

SOUL-CENTERED SALES FUNNEL

PRODUCT-BASED BIZ

SOUL-CENTERED MARKETING

(BLOGGING, SOCIAL MEDIA, WORKSHOPS, SPEAKING,
NEWSLETTER PERSONAL EMAIL, NETWORKING, INTERNET
MARKETING, HARD COPY BOOKS, CURRENT CLIENTS, RE-
FERRALS, TELEVISION MEDIA/PR)

WEBSITE OR
IN PERSON
SAMPLING

ENROLLMENT
CONVERSATIONS

TIER 1
OFFER

TIER 2
OFFER

(FLAGSHIP PRODUCT,
LOW COST, SELLING
FROM STOREFRONT
ETC)

(HIGHER END
PRODUCT, HIGHER
COST, WHOLESALE
ACCOUNT)