
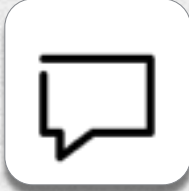

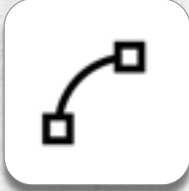
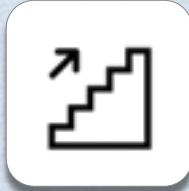

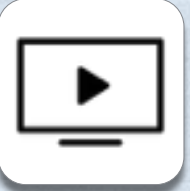



Overall

While I initially created this tool as a “QA tool” for certified coaches to examine and audit others’ Foundation and Funnel frameworks, this can also serve as a highly effective tool for “self-checking” your work, thereby locating and fixing otherwise detrimental gaps in your funnel.

<div>PERFECT AVATAR</div> <div></div> <div><ul style="list-style-type: none">✓ Very narrow and specific (should represent ONE PERSON)✓ Passion, Profit, Problem, Presence✓ One avatar at a time - Why is this the best one (your greatest success rate?)✓ Goals and Frustrations: Confirm basis on real feedback from customers (if not, must survey audience)</div>	<div>MILLION DOLLAR MESSAGE</div> <div></div> <div><ul style="list-style-type: none">✓ Is biggest pain, goals and aspiration selected BY CUSTOMERS✓ Is the avatar described specifically?✓ Is the goal SINGLE measurable (currency)✓ Is a measurable timeline included?✓ Is it attainable? (even for coaching can use “tools needed to...”) Can also use “up to...”✓ Is outcome implied or explicit?</div>	<div>PROFIT PYRAMID</div> <div></div> <div><ul style="list-style-type: none">✓ TIP: Start with top/bottom extremes✓ Are using the PRIMARY CURRENCY of the Avatar?✓ Are there 4 clear levels with clear selection criteria?✓ Do the symptoms reflect Avatar pains?✓ Does each level have ONE actionable (VERB) key to success</div>	<div>SIGNATURE SOLUTION</div> <div></div> <div><ul style="list-style-type: none">✓ Does the title describe the Avatar?✓ Is the primary currency and timeline reflected in title or subtitle?✓ Do the 3 main phases represent logic pathway (HOW)✓ Is a clear topic named for each step?✓ Does each step represent a clear transformation?</div>
FOUNDATION			
<div>PRODUCT LADDER</div> <div></div> <div><ul style="list-style-type: none">✓ Are there clear steps to the sales process?✓ What is the primary selling modality (phone, online, retail, etc)?✓ Does the pricing reflect best practices: under \$500=VSL, \$500-2000=Webinar, Over \$2000=Sales Call (5-Min FF)✓ Leveraged models (recurring, 1:many)</div>	<div>LEAD MAGNET</div> <div></div> <div><ul style="list-style-type: none">✓ Does it live in the Signature Solution?✓ Is it easy to consume (5-10 minutes)?✓ Does the title reflect the Avatar, Metric and Timeline✓ Is the LM clearly a part of the Signature System or case study (showing WHAT)?✓ Does the LM solve a problem (currency) the Avatar has expressed?✓ Review Authority Amplifier Outline!</div>	<div>AUTHORITY AMPLIFIER</div> <div></div> <div><ul style="list-style-type: none">✓ Client should complete outline✓ 10-15 minutes✓ Can be screen capture or live video✓ Congrats > authority > walk through lead magnet > stretch the gap > call to action (webinar or call)✓ Must SHOW the Signature Solution</div>	<div>CONVERSION EVENT</div> <div></div> <div><ul style="list-style-type: none">✓ Choose the best core funnel for your business using the 5 Minute Funnel Finder..✓ Make sure 3 main topics reflect Signature System✓ Content Crusher for each (3)✓ Title should have ACT (Avatar, Currency, Timeline)✓ Review outline BEFORE creating slides</div>
Site PREPARATION			