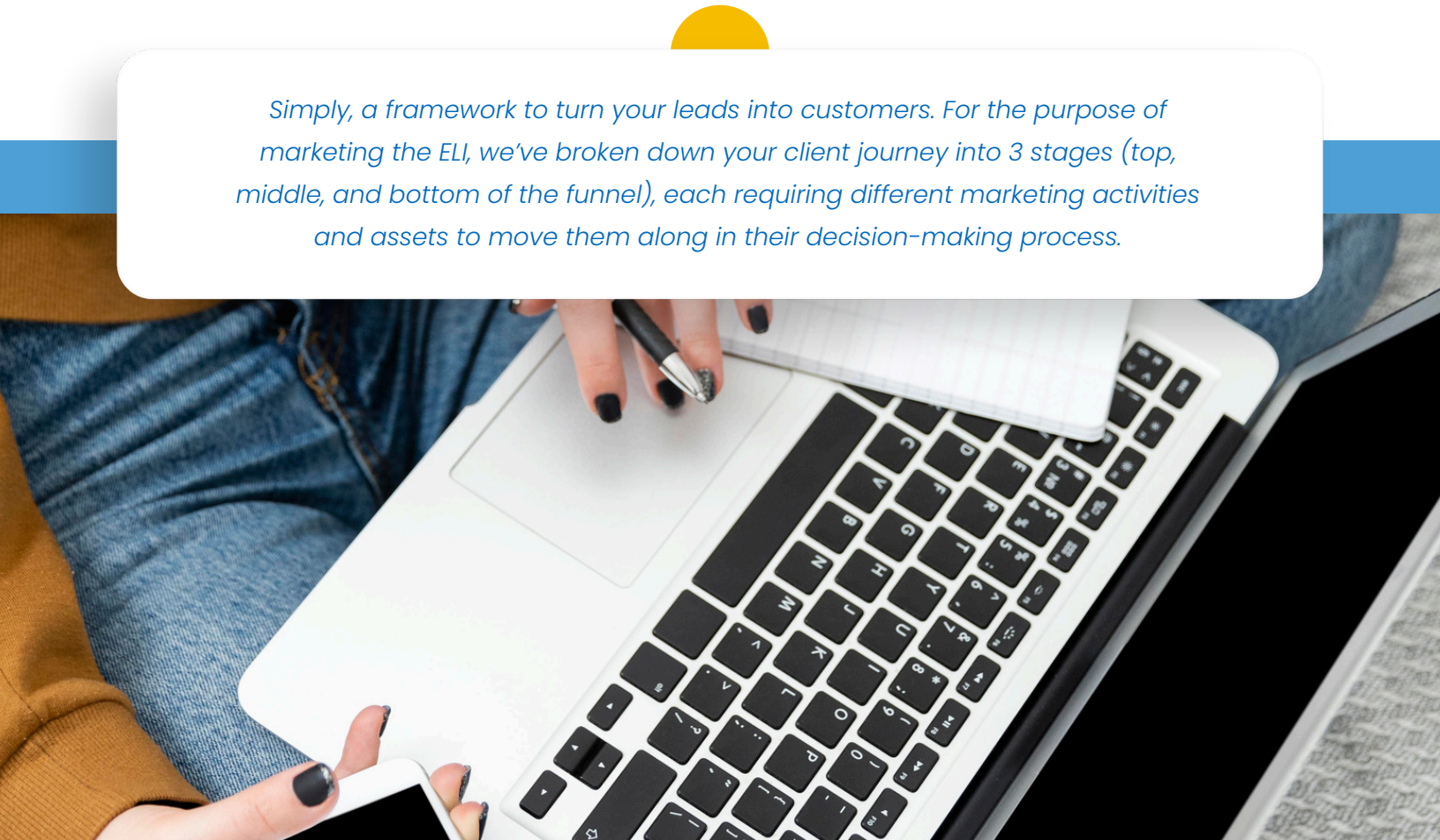


How to Build an ELI Marketing Funnel: Companion Guide

The ELI provides an impactful opportunity for your business! While differentiating yourself from other coaches, you'll also be making a difference in your clients' lives—and we're giving you the tools you need. Marketing the ELI can feel intimidating (understandably!) Thankfully, it doesn't have to be.

This companion guide will outline a simple, step-by-step process you can follow to market the ELI, utilizing the ready-made assets from the ELI Marketing Toolkit. In the marketing world, we call it a funnel.

What is a Marketing Funnel?



Simply, a framework to turn your leads into customers. For the purpose of marketing the ELI, we've broken down your client journey into 3 stages (top, middle, and bottom of the funnel), each requiring different marketing activities and assets to move them along in their decision-making process.



Stage 1: Top of the Funnel

This stage is all about increasing visibility. You want people to know you (and your ELI offering) exists! People in the top of your funnel are not quite ready to buy from you since they're just getting to know you.

Activities:

Share content about topics related to your coaching niche that aim to entertain or educate. Use the sample social media posts to provide free value to your audience, or share the ELI elevator pitch at networking events. You can also increase awareness through content marketing activities such as social media posts, blogs, or YouTube videos.



Stage 2: Middle of the Funnel

The stage is all about building trust. Your job here is to capture and nurture leads by offering a free piece of “premium” content (aka a lead magnet) that supplements or builds upon the content you provided in the top of the funnel. Your website visitors will only be able to access this content by providing their email address to access it.

Activities:

Create and offer a free piece of content your visitors can access in exchange for their email. This can be on your website or a registration page for a webinar. It can also be something more interactive, like a quiz or contest—get creative and have fun with it! As your audience is more “bought in” at this point, you could share the research studies or the sample presentation to shed additional light on your level of expertise.



Stage 3: Bottom of the Funnel

At the bottom of the funnel, you've built a sufficient level of trust with your leads and they are ready to be presented with the ELI assessment! Your job at the bottom of the funnel is to present your ELI offering in a compelling way that inspires those leads to take action. Your leads should feel like what you're offering is a solution to their problem.

Activities:

At this point, you can assume your leads already have enough info to make their decision. Your bottom-of-the-funnel content is meant to help them make that decision! Use the website positioning copy or the sample email to make the sell. (This is not a bad word! Think of a time when you were glad to be sold to because something you purchased solved a problem for you. This is just like that.)

And that's it!

And that's it! With these steps in place, your audience will have clear, value-driven expectations of how to buy an ELI debrief from you. Because they want what you're offering! Sometimes they just require a bit more information, education, and direction. Which makes complete sense!

Trust the process. You've got this!