

A desk setup on a white marble background. In the top left, there's a gold-colored chair. In the center, a grey folder with a large gold dollar sign on it. To the right, a gold calculator. In the bottom right, a gold laptop keyboard. Scattered around are gold paper clips, a gold pen, and a gold earbud.

Launch Like a Boss

**MAP YOUR FUNNEL**

# LAUNCH LIKE A BOSS

Module 3 | Visibility & Leads

## MAP YOUR FUNNEL

### Visibility

How will people initially hear about your brand?

organic social media

paid advertisements

leveraged influence

### Connection

What will you offer to entice them to connect with you further?

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### Build the Relationship

What content will you use to develop the relationship, build trust, and begin to get them thinking about solving their problem?

email

social media

long-form content

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## Module 3 | Visibility & Leads

### Welcome Email Sequence

*Email #1 Suggestion: Introduction*

**Email #1:** \_\_\_\_\_

*Email #2 Suggestion: Engage them with a question.*

**Email #2:** \_\_\_\_\_

*Email #3 Suggestion: Share your best (relevant) content*

**Email #3:** \_\_\_\_\_

*Email #4 Suggestion: Introduce the problem -- and the possibility*

**Email #4:** \_\_\_\_\_

*Email #5 Suggestion: Share your story*

**Email #5:** \_\_\_\_\_

### Social Media

Which platforms?

Facebook

Instagram

Twitter

Other: \_\_\_\_\_

Schedule: \_\_\_\_\_ times/week

### Long-Form Content

Content type:

blog posts

podcast episodes

videos

Schedule: \_\_\_\_\_ times/week

# LAUNCH LIKE A BOSS

## Module 3 | Visibility & Leads

### Close the Sale

*Almost without exception, email will be your primary tool for closing sales. However, there are several other tools you might consider as well.*

Which tools will you use to close sales?

email

webinars

social media

paid advertising