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Book Funnel Worksheet



Funnel Entry Product

|  |
| --- |
| **Name of the product you will use for entry point?** |
|  |
| **Price of the product?** |
|  |
| **Where the product is available digitally?** |
|  |
| **If not available yet, create and upload it.** |
|  |
| **Complete your first entry point product for funnel, Choose any** |
| 1. E- book
2. Video book
3. Paperback
4. Audio book
5. Course
6. Webinar
 |

Entry product creation

|  |
| --- |
| **Select your topic:**  |
| **Product name: Book** |
| **Digital product name** |
| **5-Day e –learning (Sample)** |
| **Learning Days: 4** |
|  | **Media** | **Duration** |
| **Day 01: Topic** |
| 1. How to do create a course
 | Video | 40 min |
| 1. How to do Zoom meeting
 | Audio | 10 min |
| 1. How to make an effective video
 | PDF/Blog |  |
| 1. How to create email marketing
 | Youtube link | 30 |
| **Day 02:** |
| 1. | Video |  |
|  | Audie |  |
|  | Blog |  |
| **Day 03:** |
| 1. |  |  |
| **Day 04:** |
| 1. |  |  |
| **Day 05:** |
| 1. |  |  |
| **Day 06:** |
| 1. |  |  |
| **Day 07:** |
| 1. |  |  |

4-Step Funnel

|  |
| --- |
| **Draw your 4-step inside funnel conversion sequence** |
| **Step 01 - What are your Lead Magnets** |
|  |
| **Step 02 – What are conceptual products** |
|  |
| **Step 03 – Consulting Services** |
|  |
| **Step 04 – 1-2-1 Coaching Services** |
|  |

Landing Page

|  |  |
| --- | --- |
| Service TypeTool Selection | Apps/Tools |
| Service | App/Tool name | Monthly | Monthly(Paid Annually) |
| Creative/Designs |  |  |  |
| Webinar |  |  |  |
| Meeting/Live Class |  |  |  |
| Email Marketing |  |  |  |
| Website |  |  |  |
| Podcast |  |  |  |
| Video host |  |  |  |
| Screen Recording |  |  |  |
| Video Editing |  |  |  |
| Online Course |  |  |  |
| Auto responders |  |  |  |

|  |
| --- |
| **Create your landing page details** |
| **Heading** |
| A short statement matching what was clicked |
| **Subheading** |
| More details about your product and services |
| **Product feature details or benefits** |
|  |
| **Social proof/Reinforcement statement** |
|  |
| **Call to action/lead form** |
|  |
| Five core elements that every high-converting landing page |
| 1. A unique selling proposition (USP)
2. A hero/header image or video
3. The benefits of your offering
4. Some form of social proof
5. A single conversion goal (or your call to action)
 |