcase value & gradually make the audience warmer before introducing other ad sets, and possibly a dedicated sales page?

I don't know whether to just create a dedicated sales page or make my landing/company page for all audience types or just build up to that stage slowly after receiving data.

I don't know if I'm suggesting the wrong things or just going on pure observation.

I don't know if I'm depending on just ads to drive the traffic and if it's a bad move.

I don't know if going along with AD set 1 would be a good idea, I'm not sure if relying on the call alone will be enough to drive conversions, I'm not sure if I am just not seeing the other side of the fence or the consequences of moving forward with this.

I guess I just need help with understanding all this and if I am making the right moves from both just a general logic stance & marketing/sales stance, if not, I'd like to fix them before Moving forward blindly. The last thing I want to do is waste my client's time & make stupid suggestions.

I guess I'm just not sure about the overall funnel as a functional machine capable of producing results.

I'm not looking for a million sales straight off the bat, but I just want to create a good baseline to work up from,

Obviously I'll end up changing things around based on the data I receive, but I also don't want to waste mine or my clients time & money working on something that's foundationally poor from the ground up.

That's why I wanted to triple check before making any drastic decisions moving forward.

Thank you, anything you want me to further explain or elaborate on please just ask, likewise for anything else.