

FOR WOMEN COACHES +
MOMPREENEURS READY TO SCALE

THE FLOW MAP



A clarity-first audit of your funnel system to help you pinpoint what's keeping you from consistent leads and effortless conversions.

FLOWFUNNELS *by Tara*

Welcome!

I'M TARA

You've already built something powerful,

Your offers, your voice, your presence.

Now, it's time to let your systems catch up.

The Flow Map is a clarity-first guide designed to help you audit your current funnel flow to see what's aligned, what's leaking energy, and what needs refinement so your business can scale with more ease and consistency.

This isn't about starting over.

It's about aligning what's already working so you can grow with flow, not force.

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You've built momentum. Now, let's bring clarity to your next level.

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You're not behind. You're evolving into your next season of growth.

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01

**YOU'RE NOT
STARTING OVER.
YOU'RE REFINING
YOUR FLOW.**



Hey beautiful soul,

If you're holding this guide, it means you've built something real.

You've shown up, served clients, and proven your message but you're sensing it's time for more structure, more ease, and a system that can hold your next level.

Maybe you've hesitated to make changes because everyone made it sound complicated.

Here's the truth: you don't need a complete overhaul.

You just need clarity on what's working, what's not, and where your flow needs realignment.

That's exactly what this map is for. Inside, you'll find four phases drawn from my Clarity-First Funnel Framework™. Each one helping you see your current season and the next strategic step to scale with clarity and flow.

Let's refine your system, together.

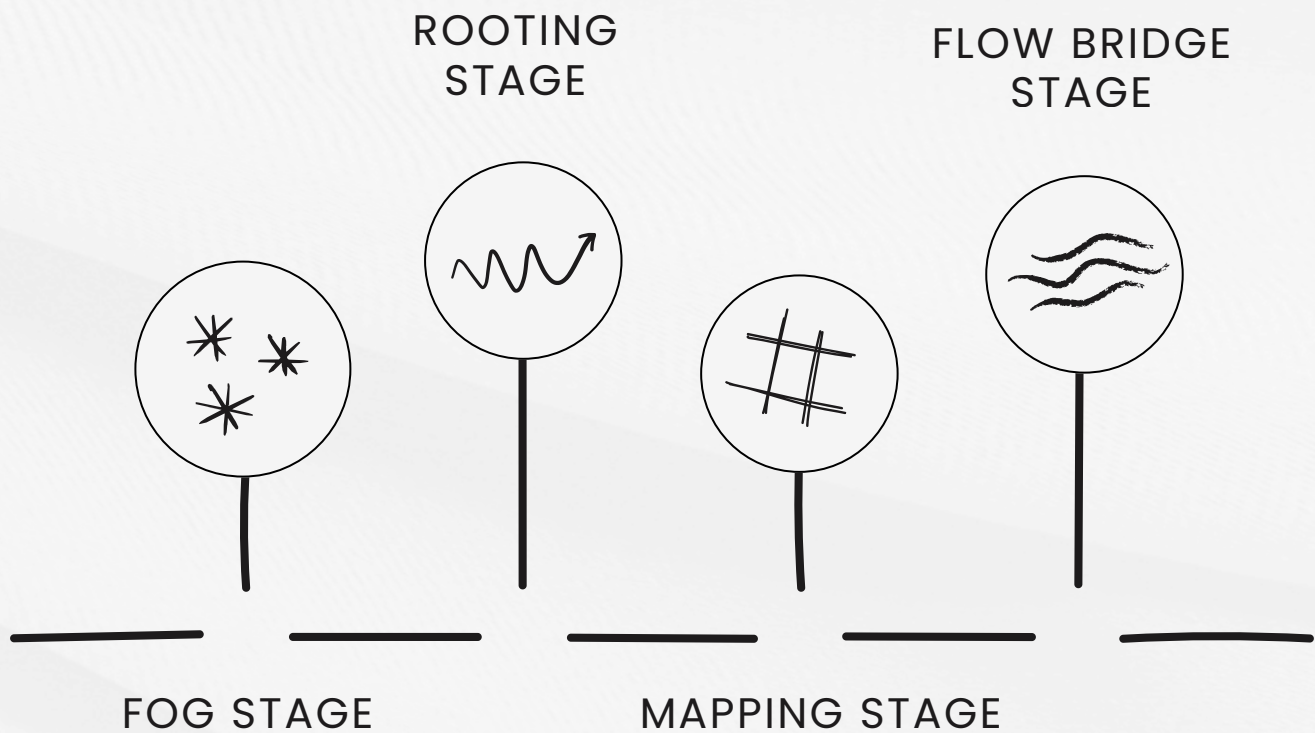
-Tara

02

THE FOUR FLOW FUNNEL PHASES

Your business evolves and your funnel should evolve with it.

These phases will help you identify what's working, what's creating friction, and where your client journey needs more clarity to support consistent growth.



THE FOG STAGE

You can feel your next level but it's not clear how to get there.

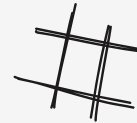
Your message is shifting, your audience is evolving, and what worked before feels off. You don't need a new offer. You need perspective, clarity, and space to realign your vision with your voice.



THE ROOT STAGE

Your offers are strong, but your systems aren't supporting them yet.

You're attracting interest, but your audience doesn't have a clear next step. You don't need to scale faster. You need a simple, strategic lead funnel that anchors your message and builds consistent flow.



THE MAPPING STAGE

You've launched, tested, and nurtured but the conversions feel inconsistent.

Your funnel exists, but the flow between visibility, nurture, and conversion needs refinement. You don't need another offer or more content. You need clarity, data, and alignment to reconnect your system to your strategy.



THE FLOW BRIDGE STAGE

Your offer is proven now it's time to build the system that sustains it.

You're ready to automate your nurture, simplify your backend, and create consistency without losing your human touch. You don't need to do more. You're ready for a full clarity-first funnel that scales your impact with ease.

03

MINI SELF-ASSESSMENT “WHERE AM I IN THE FLOW MAP?”

Let's get clear gently but strategically.

Choose the option that feels most true to where you are right now.

No pressure, just honesty. This is a snapshot of your current flow.

1. How aligned is your offer + messaging?

- A. My offer's evolving. My message hasn't caught up yet.
- B. My offer's clear, but my system doesn't support it.
- C. My funnel's live, but conversions are inconsistent.
- D. My offers are solid. I'm refining and ready to scale.

2. What best describes your funnel or client journey?

- A. It's mostly manual right now.
- B. I have a lead magnet but no real nurture system.
- C. I've built my funnel, but the flow feels off.
- D. I have systems. I just need optimization and automation.

3. What are you craving most in your business?

- A. Clarity and grounded direction.
- B. A steady stream of qualified leads.
- C. A funnel that converts naturally.
- D. A system that runs smoothly so I can focus on growth.

4. What's your biggest challenge right now?

- A. Feeling scattered and pulled in too many directions.
- B. Attracting leads who actually convert.
- C. Gaps in my funnel. Something's breaking the flow.
- D. Doing too much manually. I need automation that feels aligned.

UNDERSTANDING YOUR PHASE

If you chose mostly...

A → The Fog Stage

You're evolving. Your vision's expanding faster than your systems. It's time to reconnect clarity to direction.

B → The Rooting Stage

Your offers are solid. Now you need structure. Start building your foundational lead funnel.

C → The Mapping Stage

Your funnel exists but needs refinement. Let's reconnect your message, flow, and conversion.

D → The Flow Bridge Stage

You're scaling. Now it's about sustainability. Let your systems do more of the work for you.

Next step: Review the next few pages to understand each phase

IF YOUR ANSWERS ARE MIXED... YOU'RE IN A FLOW SHIFT

You're evolving not behind.

If your answers span across multiple stages (like D, C, B, A),
It's not confusion but expansion.

It means parts of your business are flowing beautifully,
while other parts are ready to evolve.

This is what I call the Flow Shift. The transition between one phase
of clarity and the next.

You might be moving from:

- Rooting → Mapping (refining your funnel foundations)
- Mapping → Flow Bridge (building structure and automation)

Your work now isn't to start over. It's to streamline what's working
and strengthen what's holding you back.

Your Next Step: Audit your current funnel and flow.

Ask yourself:

- What's already converting?
- Where are leads dropping off?
- What feels heavy or manual?

From there, your next aligned move will feel obvious and not forced.

A. THE FOG STAGE



You're feeling:

- Your vision's evolving, but your message feels blurry.
- You're showing up but not sure what direction it's all leading.
- You're craving space to pause, refine, and reconnect to your next level.

You don't need:

- ✗ A brand new offer
- ✗ Another launch plan
- ✗ To start from scratch

You do need:

- ✓ Space to realign your vision and voice.
- ✓ Clarity on who your next-level client truly is.
- ✓ A simple reflection process before reworking your systems.

Your gentle next step:

Take a step back not out.

Audit what's working and what's starting to feel forced.

Revisit your core offer and ask:

- Does this still light me up?
- Does it still serve my audience's next level?

When your clarity clicks back into place, your funnel strategy will follow naturally.

If this is you, my DMs are open. Just say "Fog Map"
and I'll help you sort the next piece with love.

[Send me a message](#)

B. THE ROOTING STAGE

You're feeling:

- Confident in your offer but your leads come in waves.
- You're craving more consistency, without losing authenticity.
- You're ready for structure. Something simple, sustainable, and strategic.

You don't need:

- ✗ A complex webinar or course funnel
- ✗ To automate everything overnight
- ✗ To copy someone else's strategy

You do need:

- ✓ A lead funnel that reflects your message and energy.
- ✓ A clear entry point that attracts the right people.
- ✓ A nurture flow that turns quiet interest into connection.

Your gentle next step:

Root your business with a Clarity-First Lead Funnel.

Start small, but build with strategy:

Freebie → Thank You Page → Nurture Sequence → Soft Offer Invite. This creates trust, rhythm, and predictability without the noise.

THIS IS THE STAGE OF STEADY FOUNDATIONS AND INTENTIONAL FLOW.

If this sounds like you...

You're ready to turn visibility into intentional growth.
Your next level isn't about doing more. It's about letting your systems
hold more.

DM me "Rooting" if this resonates or book a Free 30-Min Clarity Call
to map your next step with support and flow.

[Send me a message](#)

[Book a Free 30 min call](#)

C. THE MAPPING STAGE



You're feeling:

- You've built your funnel but it's not converting the way it should.
- You can sense a disconnect, but can't pinpoint where.
- You're ready for clarity, not another strategy spiral.

You don't need:

- ✗ Another course or "quick fix"
- ✗ More freebies or disconnected content
- ✗ To rebuild everything from scratch

You do need:

- ✓ A full audit of what's aligned (and what's not)
- ✓ A strategy that reconnects your funnel to your message
- ✓ A process that maps your client's emotional journey not just their clicks

Your gentle next step:

Revisit your flow from the inside out:

Ask yourself → What needs to happen before someone's ready to buy?

Then, make sure your funnel mirrors that transformation: clearly, softly, intentionally.

From here, a Funnel Tune-Up or Strategy Session can help you:

- Spot the leaks
- Realign your nurture flow
- Rebuild from clarity, not just action

THIS IS THE STAGE OF REFINEMENT, RECALIBRATION, AND FLOW.

If this sounds like you...
You're not missing effort. You're missing flow.

Let's bridge that gap together.
DM me "MAP MY FUNNEL" or book a Free 30-Min Clarity Call.
No pressure, just presence and perspective.

[Send me a message](#)

[Book a Free 30 min call](#)

D. THE FLOW BRIDGE STAGE



You're feeling:

- Confident in your offer and message. They've proven themselves.
- Ready for consistency, ease, and automation that actually feels aligned.
- Done with manual selling, chasing leads, or starting from scratch each launch.

You don't need:

- ✗ Another band-aid solution
- ✗ To do it all alone
- ✗ Another cycle of hustle or "launch and rest"

You do need:

- ✓ A full funnel system that feels like you.
- ✓ Strategy rooted in clarity and conversion not hype.
- ✓ A bridge that connects your heart to your clients' decisions.

Your gentle next step:

It's time to build your Flow Bridge Funnel:

→ Awareness → Nurture → Offer → Invitation

This is where strategy, systems, and soul meet where your business runs on alignment, not adrenaline. If you're here, you're ready to scale sustainably to let your systems do the work so you can focus on your magic.

THIS IS THE STAGE OF SUSTAINABLE SYSTEMS AND SOULFUL SCALE.

DM me “Flow Bridge” or Book a Free 30-Min Clarity Call
to co-create a funnel that feels calm, intentional, and deeply you.

[Send me a message](#)

[Book a Free 30 min call](#)

Structure that feels like you. Strategy that frees you.

We don't start with pages we start with purpose.

We anchor your offer before we build.
We design with clarity, not clutter.
We launch with calm, not pressure.

Because when your funnel mirrors your message, it stops being something you chase and becomes the system that sustains you.



YOU'RE NOT BEHIND. YOU'RE JUST IN YOUR SEASON.

Wherever you landed in the Flow Map, it's valid.
You're evolving not lost.

Growth isn't about rushing ahead.
It's about refining the rhythm that already works for you.

And when you're ready to turn that rhythm into a system
that holds your message, your offers, and your flow,
I'm here to walk that next step with you.

DM me anytime, or book a free 30-minute Clarity Call
Let's map the funnel that feels like you.

[Send me a message](#)

[Book a Free 30 min call](#)

