

FUNNELS UNVEILED:
The Essential Guide to
Boosting Conversions and
Revenue

KRISTINA HELLMANN, REDITUS MARKETING





HI! I'M
KRISTINA!

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WHAT WE'LL COVER

- What are funnels?
- Why are they important?
- How to leverage funnels as a business owner – *only what you need to know!*
- Funnel models + optimization



BUT FIRST.....

OUR TRAINING
MINDSET!



Marketing is a
form of
contribution.



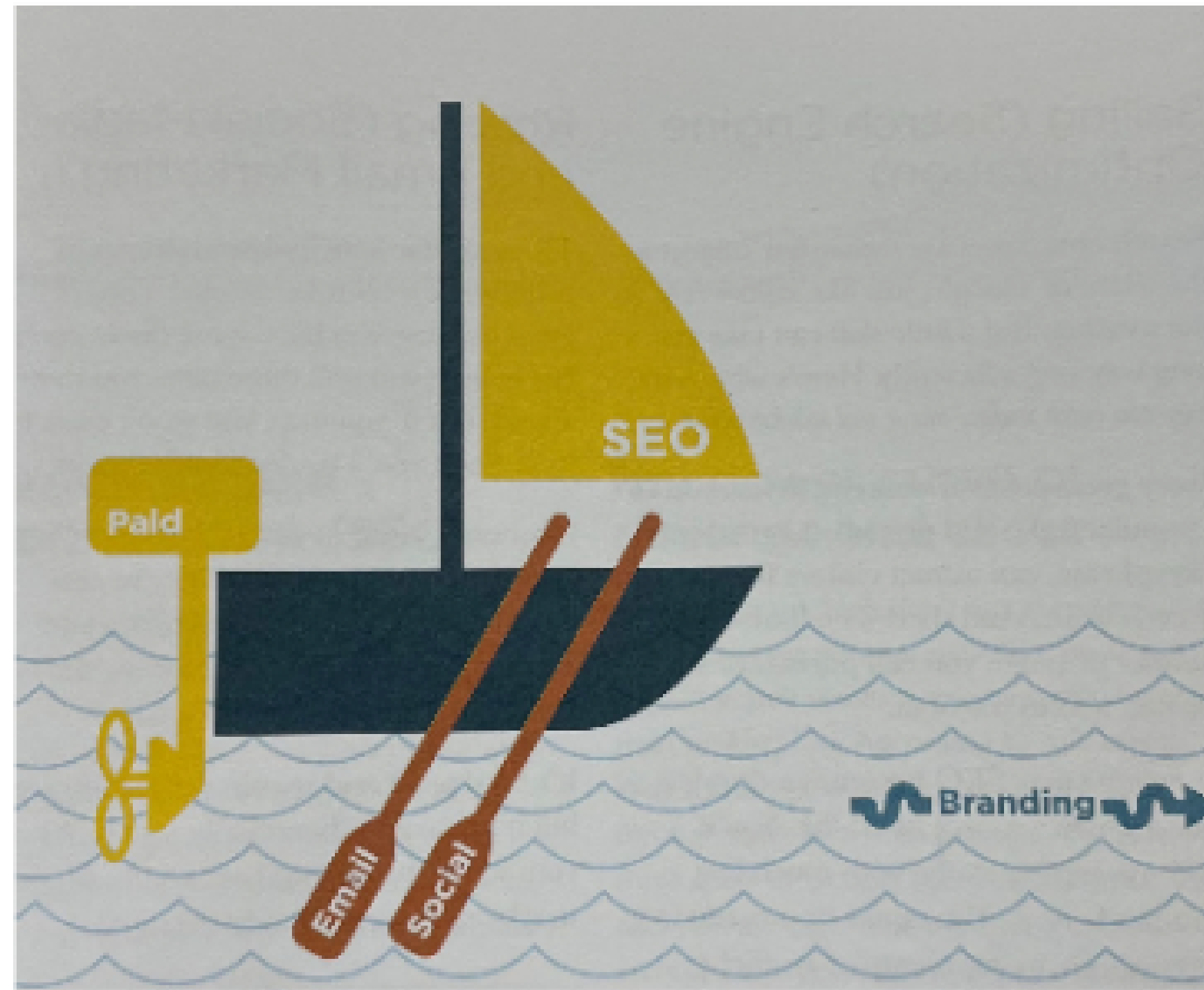
**MARKETING IS
HOW YOU MAKE
PEOPLE FEEL
ABOUT WHAT YOU
ARE OFFERING**

*“I’ve learned that
people will forget
what you said,
people will forget
what you did, but
people will never
forget how you
made them feel.”*

– Maya Angelou,
Civil Rights Activist
& Poet



COMPONENTS OF MARKETING



Source: *The Illustrated Handbook for Content Marketing: Content History*, by Andy Crestodina



WHAT ARE
MARKETING
FUNNELS?



WHAT ARE MARKETING FUNNELS?

- The journey your customer takes from the first point of contact all the way to becoming a client.
- The funnel provides a helpful framework for connecting and engaging customers along that journey.



WHY ARE FUNNELS IMPORTANT?

The online funnel mimics the in-store experience!

How do you want your potential customer to feel?



YOUR CURATE THE EXPERIENCE


 **January Donovan**
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You can do both. Be a mom AND build a meaningful career with The Woman School.




Become a strategic guide for other women. Register for our complimentary training and get paid to make an impact.



JANUARYDONOVAN.COM
Become a Women's Coach
Register Now for our Compliment... [LEARN MORE](#)

  Vatsana Oumkham an... 2 Comments

 Like  Comment  Share

 **January Donovan**
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Hi, I'm January Donovan, Founder of The Woman School.


I have spent the last 20 years studying the crisis around women's self-worth, and have built a proven program that has radically transformed the lives of thousands of women. Recently, I was so excited and honored to be featured in Forbes as a 2021 Top Coach.

We want to share our program with you and help YOU find meaningful work by guiding women to rewire their self-worth.



Our Strategists are earning six figures in their first year doing what they love. Some are running their businesses part-time so they can be home with their children. Some are social media influencers training women into a life of wholeness. Some are entrepreneurs who are looking for meaningful work.




Won't you join our movement to rebuild culture one woman's worth at a time?

Register for our free training to learn more about becoming a Strategist with The Woman School



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Become A Women's Coach
Build a Meaningful Business by Tr... [LEARN MORE](#)

  Maria Rausch Ollis and 6 others

 Like  Comment  Share

 **January Donovan**
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Imagine designing a work life that not only builds wealth for you and your family, but also impacts the next generation of women.

You become your own boss. You set your hours. You get to change lives and hearts while generating income and building wealth.

At The Woman School, we need Strategists to train and guide women on how to become whole. We are on a mission to rebuild culture one woman's worth at a time. Will you join us?

Register for our free training to learn more!




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Build a Meaningful Business by ... [LEARN MORE](#)

 Like  Comment  Share




YOUR CURATE THE EXPERIENCE



THE STRATEGIST SCHOOL

The Woman School is raising an army of women committed to rebuilding women's self worth.

Get the details on how you can build a meaningful business by guiding women in the journey to wholeness.




[BOOK AN OVERVIEW](#)

IN JUST 2 YEARS, WE WENT FROM 0-30 COUNTRIES THROUGH OUR PROVEN METHOD.

IN THIS OVERVIEW, WE WILL DISCUSS:

- ◆ Details on a financial model that gives back 50-80% to you using our proven program.
- ◆ Case studies of how strategists are making money in a meaningful way.
- ◆ What the woman school offers to help you build a business from scratch with no business background. We have a blueprint on how you can start to make money right away.
- ◆ A model that impacts women personally and profession. See a massive opportunity for your unique contribution.

[BOOK AN OVERVIEW](#)




Mary Beth Jackson

"I've been in education for 20 years and knew very little about starting a business before becoming a strategist. When I first signed on to the strategist portal, I couldn't believe the resources that were available to me. There was everything from how to help women strategize to how to build a business and share The Woman School with others.

January continues to help the strategists grow through a weekly training on skill-building, and we have ample opportunity to ask for help along the way.


We are encouraged and taught how to be our best in business and in life, so we can help other women do the same. We are surrounded by other strategists who support and cheer each other on in their journey. This isn't a fairy tale. It is real. Imperfect people striving every day to be their best, so they can live a life of contribution and generosity."



Angela Schnieders

figures in 10 Months, part-time


earned 6 figures in 10 months, while only working 10-15 hours per week and transitioning to being a first time mom.



Lisa Canning

+\$60K in 6 months

- ◆ Former HGTV Property Brothers Designer and Social Media Influencer.
- ◆ After experiencing and seeing transformations in her clients, Lisa took her Possibility Moms platform and explored her earning potential in 6 months as a Woman School Strategist.



Amy Karmey

+\$60K part-time, mom

- ◆ Amy is a Certified Certified Feng Shui and found The Woman School to be in addition to her client base.

"The best part about helping women is that I was given the tools to build my business. I always had a heart for being independent from a corporation, but The Woman School handed me the tools on just how to do it. It also made me part of an army of female entrepreneurs so hungry to change the world because their worlds have been changed. I want to hand my story and the lessons that I have learned to the women who are growing up in homes and unintentionally being set up to repeat my past story."



CAROLINA LOPEZ
Woman School Strategist

"The best part about being a Woman School Strategist and helping women is challenging women to face their fears and take action steps towards their dreams. It is very satisfying to coach them through growth and watch the collaboration of women as they open up and step out to help one another. Also, the Strategist team is top notch! I have gotten an abundance of support and encouragement through all the open office hours and the weekly team meetings."



ROSANNE TERZIAN
Woman School Strategist

We Believe in The Whole Woman



[BOOK AN OVERVIEW](#)

[PRIVACY POLICY](#)
[TERMS AND CONDITIONS](#)





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LEVERAGING FUNNELS
- ONLY WHAT YOU
NEED TO KNOW



THE MARKETING FUNNEL

**Capture Leads + Deliver Content + Move Leads Into
Action**



CONVERSION



Clients!



HOW DO YOU CAPTURE LEADS?

- Ask people to sign-up for your email list and deliver value **consistently**.
- Host an event or webinar with registration.
- Run challenges or contests on social media.
- Attend networking events.
- Sponsor events.
- Create **lead magnets** and share them in social media groups/online communities
- Run paid social or PPC ads for your lead magnet or offer



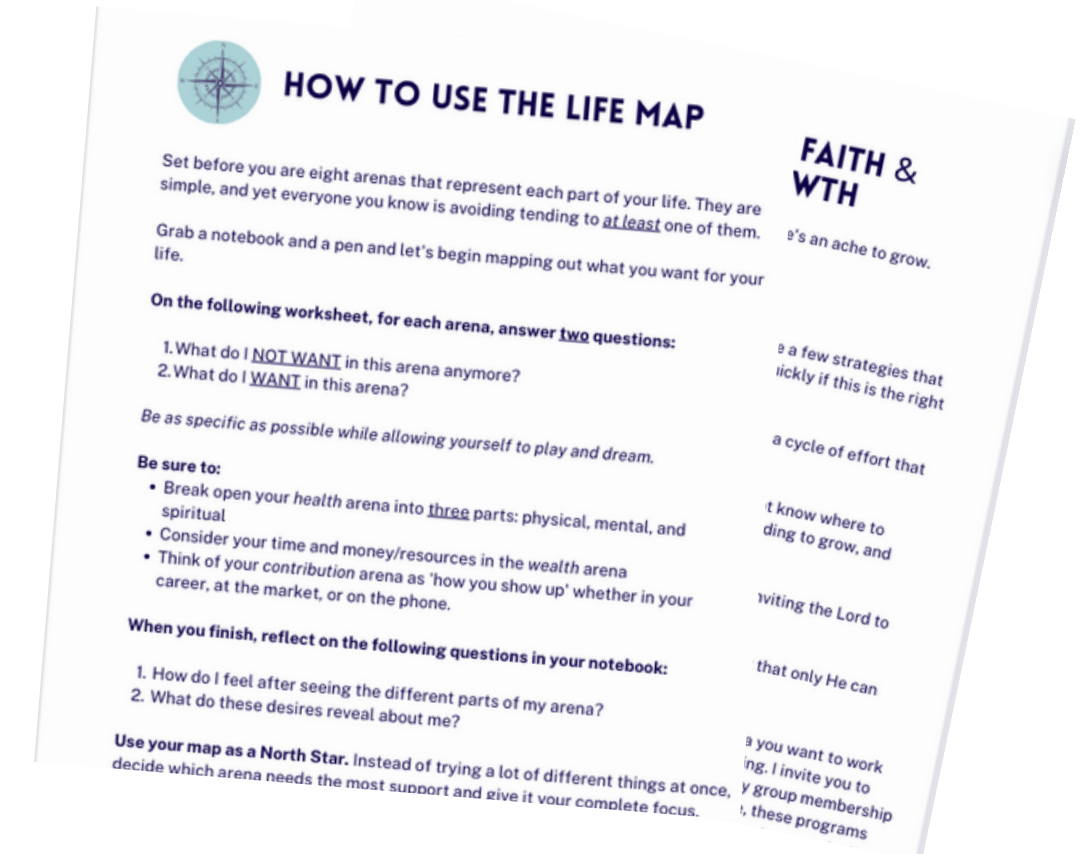
CREATING LEAD MAGNETS FOR YOUR ICA

Before you can capture leads or even sell anything – you have to have something to offer them!

Ask yourself –

*What does my ICA need to **understand, be aware of, or believe** in order to desire/need my service?*

Create a lead magnet to address this!!!



CAPTURING LEADS

Paid Pros & Cons

Pros	Cons
Quick results	Expensive, especially when scaling
Scalable	Results stop when you turn ads off
Ability to test various creatives (copy + images) quickly	Confusing for most biz owners
Ability to reach new markets	They don't work if you don't have a converting offer***
It's all math based!	It's all math based!



CAPTURING LEADS

Organic Pros & Cons

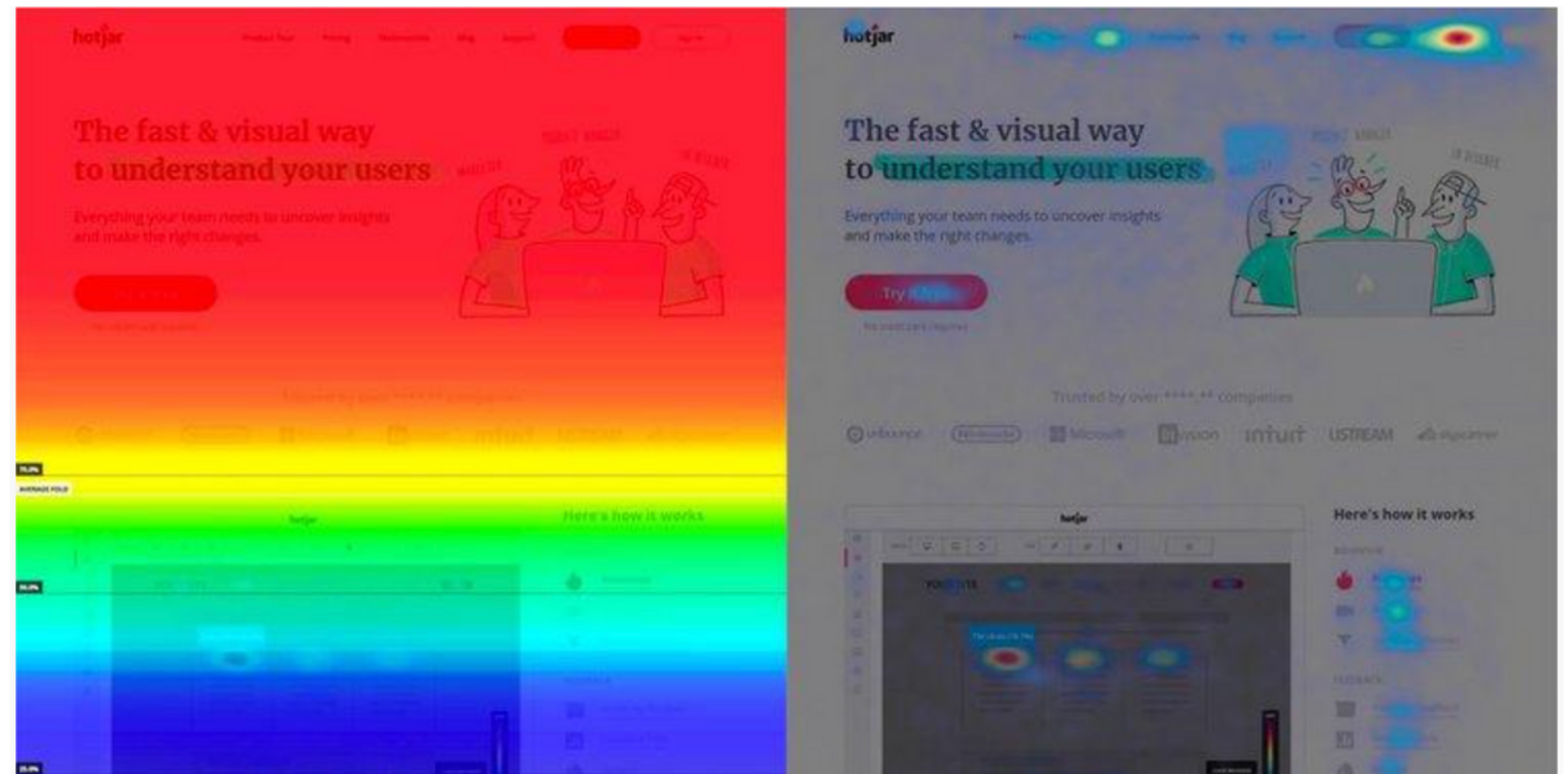
Pros	Cons
Content has a long life	Takes more time to put together
Can be leveraged and repurposed	Can be difficult to replicate past success
If you stopped creating, content keeps working for you	Can take time to find what works
FREE! (minus your time)	Slower results
You learn what works in your messaging	SLOWER RESULTS



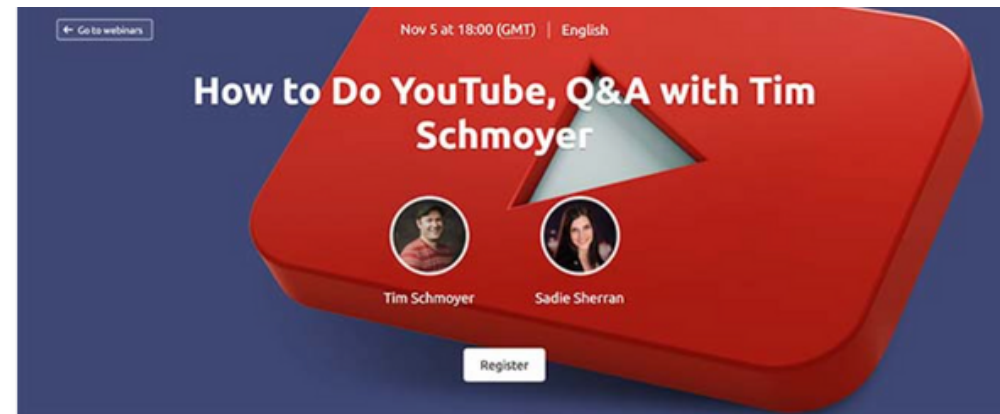
CAPTURING LEADS

Tech needed to capture leads:

- Landing page
- Email platform (ESP)
 - MailChimp
 - Convertkit
 - FloDesk
 - Mailerlite
- Analytics (from website, landing page, or ESP)



CAMPAIGN LANDING PAGE EXAMPLES



Webinars are an excellent way to spread the word regarding content marketing. They keep viewers engaged for longer on your website, but they're also a great way to build relationships with potential customers.

Register for the webinar

Name

Email

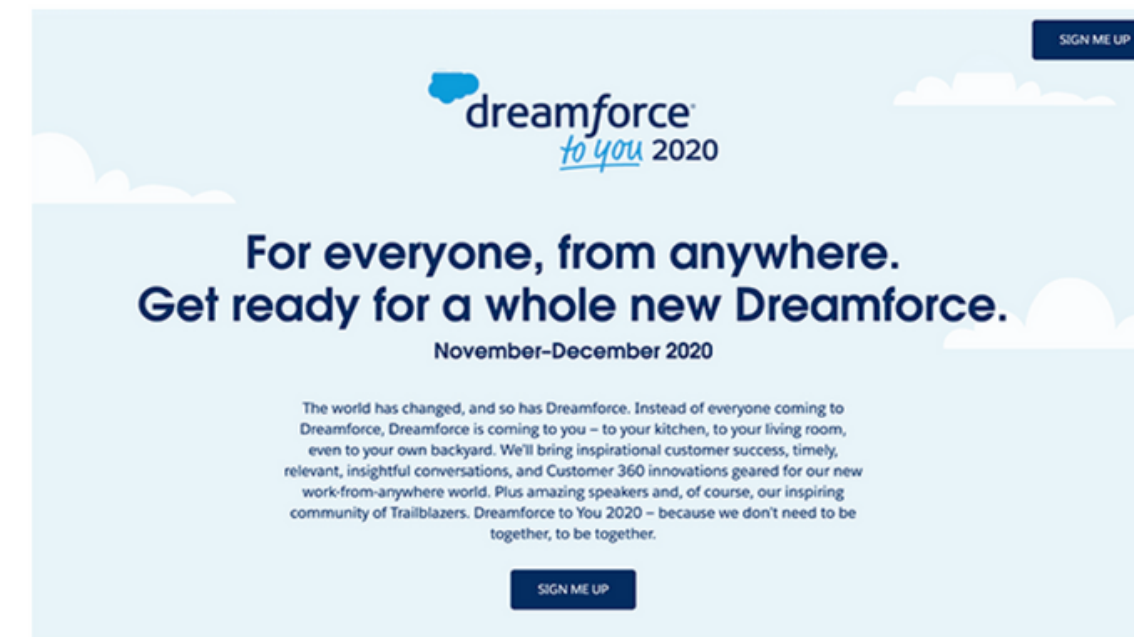
Country

Company
optional

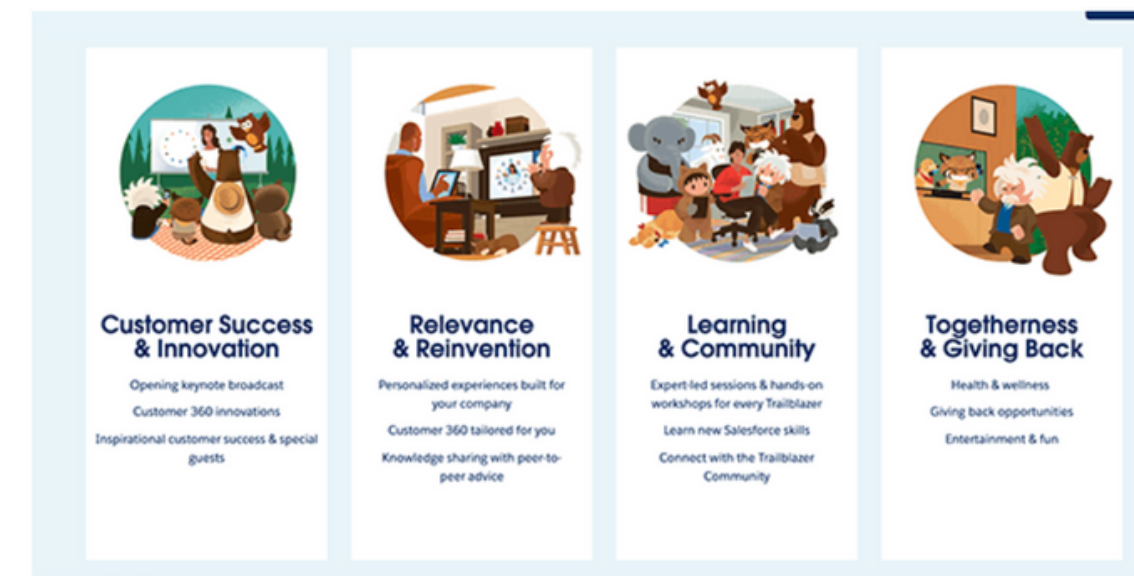
I agree to the [Terms of Service](#) and [Privacy Policy](#)

Your email might be shared with the speaker or host

Send me SEMrush news, events and exclusive offers



With many live events getting canceled, any company whose business thrives off in-person events must take steps to move the experience online. Otherwise, they could lose out on important business.

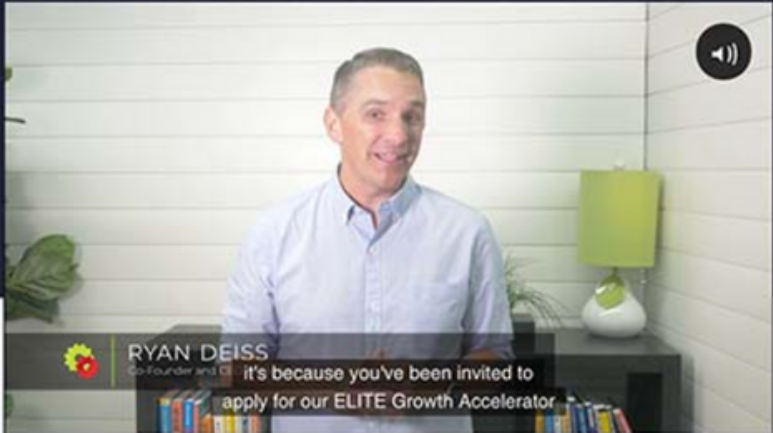


CAMPAIGN LANDING PAGE EXAMPLES

DIGITALMARKETER Apply Now

ELITE GROWTH ACCELERATOR

Together We'll Build A "Marketing Machine" That Generates Buyers From Scratch (Even While You Sleep) In 90 Days Or Less



RYAN DEISS
Co-Founder and CEO
it's because you've been invited to apply for our ELITE Growth Accelerator

[APPLY NOW](#)

Enrollment is currently closed, but if you would like to be considered for enrollment next time, fill out your application now.

What Other ELITE Members Are Saying...

Kasim Astam Time to call some people out!!
Uzair Kharawala you gotta tell Ryan about your Smart Shopping breakthrough! I know you're crushing it since we connected on that topic and there's no point in being humble 🙌
My man Chris Umiastowski had the BIGGEST REVENUE MONTH in his company's history. See how I went all CAPS there? That means something, Chris, I'll let you chime in on how much of that you'd attribute to the program.
Charlotte S. Hicks crushed her online seminar with 3x as many attendees as her in-person seminar had last year. We'd love to hear more about how you did that!
Russell Mackenzie has also been topping the revenue charts. Every month for three months he's seen a new peak! Russell, give us the deets! We need case studies 🙌
John Dick had a huge client ascension (try \$8k a month!) and launched his core product. I'd call that a massive win! You deserve that coffee cup John 🙌
Eric Lopez scored a partnership with not one but TWO of the biggest eCommerce providers in the Bahamas. Let us know if there's more to that story Eric!
Noella Sanchez rolled out the onboarding for her new product (a "done for you" podcast service) AND closed a couple of clients to boot. Great proof of concept!
I hate to leave folks out because I know there are so many more but I'm hoping that helps get the juices flowing!
#CelebrateWins!!
Like · Reply · 6h

Smita Naram shared a link.
Conversation Starter · July 21
This morning, I woke up with my heart full of gratitude to Ryan Deiss & DM team for all the learnings we have received so far, I feel we moved tons in strategy, executions, just because of so many ready to use templates, sharings from coaches & group membersthanks ..I feel we are getting 10 times more in value than what we paid...& Looking at my offline selling experience, it all makes such a sense...already experiencing small wins

Chris Umiastowski I feel like these are our biggest wins:
1) July was our largest month ever for digital offerings. We have only had one larger month when we had a live event and we had a guest partner to pay out on that event. July was 100% us and was due to launching a new "LIFETIME membership" offer on our online training.
2) We created an automation path so that lifetime membership is offered to everyone who goes through our certification program, and this has had a big effect on what I'm calling "ascension revenue".
3) We are converting more than 75% of FREE TRIAL memberships into paid memberships (after 14 free days, similar to DM Lab). This is an increase from 50% previously, and is directly attributable to better onboarding. I implemented the Brad Martineau workshop from Elite.
Like · Reply · 2h



DELIVERING CONTENT

After you capture the leads, you have to deliver the content!

- Email
- Video training/sales letter on the webpage
- Live training session in the future
- Event



The Strategist School

Ready to Build a Profitable Coaching Business Without Compromising What Matters Most?

Begin Earning and Making An Impact Today with Our Step-by-Step Blueprint on to How Launch Your Coaching Business

First Name

Email Address

Phone Number

GET THE TRAINING

Our 20 Minute Training Video Will Teach You:

- How you can build a profitable coaching business in 90 days with our PROVEN BLUEPRINT

The screenshot shows a lead capture form for 'The Strategist School'. The form is titled 'Ready to Build a Profitable Coaching Business Without Compromising What Matters Most?' and 'Begin Earning and Making An Impact Today with Our Step-by-Step Blueprint on to How Launch Your Coaching Business'. It includes input fields for 'First Name', 'Email Address', and 'Phone Number' (with a dropdown menu for country). A prominent gold button labeled 'GET THE TRAINING' is positioned below the form. To the right of the form is a video thumbnail showing a woman in a kitchen setting. Below the form, a section titled 'Our 20 Minute Training Video Will Teach You:' lists a bullet point: 'How you can build a profitable coaching business in 90 days with our PROVEN BLUEPRINT'.



MOVE LEADS INTO ACTION

- Automated email sequences are so important!
- You must have a **clear, strategic, compelling** ask/offer:
 - Book A Call
 - Join a group
 - Check out my program
 - Stay tuned for more emails!



MOVE LEADS INTO ACTION

Chantal Howard coach@chantal-howard.com via n.convertkit.com
to me

Sun, Jul 16, 12:20

Hello Friend!

Wow! Thank you so much for walking with me this week.

I hope you were able to take some time to reflect on your business and your personal life.

I want to make sure that this challenge served you. Would you mind to share your feedback with me in a short survey: <https://forms.gle/39nartvDo6J2JyK98?>

If you want to continue this journey - a journey into a life of wholeness with me and a group of like-minded women - I invite you to join my upcoming group coaching program: [Wholeness Within the Hustle: The Ultimate Wholeness Program for Mom Entrepreneurs](#).

Through this 16-week journey, we'll build mom and business skills, learn from each other, and ultimately move into a place where you and your business thrive.

I so want this for you in 2023.

I want to help you learn to live with "the hard" so that you can wholly live out your calling and be who you were created to be.

If you're ready for growth, for momentum, for accountability, for encouragement and support on your mom and entrepreneur journey - this is the program for you.

"That thing" that "successful women" have is this: they know how to manage their minds and can take their ideas and put them into motion.

Those are skills, ladies. Things you can learn.

And I am going to teach them to you.

I can't wait to continue walking with you.

[Tell me more about WHOLENESS WITHIN THE HUSTLE!](#)

In Case You Missed It...

[Day 1 Training: What Is Wholeness?](#)

[Day 2 Training: How to Change Your Thoughts](#)

[Day 3 Training: How to Calm the Stress Response](#)

[Day 4 Training: From Rut to Routine to Rule of Life](#)

[Day 5 Training: Getting Clear on Your Why](#)

Homework:

[Hustle Into Wholeness Workbook .pdf](#)

If you have a friend who you think could benefit from this, it's not too late! You can send them this link - https://bit.ly/HIW_referral_23 - to sign up to receive the training videos!



CTA: Sales Page
<https://www.chantal-howard.com/wholeness-within-the-hustle-group-program>



CONVERSION

- BEFORE YOU EVEN START YOUR FUNNEL...
 - Make sure you have the entire prospect-to-client journey mapped out.
 - Make sure you have tracking mechanisms in place, know your KPIs
- You get to dictate how and when conversion happens!
 - During a call/meeting
 - On a web page
 - After qualifying calls with a team member

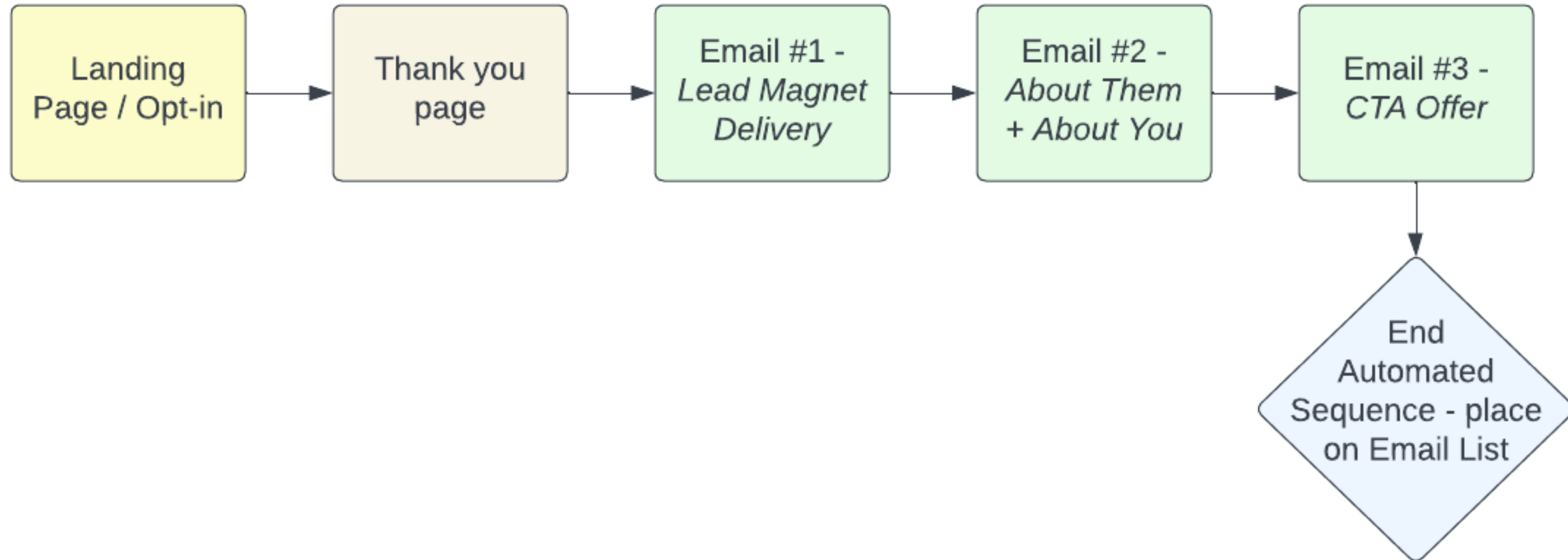


FUNNEL MODELS + OPTIMIZATION



FUNNEL MODELS

Organic: Lead Magnet



ORGANIC FUNNEL EXAMPLE

Tired of doubting yourself and your calling?

As moms and business owners, we are always multi-tasking.

Productivity experts tell us that we shouldn't, but let's get real. *We have to.*

We are the both and-ers, the yes and no peeps, the hustlers and the healers.

We follow ALL the entrepreneurs and try to implement their hacks and systems, but ultimately, our work is different.

Being a mom entrepreneur is it's own game. We have to learn new skills to achieve what we are called to do.

Join my Hustle Into Wholeness Challenge!

I can't wait to meet you and give you the tools you need to navigate through the upcoming year.

Your first name

Your last name

Your email address

[SIGN UP](#)

We respect your privacy. Unsubscribe at any time.



Just check your email and...
YOU'RE IN!

Hustle Into Wholeness - 5 Day Challenge - You're In!

Watch on YouTube

I can't wait to give you all the tools you need to find peace and productivity in the moving forward!



Meet Chantal Howard
Coach to the Coaches & Director of the Wholeness Coaching School

Let's Get Real.

Come join me for 5 days of finding your wholeness within the demands of your busy life hustle.

I'll teach you how to shift between mom-mode and entrepreneur-mode with more grace.

Each day, you'll receive a quick training video with an exercise to help you put what you learned into action. My hope for you is that by the end of the week, you have a new set skill to help you navigate through 2023.

Here's What You'll Learn:

1. Understand the nature of the work you've chosen (no more disillusionment).
2. Claim simple strategies to help you train up in wholeness while in the hustle.
3. Finish your days with more peace, poise and productivity.

Wonderful! You're in! [inbox](#)

chantal@thewholenessschool.com via n.converter@skl.com
to me 4:34 PM (0 minutes ago) ☆ ↶ ⋮

Thank you for joining my five-day challenge!

I am thrilled you are here!

My goal is to give you tools that you can use to navigate through the upcoming year so that you can shift between mom-mode and entrepreneur-mode **with more grace.**

Who doesn't want to have more peace and be more productive in 2023?

I will be popping in your inbox soon with your first training.

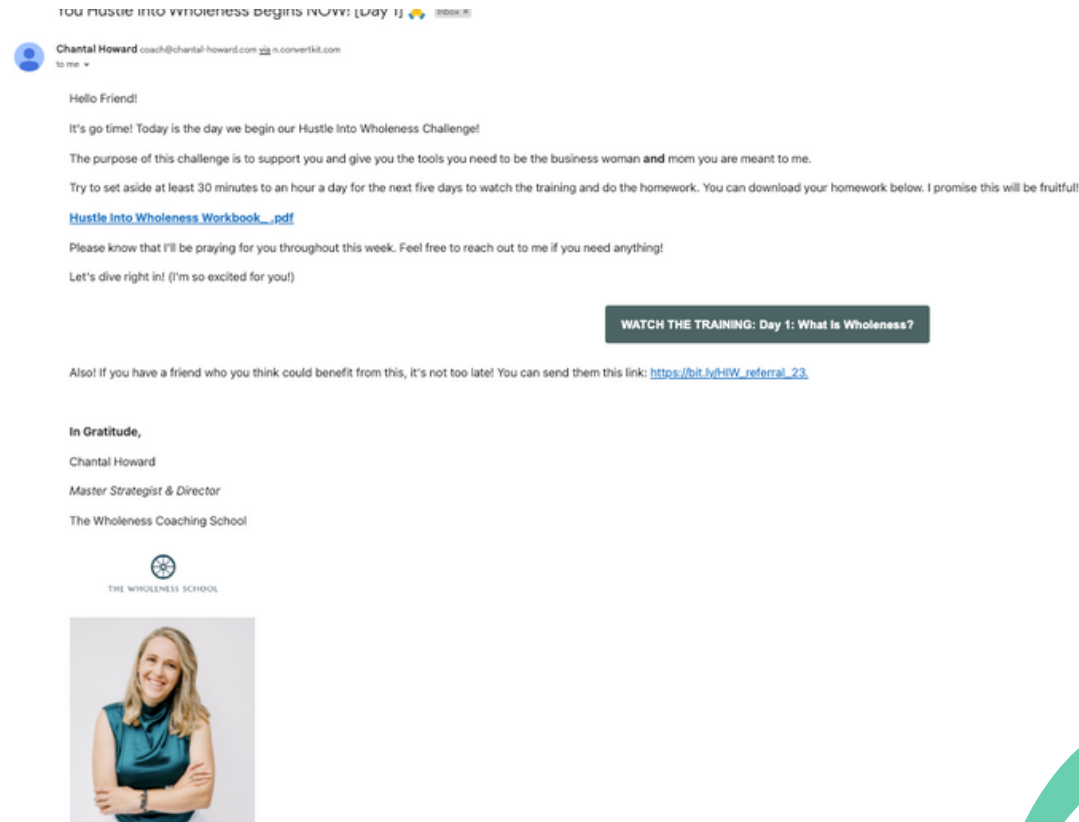
I can't wait to meet you!

[Click here to confirm your registration!](#)

[Unsubscribe](#) | [Update your profile](#) | 113 Cherry St #92768, Seattle, WA 98104-2205



ORGANIC FUNNEL EXAMPLE



I am so excited you are here, mama! Today, we are going to start with setting intentions for this five-day journey. I'll cover **what wholeness is** and **how you know when you are living in it**.

Hint -"wholeness" is living in harmony with who our Maker created you to be. You have a calling that is unique to you. Everyone's call is different and it plays out differently in each season of your life.

If you are here, you know your call is to be a "business mom."

The purpose of this challenge is to support you and give you the tools you need to be the business woman and mom you are meant to me.

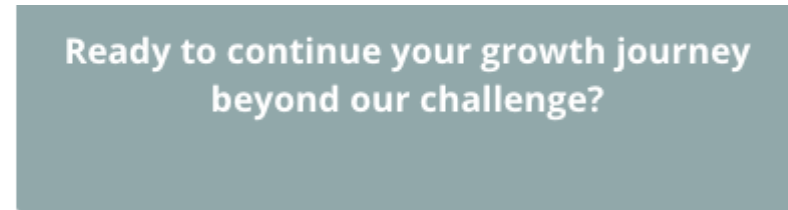
Try to set aside at least 30 minutes a day for the next week to watch the training and do the homework. You can download your homework below.

[Hustle Into Wholeness Workbook .pdf](#)

I'll be praying for you throughout this week!

Let's dig in!

P.S. - If you want to share this challenge with a friend, send them this link: https://bit.ly/hiw_referral_23



Join my upcoming group program: **Wholeness Within the Hustle: The Ultimate Wholeness Program for Mom Entrepreneurs.**

For 16 weeks, I am supporting a group of mom entrepreneurs who want to build business skills, find community, and integrate sustainable wholeness into their lives.

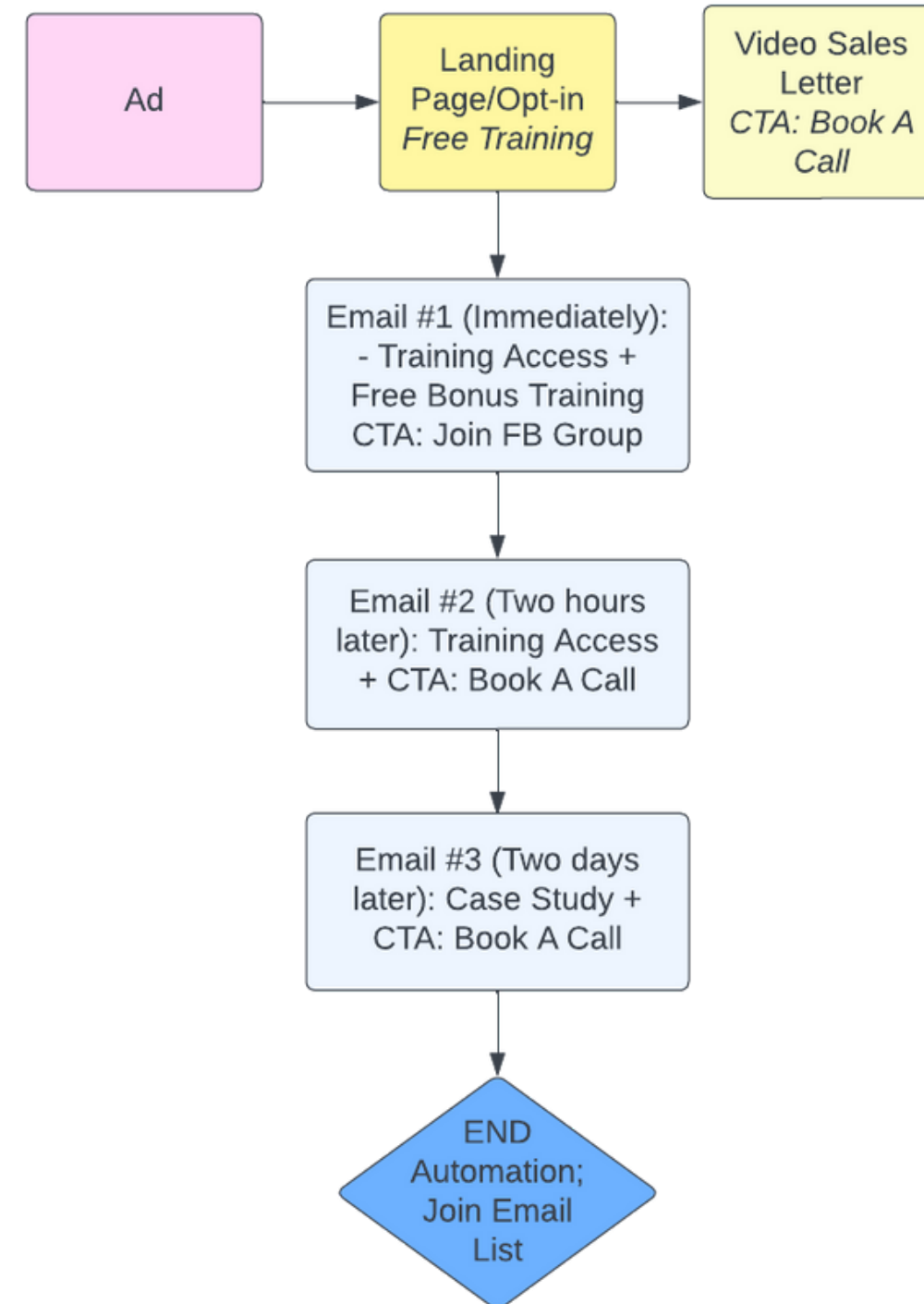
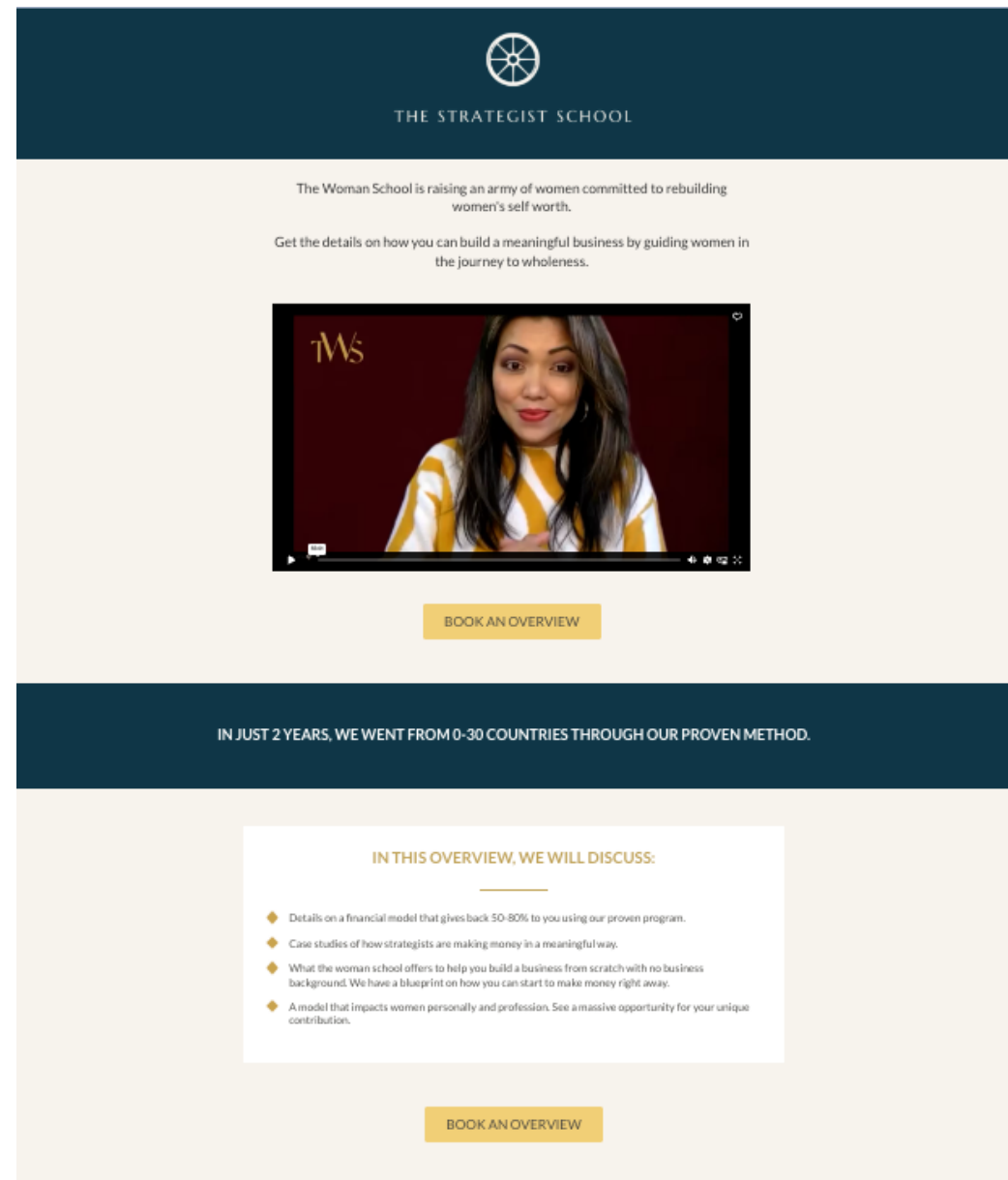
No more burnout. No more choosing between your family and your business. No more spinning your wheels.

It's time for you to move from your ideal life to your real life so you and your business can thrive.

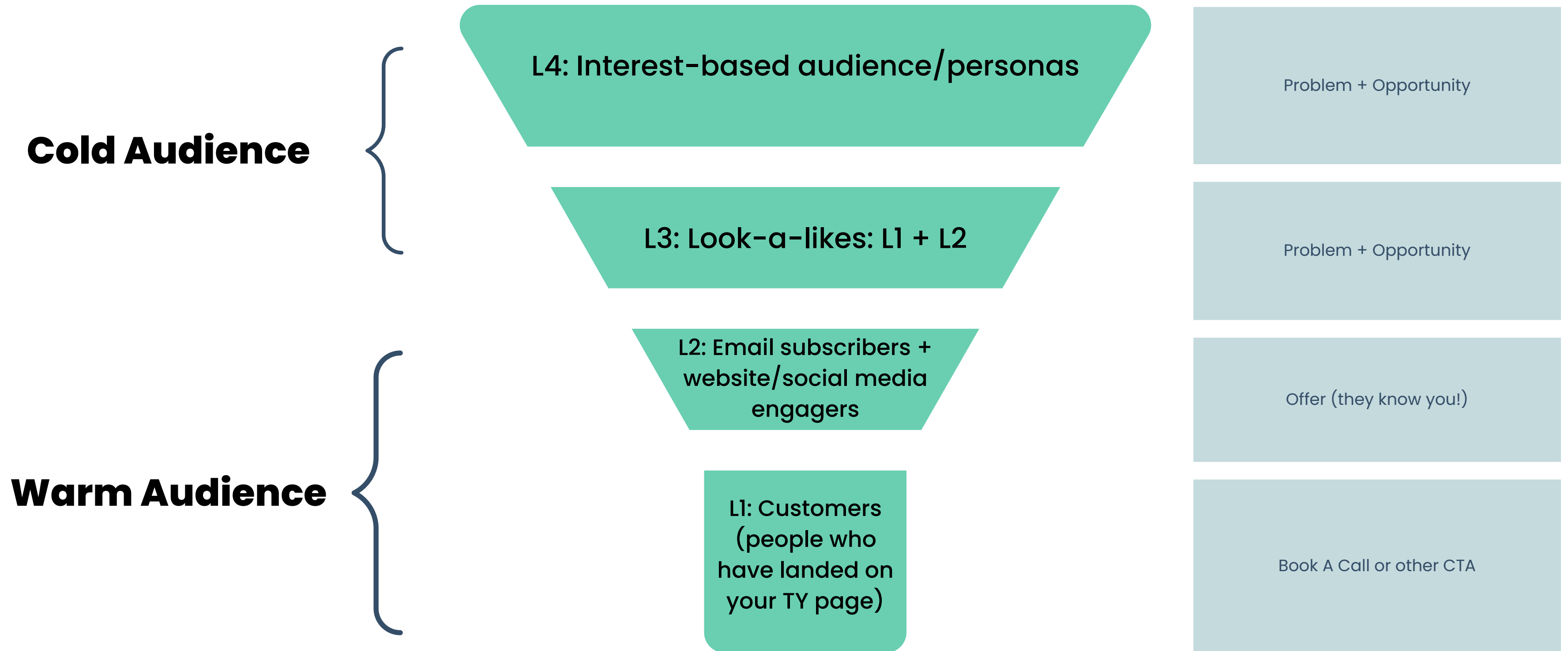


FUNNEL MODELS (PAID)

Paid Ads (COLD) Funnel to VSL



FUNNEL MODELS (PAID)



Cold Audience

Warm Audience

Messaging

L4: Interest-based audience/personas

Problem + Opportunity

L3: Look-a-likes: L1 + L2

Problem + Opportunity

L2: Email subscribers +
website/social media
engagers

Offer (they know you!)

L1: Customers
(people who
have landed on
your TY page)

Book A Call or other CTA

HOW TO KNOW WHEN YOU SHOULD MOVE TO PAID

BEFORE you move to paid, you must:

1. Determine your goals.
2. Have a system to track your efforts.



HOW TO KNOW WHEN YOU SHOULD MOVE TO PAID

Know your goals!

Goal	Marketing Tactic
Find new clients / build your list	Use a lead magnet (a valuable piece of content, challenge, free training, etc.) to run a TOF paid ad campaign
Drive webinar/event registrations	Run paid ads to landing page
Increase brand awareness	Speak at conferences / get on podcasts (can be an organic strategy)
Build your audience	Partner with an influencer / leverage their audience; have them direct their audience to your offer.



PAID LITMUS TEST

Are you ready to move to paid?

- Are you collecting email addresses?
- Have you seen success in one social media channel?
- Have you honed in on your messaging, your offer, and your audience?
- Do you have the tech (landing page, website, or CRM) set up to support your campaign?
- Do you have a clear CTA for people to act on?
- Are you prepared to spend 3x the cost of your product to test your ads?



MOVING TO PAID

Ready, set, GO!

1. Have a goal.
2. TRACK everything!
3. Find the WHO - you need someone to create a strategy and execute for you.
4. Be comfortable with spending money and not seeing a return right away.

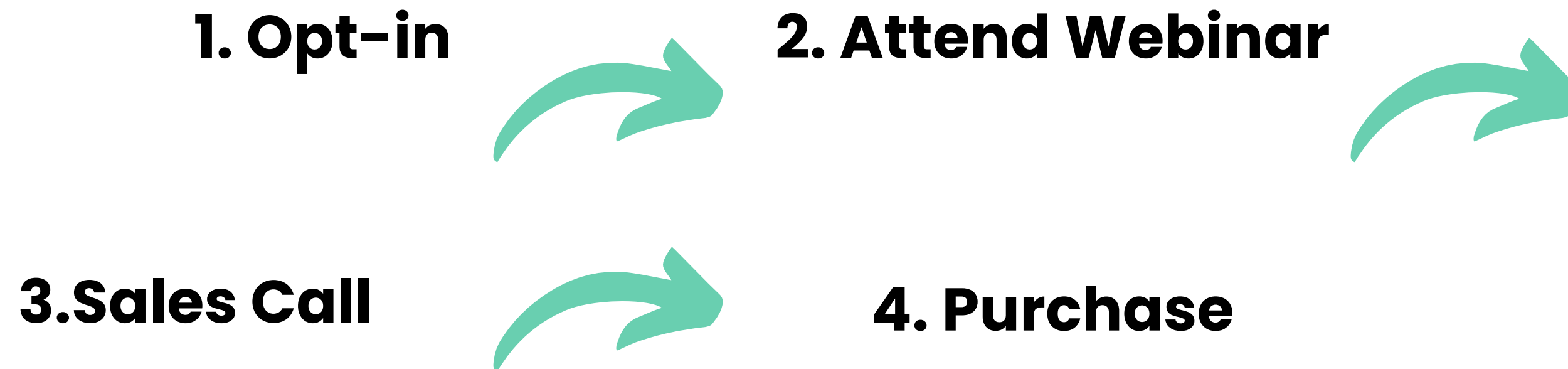
SOH - 3/31			Needs to come from CRM not FB						
	Date	Amount Spent	Leads	CPL	# Appointments	Cost per Appointment	# of Startegists	Total Revenue	ROAs
	March 10, 2022	102.5		4	\$25.63				
	March 11, 2022	98.61		3	\$32.87				
	March 12, 2022	98.88		7	\$14.13				
	March 13, 2022	100.22		5	\$20.04				
	March 14, 2022	100.26		5	\$20.05				
	March 15, 2022	102.58		7	\$14.65				
	March 16, 2022	96.79		1	\$96.79				
	March 17, 2022	98.59		2	\$49.30				
	March 18, 2022	101.89		10	\$10.19				
	March 19, 2022	99.64		4	\$24.91				
	March 20, 2022	97.37		4	\$24.34				
	March 21, 2022	100.85		2	\$50.43				
	March 22, 2022	101.91		7	\$14.56				
	March 23, 2022	101.1		3	\$33.70				
	March 24, 2022	69.37		4	\$17.34	4 in klaviyo			
	March 25, 2022	7.94		0	#DIV/0!				
	March 26, 2022	10.77		0	#DIV/0!				
	March 27, 2022	4.4		0	#DIV/0!				
	March 28, 2022								
	March 29, 2022								
	March 30, 2022								



FUNNEL MATH

How to figure out KPIs for your funnel

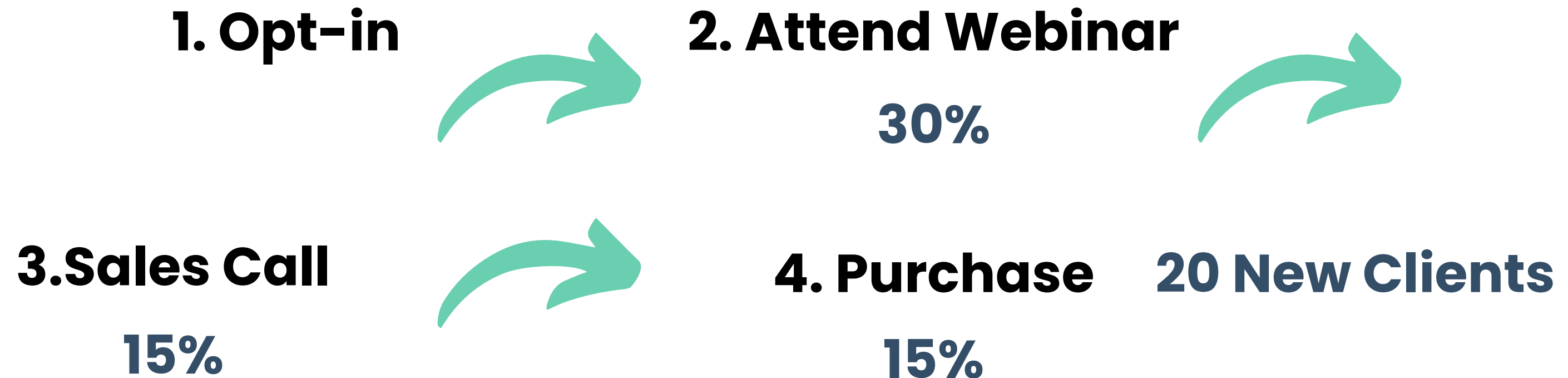
What does the journey look like? Identify the steps.



FUNNEL MATH

How to figure out KPIs for your funnel

Determine your ultimate goal and your benchmarks (industry or past performance).



FUNNEL MATH

How to figure out KPIs for your funnel

Reverse engineer your funnel to figure out how many leads you need and what your benchmarks should be.

Start with the last step and divide it by its conversion rate. Do this for each step.

20 New Clients / .15 = 133 Sales Calls

133 Sales Calls / .15 = 889 Webinar Attendees

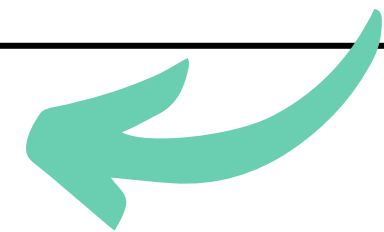
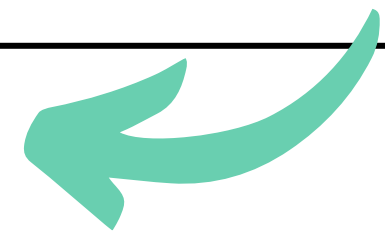
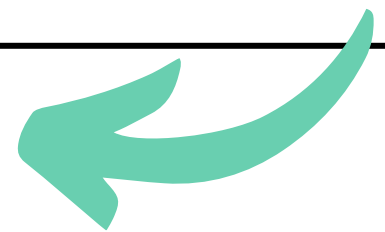
889 Webinar Attendees / .30 = 2,963 Opt-ins



FUNNEL MATH

How to figure out KPIs for your funnel

Opt-In	Attend Webinar	Sales Call	Purchase
	30%	15%	15%
2,963	889	133	20



FIXING THE FUNNEL

Know your KPIs (Key Performance Indicators)

Every day (if paid), every week (organic), look at your KPIs:

- Number of leads/subscribers
- Number of people who hit the page and then don't complete your form
- Number of new clients/customers
- Number of meetings
- Number of video views
- Time spent on page
- Hot Jar/Crazy Egg for page interactions
- Copy - does it resonate?
- Page speed/load time

If you are running ads, message me - I have a KPIs + benchmarks for you!



THANK YOU!

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