Your Quiz Results

FUNNELS & MARKETING

CHRISTAPOTTER.COM

ABOUT THE AUTHOR

Hello, I'm Christa!

I'm here to help you establish & implement the strategy, systems, and measurement you need to grow and scale your online business.

I have the knowledge, skills, and experience to help you put the whole picture together. Not just the marketing and business strategy but also the mindset, systems, design, tech, and data analysis to put it in motion and optimize your growth.

Work with Me

As a Certified Master Marketer and Business Strategist, Funnel Builder, and Automations & Data Measurement Specialist with well over a decade in the online business space, I can help you build and grow your profitable online business through proven strategies and data driven decisions.

It's my mission to help other women entrepreneurs create the financial freedom and independence that can help change the world.

your results

FUNNELS & MARKETING

Your business will benefit most from you focusing on your marketing and sales strategy, including lead and sales funnels, for your existing or future products and services.

Like it or not, part of being an entrepreneur is sales and marketing. I know many entrepreneurs, especially purpose led entrepreneurs, feel like sales and marketing are “icky” but they’re not! Embrace it!

If know that what you offer can positively impact the lives of others,then getting those incredible offers out to your people is doing them a service! They deserve the opportunity to improve their lives with what you offer.

It is possible and POWERFUL to have a marketing and sales strategy that delivers AND feels good!

your blueprint

FUNNELS & MARKETING BLUEPRINT

In order to automate and optimize the selling process in your business and increase your conversions and average order values there are several options you can explore depending on your business, including:.

Get Started with:

- ☐ Application Funnels
- ☐ Appointment Booking Funnels
- ☐ Lead Generation Funnel

Grow with:

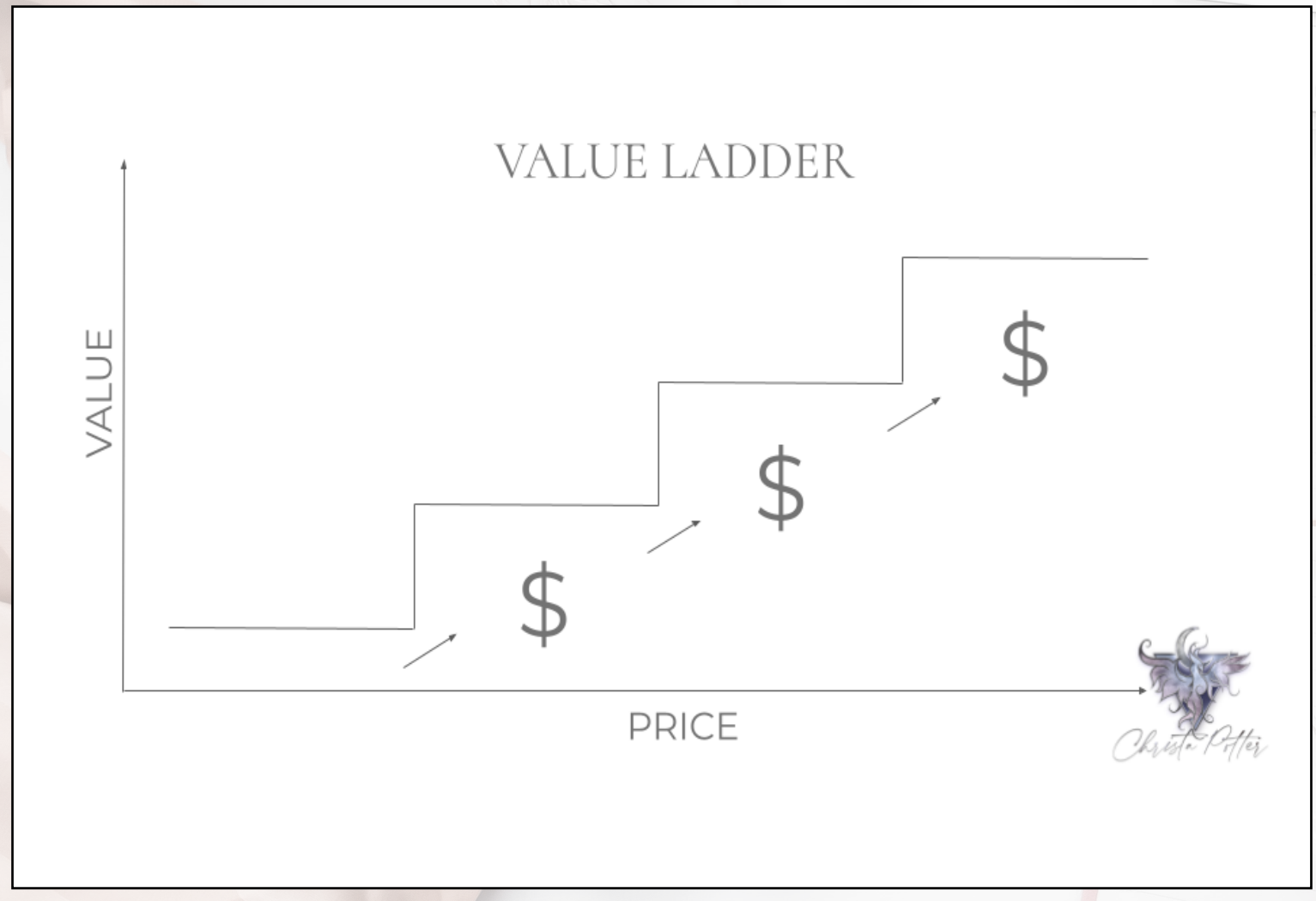
- ☐ Tripwire Funnels
- ☐ Webinar Funnels
- ☐ Pressure Launch Sales Funnels

Scale with:

- ☐ Evergreen Launch Funnels
- ☐ VSL Funnels
- ☐ Self Liquidating Offer Funnels

Funnels & Marketing workbook

One of the first steps in nexl levelling your Marketing Strategy and planning your Funnel Strategy is beginning to build out the Value Ladder for your Business.



This is your blueprint for meeting your clients and customers where they're at in their journey and supporting them through it with your offers.

You can find out more about optimizing your marketing strategies by creating a value ladder for your business and introducing lead generation and sales funnels check out this video: https://youtu.be/Fx0AA8k4jdg

Funnels & Marketing workbook

Am I actively marketing myself and selling on social media or just using it as an influencer and social tool?

Who am I marketing to and what desires and outcomes are they seeking?

Funnels & Marketing workbook

How do I deliver that to them in a way nobody else can? Am I articulating that effectively in my sales and marketing?

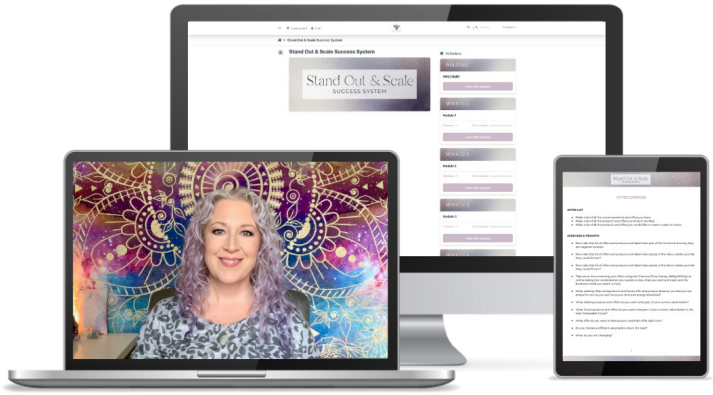
What gaps do I What sales and marketing funnels do I have in place? In other words, how am I bringing potential clients/customers into my world and guiding them to that destination? What gaps do I need to fill?

FUNNELS & MARKETING

Are you ready to finally make decisions, create and launch offers, and market your business with a plan so you can stop throwing stuff at the wall to see what sticks?

Your Options

If you're looking to learn how to implement these strategies in your own business, then I recommend starting with **The Stand Out & Scale Success System**.



If you're looking for a higher level of support, and desire an expert to partner with to create your new funnels & marketing strategy, please check out our **1:1 Consulting Services**, **1:1 Consulting inluding Done For You Services Retainer Packages**, or **book a call** with us to discuss your next best step.

Christa Potter

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