

SOUL-CENTERED SALES FUNNEL

SERVICE-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

ENROLLMENT
CONVERSATIONS

TIER 1
OFFER

TIER 2
OFFER

(JUMPSTART, VIP DAY,
AUTOMATED COURSE,
GROUP PROGRAM)

(90-DAY INTENSIVE
PLATINUM INDIVIDUAL
OR GROUP. HIGHER
END PRODUCT)