

# Funnels

# NOTES

choreo  
graphy  
togo  
Education

🎯 **WORKSHOP FOCUS: BUILDING A MARKETING FUNNEL FOR FITNESS BUSINESSES**

**THEME: HOW TO BUILD AND IMPLEMENT AN EFFECTIVE CONTENT AND EMAIL MARKETING FUNNEL USING FREEBIES AND AUTOMATION TOOLS.**

**TARGET AUDIENCE: FITNESS PROFESSIONALS, ESPECIALLY THOSE RUNNING ONLINE PROGRAMS.**

🚀 **KEY CONCEPTS INTRODUCED**  
**UNDERSTANDING THE FUNNEL**

**TOP OF FUNNEL (TOFU): SOCIAL MEDIA AND FREE CONTENT (E.G. CHECKLISTS, PDFS, MINI-COURSES).**

**MIDDLE OF FUNNEL (MOFU): LOW-TICKET OFFERS (E.G. £6.99 MEMBERSHIP, SHORT 5-DAY CHALLENGES).**

**BOTTOM OF FUNNEL (BOFU): MAIN OFFERS OR SIGNATURE PROGRAMS.**

**WEEKLY FREEBIE STRATEGY**

**PLAN AND PROMOTE A WEEKLY FREE RESOURCE AS SERIOUSLY AS A PAID OFFER.**

**EXAMPLES: WORKOUT CHECKLISTS, SYMPTOM GUIDES, RECIPE PDFS.**

**USE THESE TO BUILD YOUR EMAIL LIST.**

**AUTOMATION TOOLS (MAILERLITE EXAMPLE)**

**CREATE A GROUP → BUILD A FORM → CONNECT TO LANDING PAGE → SETUP AUTOMATED EMAIL SEQUENCE.**

**AUTOMATIONS CAN INCLUDE:**

**SENDING FREE CONTENT.**

**FOLLOWING UP WITH A PAID OFFER OR UPSELL.**

# *Funnels* **NOTES**



## 💡 PRACTICAL IMPLEMENTATION STEPS CREATE A LEAD MAGNET

EXAMPLE: CHOREOGRAPHY NOTES FROM A CONFERENCE.

DELIVER VIA AUTOMATION AFTER EMAIL CAPTURE.

USE AUTOMATION PLATFORMS

TOOLS LIKE MAILERLITE SIMPLIFY:

SUBSCRIBER GROUP CREATION.

LANDING PAGES AND EMAIL SETUP.

FOLLOW-UP CAMPAIGNS WITH OFFERS.

EMAIL UPSELL FLOW

STEP 1: THANK-YOU EMAIL WITH FREEBIE.

STEP 2: SUGGEST ENTRY-LEVEL OFFER (E.G., £6.99 PLAN).

STEP 3: UPSELL TO BIGGER COACHING/MEMBERSHIP PROGRAM.

TEST DIFFERENT FUNNELS

A/B TESTING:

FREE → PAID

FREE → LOW → HIGH

MEASURE WHICH SEQUENCE CONVERTS BETTER.

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## SOCIAL MEDIA CONTENT STRATEGY

**TOP OF FUNNEL (TOFU): VIRAL OR FUN CONTENT (E.G., 21-DAY AB CHALLENGE).**

**MIDDLE OF FUNNEL (MOFU): EDUCATIONAL CONTENT (E.G., TIPS, HOW-TOS).**

**BOTTOM OF FUNNEL (BOFU): DIRECT SALES AND PROMOTIONAL CONTENT.**

**EXAMPLE: 21 ONE-MINUTE AB EXERCISES SCHEDULED DAILY ACROSS PLATFORMS LIKE INSTAGRAM, YOUTUBE, FACEBOOK.**

## PRODUCT STAIRCASE

**BUILD OFFERINGS FROM FREE → LOW-COST → CORE PROGRAM.**

**EXAMPLES:**

**FREE: AB CHALLENGE OR SYMPTOM CHECKLIST.**

**LOW-COST: 5-DAY CHALLENGE OR £6.99 MINI-MEMBERSHIP.**

**CORE: 4-12 WEEK COACHING OR FITNESS PROGRAMS.**