

Sales Funnel

Sample Funnel for a candle business



Scribbles & Crow Ink



Awareness

Ex. Learn about our natural candles
at the link in our bio



Discovery

Ex. Sign up for our email to receive your results



Evaluation

[illegible]



Intent

Ex. Automatic reminder emails for abandoned carts



Sales Funnel Worksheets

Purchase

[illegible]



Loyalty

Ex. Post-purchase countdown: You are 2 candles away from a freebie!