

SALES FUNNEL

**FEEL
GOODS**

Objective of
a Feel Good
is to book a
Free Good:

This means
your
audience
(now)
understands
their
problem.

They
understand
you solve
this problem
and curious
to know
more about
'HOW' you
solve the
problem

1. LONG

How-To
How-They
How-We

Videos
Articles
Ebooks
PodCasts
Training
Webinars

< 90-Minutes

1 a month

Call To Action

Book a Free
Good (Trial
Good)

2. MEDIUM

Structured
Methodology,
Stories, Case
Studies

Videos
Articles
Ebooks
PodCasts
Training
Webinars

<16 Minutes

< 1 a week

Call To Action

Book a Free
Good (Trial
Good)

Learn more in
Long Media

3. SHORTS

Problems
Stories
Current Affairs
Data
Research

Video
Articles
Posts
Lists

Interaction
goes to
Medium and/or
Long Media

< 6 Minutes
< 1 a day

Brand Owned
Channels:
Blog
Email
Social

4. MICRO

Splinters
Headlines
Sound bytes
from Shorts,
Medium,
Long.

Interaction
goes to
Shorts,
Medium.
& Long Media

< 30 seconds
1 -2 a day

Brand Owned
Channels:
Blog
Email
Social

**FREE
GOODS**

Objective of
a Free Good
is to book a
Trial Good:
Your
solution is a
good fit for
how I want
to fix my
problem.

Structured, facilitated face-to-face

Free Goods and Trial Goods can
sometimes combine into one.

The Audience gets a safe, small
experience of you/your solution
that aids their decision making to
invest in solving their problem
with your solution.

**TRIAL
GOODS**

Trial period, Modular Product, and/or a paid for
experience that facilitates an ongoing customer
relationship.

**INVEST IN
GOODS**

A meaningful transaction has taken place.
Sale is made

**REFER
GOOD**

Great services results in Word of Mouth business.
Advocacy Programmes, Upsell, Cross Sell products.



 teachbrandtofish.com/freeworkshop
teachbrandtofish.com/personal-brand-club

more flow, less force

