

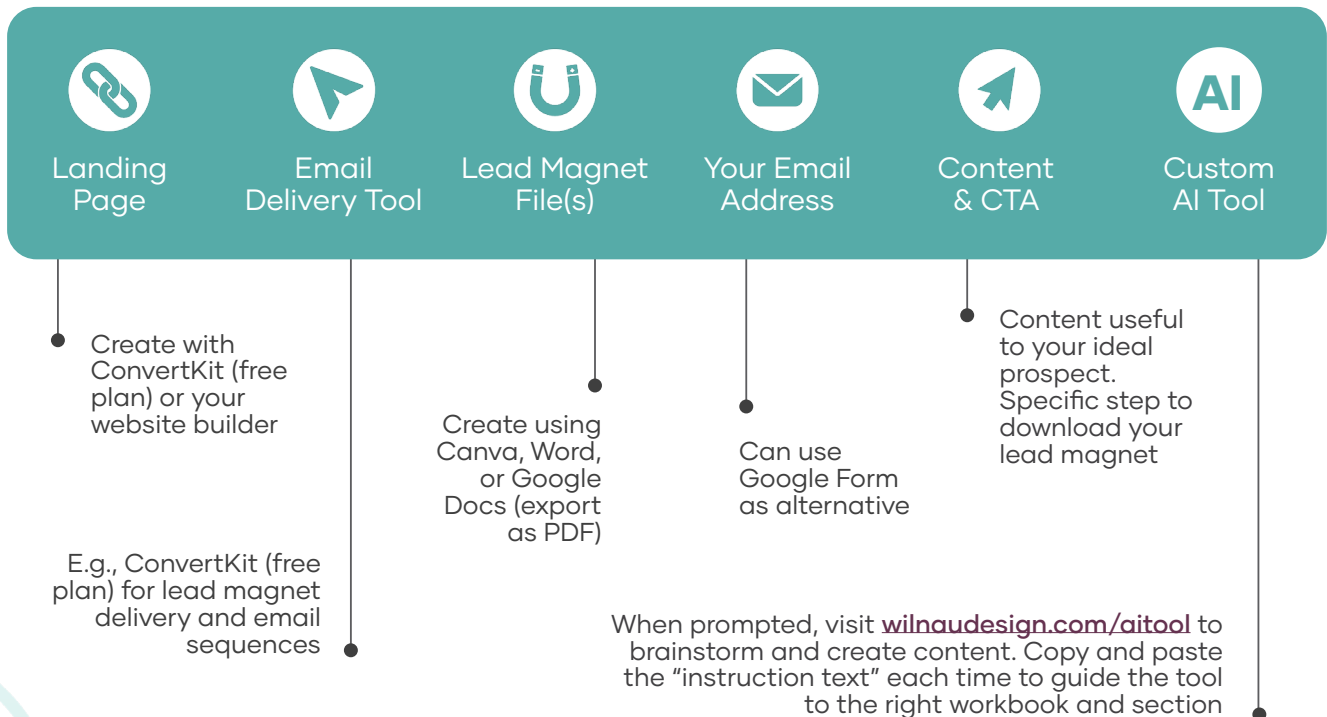
90-DAY MARKETING FUNNEL Timeline

This worksheet will guide you through creating and launching your lead magnet, setting up your funnel, and optimizing your results. Let's dive in!

Quick note:

While AI can streamline the writing process, it doesn't replace the expertise or the insights you'll gain from experience and hands-on testing. The materials created here are a place to start. They could completely fall flat. You don't know until you launch. Expect to update or completely change them as you learn how your audience responds.

YOUR TOOLBOX



FOR AUTOMATION

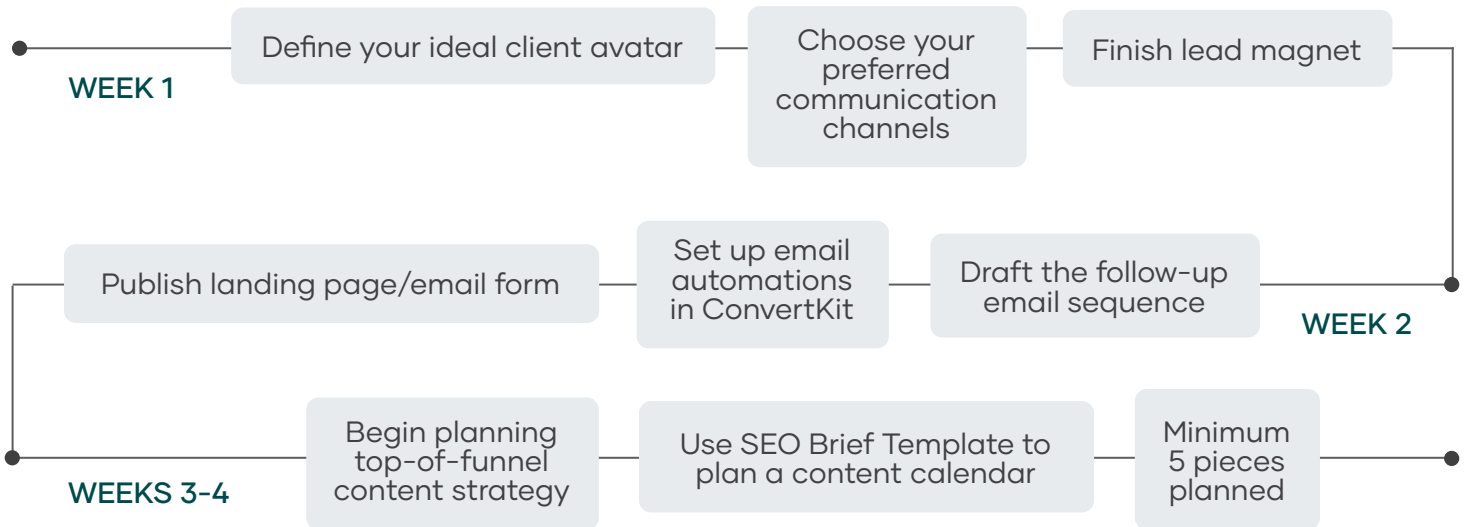


FOR A QUICK START

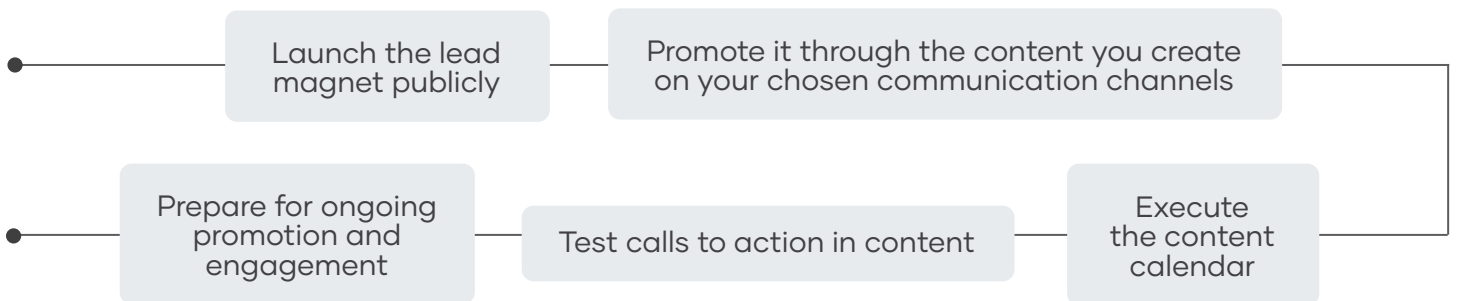


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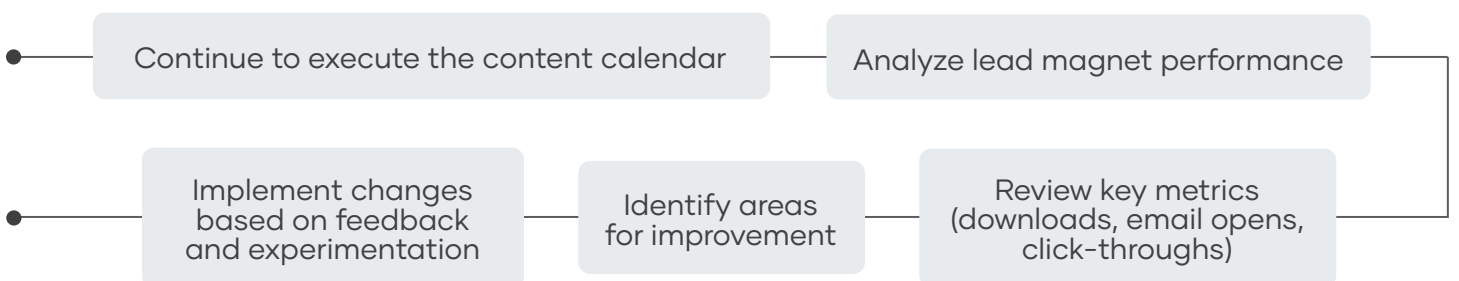
MONTH 1: Planning and Set-up



MONTH 2: Launch and Content Creation



MONTH 3: Execute and Analyze



Use the Metrics Tracker* and Funnel Accelerator* templates as a starting point

Crafting Call to Actions (CTA)

Your CTA is crucial for getting prospects into your marketing funnel. The truth is that there's no magic way to do this. It takes experimentation and practice. The KEY is to make the call to action as specific to the current content as possible.

There are many ways to approach this, but we'll keep it basic. Let's add a CTA to your email signature.

TIPS

- Address a specific pain point or desire (struggling with retirement, confusion about equity, aligning finances with faith)
- Clearly state what the lead magnet is (guide, cheat sheet, e-book)
- Use action-oriented language (Get, Download, Grab)
- Provide a clear next step with a simple URL

Examples

Tech startup equity confusing you? Download the 'Equity Comp Blueprint' → <url.com/blueprint>

Want to align your finances with your faith? Grab our 'Biblical Money Management' guide → <url.com/guide>

Sick of sky-high real estate taxes? Get the 'Destination Retirement' guide → <url.com/guide>

Write three variations of your CTA below, choose one to put in your email signature.

AI Prompt



Instruction text (copy and paste this into the tool): "Help me with crafting calls to action (CTA) from the 90-Day Marketing Funnel Timeline Workbook worksheet".

1. _____
2. _____
3. _____

Thoughts to Finish With

Remember, building an effective marketing funnel is an ongoing process. Writing effective CTAs takes practice and experimentation, but don't worry – with persistence, you'll soon create messages that truly resonate with your audience.

* Want the Metrics Tracker and Funnel Accelerator templates? Send an email to greg@wilnaudesign.com and include "Send me the stuff" in the subject line!

Visit wilnaudesign.com/limitless to discover how we could help you market your firm.