

The whole world is up here above your funnel. Your bat signal people will enter this funnel after finding your content online. Focus on filling this funnel with people who resonate with what you have to say (your bat signal content). You'll do this by creating blog & video content, and syndicating (sharing) that content consistently so you can be found by those you want to find you!

## First, they find you + your message ...



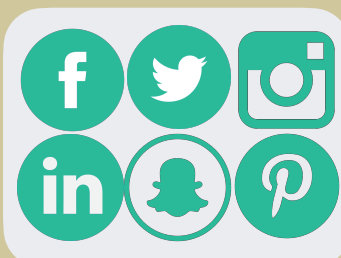
Blog Content



Video Content



List Syndication



Social Syndication + Connection



Warm Market +  
Referrals

## Then, they show that they're *interested in what you have to say...*



Lead Magnet Funnel



Lead Group



1:1 Conversation

These are  
your leads

## Then, you have a consultative 1:1 conversation...



1:1 Call or Meeting



Conversation Cheat Sheet  
+ Convert the Conversation

All roads lead to a 1:1  
conversation with you.  
The people who land  
here already like &  
trust you, and want to  
learn more from you!

## Then, they become your member + join your TRIBE

 **GO** for *Gold*  
*business funnel*



Enroll your new  
member

This is where your business grows and  
duplicates. Every action you perform in  
your business is in service of maximizing  
visibility & curiosity, connecting with the  
most curious regularly and enrolling them  
as members.... so they can access your  
resources, then duplicate the same  
actions to grow with you on your team.

## ...and get access to everything they need to succeed:



Specialty Group



Member Group



Challenge Group



Builder Group