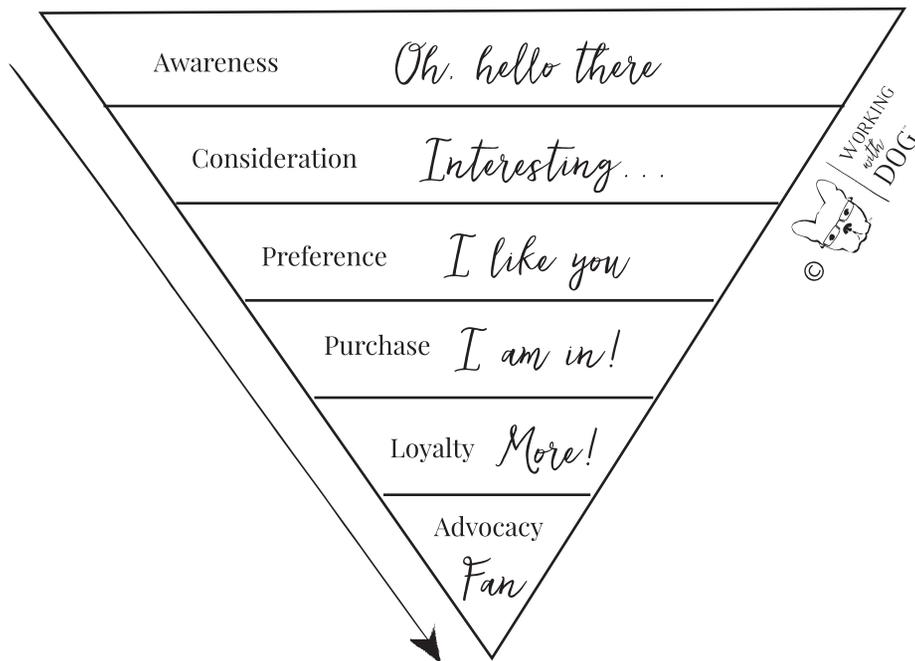


# SALES FUNNEL

## 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*