

CREATE SUCCESSFUL

THE  
*UN*BECOMING  
PODCAST

# FRNDS

*with* **PHOEBE MROCZEK**  
SEASON 3 // EPISODE 4

ITUNES | SPOTIFY | STITCHER

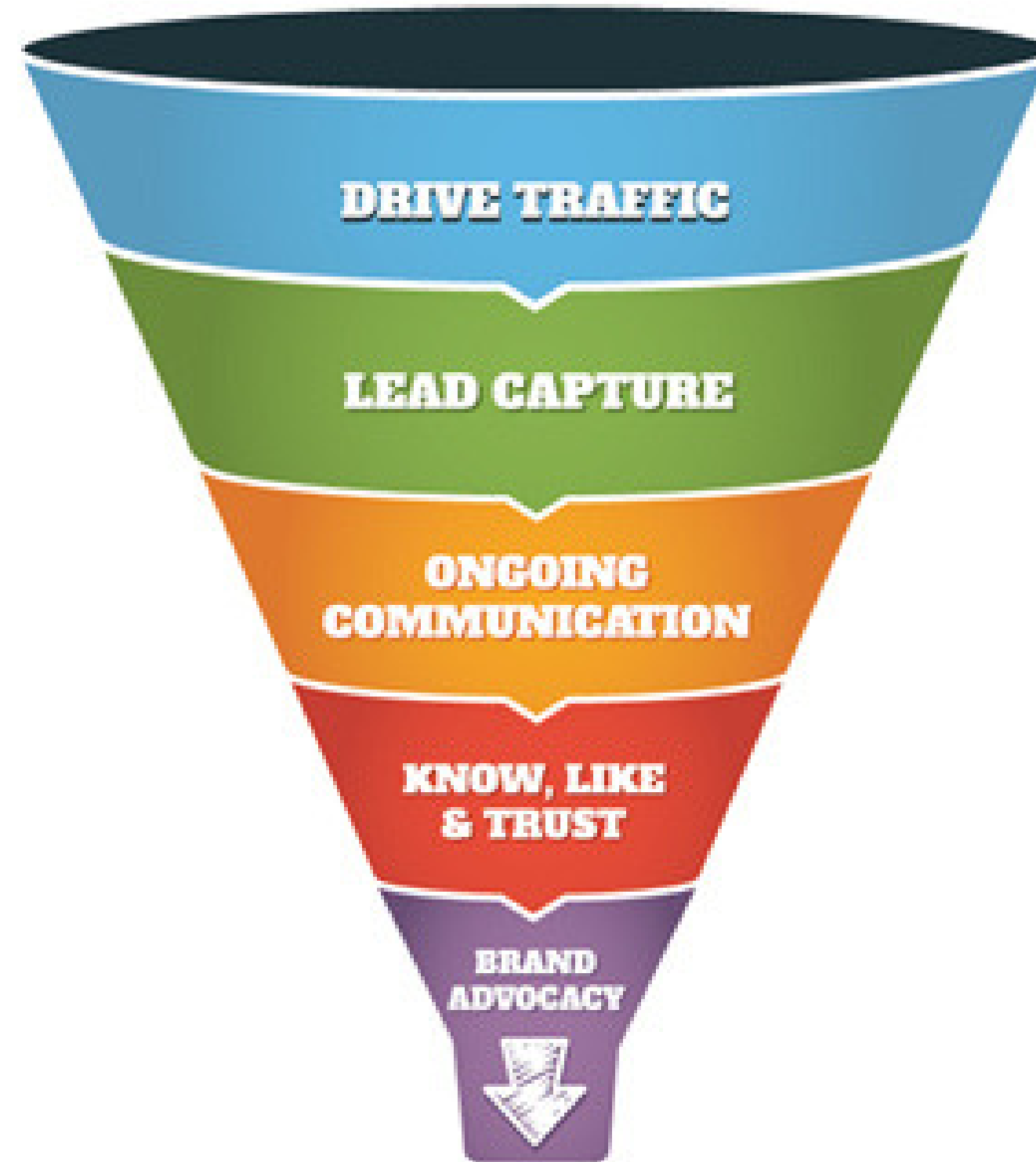


# WHAT IS A FUNNEL?

The series of steps that a person takes from **start to purchase**.

Marketing funnels are not created equal.  
**ALIGNMENT FIRST // ACTION SECOND.**

# THE CLASSIC MARKETING FUNNEL





**FLIP THE (FUN)NEL**

# THE FUNNEL ABC'S

## 1. ATTRACT

Find the people you want to serve.

## 2. BUILD

Develop a relationship & identify the problem you can solve for them.

## 3. CONNECT

Extend a valuable offer with the promise of future contact.

## 4. DELIGHT

Provide the solution & (over)deliver on promises.

## 5. EXTEND

Invite them to create better results with you.

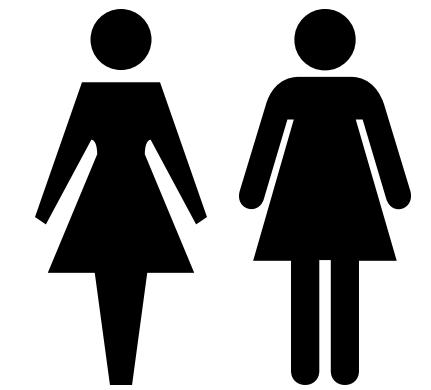
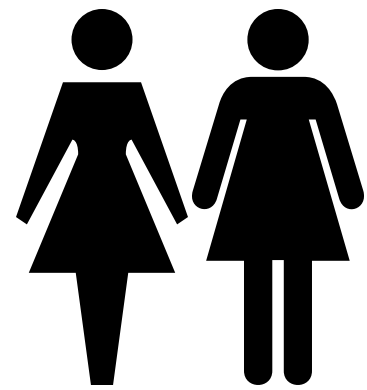
## 6. FOLLOW UP (2)

Keep the communication up because you want to, not have to.



# CUSTOMER SUCCESS PATH

Map out THEIR Success Story



Where They Are NOW

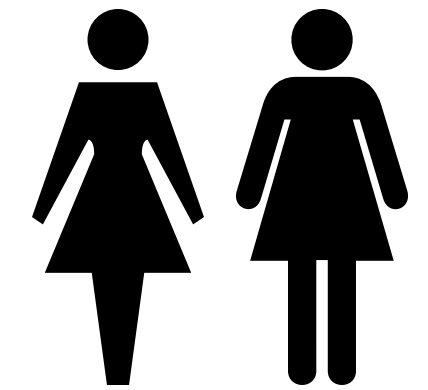
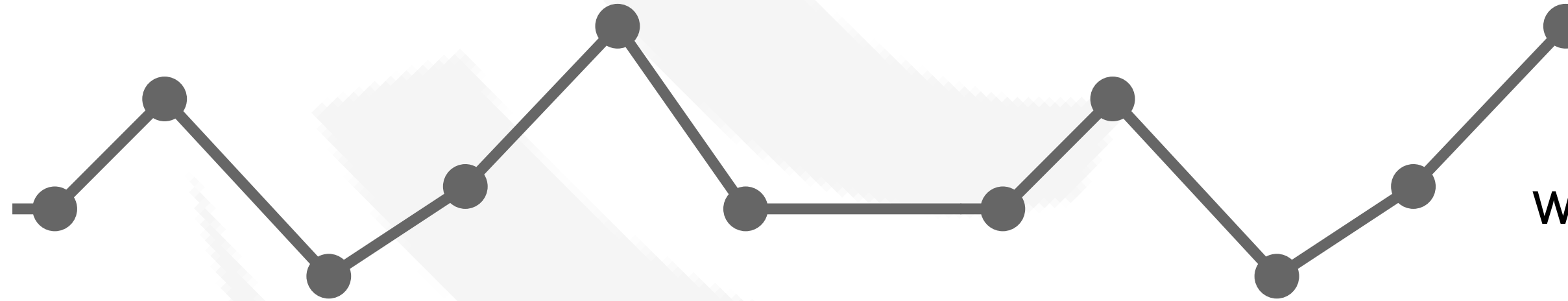
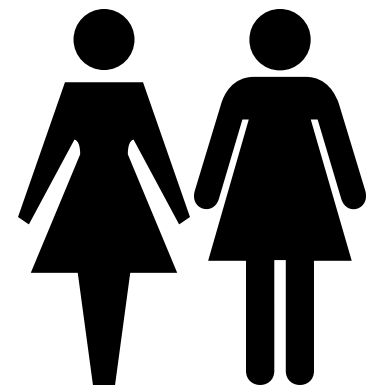
- Confused
- Hopeless
- Skeptical
- Feeling like a Failure
- Fearful of Mistakes

Where They Want to Be

- Clear
- Hopeful + Prepared
- Trusting the Process
- Ready for Success
- Confident in their Work

# CUSTOMER SUCCESS PATH

Map out your Customer's Success Story



Where They Want to Be

Where They Are NOW

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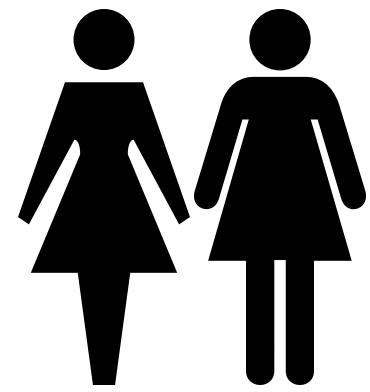
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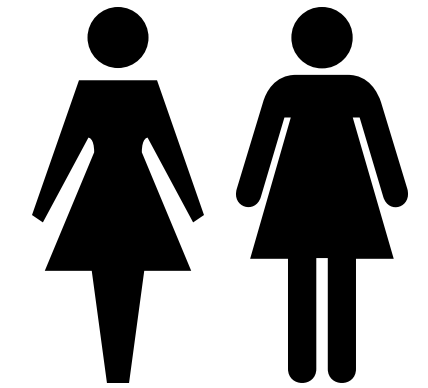
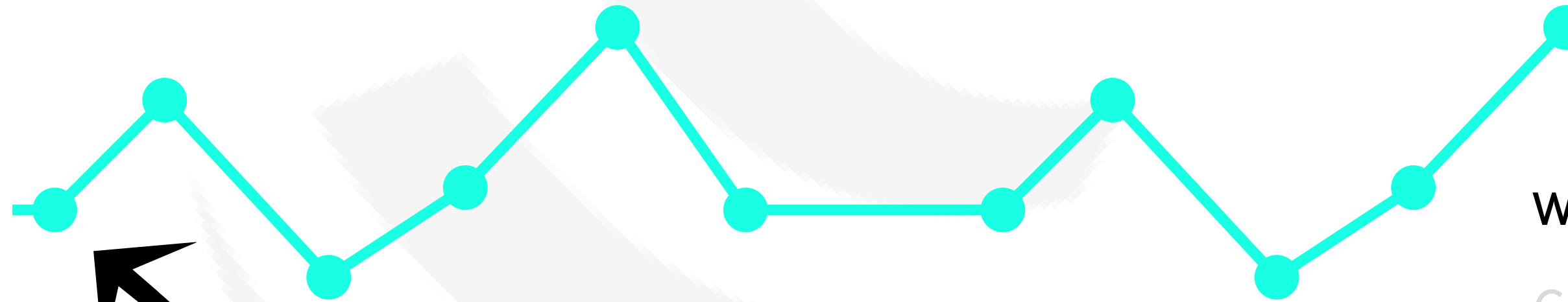
# CUSTOMER SUCCESS PATH

Get them on track



Where They Are NOW

- Confused
- Hopeless
- Skeptical
- Feeling like a Failure
- Fearful of Mistakes



Where They Want to Be

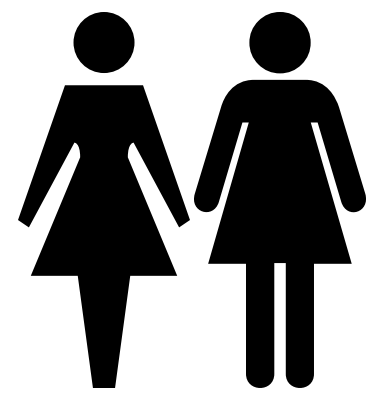
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**How can you get them ON TRACK?  
How can you get them a WIN?**



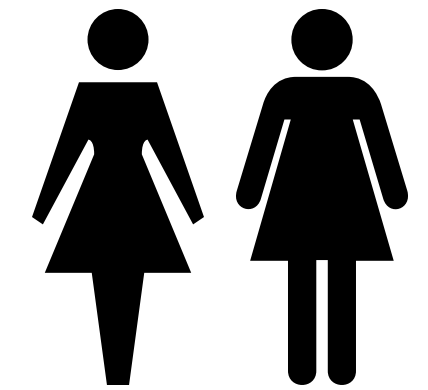
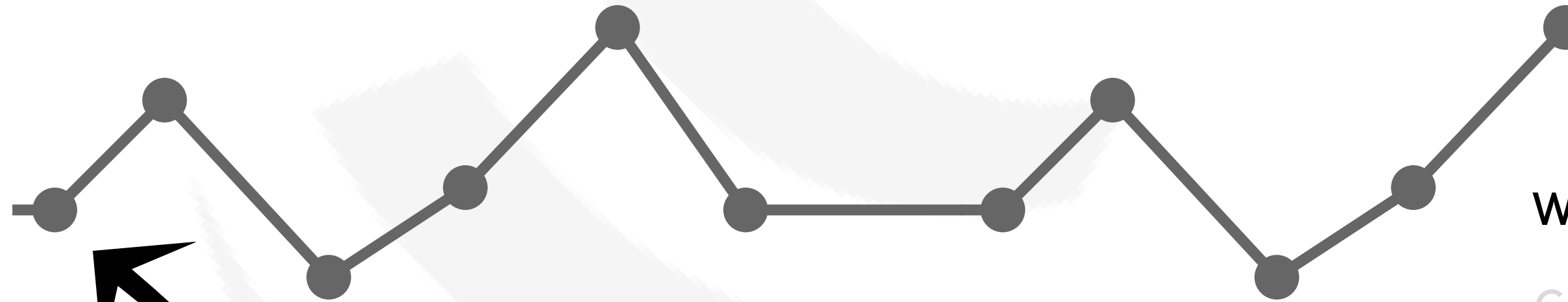
# CUSTOMER SUCCESS PATH

How can you get them on track?



Where They Are NOW

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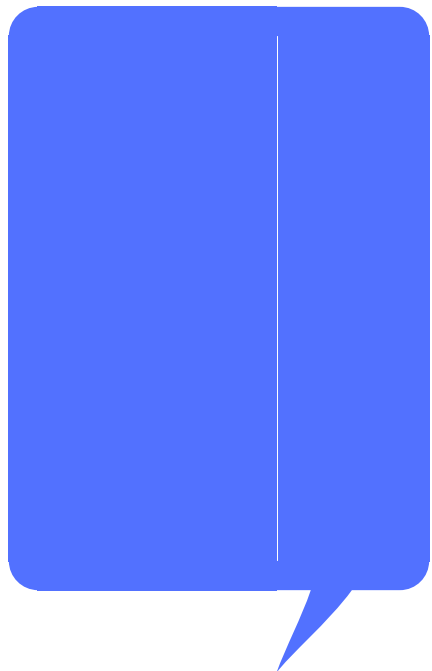


Where They Want to Be

- Clear
- Hopeful + Prepared
- Trusting the Process
- Ready for Success
- Confident in their Work

Four empty, rounded rectangular boxes stacked vertically, intended for notes or additional information.

# SAMPLE FUNNEL



FB AD / LIVE  
YOUTUBE  
INSTAGRAM  
LINKEDIN



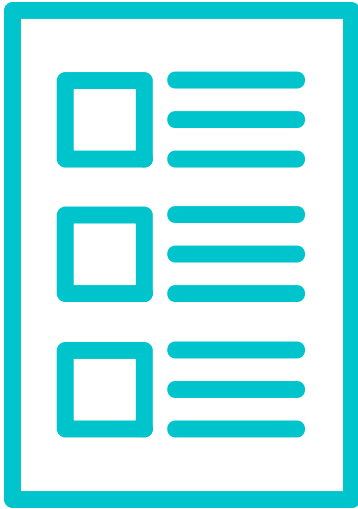
OPT-IN



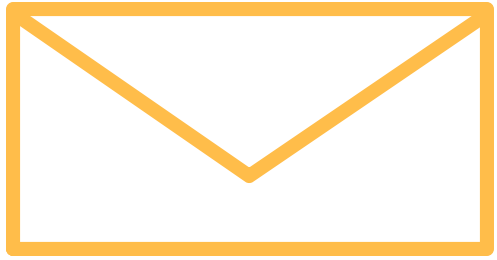
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SALES  
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FOLLOW UP