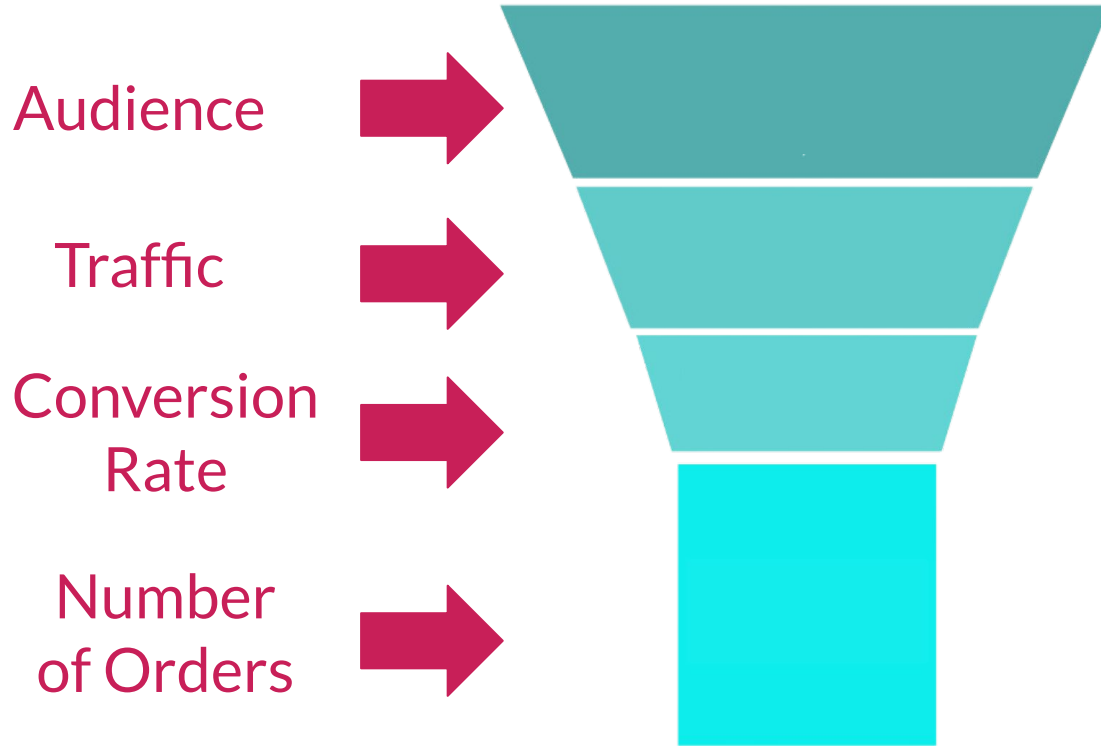
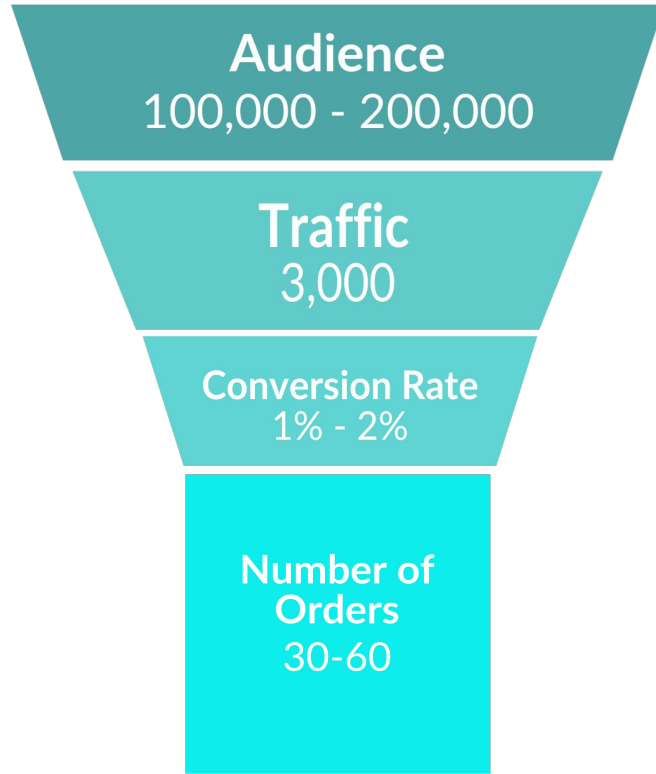


Your Sales Funnel

Conversion School – Lesson 2

Sales Funnel





“I just ran the data after completing my third month with inner circle. So excited to see upward movement associated with all the hard work I am pouring into my business through implementing Inner Circle suggestions.”



Monthly Tracking

	Before F.C.	1 st month	2 nd month	3 rd month	
	6/15-7/14	7/15 8/13	8/14-9/12	9/13-10/12	
Social Media Reach	4322	22,917	32,438	104,267	• 9/19 started ^{Engagement} FB ad w/ \$10 daily budget
Website Traffic	749	1040	1014	1809	
Focused Marketing	0%	36.5%	33.23%	27.87%	
Conversion	2.14	2.98	2.56	2.21	
AdV	103.81	59.37	63.43	80.55	
Monthly Sales- compared to 2022	up 51%	up * 154%	up * 1.7%	up * 32%	* 7/6-7/31 Offered past customers \$10 off any purchase (no min.) ♦ \$5 to spend pop up active as of July 10, 2023 + Klaviyo Plus