

THE LIFESTYLE FUNNEL BLUEPRINT



ATTRACT
TRAFFIC



CAPTURE
LEADS



NURTURE
RELATIONSHIP



CONVERT
TO CASH

STOP DREAMING START DOING

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ATTRACT TRAFFIC

BRING THE RIGHT PEOPLE TO YOUR BRAND



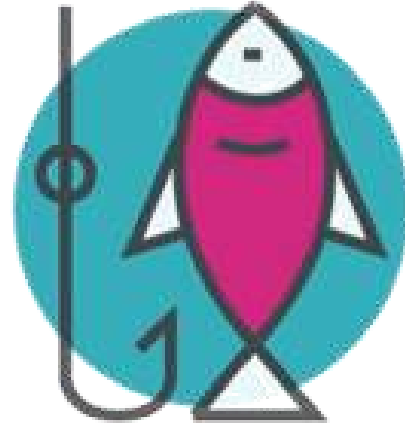
To get people flooding to your brand, you first need to find out who your target market are & where they hang out. Think about your ideal clients... what problems do they face, what do they do in their spare time? By marketing to your ideal clients, you'll attract the RIGHT kind of leads.

My Hot Tip...

For new businesses, I only choose 3 traffic sources based on affordability & quality... I'll show you my #1 favourite in the masterclass.

CAPTURE LEADS

SAY GOODBYE TO COLD CALLING



If you're still cold calling to find new leads, it's time to put down the phone. Instead, let's send people to landing pages & blog layouts that are set up to convert like crazy.

My Hot Tip...

It's all about what your target market wants... what they really, really want!
P.S. You'll get the EXACT landing pages I use in the masterclass.

NURTURE RELATIONSHIPS

BUILD A RELATIONSHIP WITH YOUR LIST



In your business, email = money. That said, your vague monthly newsletter just won't cut it. Your leads need to know, like & trust you before they'll buy from you... the best way to do this is to talk to them about the things that matter to them.

My Hot Tip...

The true power of email marketing lies in the automation... In the masterclass, I'll show you how to take your hands off the keyboard BUT still maintain a thoughtful, personalised relationship with your email list.

CONVERT TO CASH

CONVERT LEADS INTO HAPPY CUSTOMERS



In 2016, people need to be able to commit to your brand 24/7. Think about the peak buying times of your target market... chances are they're not within regular 9-5 business hours. But if people have to wait until you're ready to work with you, you'll lose them forever.

My Hot Tip...

Online contracts, scheduling consults, making online payments... there's always a way to make sure people can take the next step with you, day or night. In the masterclass, I'll show you the EXACT system I use so people can commit to me while I sleep...