



# Lead Generation & Upsell Funnel



Step-01\_

## Attract Leads

- ✓ Post free reports based on the 10 PGB method to attract leads

### Benefit

Choose a lead generation strategy that fits your budget and maximizes your audience reach.





## Branding

Continue to enhance and solidify your branding with a full course.

Benefit

Further leverage content marketing by offering a high-value course to enhance your brand, encouraging leads to complete the qualification step and convert into prospects.

Step-02 —

# Promote Your Course



Step-03 —

## Qualify

Use a questionnaire to qualify leads.



Step-04 —

## Segment Leads

Segment based on questionnaire answers and offer tailored next steps:

### Examples:

**Great leads:** Book a call or consultation.

**Good leads:** Sell them an advanced course.

**Decent leads:** Offer another PBAI course.

**Bad leads:** Promote affiliate products.

# Upsell Opportunities



## 1-on-1 Consultations



## Weekly Mastermind Groups



## Forum Subscriptions



## Additional Courses

Hold and record webinars to develop a course to upsell



**A subscription-based site significantly boosts revenue streams.**

**Benefit**

**Diversify your income and boost long-term profitability.**