SPECTRUM
SCIENCE & BEAUTY

Marketing Funnel Introduction Worksheet

Traffic — Facebook ads, Google ads, jv's, PR

Leads — Free report, PDF guide, templates, videos

Conversion Tools — Webinar, VIP event, live event, introductory offer, email nurture

Sales $ — Your product or service

Know-Like-Trust
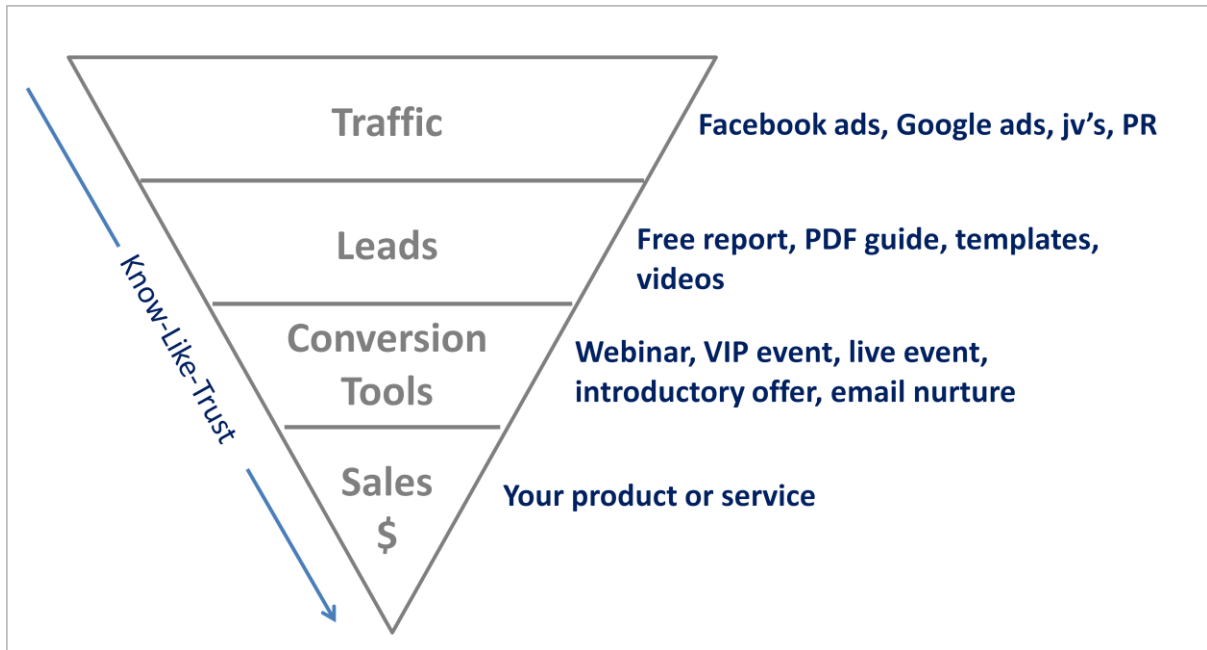
How could you attract more traffic to your landing page or website?

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What could you give away to increase the number o leads you capture on your landing page or website?

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What conversion tools could you use to convert leads into sales?

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What is one traffic generation, lead generation and conversion tool strategy that you could focus on first?

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