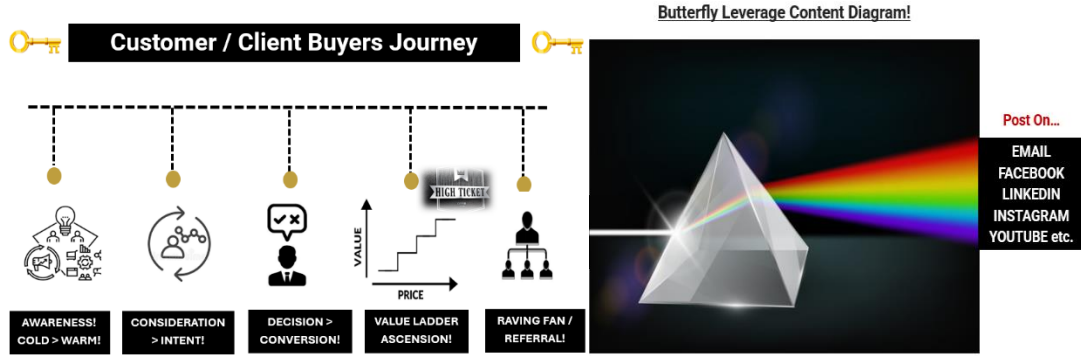
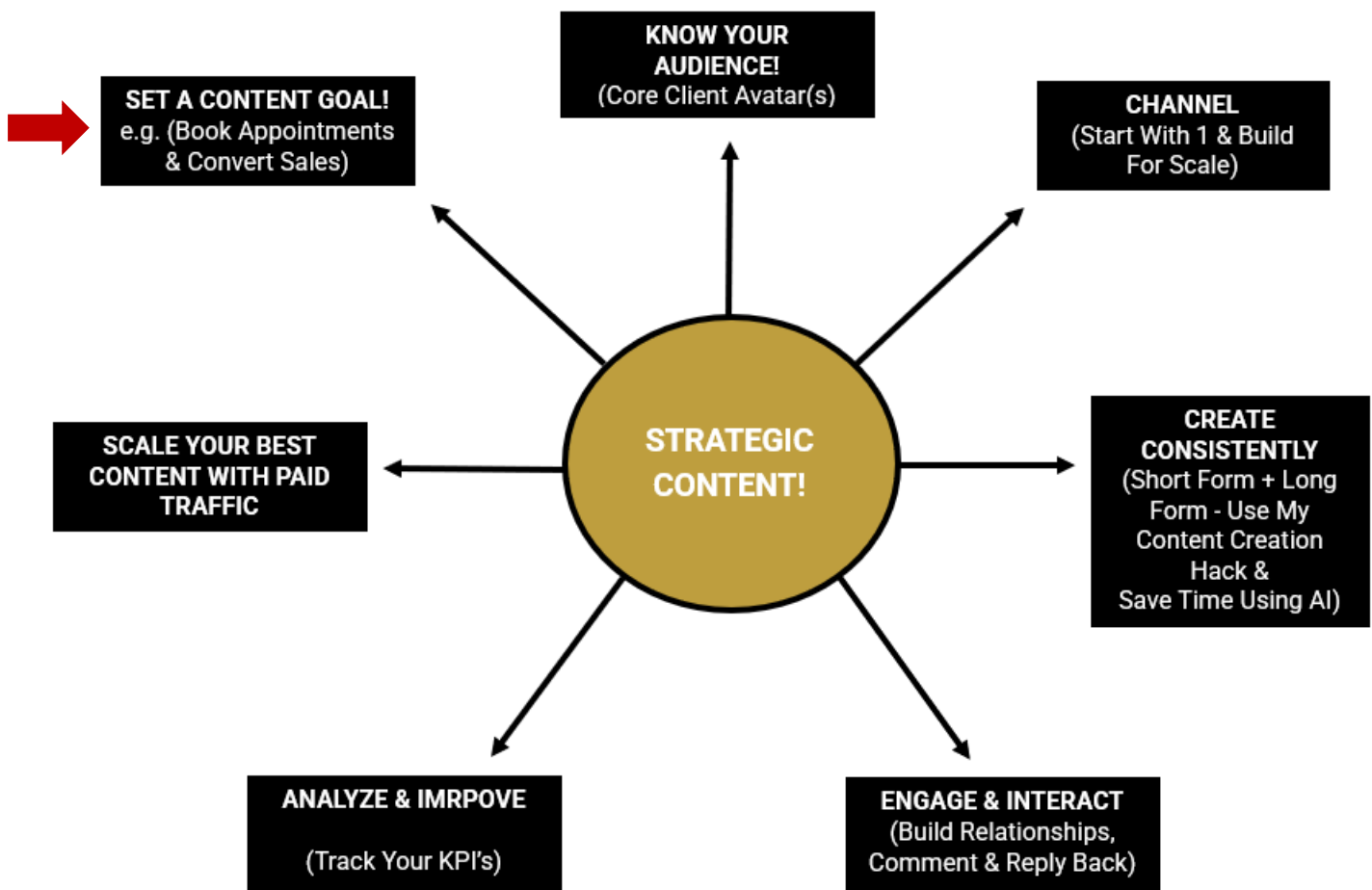


# CONTENT FUNNEL MAP DIAGRAMS



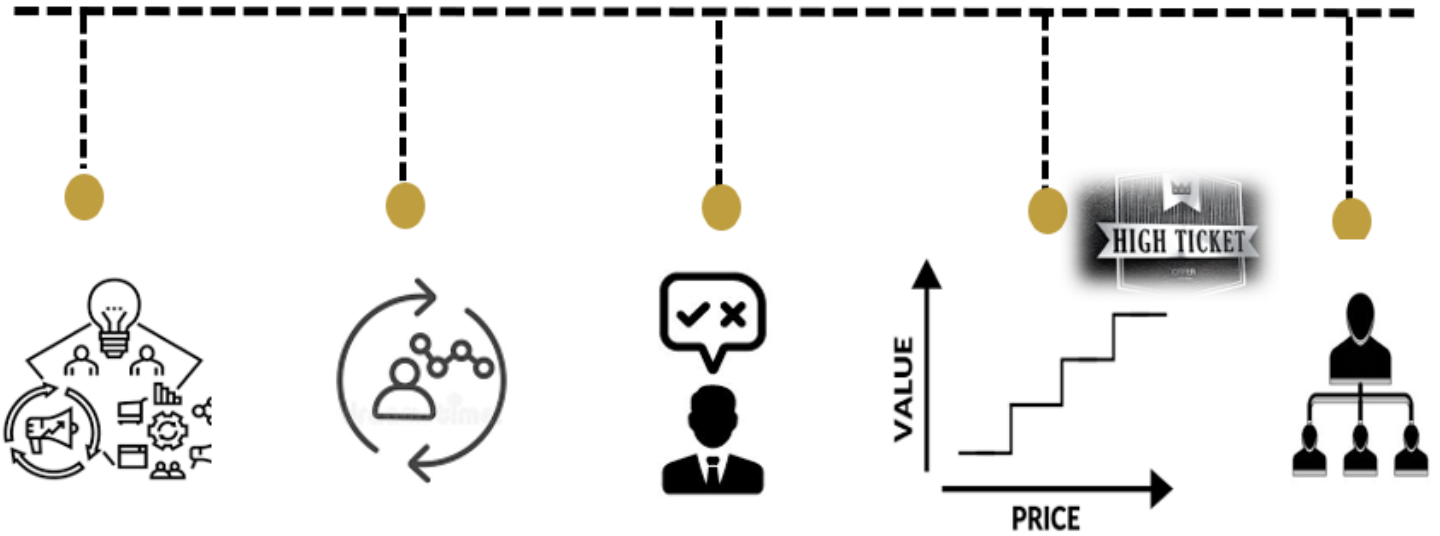
Hey, its Sam Malsom, Founder & CEO of [Online Wealth Society. Com.](https://www.onlinewealthsociety.com)

Below are the **Content Funnel Map Diagrams** for your reference. Print them out and stick them on the wall in your office... so you can refer to them when creating your daily content.





# Customer / Client Buyers Journey



**AWARENESS!  
COLD > WARM!**

**CONSIDERATION  
> INTENT!**

**DECISION >  
CONVERSION!**

**VALUE LADDER  
ASCENSION!**

**RAVING FAN /  
REFERRAL!**

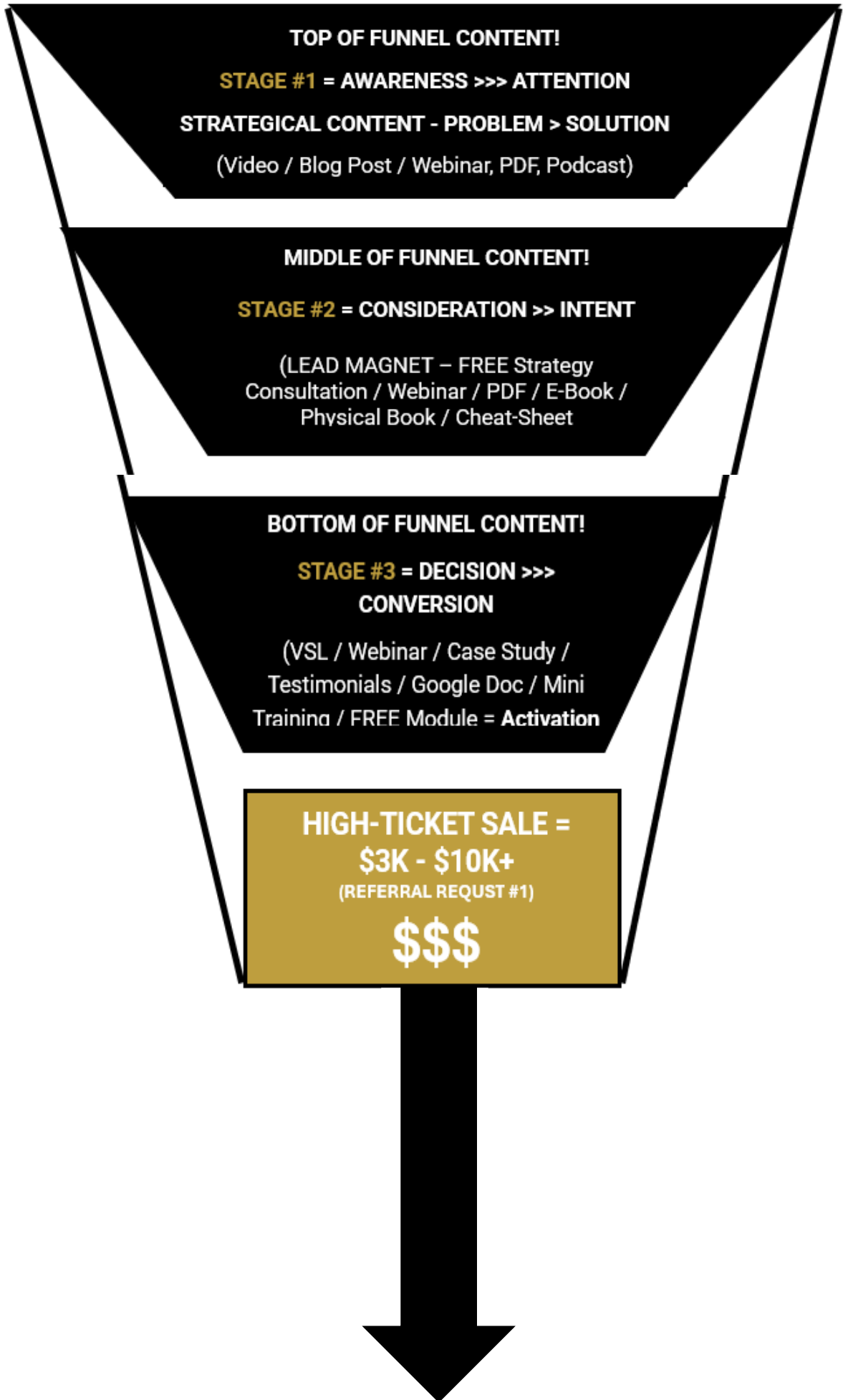


**FOLLOW UP**

**\$**

**\$**

**\$**



**MULTI 7 / 8-FIGURE SCALING PHASE!**

**STAGE #4 - VALUE LADDER  
ASCENSION CONTENT**

(Stories / Your Results / Clients Results / Case Studies / Screenshots / Videos, / Proof Articles From Trusted Sources / Diagrams / Graphs / Pictures / External Partner Content / Specific ACTION STEPS

A) Back-End High Ticket / Super Ticket Offer Priced @ \$30k - \$100k+ (Coaching + Mastermind + DFY Service / Partnership Offer)

B) Low-Ticket Front-End Offer Priced \$0 - \$7 - \$27 - \$97. This is known as the INFINITE CUSTOMERS BLUEPRINT when going after MASS MARKET!

(Book Appointment & Upsell)

**STAGE #5 - RAVING FAN / REFERRAL**

(ASK YOUR CLIENT FOR A REFERRAL USING REFERRAL LANGUAGE PATTERN DURING (STAGE 3 - DECISION / CONVERSION) AFTER YOU HAVE CLOSED THE SALE + COLLECTED THE CASH & ASK THEM DURING STAGE 5 WHEN THEY BECOME A RAVING FAN!

(REFERRAL REQUEST #2)

**STAGE #1** - AWARENESS! >>> STRATEGICAL CONTENT = INCREASE IN RELATIONSHIP & TRUST!

**STAGE #2** - CONSIDERATION >>> INCREASE IN QUALIFIED APPOINTMENTS!

**STAGE #3** - DECISION - CONVERSION >>> INCREASE IN HIGH-TICKET SALES & PROFIT!

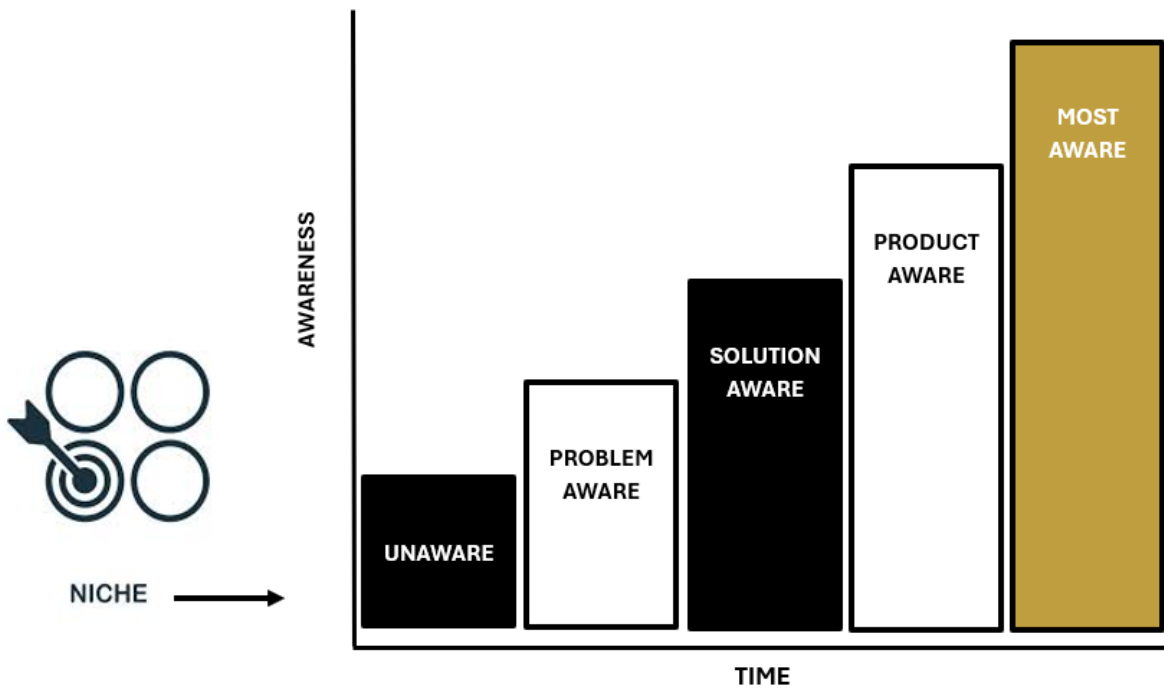
**STAGE #4** - ASCENSION >>> MORE CUSTOMERS WHICH TURN INTO YOUR BEST CLIENTS!

**STAGE #5** - RAVING FAN / REFERRAL >>> MORE REFERRALS & ORGANIC GROWTH!

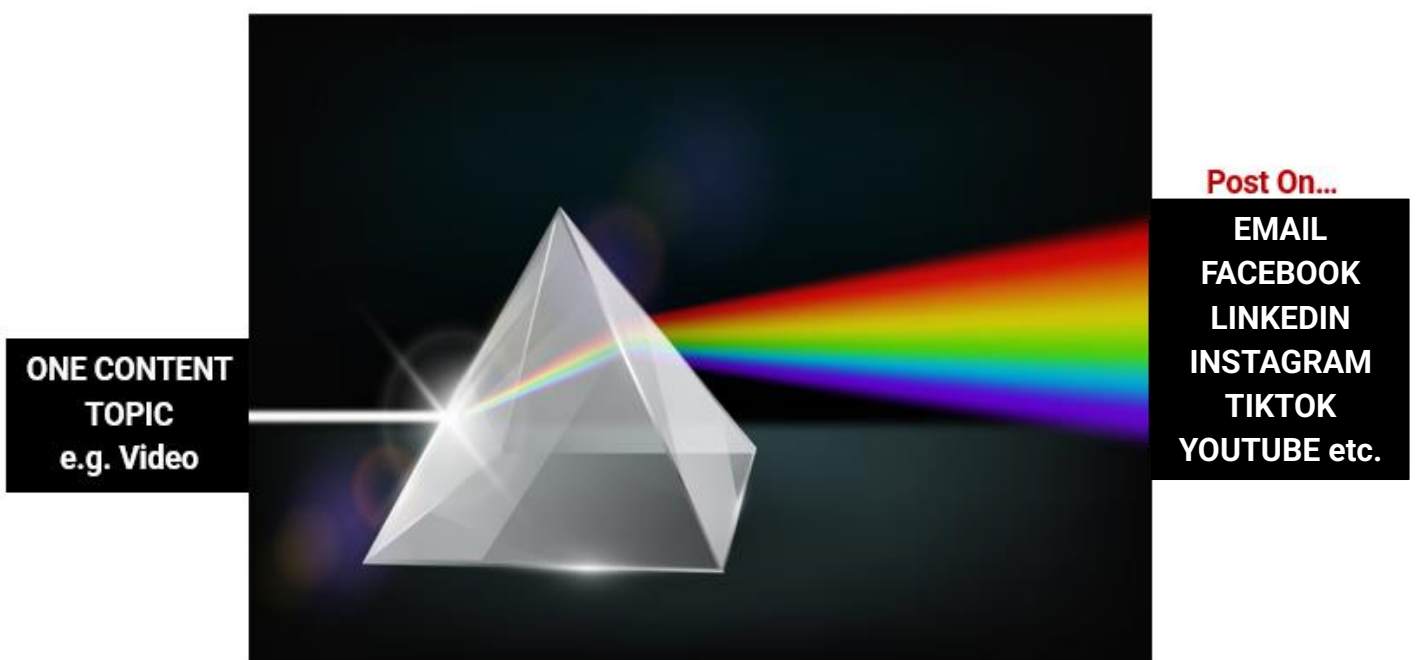
**= C.A.L.V.O FLYWHEEL EFFECT**



**The MAIN GOAL of Your E.B.M Content Strategy Is To ADVANCE The SALE, By Moving People Onto The Next Stage of The Buyers Journey!**



**Butterfly Leverage Content Diagram!**



## THE 14 DAYS **VALUE FRAMEWORK** CYCLE

**1 VIDEO REEL PER DAY** – SHARING VALUE (*QUICK LESSON / TIPS / INSIGHTS etc!*) (60 SECONDS)

**STORY POST #1** > LIFESTYLE PHOTO + MOTIVATIONAL QUOTE!

**STORY POST #2** > VALUE LESSON! (*Video or Written Story Post*)

**STORY POST #3** > SHARE RESULTS (*YOU + YOUR CLIENTS RESULTS*)

**STORY POST #4** > DOCUMENT YOUR JOURNEY (*Share What You've Been Working On!*)

**STORY POST #5** > EVERY 3<sup>rd</sup> / 4<sup>th</sup> DAY DO A STRONG CTA (**Call To Action**) Give Away FREE Lead Magnet  
- Get People To Private Message You or Send Them To Your Facebook / Skool Group In Return For Getting Your FREE Lead Magnet OR Directly Get Them To Book A Call!

## THE 7 DAYS **PROMOTIONAL FRAMEWORK** CYCLE!

**1 VIDEO REEL PER DAY** – SHARING VALUE (*QUICK LESSON / TIPS / INSIGHTS etc!*) (60 SECONDS)

**STORY POST #1** > VIDEO (HERES WHO I AM + WHAT I'VE GOT - EXPLAIN OFFER BENEFITS + CTA#1)

**STORY POST #2** > SHARE CLIENT RESULTS + U.M/M (*Unique Method / Mechanism!*)

**STORY POST #3** > VIDEO (SCARCITY + URGENCY) e.g. *"Only Looking Take on 5 More Clients So I Can Work With You Personally 1;1 To Give You The Guidance, Support & Coaching You Need To Get Big RESULTS"* + (Explain Your Risk Reversal GUARANTEE!)

**STORY POST #4** > VIDEO CTA #2 > *"PM Me If You Want To FAST TRACK Your Results & (ADD BIG BENEFIT e.g. Get High-Ticket Clients WITHOUT Wasting Time, Energy & Money On Hope Marketing!"*

**CREATE PROMO VIDEO FROM STORY POSTS AND POST AS A VIDEO REEL!**

**STRATEGICAL CONTENT (BIG PROBLEMS)**



STRATEGICAL CONTENT PIECE #4

STRATEGICAL CONTENT PIECE #5

STRATEGICAL CONTENT PIECE #6

STRATEGICAL CONTENT PIECE #7



**ORGANIC CONTENT WINNERS**

ORGANIC CONTENT PIECE WINNER #1

ORGANIC CONTENT PIECE WINNER #2

ORGANIC CONTENT PIECE WINNER #3

ORGANIC CONTENT PIECE WINNER #4

ORGANIC CONTENT PIECE WINNER #5

ORGANIC CONTENT PIECE WINNER #6

ORGANIC CONTENT PIECE WINNER #7



**ADD CONTENT TO EMAIL FOLLOW UP + SALES FUNNEL READY FOR PAID TRAFFIC CAMPAIGN!**



**RUN PAID TRAFFIC (TESTING + GROWTH PHASE)**