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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 Type  Tool 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) |