



# Marketing Funnel

## Client Journey Part 1

### What is an Goal?

This worksheet is designed to make you think about how potential clients are going from "who is this?" to "buy now!" from a marketing perspective. In today's world it can take 30 plus touches for a client to to buy from you. So let's get crackin!

### AWARE

How are clients finding you? What new ways can we make them aware of us?

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### ENGAGE

How do we set ourselves apart so they want to follow/hear more?

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### SUBSCRIBE

They're interested! What should we do regularly to keep them around?

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### CONVERT

What is the consistent 'Call to Action' to get subscribers to buy?

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Think  
30+  
Touches!