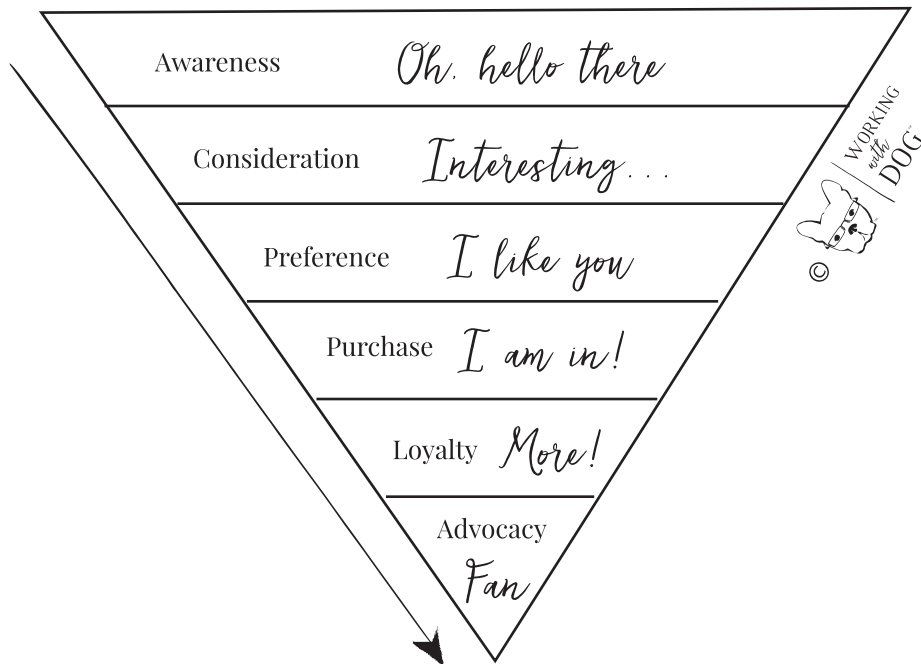


SALES FUNNEL

CHEAT SHEET

STRANGER

I don't know you. I don't trust you.



FRIEND

I love you man

Awareness:

Warm welcome. Introduce yourself + your value

Consideration:

Strut your stuff! Educate. Engage. Entertain

Preference:

Soft sell. Introduce your solutions + testimonials

Purchase:

Ask for and incentivize a purchase

Loyalty:

Reward purchase. attention and engagement.

Advocacy:

Create VIP opportunities for fans/ask for referrals