

Ninja Funnel Audit - ph7balance.com

Overview

Client
Peggy Huang

Core offer
Self paced courses and 1:1 coaching

Audience
(unclear)

Dream outcome:
Mind-body balance and harmony

Mechanism:
PH7 BalanceCode™ - an approach that combines the Five Elements of TCM (traditional chinese medicine) with emotional self-awareness.

What's working

You've got all the puzzle pieces! (free resources, discovery call, self-paced courses, 1:1 coaching). Depending on how you use it, this could be a blessing or a curse. More on this below.

Proof on top is working well. But I wouldn't direct people to an external link from the first button link (Read Cover Story).



Discover Your Pattern Blueprint with PH7 Balance
發現你的身心模式密碼
解碼模式 · 打破循環 · 重建平衡之道

~Featured Cover Story: Most Inspiring Woman in Healthcare 2025 ~ Global HealthCare

Read Cover Story

What's not working

Too many CTAs (No streamlined flow)
Customer Journey undefined

You have a basket - not a funnel.
Your basket has multiple free and paid offers, without directing customers to a consolidated starting point.

The homepage is an excellent evidence of this with over 10+ different CTAs.

Why this is important
Without a streamlined path, clients are expected to understand 10 different types of offers, make a choice on what would work for them. This is tough for wellness clients who are already overwhelmed.

Lead magnets
Between the quiz, free resources and discovery call (again - too many choices), the discovery call seems to be the primary first offer advised.

The fundamental
People pay first with their attention, and then with their time. Before trust is built, a free discovery call still requires them to put in their time. We need to build up to that.



Current Funnel - Multiple Lead Magnets

Discovery Call

Looking for the Right Support but Not Sure Where to Begin?

Book a complimentary discovery call and let's discuss what approach best fits your needs and goals.

[Book a Complimentary Discovery Call](#)



Free Tools for Limited Time & Budget

"Free Emotional Wellness Tools for Busy Lives"

Access practical self-care tips and Traditional Chinese based resources for free, a dime. Start your journey anytime, anywhere.

Free Resources

[Download the guides](#)

Quiz (PH7 BalanceCode™)

Name

Email



www.ph7balance.com
info@ph7balance.com

PH7 BalanceCode™ Quick Self-Assessment

Discover Your Dominant Mind-Body Pattern in 2 Minutes

Rate each statement from 1-5

1 = Never 2 = Rarely 3 = Sometimes 4 = Often 5 = Almost Always

Statement	Score
Wood - I become frustrated when things don't go as planned.	___
Wood - I always want to keep moving forward or solving problems.	___
Fire - My emotions are strong and I enjoy connecting with people.	___
Fire - I get excited easily but can also become emotionally overwhelmed.	___
Earth - I worry about other people more than myself.	___
Earth - I have difficulty saying 'No.'	___
Metal - I expect a lot from myself and notice mistakes quickly.	___
Metal - I find it difficult to let go of the past.	___
Water - I often think about what might go wrong.	___
Water - Fear or uncertainty sometimes stops me from taking action.	___

Your Scores

Element	Total
Wood	___/10
Fire	___/10

Your Five Elements Characters



Current Funnel - Multiple Paid Offers



Break the Procrastination Pattern

If you keep putting things off – even when you know they matter – this mini course will help you understand the pattern behind procrastination and learn how to take action without overwhelm. With simple, practical tools, you'll begin to move past avoidance, build momentum, and follow through with greater clarity and confidence.

\$168.00 USD

BUY NOW



Break the Overthinking Pattern

If your mind keeps looping through "what ifs" and worst-case scenarios, this mini course will help you understand the pattern behind overthinking and learn how to calm the cycle. With simple, practical tools, you'll begin to slow down racing thoughts, feel more grounded, and respond with greater clarity and confidence.

\$168.00 USD

BUY NOW



Set Healthy Boundaries: Know Your Limits & Protect Your Energy

If you often say yes when you mean no, this mini course will help you understand the pattern behind people-pleasing and learn how to set clear, healthy boundaries without guilt. With simple, practical tools, you'll begin to protect your energy, communicate more confidently, and respond in a way that feels more aligned with you.

\$168.00 USD

BUY NOW

Mini Courses (Self-Paced)

\$168 per course
3 courses



Pattern Clarity & Reset Program

PH7 Pattern Clarity™ A personalized 3-session coaching program to help you understand your stress patterns and gain clarity on your next steps. Are you experiencing... Stress, anxiety, or overwhelm Uncertainty about what to do next Repeating emotional or behavioural patterns Feeling stuck without clear direction You'll gain... Greater self-awareness Insight into your unique patterns Personalized recommendations A clear action plan Psychology + Emotional Regulation + Traditional Chinese Medicine (TCM) Virtual coaching across Canada and US.

\$540.00 USD

BUY NOW



PH7 Pattern Reset™ Program

PH7 Pattern Reset™ A personalized 6-session coaching program to help you understand your patterns, strengthen emotional regulation, and build practical skills for everyday life. Are you struggling with... Stress, anxiety, or overthinking Emotional ups and downs Low confidence or self-doubt Feeling stuck or overwhelmed You'll gain... Greater self-awareness Personalized coping strategies Stronger emotional resilience Practical skills for everyday challenges Psychology + Emotional Regulation + Traditional Chinese Medicine (TCM) Virtual coaching across Canada and US.

\$1,080.00 USD

BUY NOW



PH7 Deep Reset & Rebuild™ Program



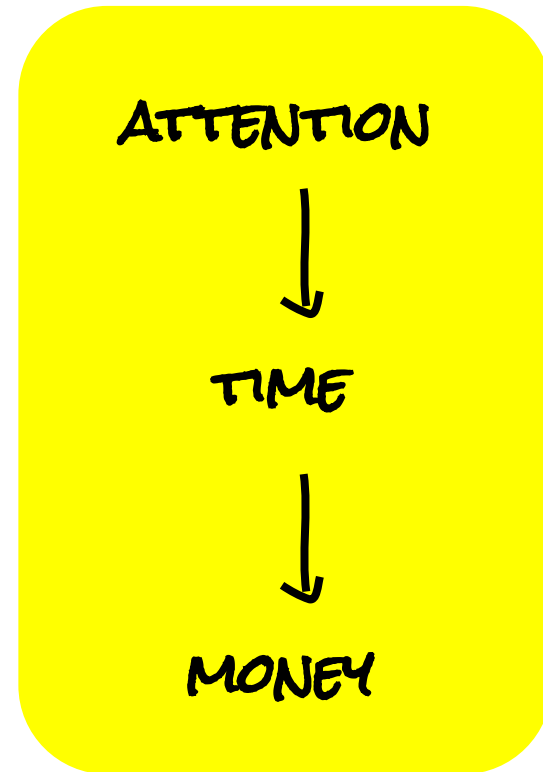
PH7 Pattern Clarity Session™

1:1 Coaching Programs

\$180+ per session



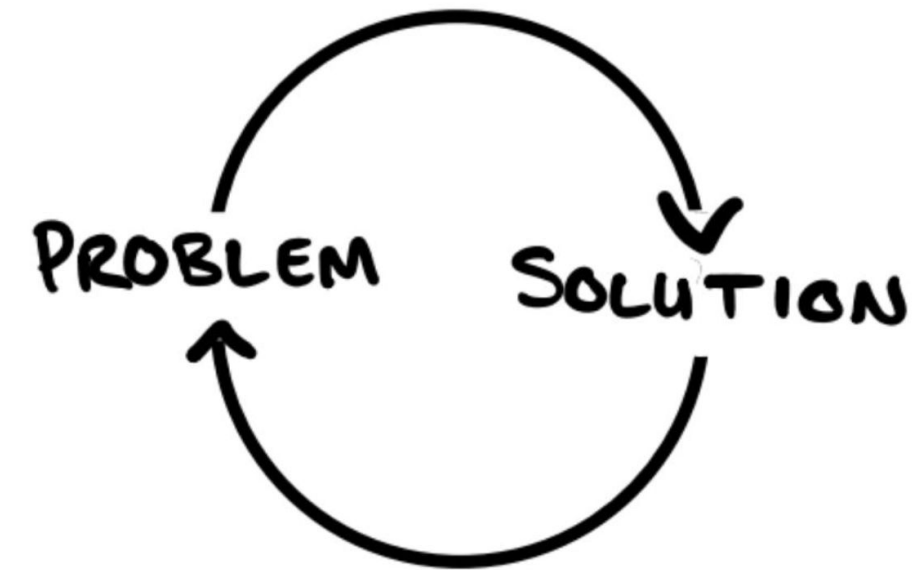
How to fix: Two Fundamental Principles



How people pay

Even before your customers open their wallets, they pay with their time. Even before they invest their time into something, they pay with their attention (curiosity) to check if something is worth their time.

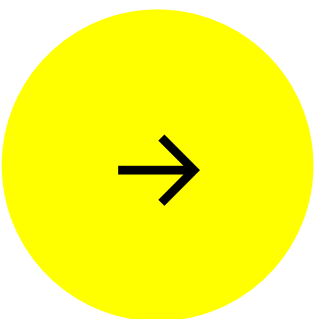
The funnel steps need to honor this transition to build a ladder of trust.



Customer Journey

Every step in the funnel solves the current problem and automatically leads to the next problem.

Which the next offer solves.



Trust Ladder (Attention → Time → Money)

Trust level 0 (no trust)

Before people even opt in for free, you need to give them value. I know what you're thinking - free resources! But in the age of abundant free information, PDFs don't provide much value.

Trust is built on human-human connection - much more than knowledge. **That's why a VSL (video sales letter) works best.** i.e. A video of you talking - in their language, their problems and offering your unique perspective and empathy.

Trust level 1 (ready to give you their info)

Once people connect, it's much easier to lead them down the funnel. Once they understand you (VSL), they get curious about what you offer..

The lead magnet is the most important part, because this is the client's first experience of your service (even if it is free).

Your five elements quiz works well here in theory, but we need to convert it into **an interactive quiz that generates a result, and leads straight to the discovery call.**



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info@ph7balance.com

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🟢 Wood – I become frustrated when things don't go as planned.	_____
🟡 Fire – I always want to keep moving forward or solving problems.	_____
🔴 Earth – My emotions are strong and I enjoy connecting with people.	_____
🟠 Air – I get excited easily but can also become emotionally overwhelmed.	_____
💧 Water – I worry about other people more than myself.	_____
⚡ Metal – I have difficulty saying 'No.'	_____
🌀 Ether – I expect a lot from myself and notice mistakes quickly.	_____
🕒 Metal – I find it difficult to let go of the past.	_____
💧 Water – I often think about what might go wrong.	_____
🔥 Fire – Fear or uncertainty sometimes stops me from taking action.	_____

PH7 BalanceCode™
 Discover Your Dominant Mind-Body Pattern in 2 Minutes
 Rate each statement from 1–5
 1 = Never 2 = Rarely 3 = Sometimes 4 = Often 5 = Almost Always

Trust level 2 (ready to give time i.e. discovery call)

If they resonate with the quiz result, and feel seen and heard, they'd like to understand what to do about the pattern they just discovered.

This is where the free discovery call comes in. The quiz leads them straight to the free discovery call booking for them to understand this pattern further.



Mind & Body Wellness

✓ Team member

2 Date & Time

3 Attendee

PH

Peggy Huang
Director/ Therapist



Discover Session
30 min



Online
Video conference

← Back

Select date & time

Discover Session · 30 minutes

July 2026

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Trust level 3 (ready to give you money)

On the 30-min discovery call, you expand on their quiz result to reveal underlying patterns and how to work on them.

The discovery call builds the final personal touch (all the way from your VSL) to now trust your recommendation of a self-paced mini course or 1:1 coaching.



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BALANCECODE™
PH7 PATTERN CLARITY & RESET™
STARTER PROGRAM™
3 SESSIONS
CLARITY • HEALING • BALANCE

EMOTIONAL RELEASE
HEALTHY RELATIONSHIPS
HEALTHY SELF
HEALTHY BODY
HEALTHY MIND
HEALTHY SPIRIT

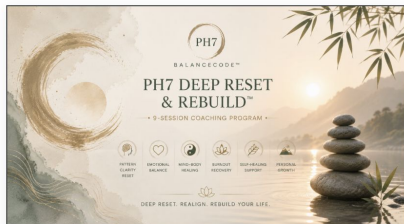
HEALTHY HEALING. LASTING CHANGE.

Pattern Clarity & Reset Program

PH7 Pattern Clarity™ A personalized 3-session coaching program to help you understand your stress patterns and gain clarity on your next steps. Are you experiencing... Stress, anxiety, or overwhelm? Uncertainty about what to do next? Repeating emotional or behavioural patterns? Feeling stuck without clear direction? You'll gain... Greater self-awareness! Insight into your unique patterns! Personalized recommendations! A clear action plan! Psychology + Emotional Regulation + Traditional Chinese Medicine (TCM) Virtual coaching across Canada and US.

\$540.00 USD

BUY NOW



PH7
BALANCECODE™
PH7 DEEP RESET & REBUILD™
3 SESSION COACHING PROGRAM™

EMOTIONAL RELEASE
HEALTHY RELATIONSHIPS
HEALTHY SELF
HEALTHY BODY
HEALTHY MIND
HEALTHY SPIRIT

DEEP RESET. REBUILD YOUR LIFE.

PH7 Deep Reset & Rebuild™ Program



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BALANCECODE™
PH7 PATTERN RESET™ PROGRAM
6 SESSIONS
A personalized 6-session coaching program to help you understand your patterns, strengthen emotional regulation, and build practical skills for everyday life.

EMOTIONAL RELEASE
HEALTHY RELATIONSHIPS
HEALTHY SELF
HEALTHY BODY
HEALTHY MIND
HEALTHY SPIRIT

CLARITY YOUR PATTERNS. UNDERSTAND YOUR PATTERNS. CHANGE LASTING CHANGE.

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\$1,080.00 USD

BUY NOW



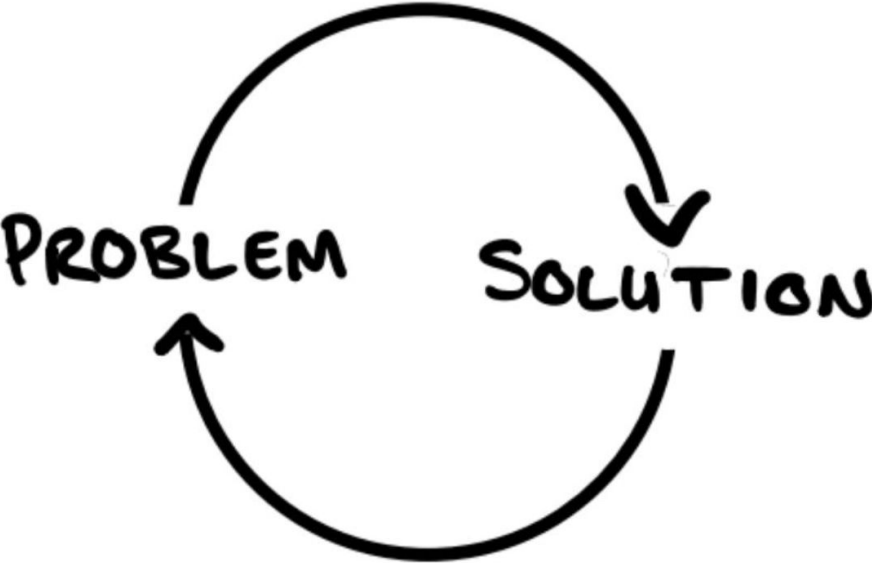
PH7
BALANCECODE™
PH7 Pattern CLARITY™
SESSION™

EMOTIONAL RELEASE
HEALTHY RELATIONSHIPS
HEALTHY SELF
HEALTHY BODY
HEALTHY MIND
HEALTHY SPIRIT

CLARITY YOUR PATTERNS. UNDERSTAND YOUR PATTERNS. CHANGE LASTING CHANGE.

PH7 Pattern Clarity Session™

Customer Journey

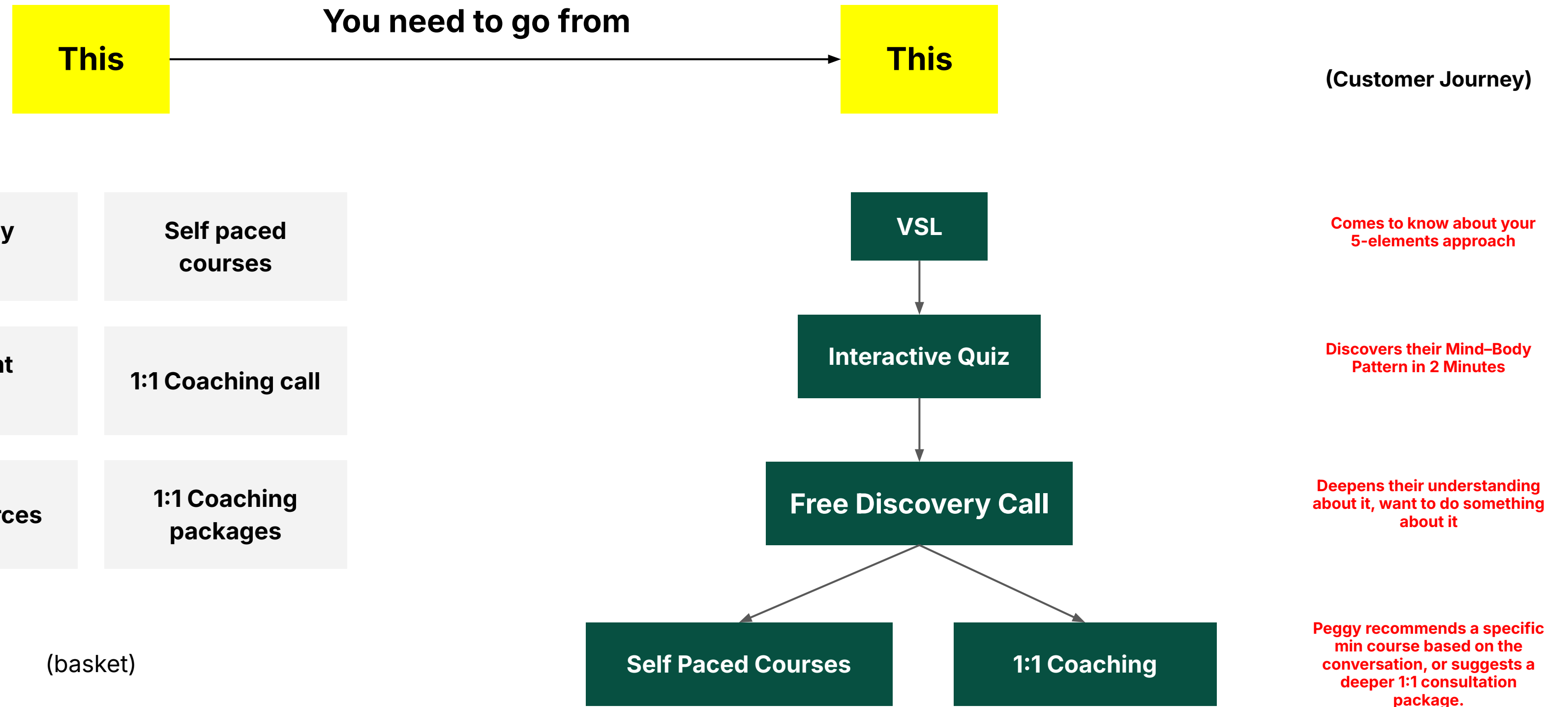


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Which the next offer solves.

Problem	→→→→→	Solution
Don't know how to break their pattern	5-Elements VSL	Comes to know about your 5-elements approach
What is my unique balance type?	5-Elements Quiz	Discovers their Mind-Body Pattern in 2 Minutes
I want to know about _____ pattern	Discovery Call	I discovered something meaningful about myself.
How to go deeper towards mind-body harmony?	Mini Course / Coaching	Mind-body harmony



Summary



Streamlined customer journey that builds trust



Roadmap: 3 steps to improve your funnel

Step 1

**Record a
video sales letter**

[What is a VSL?](#)

Step 2

**Make the quiz
Interactive**

Connect quiz results page to the discovery call booking page

Step 3

**Reduce choice
paralysis.**

Promote the quiz as your free offer (lead magnet) using the VSL

