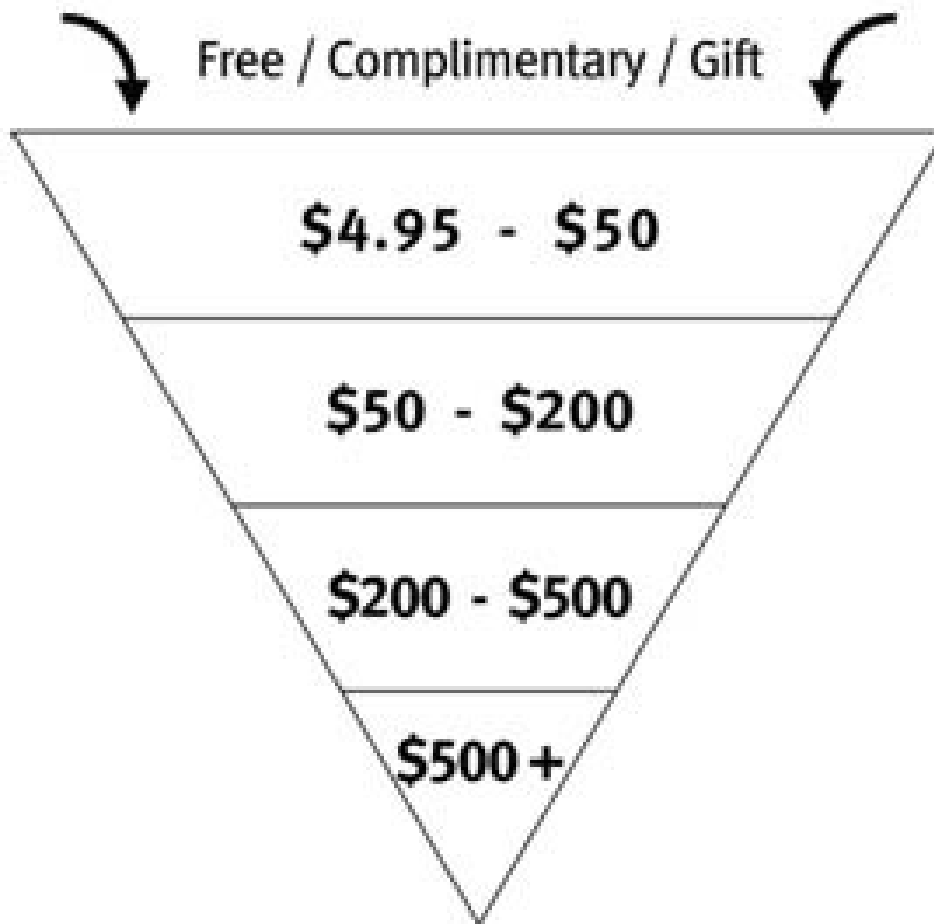


MULTIPLE STREAMS OF INCOME FUNNEL



People are more likely to spend money with you if you take time to build a relationship.

Level 1 – Free gift; purpose is to capture contact info so you can stay in touch.

Example: ezine, special report, short audio, top ten...

Level 2 – Low-price, one-time purchase items, books, etc.

Example: short report, eBooks, print books, monthly membership

Level 3 – Low to mid-range priced products/services

Example: multi-part teleseminar programs, live trainings, DVD sets

Level 4 – Mid to high-range priced products/services

Example: live boot camps, multimedia products

Level 5 – Top level products/services

Example: one-on-one consulting, training, speaking, etc.