

The Prosperous Practice Success Lab Series

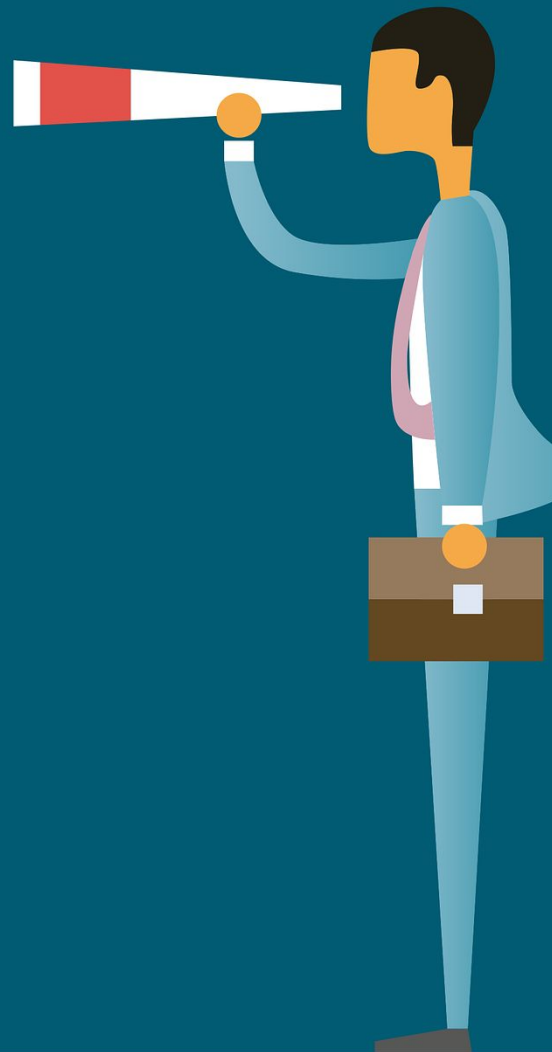
The 5 Funnels You Need

To Rapidly Accelerate Practice Growth

Daniel Wagner, Founder of The Prosperous Practice

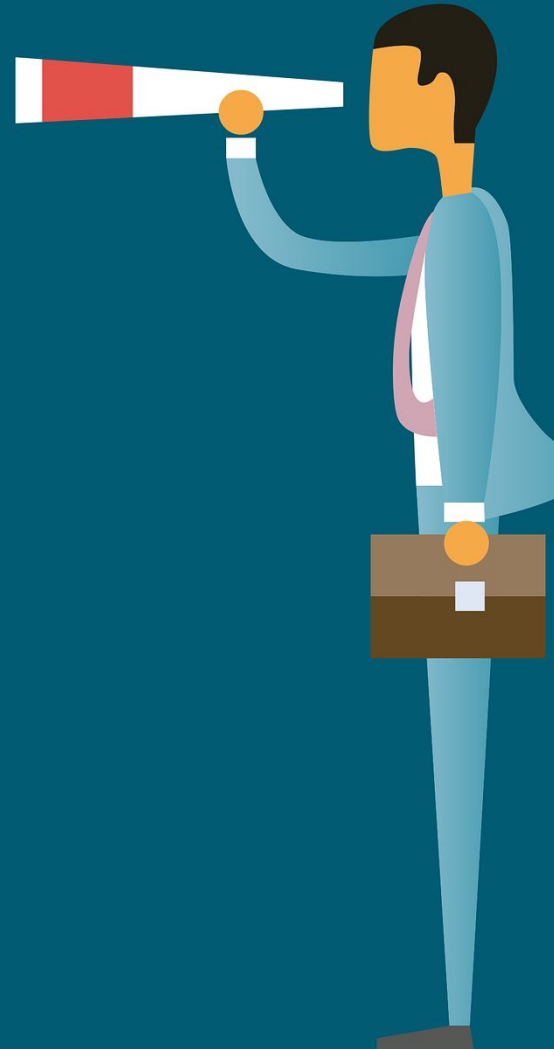
What We'll Cover

- The **5 Must-Have Funnels** for Your Practice
- **5 Key Strategies** for Each Funnel
- The **5 Main Benefits** for your Business
- Question Time & **FREE Audit Link**



Definitions

- A marketing funnel is basically a customer journey map.
- 1. Top of the Funnel (Awareness)
- 2. Middle of the Funnel (Consideration)
- 3. Bottom of the Funnel (Decision)



Definitions

- The funnel helps you guide potential customers step-by-step, making it easier for them to say "yes" to working with you.



The Customer Lifecycle



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The Customer Lifecycle



1. Lead Magnet Funnel

- **Purpose:** Attract potential clients by offering free, high-value content
- **Components:**
 - Create a compelling free resource (e.g., PDF guide, mini-course, webinar)
 - Landing page to capture email addresses
 - Follow-up email sequence to nurture leads
 - Soft pitch to your core coaching offering
- **Example:** A free "7-Day Productivity Transformation Guide" for business coaches



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2. Discovery Call/Strategy Session Funnel

- **Purpose:** Convert interested leads into paying clients
- **Components:**
 - Online booking system for initial consultation
 - Pre-call survey to understand client's needs
 - Structured discovery call format
 - Clear value proposition and coaching package options
 - Follow-up sequence for those who don't immediately sign up
- **Ideal for:** Life coaches, business coaches, career coaches



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3. Webinar/Workshop Conversion Funnel

- **Purpose:** Demonstrate expertise and sell coaching services
- **Components:**
 - Targeted advertising to attract ideal clients
 - High-value, educational webinar content
 - Live Q&A session
 - Special offer/discount for webinar attendees
 - Replay and follow-up sequences
- **Works well for:** Coaches with presentation skills and clear methodology



4. Referral and Affiliate Funnel

- **Purpose:** Leverage existing clients to generate new business
- **Components:**
 - Structured referral program with incentives
 - Easy-to-share referral links
 - Affiliate tracking system
 - Rewards for successful client referrals
 - Automated referral request emails
- **Benefits:** Low-cost customer acquisition, high trust factor



5. Appointment Booking Funnel

- **Purpose:** Optimise the process of scheduling initial consultations/meetings
- **Components:**
 - Easy-to-use online scheduling tool
 - Automated appointment confirmation system
 - Pre-appointment questionnaire
 - Reminder emails/texts
 - Follow-up sequence after appointment
- **Ideal for:** Any service provider selling packages, tailored solutions or high ticket offers



Key Strategies for Each Funnel:

- **Personalize your messaging**
- **Provide clear, tangible value**
- **Use storytelling and social proof**
- **Create a seamless user experience**
- **Continuously test and optimize**



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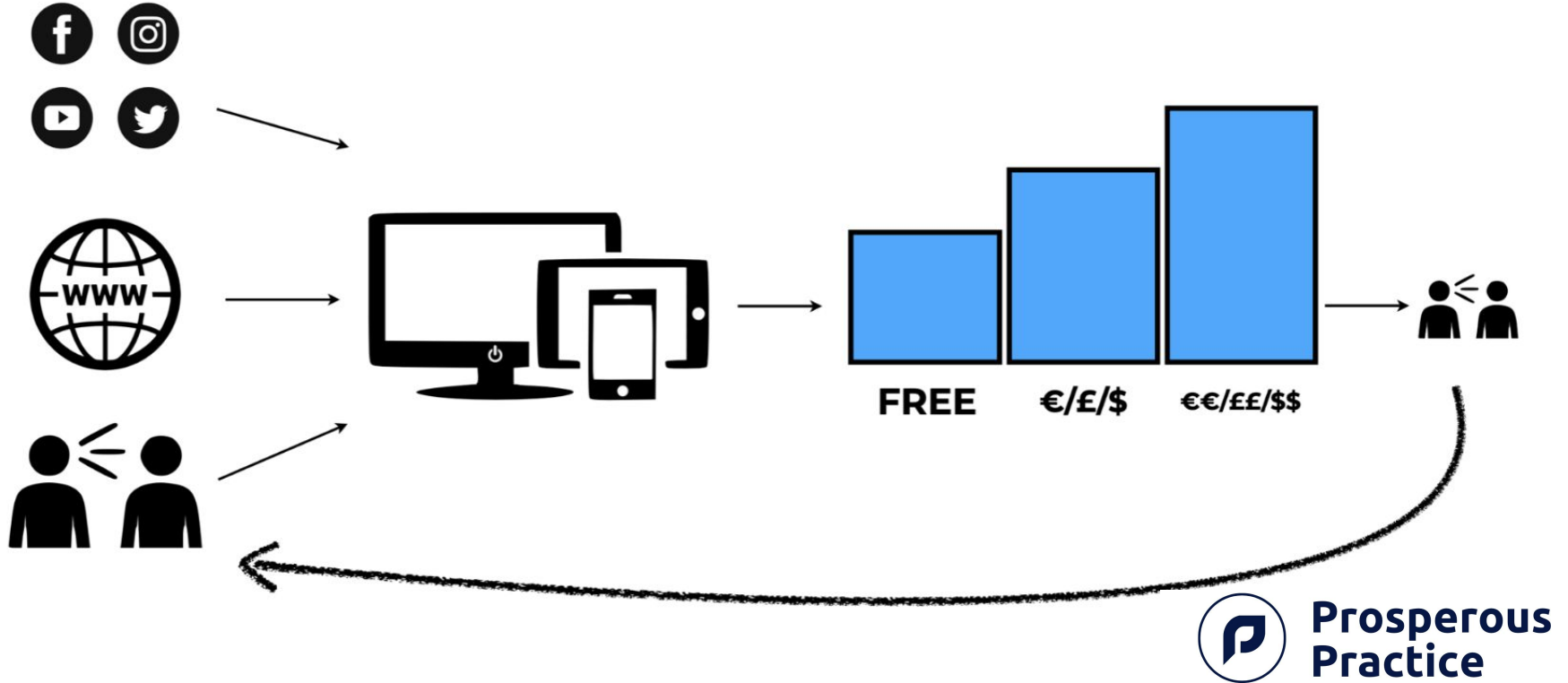
Main Benefits from Implementing Funnels

- **Attract more qualified leads**
- **Demonstrate expertise**
- **Build trust**
- **Convert prospects into paying clients**
- **Create multiple revenue streams**



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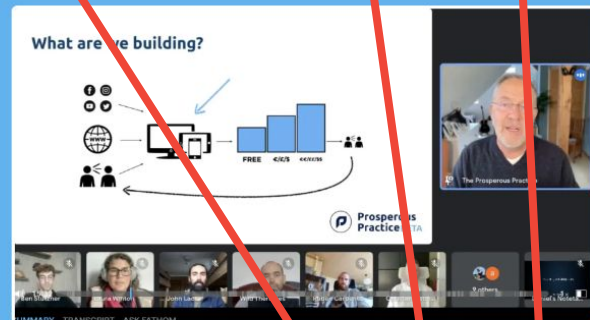
Your Prosperity Blueprint



A COMPLETE BUSINESS SYSTEM FOR HEALTH
& WELLNESS PROFESSIONALS – DONE-FOR-YOU

We Grow & Scale Your Practice

We provide a complete business & marketing system so you can focus
on helping your clients – and have the impact you desire and the
income you deserve...

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This is a funnel

We opened our doors on 15th October 2024 for our **BETA Launch**:

We're currently working with 12 Health & Wellness Pioneers



Hi there, have a question?
Text us here.

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on helping your client
income you deserve

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The Weekly

**Prosperous Practice
SUCCESS LAB**

The Weekly Growth Circle for Wellness Businesses



**Join our FREE Weekly LIVE Training Series
'The Prosperous Practice Success Lab'
every Wednesday at 10am CET on ZOOM.**

Let's grow your Prosperous Practice together!

JOIN FOR FREE

We opened our doors on 15th October 2024 for our BETA Launch:

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This is a funnel



Hi there, have a question?
Text us here.

Questions & Free Gift from me... \$\$\$

- **FREE 45-Minute Digital Assets Audit** with Daniel Wagner
- Stop Wondering Why Your Website Isn't Converting
 - Pinpoint critical **conversion blockers**
 - Step-by-step **optimization plan**
 - Bonus 15-min **strategy session**
- Book Your Audit Now: TheProsperousPractice.com/audit

This is a funnel



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