

# Business Funnel Mapping Template



 **Goal:** Define your **end-to-end business funnel** to create clarity, improve client flow, and identify areas for automation.

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## **STAGE 1: AWARENESS (How do potential clients find you?)**

*Where do NEW people discover you? This is how you attract leads into your world.*

 **What are your top traffic sources?** (Check all that apply & add specifics!)

- Organic Social Media (Instagram, TikTok, LinkedIn, Facebook)
  -  Which platform(s) work best for you? \_\_\_\_\_
- SEO & Blog Articles
  -  Do you have a website driving traffic? YES / NO
- YouTube or Podcast
  -  What's your content focus? \_\_\_\_\_
- Paid Ads (Facebook, Google, YouTube, TikTok)
  -  What's your current ad strategy? \_\_\_\_\_
- Referral Marketing (Word of Mouth, Collaborations, Affiliates)
  -  How do you leverage partnerships? \_\_\_\_\_
- Other: \_\_\_\_\_

 **Where do MOST of your leads come from today?**



\_\_\_\_\_

 **What's a traffic source you WANT to optimize or automate?**



\_\_\_\_\_

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## **STAGE 2: LEAD CAPTURE (How do you collect & nurture leads?)**

*Once someone finds you, what happens next? How do you engage & capture their details?*

 **What's your primary lead magnet or method of capturing leads?** (Check all that apply & add specifics!)

- Free Download (PDF, Checklist, Guide)

- ◆ What's the title of your freebie(s)? \_\_\_\_\_
- Webinar / Live Training
  - ◆ How often do you host this? \_\_\_\_\_
- Free Community (Facebook Group, WhatsApp, Discord)
  - ◆ How do you engage new members? \_\_\_\_\_
- Newsletter / Email Subscription
  - ◆ How often do you send emails? \_\_\_\_\_
- Application Funnel (Form before booking a call)
- Other: \_\_\_\_\_

 **What's your MAIN way of capturing leads today?**



\_\_\_\_\_


 **What's a step you can improve in your lead capture process?**



\_\_\_\_\_

## **STAGE 3: CONVERSION (How do you turn leads into paying clients?)**

*Once someone enters your world, what's the process that gets them to BUY?*

 **What's your primary sales method? (Check all that apply & add specifics!)**

- 1:1 Sales Calls
  - ◆ What's your close rate on calls? \_\_\_\_\_
- Sales Page (Direct Checkout)
  - ◆ Do you track your conversion rate? YES / NO
- Live Webinars (Pitching at the end)
  - ◆ What's your usual conversion rate? \_\_\_\_\_
- DM / Private Chat Selling
  - ◆ What's your process for handling leads in DMs? \_\_\_\_\_
- Other: \_\_\_\_\_

 **What's the biggest bottleneck in your conversion process?**



\_\_\_\_\_

 **What's one way you can improve your sales conversion?**



\_\_\_\_\_


## **STAGE 4: DELIVERY (How do you fulfill your offer efficiently?)**

*Once someone buys, what's the experience like for them?*


☒ **How do you deliver your product/service? (Check all that apply & add specifics!)**

- 1:1 Coaching / Consulting
- Group Coaching / Mastermind
- Online Course / Membership
- Digital Product (Ebook, Templates, Notion Docs, etc.)
- Physical Product / E-Commerce
- Other: \_\_\_\_\_

 **What systems/tools do you use to deliver your offer?**

 \_\_\_\_\_

 **What's the #1 thing you'd like to improve about your delivery process?**

 \_\_\_\_\_

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## **STAGE 5: RETENTION & GROWTH (How do you keep & grow your clients?)**


*How do you maximize customer value & create repeat buyers?*


☒ **What's your client retention strategy? (Check all that apply & add specifics!)**

- Upsell / Next-Level Offers
- Membership / Recurring Revenue Model
- Client Referral Program
- Ongoing Support / Check-Ins
- Community Building & Engagement
- Other: \_\_\_\_\_

 **What's your strategy to increase client lifetime value?**

 \_\_\_\_\_

 **What's the #1 thing holding you back from growing repeat revenue?**

 \_\_\_\_\_

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## SUMMARY TABLE: Your Business Funnel At A Glance

 (Fill in this summary based on your answers above!)

Funnel Stage	Your Strategy / Process	What Needs Improvement?
<b>Awareness</b>	How do people find you?	What's missing?
<b>Lead Capture</b>	How do you collect leads?	What could be smoother?
<b>Conversion</b>	How do leads become buyers?	Where do people drop off?
<b>Delivery</b>	How do you deliver the offer?	What could be streamlined?
<b>Retention &amp; Growth</b>	How do you keep/grow clients?	What could increase revenue?

 What's the #1 action step you'll take to improve your funnel?

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