



Create a Simple Marketing Funnel

for your

THERAPY PRACTICE

We build sales funnels for our clients everyday and wanted to offer this template to therapy practice owners who needed some guidance about how to create a reproducible system to attract the right clients to themselves.

Creating simple funnels is definitely something you can do for yourself with just a few minutes of quiet time to create a plan.

Your marketing funnel is made up of several stages where would-be customers move from awareness of your brand to post-sale raving fan. It's the process of converting a visitor or browser into a new client.

Since you are in the relationship business, this might seem somewhat cold and transactional. But the truth is ...people behave predictably online and this funnel creates a reproducible system for attracting the right clients.

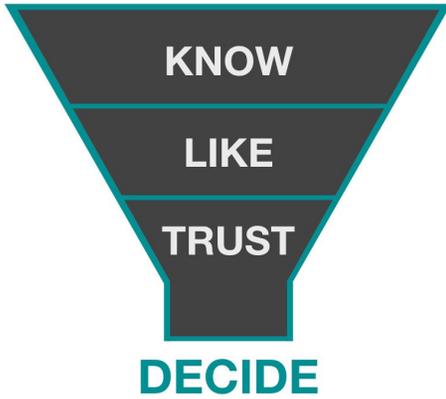
Here's How it Works

KNOW People become aware of you as you get your content out on the internet. When they decide to consume your content, they enter the 'funnel'.

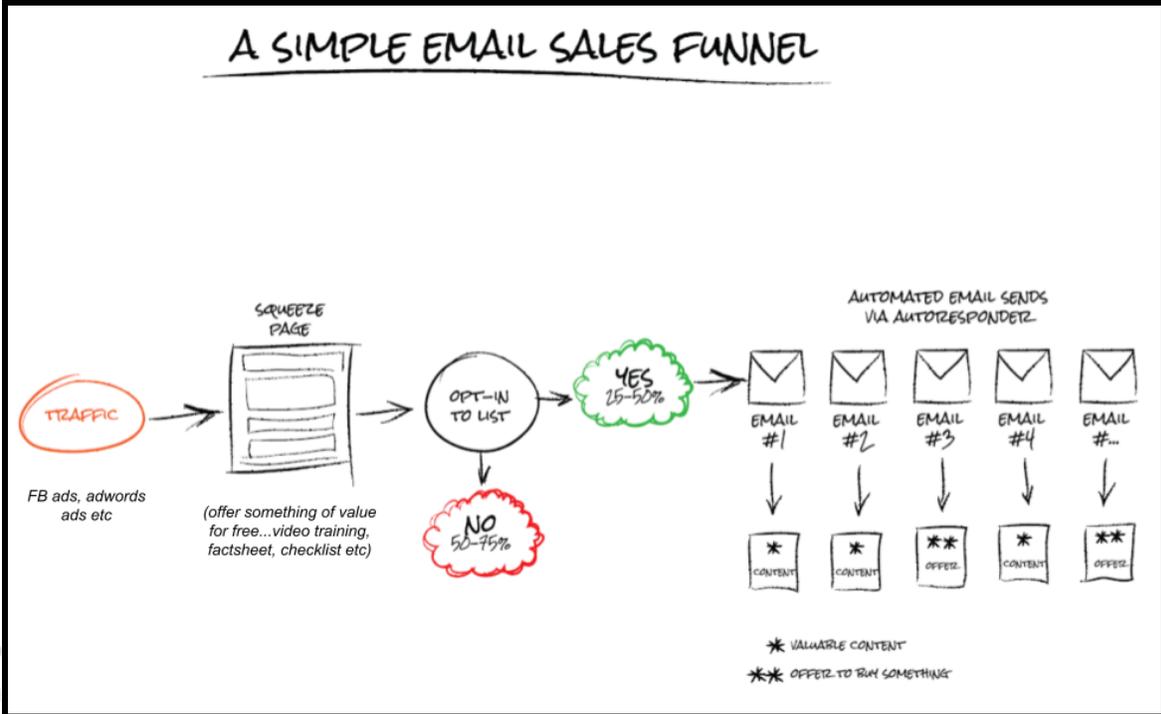
LIKE Once prospective clients know you, you want to move them towards like. Usually this is where they decide to convert at a low level, maybe giving you their email address for a valuable piece of content.

TRUST After you have an email address, you can nurture the relationship by sending targeted content and offers that will cause them to make a shift from simply liking you to now trusting you.

DECIDE With every piece of content, trust grows and the prospective client moves further down the funnel until they are ready to make a decision; buy, call, make an appointment, etc.



It is common to have several funnels, each targeting a different type of client or where each provides a different offer to get them into the funnel.



Five Steps to Create Your Funnel

STEP I: SET A GOAL

You need to know what you want to achieve so you can assess the results.

Key Questions

- What do I want to accomplish? (grow mailing list, sell product, etc)
- What will I use to measure success? (opt-ins, visits, clicks, purchases)

My goal for this campaign is to:

STEP II: DEFINE A TARGET AUDIENCE

Think of a person you want to reach with your message. Be as specific as possible because this will help you craft just the right content that gets results.

Key Questions

- Who do I want to attract with this campaign?
- What are their pain points or frustrations?
- What can I offer that will give immediate help?

My ideal target for this funnel is:

STEP III: CREATE A DEDICATED LANDING PAGE AND OFFER THAT INSPIRES VISITORS TO TAKE ACTION

To get your visitor into your funnel, you need to collect an email address so you can begin building trust, which will eventually lead to clients.

Key Questions

- What can I offer that solves one of my visitors frustrations?
- What piece of content can I create that will be irresistible to my visitor?
- What is the ONE call-to-action I will have on this page?

My topic and offer that will inspire my visitor is:

My call-to-action will be:

STEP IV: DIRECT TRAFFIC TO YOUR PAGE

The internet is a very busy place and people will not find your content automatically. Think through how you will drive traffic to your landing page.

Key Questions

- What channels will I use to get traffic to my offer? (Facebook, Instagram, Reddit, LinkedIn, etc)
- Do I have a budget for paid ads? This will speed up the traffic.

I will drive traffic to my landing page by doing these things:

STEP V: FOLLOW UP & NURTURE LEADS

Statistics say that people want to engage with 4-5 pieces of your content before they talk to a live person. Once you have collected an email address, you will want to have a series of emails ready to drip out to them automatically. Ideally this would be more helpful information.

Key Questions

- What would be the next logical thing I can help them with?
- What other helpful and valuable content can I share?
- What steps can I encourage them to make?

Email one topic:

Email two topic:

Email three topic:

Email four topic:

BONUS: *You can create a free Mailchimp account (mailchimp.com) that easily lets you manage this kind of automation. You don't have to pay until you have over 2000 emails on your list.*

BONUS: *If you use Facebook, you can use your pixel (a piece of code that is associated with your account) when you create ads. This allows you to track who visits your landing page and so even if they don't opt-in, you can retarget them in future ads.*

Need more Guidance?

Are you stuck? Or maybe your funnel is a little more complicated and you aren't sure how to use these steps.

I would love to invite you to a FREE strategy session to explore your business needs, analyze your online presence and brainstorm your next steps.

You will come away with 3-5 things you can do right away to create a vibrant online presence that gets you results!

[Click here to Schedule a No-Obligation Strategy Session](#)



Warmest Regards,

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