Funnel & Interest Levels

Social media followers, Loyal Customers. friends, family, neighbors, coworkers and everyone you meet can be considered a prospect. Keep them moving through the funnel with follow-up questions, information and Zoom invitations. Goal: Upgrade/enroll/sign-up with a ULT & Smart Order for their best success, as well as yours!

WEEKLY TRACKER INTEREST LEVELS

01	New Interest	Creating curiosity via social media and real life is how you get people into your funnel. Anyone who shows interest, is a Loyal Customer and/or "likes" or comments on a social post or WYR Live can be considered a prospect.
02	Curious	The prospects who respond to your direct messages and/or show curiosity through other ways move a little down into your funnel. Ask more questions to know what info they need to keep moving.
03	Deep Interest	These prospects continue to engage, ask questions and show deeper interest in products and/or business. Invite them to learn more on a Zoom (Mega ULT, Biz Opp or Upline Zoom)
04	Joins a Zoom or Connect call	Your prospects who attend a Mega Zoom, Biz Opp Webinar or an Upline Zoom are considered serious prospects. It is just a matter of time and attention before they are ready to sign-up / enroll.
05	Ready to Buy and/or Enroll	Your Business prospects (someone ready to start building a business) can enroll @ Puriumenrollemtn.com and your customer prospects (focused on product and/or wants to try product first) can sign-up at ShopPurium.com.

Income-Producing Activities (IPA'S)

These are daily activities to do to keep your funnel full! Reach out and follow-up to everyone who shows interest on social and your current customers. Ask engaging questions and invite to a Zoom where they can learn more about the ULT, business and/or both! Use the "Funnel Follow-Ups" (next page) to collect and track your prospects as they flow through your funnel.

WEEKLY TRACKER IPA'S

		S	S	M	T	W	Th	F
Create Curiosity with Content	WYR Lives (Product)							
	WYR Lives (Business)							
	WYR Customer Referrals							
	Curiosity Social Posts							
Communicate & Follow Up	Direct Message Your Likes/Comments							
	Direct Message Your Customer's Likes/Comments							
	Call / text new prospects & invite to Zoom							
	Call/text/email Loyal Customers for Zoom/product							
Come Together for a Zoom	Mega Zoom Invites / Guests							
	Biz Opp Invites / Guests							
	Connect (3-way) Call							
Close the Deal	Enroll New Brand Partner							
	Sign-Up New Customer							
	UBT Qualified Sign-Ups/Upgrades/Enrolls							
	Upgrade a New Loyal Customer							

Funnel Follow-Ups with Prospects

Who is in your prospect funnel and where in the funnel are they? Follow-up with all the people in your funnel and ask engaging questions to gauge their interest level and plan your next steps. Write their names, phone numbers, Funnel Number/Interest Level, what last IPA your used and what the next steps are for you and them.

WEEKLY TRACKER PROSPECTS

Name	Phone	Funnel Number	Last IPA used?	Next Step

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