

## LESSON #9 the information funnel

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Leveraging the information funnel is important to the long-term growth of your business. Creating the perception that you are a \_\_\_\_\_ and \_\_\_\_\_ requires that you continue the process of creating new content and more valuable content.

As you grow your business and influence, you will continue to add:

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- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
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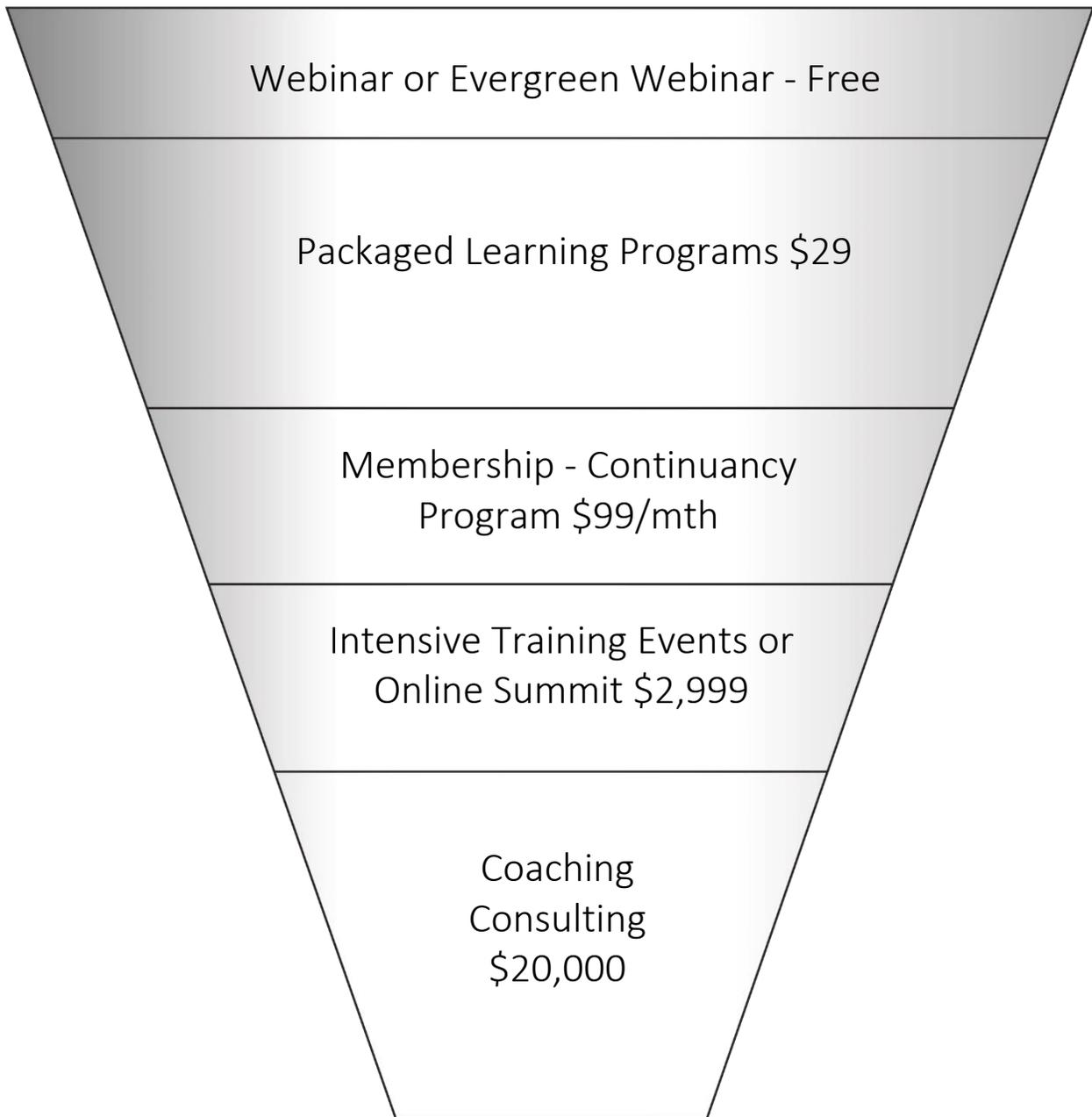
Placing these programs in the context of an information funnel, while in the early stages, can help you to \_\_\_\_\_ and even \_\_\_\_\_ positive outcomes. While you may not see every move like a chess grand master, you will have a strategic blueprint to start the process and then you can modify it as you grow into it.

As the value of your programs increases from FREE at the top, to maximum value at the bottom, the size of the audience willing to participate in the great value programs will decrease, hence the “funnel” shape.

It is important to not only create programs for each level of the funnel, it’s also important from a business perspective to predict what the cost of those programs may be.

SAMPLE INFORMATION FUNNEL

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# PRACTICE INFORMATION FUNNEL

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