



# Make Your Funnel Irresistible.

Turn Strangers into Superfans – on Repeat!

## Customer Enrollment & Retention Funnel Designer™

Customer Enrollment & Retention Funnel Designer™

**The Five-Step Funnel**

The Funnel has five steps. Each step contains a digital strategy for your business to follow in order to achieve your goals.

1. **Attract New Leads** - Utilize top-of-funnel marketing to make your presence known to all prospects. Work to attract new leads to the top of your funnel.
2. **Deliver Profound Experiences** - Offer content to the current or previous customer to show your value in potential to meet your needs and wishes.
3. **Make New Connections That Build Trust** - Provide in-depth insights into your offerings, facts, and values to engage and establish with prospects.
4. **Add Them to the Your Customer** - Create a personalized solution to prospects, highlighting the trust and relationship to convert them to customers.
5. **Connect & Nurture** - Engage and support customers consistently, keeping happy and encouraging them to become brand ambassadors.

**Prospects**  
**Qualified Prospects**  
**Customers**  
**Loyal Ambassadors**

**Your Customer Enrollment & Retention Funnel**

1 - Attract New Leads - Outcome: How You Turn Prospects to Prospects

2 - Deliver Profound Experiences - Methods: How You Turn Prospects to Qualified Prospects

3 - Add Them to the Your Customer - Methods: How You Turn Qualified Prospects to Customers

4 - Connect & Nurture - Methods: How You Turn Customers to Loyal Customers and Loyal Ambassadors

Congratulations! You've just designed your Customer Enrollment & Retention! Add the key details to your [A-Force for Good Funnel](#) now!

**PART TWO - TRACK ENROLLMENT EXPENSES**

Use the space below to add up the total costs of your Customer Enrollment Funnel from the steps above, on both a monthly basis and an annual basis. Reviewing your total funnel costs on a monthly and annual basis will help you later on in calculating the efficiency of your funnel and seeing ways to improve it over time.

Enrollment Step	Current Monthly	Current Annual	New Monthly	New Annual	Total Future Monthly	Total Future Annual
1 - Attract New Leads						
2 - Deliver Profound Experiences						
3 - Add Them to the Customer						
4 - Connect & Nurture						
<b>TOTAL COSTS</b>						



Have you nailed  
*Product–Market Fit*—  
where scaling your  
marketing and sales  
*automatically* drives  
growth?

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**Do you have a  
*proven system* that  
consistently  
generates qualified  
leads and  
customers?**

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**Every week,  
are you expanding  
the number of  
delighted  
customers you  
serve?**

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**Is your funnel  
crystal clear—  
attracting and  
enrolling only your  
*ideal* customers?**

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*Today's topic –*

# **Customer Enrollment & Retention Funnel**

**The single most powerful  
system to master if you want  
to achieve  
Product–Market Fit  
and unlock  
exponential growth.**

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# Customer Enrollment & Retention Funnel

**Your Customer Enrollment & Retention Funnel is the system that *automatically* attracts, engages, enrolls, re-enrolls, and retains customers—  
*guiding them from stranger to loyal ambassador.***



# Customer Enrollment & Retention Funnel

*The conscious journey you design for your future customers.*

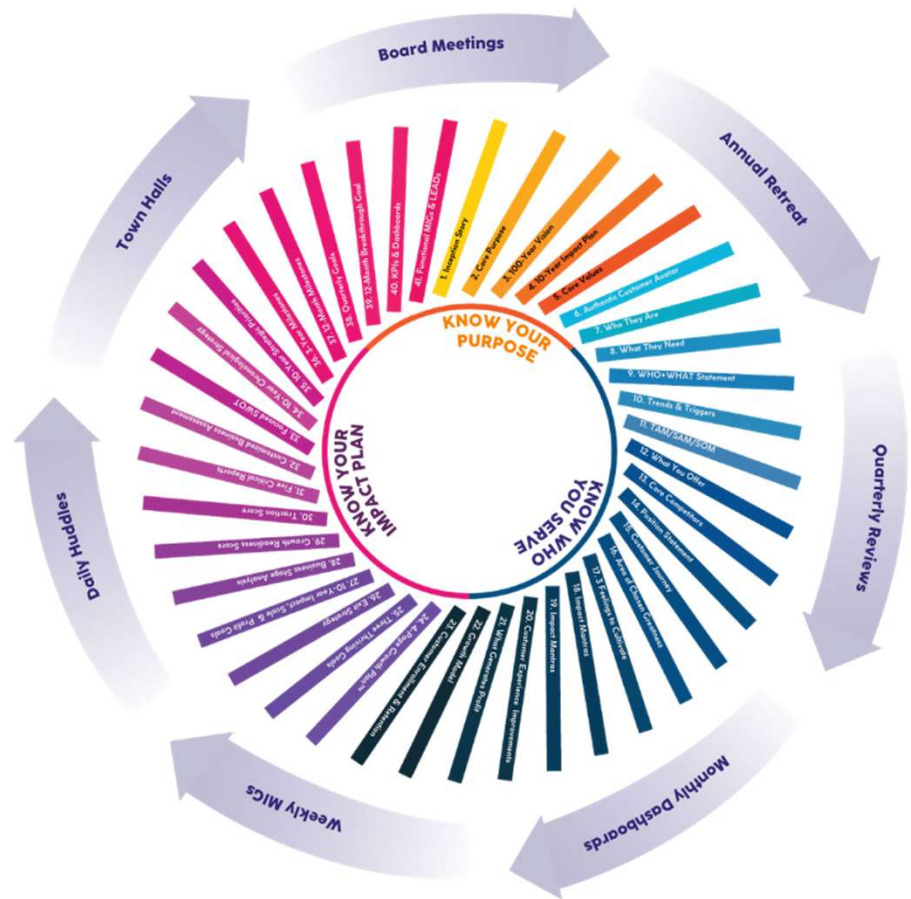
- Strangers →
- Curious Prospects →
- Interested Leads →
- Paying Customers →
- Loyal Ambassadors

Growth isn't magic—  
it's the result of a repeatable path that turns  
strangers into loyal customers.



# Today's Focus

- **Core Growth Element:**  
Customer Enrollment & Retention Funnel
- **Today's Tool:** Customer Enrollment & Retention Funnel Designer™
- **Workshop Goals:**
  1. Use the Customer Enrollment & Retention Funnel Designer™
  2. Define Customer Enrollment & Retention Funnel and estimate the cost
  3. Identify one High-Leverage Habit and one High-Potency Action.



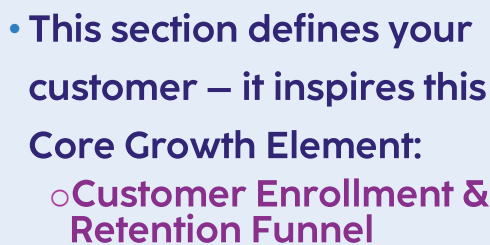
## Three Customer Experience Improvements Selector™



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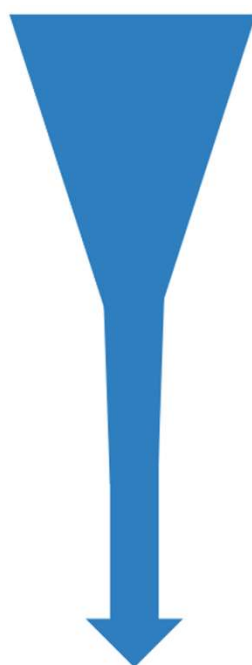
*Download the Customer Enrollment & Retention Funnel Designer™ now!*



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# From Stranger to Superfan



## Suspects

- Suspects fit the profile of your authentic customers; you would like to create connection with these people, but haven't yet.

## Prospects

- Prospects are those who have in some way learned about your business, products, or services, but have not yet made a purchase.

## Qualified Prospects

- These are prospects who have taken clear steps to get to know your business and the offerings you provide. A Qualified Prospect demonstrates a match for your products and services and has the budget to pay for them.

## Customers

- Customers are individuals or companies who have purchased something from you, exchanging dollars for product or service.

## Satisfied Customers

- A customer is elevated to this status if they have purchased from you repeatedly, and/or if they have expressed explicit satisfaction through a survey or a written testimonial.

## Loyal Ambassadors

- Satisfied customers level up when they: start referring friends and colleagues to your company, speak publicly about your company in a positive light, participate in a case study, or make some other significant show of appreciation and value for your brand.

Scaling impact starts with scaling relationships—  
one intentional step at a time.



# The Five-Step Funnel





# The Five-Step Funnel

## Step 1 – Shine Your Light

Utilize top-of-funnel marketing to make your presence known to ideal prospects, like a beacon attracting ships to shore.

*Attracts suspects to the top of your funnel.*



Shine your best light so customers can find you!

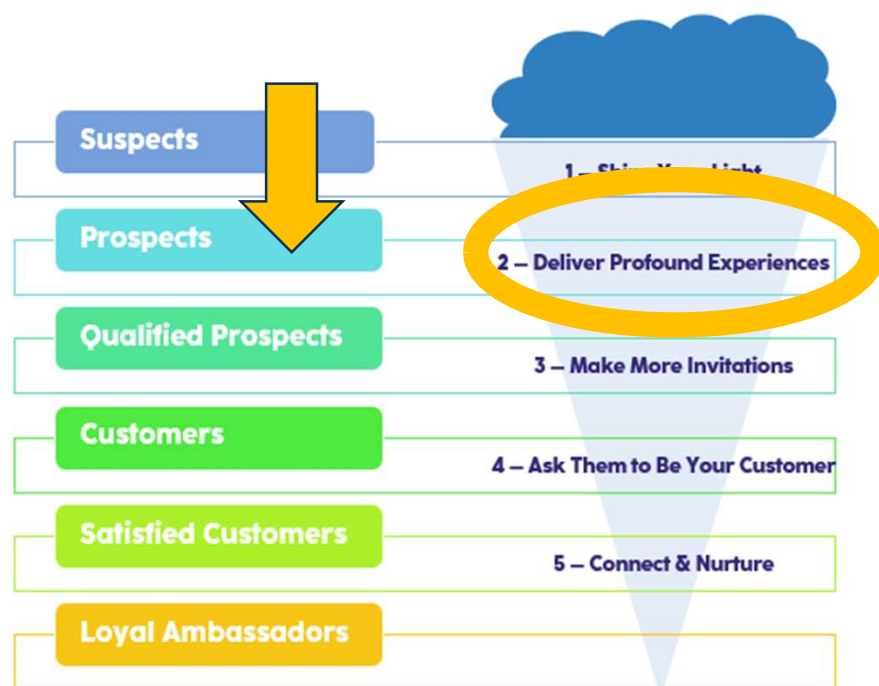


# The Five-Step Funnel

## Step 2 – Deliver Profound Experiences

Offer valuable, free content or experiences that showcase your service's potential to meet user needs and wishes.

*Moves suspects into being prospects.*



Design experiences that awaken hope and possibility for those you are meant to serve.



# The Five-Step Funnel

## Step 3 – Make More Invitations that Build Trust.

Provide in-depth insights into your offerings, team, and values to deepen trust and relationship with prospects.

*Moves prospects into being qualified prospects.*



Every step of service starts with giving value and ends with the next invitation to serve.



# The Five-Step Funnel

## Step 4 – Ask Them to be Your Customer

Extend a personalized invitation to prospects, highlighting the trust and readiness built to convert them to customers.

*Moves qualified prospects into being customers!*  
*(Whooahoo!)*



A brilliant offer won't grow your company if the right people never make it to the decision point.

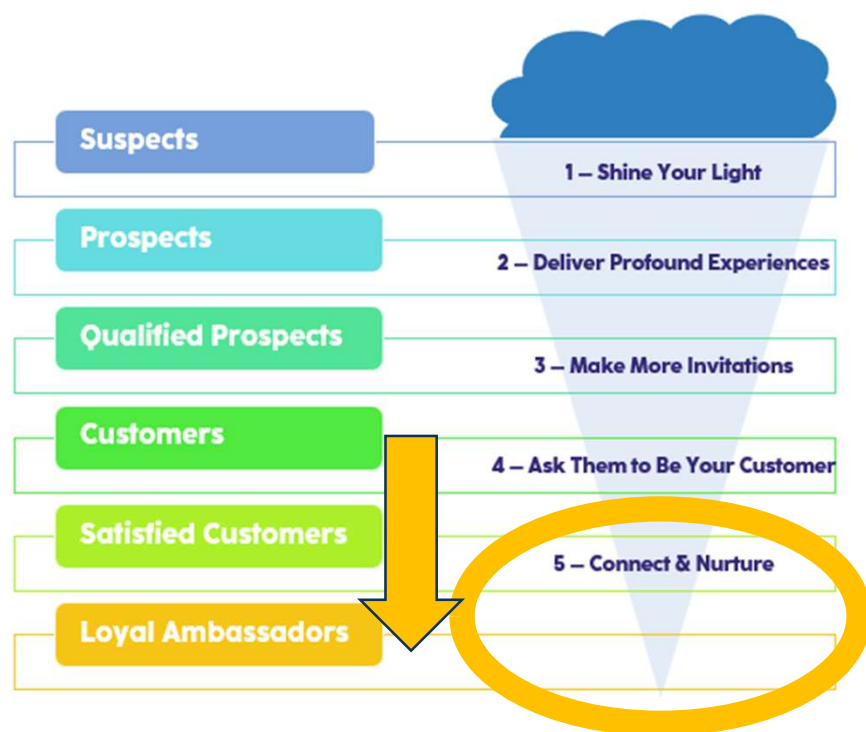


# The Five-Step Funnel

## Step 5 – Connect & Nurture

Engage and support customers consistently, fostering loyalty and encouraging them to become brand ambassadors.

*Moves customers into loyal customers and later into loyal ambassadors.*



Customer retention isn't luck—  
it's the predictable outcome of a well-designed  
experience that keeps delivering value.



# The Five-Step Funnel

## 1 – Shine Your light

- Purpose: Be Discoverable
- Audience: Suspects
- Outcome: Awareness

*Ads, podcasts, SEO, speaking events, partnerships*

## 2 – Deliver Profound Experiences

- Purpose: Give value + Build Trust
- Audience: Prospects
- Outcome: Interest

*Demos, assessments, VIP sessions, toolkits*

## 3 – Make More Invitations

- Purpose: Build Relationship
- Audience: Qualified Prospects
- Outcome: Consideration

*Demos, assessments, VIP sessions, toolkits, golf, dinner*

## 4 – Ask Them to Be Your Customer

- Purpose: Invite Clearly
- Audience: Very Qualified Prospects
- Outcome: Decision

*Personalized follow-ups, recommendations, proposals*

## 5 – Connect & Nurture

- Purpose: Deepen Trust & Value
- Audience: Customers
- Outcome: Transformation & Loyalty

*Onboarding, newsletters, loyalty programs, referral gifts*

Your enrollment funnel is the heartbeat of your company—when it beats strong and steady, every part of the business thrives



# Savvy Kids Company Example

- **Shine Your Light:** Social media, Amazon presence, Mom Ambassadors
- **Deliver Profound Experience:** Free “how to tie your shoes” video
- **Build Trust:** Follow-up emails, testimonials, blog tips
- **Invite to Be a Customer:** Amazon product page, School fundraiser link
- **Connect + Nurture:** Thank-you email from “Savvy the Shoelace,” referral incentives

The companies that grow fastest aren't the ones with the loudest marketing—they're the ones with the clearest path to say yes



# Product–Market Fit

- Product–market fit is the point where your product or service meets the needs of a clearly defined market so well that customers not only buy it—they *love* it, use it consistently, and tell others about it.
- In practical terms, it's when:
  - Your ideal customers immediately understand the value you offer.
  - Demand is strong and consistent, requiring less push from your sales team.
  - Retention and referrals grow naturally because the experience delivers on its promise.
  - Scaling becomes predictable—you know that putting more resources into marketing and sales will reliably generate growth.



You will never attain  
**PRODUCT—MARKET FIT**  
until you master your  
**CUSTOMER ENROLLMENT  
& RETENTION FUNNEL**



# How the Product-Market Fit & The Funnel Connect

- 💡 Product-Market Fit is the *what*—the proof that your offering is right for your market.
- 💡 The Customer Enrollment & Retention Funnel is the *how*—the system that repeatedly and predictably turns that fit into growth, impact, and customer loyalty.



# How the Product-Market Fit & The Funnel Connect

## #1 - Product-Market Fit Defines *Who* and *Why*

- Product-market fit means you've found a market that deeply wants what you offer, and your product or service delivers enough value that customers happily adopt, stay, and refer others.
- Without this clarity, your Customer Enrollment & Retention Funnel will perform like a leaky bucket—your marketing may generate attention, but people won't move through the funnel, buy your product, or remain a long-term customer.



# How the Product-Market Fit & The Funnel Connect

## #2 – Scale Becomes Predictable

- Once you have product–market fit, scaling becomes a math problem, not a *gamble*.
- Your Customer Enrollment & Retention Funnel maps the exact steps that turn strangers into loyal customers.
- Increasing leads at the top of the funnel predictably increases revenue and impact at the bottom.



# How the Product-Market Fit & The Funnel Connect

## #3 - The Funnel Proves and Sustains Product-Market Fit

- A clearly defined, repeatable Customer Enrollment & Retention Funnel is how you *test* whether you truly have product-market fit.
- If prospects consistently move from awareness → interest → purchase → repeat purchase → advocacy, you have evidence the market not only wants your product but values it enough to keep engaging (buying).
- Conversely, if there's drop-off at key stages, it tells you *exactly where to* refine your offer, message, or value delivery.



# How the Product-Market Fit & The Funnel Connect

- 💡 Product–market fit is the proof that your offer is exactly what your market wants—and values enough to buy, stay, and refer.
- 💡 But knowing you have that fit is only the beginning. The Customer Enrollment & Retention Funnel is the engine that turns that fit into predictable growth.
- 💡 When every stage of your funnel is intentionally designed and repeatable, you create a system that consistently attracts the right people, serves them deeply, and inspires them to stay.
- 💡 With the Customer Enrollment & Retention Funnel Designer™, you solve the puzzle of growth, making success not a lucky streak, but the only possible outcome.

"Product–market fit without a clear enrollment funnel is like a treasure map with no path—you know the gold exists, but you can't reach it."



# The Cost of the Funnel

- In a perfect world, you could have unlimited resources to enroll and retain customers.
- No one lives in a perfect world.
- Discover the most effective, efficient method.
- Be mindful and intentional.
- As you build your Funnel today, you will also calculate the cost:
  - Current Funnel
  - Enhanced Funnel





# Customer Enrollment & Retention Funnel Designer™

**BRAINSTORM POSSIBLE IMPROVEMENTS**

**MEASURE IMPACT & RESOURCES**

**PLOT IMPROVEMENTS**

**PRIORITIZE IMPROVEMENTS**

**SELECT THREE IMPROVEMENTS**

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# Customer Enrollment & Retention Funnel Designer™

- Let's walk through the Customer Enrollment & Retention Funnel Designer™
- Examples:
  - Fictitious Company: ABC Integration Company
    - Integration, analytics, and reporting software
    - Shared Avatar: Francine, CFO of a large financial institution who provides complex reports to her CEO and a demanding public board
  - Fictitious Company: Savvy Kids
    - Specialized shoelaces that help kids learn to tie their shoes. Planning to launch other educational tools and skill-building toys over time
    - Shared Avatar: Julie, mother of 5-year-old, Pearl, who longs to help her daughter learn to tie her shoes so Pearl can feel confident, capable, and successful.



# Pause to Acknowledge Wisdom

## New Clarity, Deeper Knowing. Practical Power.

- You created a repeatable system to enrolling new customers each month
- You've found a path to ensure more customers are satisfied and become advocates
- You've unlocked the recipe for discovering Product-Market Fit
- You now have a clear path to increasing revenue this month and year

A consistent funnel turns unpredictable sales into dependable growth.





The image displays four sample pages of the FFC 4-Page Growth Plan™ (4PCP) template. Each page is a worksheet with various sections and tables for business planning. The pages are titled 'FFC 4-Page Growth Plan™ (4PCP)' and include the FFC logo. The pages show different components of the plan, such as company overview, financials, and growth strategies. A large blue diagonal line is drawn across the middle two pages.

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# High-Leverage Habits

- What Are High-Leverage Habits? – High-Leverage Habits are recurring rituals that guarantee breakthrough results over time.
- *What weekly or monthly habit could help your team improve this Funnel?*
- Examples:
  - Weekly funnel performance check-in
  - Monthly review of funnel content and free offers
  - Weekly customer onboarding experience review
  - Adding funnel updates to monthly team meeting

Choose one  
**HIGH-  
LEVERAGE  
HABIT**  
you will start  
this week.

The right funnel  
makes success a  
matter of process,  
not chance.



# Identify High-Potency Action

- What is a High-Potency Action? – A high-impact action—outside of normal plans—that boosts the business forward.
- *What bold move can you make this week to level up your Funnel?*
- Examples:
  - Create a new trust-building freebie (video, checklist, tool)
  - Rework your onboarding welcome sequence
  - Interview a loyal customer for a case study
  - Launch a customer referral program
  - Host a team brainstorm to spot funnel drop-offs

Choose one  
**HIGH-  
POTENCY  
ACTION**

Improve you  
will take this  
week.

A great funnel  
frees you to focus  
on impact,  
knowing your  
growth engine is  
always running.



# What We Did Today

- Defined one Core Growth Element:
  - **Customer Enrollment & Retention Funnel**
- Learned how to use the Customer Enrollment & Retention Funnel Designer™
- Integrated them into 4-Page Growth Plan™
- Identified a High-Leverage Habit
- Committed to a High-Potency Action

A well-built enrollment system is the most generous thing you can give your future self.



# The Book

- Learn more about the Customer Enrollment & Retention Funnel and Customer Enrollment & Retention Funnel Designer™ in Chapter 9
- Purchase the book and gain access to receive the Force for Good ToolKit™.
- Instructions for each tool.
- The full Force for Good System™



[aforceforgood.biz/book](https://aforceforgood.biz/book)



# Force for Good Tool of the Week

- Every week we launch a new tool and masterclass.
- Get the recording and links by signing up.



[aforceforgood.biz/weekly-tool](https://aforceforgood.biz/weekly-tool)



# Growth Accelerator

- Install the full Force for Good System™
- Install the system of propelling exponential, high-impact growth into your company.
- 12-Module Online System.
- Videos, tools, assessments.
- Alone or with your team.
- Tiered pricing starting at \$599.



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# Thank you!

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