



The Social Media Sales Funnel

for products or services

Hi friend,

Welcome to the Social Media Sales Funnel Mapping Worksheet.

This worksheet was created for the our Social Media Sales Funnel Masterclass. I'm so excited to exploring the elements of a social media sales funnel for products or services.

My name is Andréa Jones and I'm a social media strategist over at OnlineDrea.com. My goal for my private clients and my students is to create a strategy that doesn't take all day to implement.

Ready to ditch the overwhelm and start focusing on what really matters when it comes to getting more followers, comments, and potential clients through social media?

I'm so excited for you!

If you have any questions along the way, feel free to reach out! My email is andrea@onlinedrea.com

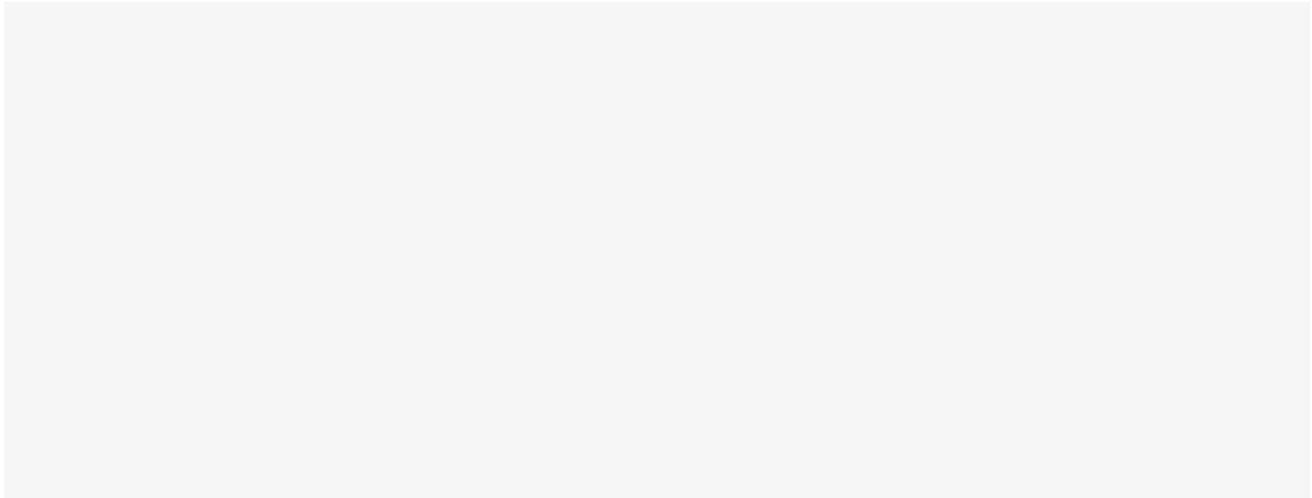
Andréa Jones

What do you sell?

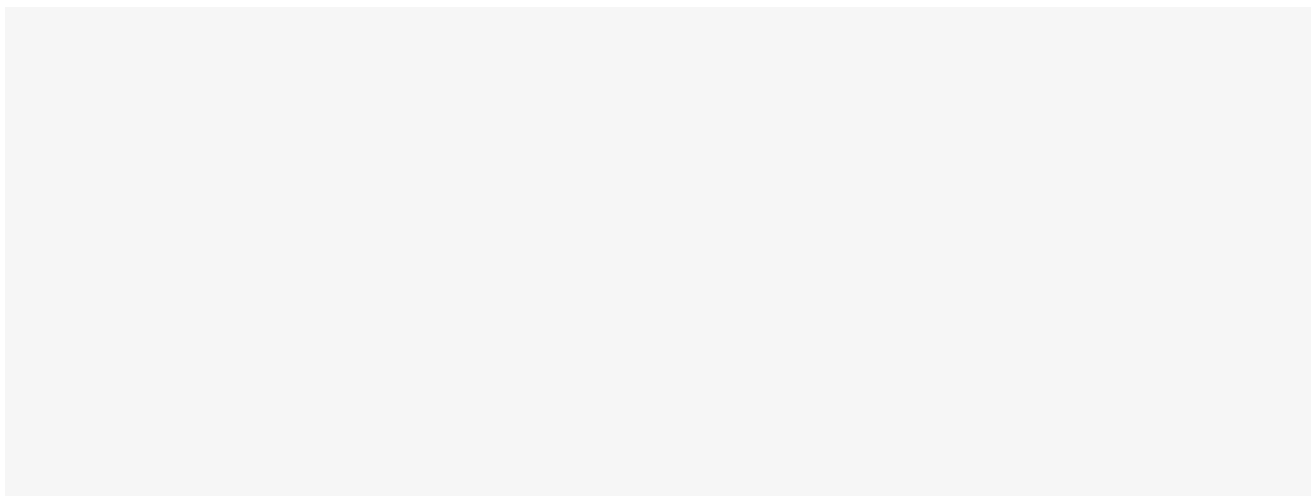
Who is it for?

Why does it matter?

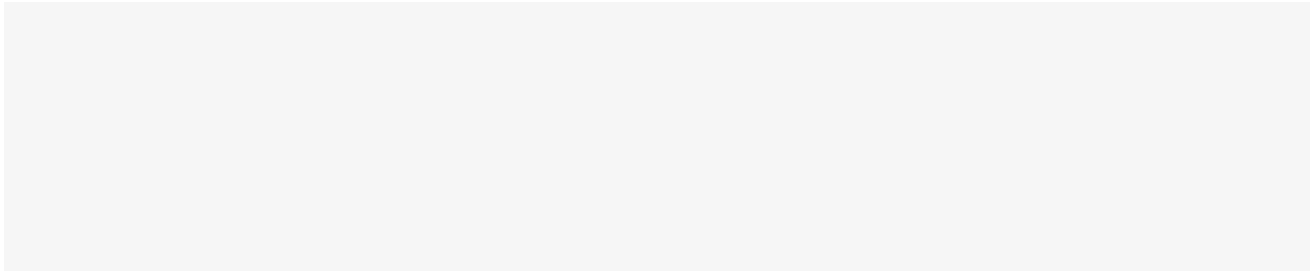
What is your last step?



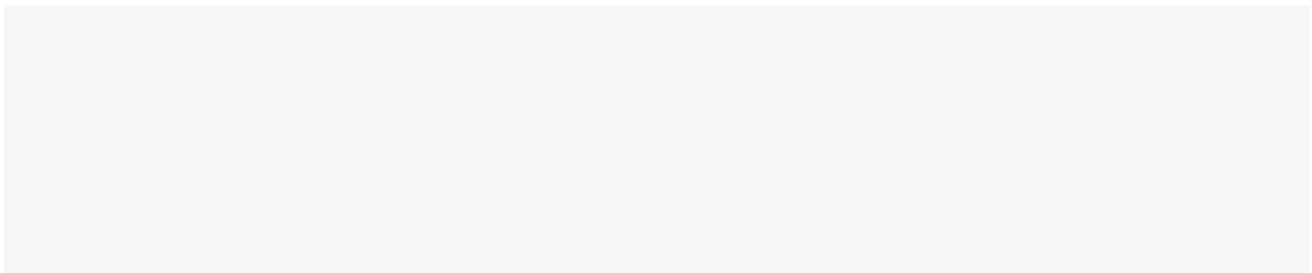
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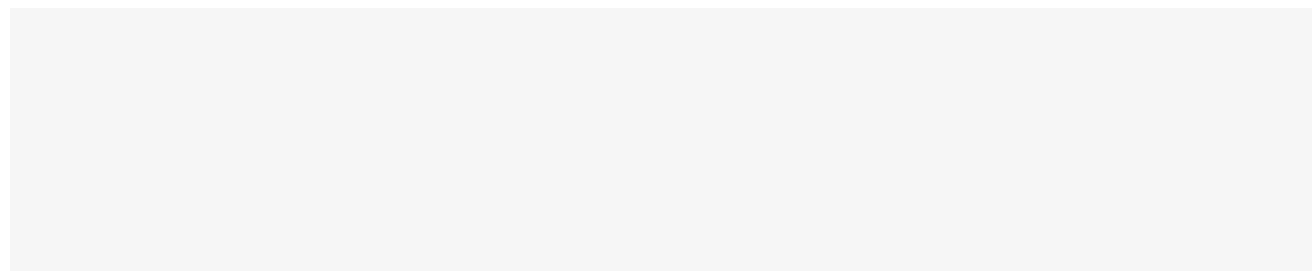
What is your **focus** for the Attract Phase?



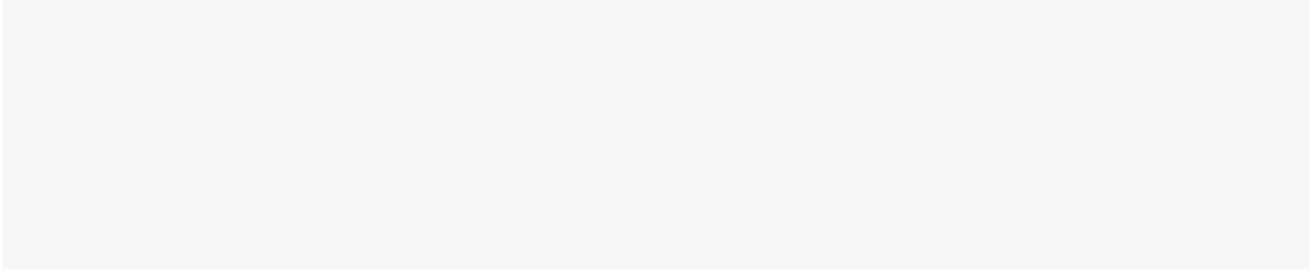
What is your **goal** for the Attract Phase?



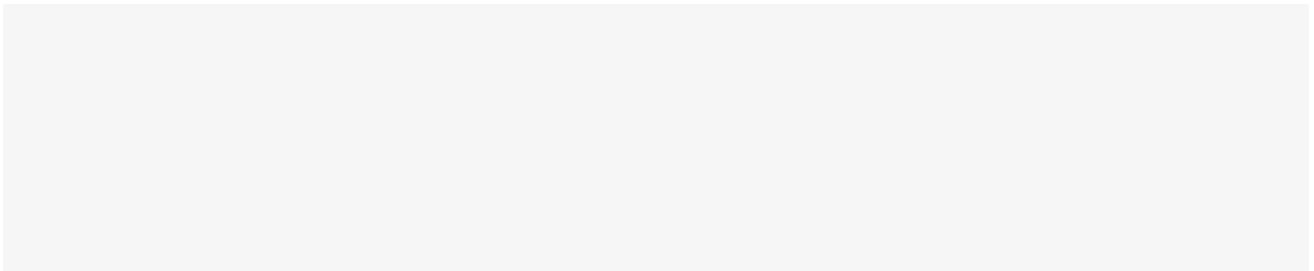
What is your **success metric** for the Attract Phase?



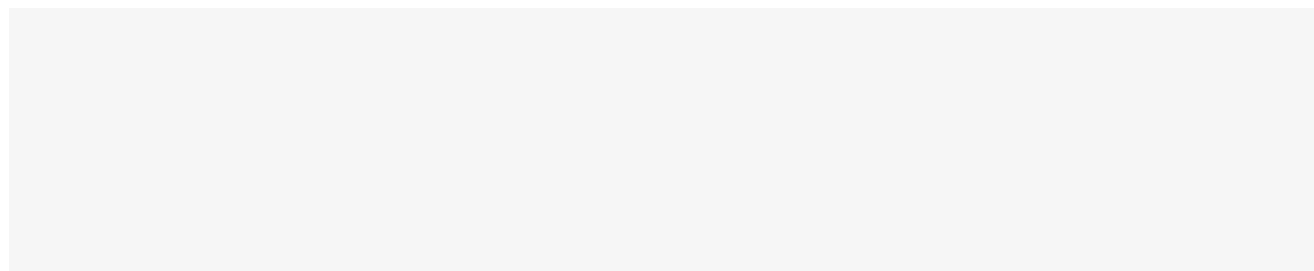
What is your **focus** for the Build Phase?



What is your **goal** for the Build Phase?



What is your **success metric** for the Build Phase?



What is your **focus** for the Convert Phase?

What is your **goal** for the Convert Phase?

What is your **success metric** for the Convert Phase?

What is your **focus** for the Advocate Phase?

What is your **goal** for the Advocate Phase?

What is your **success metric** for the Advocate Phase?