



# Notes

## 1) Your Primary Funnel Filler Attraction

Identifying a Primary Funnel Filler Attraction simplifies your marketing efforts when you're out and about in the world, especially if you have more than 1 service to offer. It's typically a lower priced program or service, and is used to give your prospects a taste of your what you can do for them, and to let them know more about how else you can help them.

To make this work, you would to plan most of your external marketing activities to attract prospects to your Primary Funnel Filler Attraction, and then:

Develop marketing materials to have available for attendees

Develop a value-added follow up strategy to move people to your higher priced service(s).

Joan Friedlander will work with you to develop your funnel-filling strategy, and support you during implementation until you have results. To find out more about this service visit [http://www.lifeworkpartners.com/coaching/reach\\_target\\_clients.php](http://www.lifeworkpartners.com/coaching/reach_target_clients.php)

## 2) Speaking

Speaking isn't for everyone. You'll choose which 2-3 strategies for attracting prospective clients to your funnel filler Offer is best for you, and to reach your target clients.

## 3) Develop follow-up materials to offer at the funnel filler event

You don't have to develop all of these, just those that make sense.

## 4) newsletter

Don't rely only on newsletter subscriptions to move people to your other services and programs. Be more direct to maximize personal contact.