

No Bull Marketing Funnel

**Attract**

**Where is your ideal customer & where they do typically find out about new products?**  
(Conferences, Industry Podcasts, LinkedIn Groups, Google, Etc.)

**How can you catch their attention in these places?**  
(Presenting, Exhibiting, Speaking, Writing Articles, Optimizing Website for Google, Etc.)

**How are you going to keep their attention and build trust as an expert?**  
(Host Free Webinars, Send Monthly Newsletter, Write White Papers, Publish Blogs and LinkedIn Articles, Etc.)

**Engage**

**How are you going to keep their attention and build trust as product?**  
(Publish Case Studies, Showcase Testimonials, Answer FAQs, Etc.)

**How are you going to make it easy for them to purchase from you?**  
(Prominent "Request Quote or Buy Now Buttons, Link to Your Calendar to Setup a Meeting, Etc.)

**Sell**

**What offers can you provide to make the purchase a "no-brainer"?**  
(Free Trial, Money-back guarantee, Flexible Pricing, Etc.)