

CHEAT SHEET

Design Your Own Dynamite Sales Funnel – The 5 Step Formula to Creating Funnels that CONVERT

PART 1: MAKE MONEY

Everything you do in business should directly or indirectly relate back to this question:

“Will this make me _____? Yes or no?”

PART 2: DEFINING A SALES FUNNEL

Our definition of a sales funnel:

A series of steps a potential client takes before they purchase your product or service. Within those steps, you have an opportunity to build a relationship that essentially changes this lead from a cold prospect to a sizzling hot client.

Here’s what a sales funnel looks like:





Aliya and Katie each give you several examples of what a sales funnel could look like for selling products or services. What do all of these sales funnels have in common?

Part 3: GET CLEAR ON YOUR VALUE

...In 3 Steps!

Step 1. Find You Rare _____

In one or two words, what is it you're good at? Jot that down below:

Step 2. Know Your _____

What makes you valuable? Write down as MANY reasons why you are valuable. Right now. As is!

Step 3. Connect from Your _____

Why are you unique? What makes your brand/services different? Special? Jot that down below:

Part 4: CREATE YOUR OWN SALES FUNNEL

What's the first tip for building your own sales funnel?

“Begin with the _____ in mind.”

Don't...

- Let fear _____ .

PART 5: CREATING SOCIAL MEDIA CONTENT AROUND YOUR SALES FUNNEL

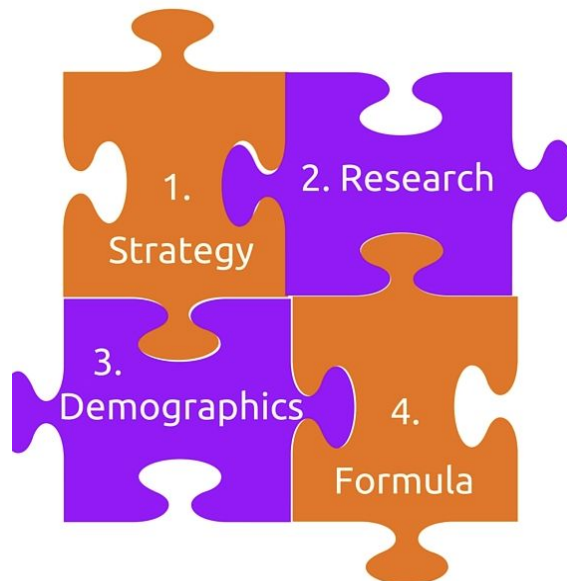
All of your social media content efforts should focus on....

Aliya talks about social media to make personal 1:1 connections. What is your biggest takeaway you can implement today?

Defining the Perfect Client: *“A perfect client is someone who identifies with your brand, products, and services enough to happily and eagerly exchange money for your offering.”*

Making money begins with knowing your _____ .

These are the 4 Perfect Client Formula Strategies:





NOTES:

ADDITIONAL RESOURCES:

[Aliya Levinson](#)

[Katie Skow](#)

[Social Media Demographics from Pew Research](#)

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