

AUTHENTIC MARKETING FUNNEL

Course

HOW TO BUILD AN AUDIENCE OF
1,000 HIGHLY ENGAGED PEOPLE WHO
ARE INTERESTED IN HEALTH & FITNESS

ASHLEY SHAW

TABLE OF CONTENTS

- 03 Introduction**
- 05 Keys To Building An Authentic Marketing Funnel**
- 07 Overall Strategy**
- 09 Lead Magnet/Freebie Overview**
- 10 *Example 1*
- 11 *Example 2*
- 12 *Example 3*
- 13 *Example 4*
- 14 *Design Using Canva*
- 15 *How To Setup In ConvertKit*
- 16 Email Marketing Overview**
- 17 *Example Email #1*
- 19 *Example Email #2*
- 21 *Example Email #3*
- 23 *Example Email #4*
- 25 *How To Setup In ConvertKit*
- 26 Facebook Group Overview**
- 27 *Example 1*
- 28 *Example 2*
- 29 *Example 3*
- 30 *Example 4*
- 31 *How To Setup Your Free Facebook Group*
- 32 Summary + Pitch for AMF Membership**



INTRODUCTION

Welcome to the Authentic Marketing Funnel Course! My name is Ashley Shaw and I'm the creator of the Authentic Marketing Funnel Course and Membership. I'm so excited that you've made the decision to join this epic course and community and make the next step in growing your online coaching business and scaling it to the next level.

If you're a coach in the online space looking to work smarter, not harder with your marketing efforts and truly scale your business to the level you've always dreamed of, this course is going to be a gamechanger for you.

In this course, you'll learn the exact strategy I teach to help coaches build an audience of 1,000+ highly engaged people who are interested in what you have to offer...without wasting time or being salesy.

By the end of this Authentic Marketing Funnel course, you'll have everything you need to grow your coaching business using a proven authentic marketing funnel. You'll walk away with the ironclad sales funnel system we use to help coaches streamline their business and 10X their marketing efforts. Plus, you'll learn exactly how to execute each part of the funnel with success in order to move people through the customer value journey.

First, we'll dive into the keys to building an authentic marketing funnel. This will help you form a clear understanding of WHY the authentic marketing funnel that we teach is so critical to your success in business.

Then, we'll talk about the overall authentic marketing funnel strategy and what it looks like to build a marketing funnel using the tools we teach you in this course. This is where you can start dreaming and casting your vision for how you will serve your audience in your authentic marketing funnel.

After that, we'll dive into the key components of an authentic marketing funnel: your freebie/lead magnet, email marketing, and your free Facebook group. We'll break down each of these critical components and take an in-depth look at each step of this proven marketing funnel with real life examples.

As social media and marketing trends continue to change, you are in a unique position to take advantage of the #1 marketing strategy that will ALWAYS trump new trends...adding value!

Adding value and serving your audience will always be the #1 factor in growing your business and serving more customers. Take advantage of this opportunity to learn more about your audience, serve them with high-value, high-quality content, and move them seamlessly through the customer value journey.

Don't miss out on this opportunity because you don't know how to implement a marketing funnel.

In this course, I'm going to GIVE you the information you need and the exact step-by-step plan to follow to grow an audience of highly engaged people who are interested in what you have with an authentic marketing funnel that serves, sells, and works (even when you're not working!)

Thank you so much for being here! Now let's dive in!

KEYS TO BUILDING AN AUTHENTIC MARKETING FUNNEL

In this lesson, we're going to dive into the keys to building an authentic marketing funnel. These are so important to understand before implementing the Authentic Marketing Funnel Strategy I'll teach you later on in the coming lessons.

When it comes to marketing your business online, there's so many opinions, articles, and algorithms thrown in your face. It is oftentimes easy to fall into the trap of thinking you must do what everyone else is doing and utilize the newest feature on social media in order to be successful.

It can be downright confusing, frustrating, and overwhelming.

But it doesn't have to be. Because like I said earlier, no matter how many new trends and changes there are, there's one thing that will always remain the same and that will always win over everything else...adding value!

My mission is to help you make adding value and serving your customers at every stage of the customer value journey easy, fun, less time-consuming, and more-profitable for you and your business.

The first key to building an authentic marketing funnel is... giving your ideal customers something that is high value to them...for FREE.

This is called a freebie or a lead magnet in the marketing world. By giving your ideal customers something that directly helps solve a problem they have is a great way to get them to know, like, and trust you. If done right, they'll be blown away by the amount of value and help you've given them for free that they can't imagine NOT working with you and taking advantage of your other offers. Just be sure to snag their email address in exchange for this freebie so that you can get them to subscribe to your email list and serve them even more in the inbox as they move through the customer value journey.

The second key to building an authentic marketing funnel is... growing and serving your email list.

Sure, social media is great, but you don't OWN your followers on social media. What would happen if tomorrow, your Instagram account was gone, along with ALL the prospects and DMs you've had since the start of your business? Heart-wrenching, isn't it? But that's the beauty of growing an email list...you OWN your email list. Unless someone unsubscribes, you will never lose those people from your email list.

Email marketing has a much higher rate of return than social media. An average of 2% of your social media posts are actually seen whereas an average email open rate is 20%. That means you have a better chance of converting sales by sending an email to your list once a week than by tirelessly posting on social media alone every day.

Plus, connecting with your ideal customers in the email inbox is a more intimate space to build relationships. You can send them value-packed content that is directly related to them, their problems, and their goals instead of putting up a post on social media and hoping it will stick with someone.

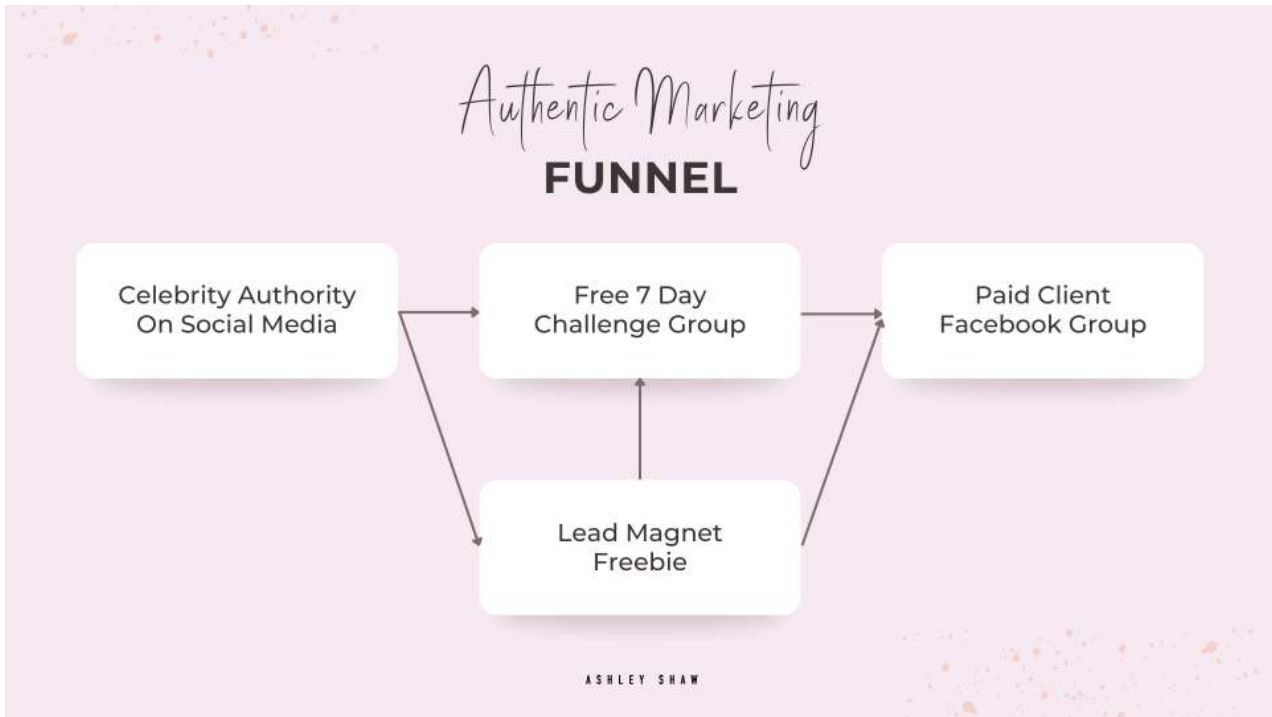
The third and final key to building an authentic marketing funnel is... nurturing relationships through the customer value journey.

When someone becomes aware of you, grabs your freebie, and gets on your email list, chances are, they aren't going to buy from you the first, second, or even third day. They need time to get to know you, like you, and trust you. But the good news is, by being able to get inside their inbox WAY easier than on their social media feed, you can serve them and nurture that relationship until they're ready to buy from you. You can do this through your emails, personal conversations, and through a Free Facebook Group where they get support from you and see what it's like to work with you.

By implementing these 3 keys to building an authentic marketing funnel, you can feel confident knowing that you are operating your business from a place of SERVICE, not showing up each day begging for sales. With this authentic marketing funnel strategy, you'll be able to transform the way you think about marketing and create duplication on your team by helping your coaches find success with the same authentic marketing funnel strategy that has helped you attract an audience of people who are highly engaged and interested in what you have to offer.

By becoming known as a celebrity authority on social media through your content, by offering a killer freebie, having an email marketing plan, and having a way to nurture relationships throughout the customer value journey, you'll be set for authentic marketing success and business growth like you've never seen before.

OVERALL SOCIAL MEDIA STRATEGY



Now that you know the 3 keys to building an authentic marketing funnel, let's dive into the signature strategy that we teach here at The Fitness Leader Institute.

Our proven strategy uses a combination of a daily social media posts, a freebie/lead magnet, a weekly email, a monthly 7-Day Free Facebook Group content plan, and 14 Challenge Group posts to be used with your paid challengers, all designed to fit together into a strategic monthly marketing funnel plan to help you attract your ideal customers, get them to subscribe to your email list, build and nurture relationships, and convert them with your next offer.

Our authentic marketing funnel strategy allows you to serve your audience beyond social media and get into their most precious space...their inbox.

You'll be able to learn about their pain points and serve them value and freebies that directly relate to those problems and also help upsell your bigger offer to get them to convert.

The strategy you're about to learn has been developed from years of helping people build an audience of highly engaged people who are interested in what they have to offer with a proven marketing funnel system.

In a moment, I'm going to hand it over to Amber who is the professional copywriter that creates all our content for our Authentic Marketing Funnel membership.

This means she's in the trenches every day, creating freebies, crafting emails, writing posts, and optimizing the results for our members.

During this course, you're going to learn the Authentic Marketing Funnel Strategy that she uses to craft all of this marketing content and will teach you how to create and implement it yourself.

If you want a shortcut to save yourself time, then you're welcome to join our Authentic Marketing Funnel membership and have all the work done for you so you won't have to worry about writing or designing a thing!

To give you an idea, Amber spends about 15 hours a week creating all this content, so our membership can save you a ton of time (or money if you pay someone to do it for you).

All you have to do is add your name to the freebie and email signature line, set up your freebie, and you're ready to go!

I'll explain more at the end of the course if you're interested.

Just know, you can feel confident knowing that each piece of content in the Authentic Marketing Funnel has professional strategy and the knowledge of a top copywriter behind it.

Ready to see how this strategy works and what real examples look like?
Let's dive in as I hand it over to Amber.

FREEBIE/LEAD MAGNET OVERVIEW

The Freebie/Lead Magnet is a crucial element in the authentic marketing funnel. This is the magical piece of free content that is going to move your ideal customers from the awareness stage of first learning about you to the engage and subscribe stages of the customer value journey. This is where they begin to know, like, and trust you and see for themselves how valuable this relationship really is.

By saying this first small “yes” to you and offering their email address in exchange for your freebie, you have begun a relationship in which you now have the opportunity to nurture.

The most important thing to keep in mind when offering your freebie is to make sure it speaks to your ideal customer’s pain points, helps solve their problem, and leads them naturally to your next offer.

For example, if your offer is to have them join your 30 day clean eating challenge group, a freebie about the benefits of exercise won’t be a great fit. While it may be a great freebie that is full of value, it doesn’t fit with the offer you are leading them to. Instead, try offering a 14 day clean and simple meal plan as your freebie. This addresses their pain point of needing easy, clean meals and leads them directly to your offer where you can support them further in your challenge group.

Each month, we carefully craft our done-for-you freebies to speak to a pain point that many people have and that leads to the main offer we are trying to convert through our marketing funnel.

In the resources section, we’ve included a FREE copy of our “21 of the Best Attention-Grabbing Lead Magnets for Fitness Coaches” guide so you can start brainstorming killer freebies today!

Here are a few examples of completed Freebies from our membership, so you can see what the finished products look like:

EXAMPLE 1: THE BEST SUMMER SHAKEOLOGY RECIPES

YOUR NAME OR WEBSITE HERE

THE BEST SUMMER shakeology RECIPES



Meet me... Your Coach!

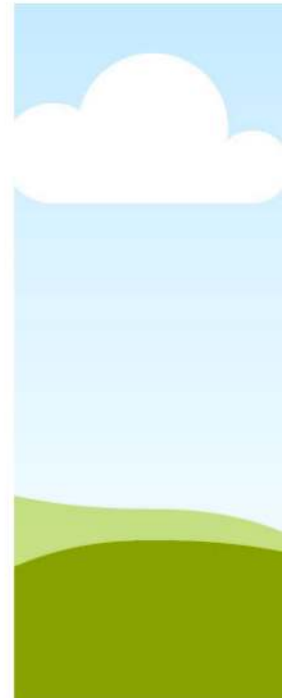
Summer just brings all the feel-good vibes, doesn't it?! More sunshine and more adventure - Yesssss, please! I actually remember when summer used to stress me out. I worried so much about wearing the swimsuit, short shorts, and tank tops. I finally decided enough was enough and to start loving my body exactly where it's at! I was SO over spending my summer self-conscious and embarrassed.

I'm sure you've been hearing the notorious phrase, "Hot Girl Summer," over and over here lately, right? You know what my "Hot Girl Summer" is going to look like? Hitting my water goal every day. Eating fresh fruits and veggies. Making exercise a priority. Wearing alllll the shorts and tanks. And fueling my body with the nutrients it deserves. Because THAT is what makes me feel fierce!

I want to invite you to join my Hot Girl Summer! As your formal invitation, I've put together this PDF of the 25 Best Summer Shakeology Recipes for you to enjoy all month long and into the rest of your summer months.

Hot Girl Summer is officially starting... NOW!

Your Coach,
Your Name



what's inside

04 Benefits of Shakeology

10 Shakeology Shake Recipes

- 07 Pina Colada Shakeology
- 08 Minty Watermelon Shakeology
- 09 Coconut Lime Shakeology
- 10 Peachy Banana Shakeology
- 11 Chocolate Covered Strawberry Shakeology
- 12 S'mores Shakeology
- 13 Thin Mint Shakeology
- 14 Sea Salt Caramel Shakeology
- 15 PB & J Shakeology
- 16 Strawberry Mojito Shakeology

5 Shakeology Ball Recipes

- 18 Birthday Cake Energy Balls
- 19 Coconut Vanilla Shakeology Balls
- 20 Cafe Mocha Shakeology Energy Bites
- 21 Strawberry Shortcake Shakeology Bites
- 22 Cookie Dough Shakeology Energy Balls



what's inside

10 Shakeology Sweet Treat Recipes

- 24 Super Berry Shakeology Popsicles
- 25 Cafe Latte Shakeology Chocolate Chip Ice Cream
- 26 Shakeology Brownie Batter
- 27 Shakeology Peanut Butter Fudge Pops
- 28 Chocolate Shakeology Mug Cake
- 29 Chocolate Shakeology Pie
- 30 Strawberry Lemonade Bars
- 31 Blue Ribbon Shakeology Cookies
- 32 Shakeology Reese's Cups
- 33 Chunky Monkey Shakeology Pudding

34 How Can I Get Shakeology

EXAMPLE 2: 14 DAY CLEAN AND SIMPLE MEAL PLAN



hey!

I'm so excited you were able to grab my 14 day clean and simple meal plan! You'll find tons of recipes here directly from Ultimate Portion Fix, 2B Mindset, and the Beachbody Blog to keep you on track with your container counts or "plate it" method!

80% of your results are found in the kitchen. No matter how much we wish it weren't true, you really can't outwork a bad diet. But, that also doesn't mean you can't enjoy the foods that you've always loved... just in a healthier way! I've created this meal plan to be used for 2 weeks because that's what I want you to commit to first - just 2 weeks! I know it can be overwhelming to think about what your health and fitness journey looks like for life, but all I want you to concentrate on first is being consistent for 2 weeks.

I'm also all about keeping things simple when it comes to meal planning and prepping. Meals that are going to save you time preparing and cleaning up, but also ones that taste delicious. I want you to enjoy your time in the kitchen and what you eat on a daily basis! Life is all about balance, and when you enjoy what you eat and it makes you feel good, you're sure to be set up for success!

Feel free to switch up the recipes for any days to better fit your own schedule and taste buds! Also, if you happen to fall in love with certain recipes, don't be afraid to repeat! Do what you love!

Bon appetit!

Your Name



week 1

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
BREAKFAST	Banana Egg Pancakes	Berries & Yogurt	Breakfast Quesadillas	Carrot Cake Oatmeal Muffins	Berries & Yogurt	Breakfast Quesadillas	Repeat Your Favorite!
LUNCH	Chicken & Spinach Wrap	Dill Cucumber Salad	Spring Pea Pasta	Chicken & Spinach Wrap	Smoky Spiced Cauliflower with Tofu	Dill Cucumber Salad	Repeat Your Favorite!
DINNER	Turkey Meatballs over Zoodles Marinara	Hawaiian Pineapple Shrimp	Turkey Taco Lettuce Wraps	Veggie Burger	Hawaiian Pineapple Shrimp	Turkey Taco Lettuce Wraps	Repeat Your Favorite!
OPTIONAL SNACK	Cucumber Lemon Vanilla Shakeology	No Bake Peanut Butter Pretzel Bites	New York Cheesecake Smoothie	Cucumber Lemon Vanilla Shakeology	Gluten Free Banana Bread	No Bake Peanut Butter Pretzel Bites	Repeat Your Favorite!

notes

week 2

	DAY 8	DAY 9	DAY 10	DAY 11	DAY 12	DAY 13	DAY 14
BREAKFAST	Zucchini Noodle Breakfast Bowl	Banana Egg Pancakes	Huevos Rancheros	Zucchini Noodle Breakfast Bowl	Carrot Cake Oatmeal Muffins	Huevos Rancheros	Repeat Your Favorite!
LUNCH	Buddha Bowl with Spring Veggies	Spring Pea Pasta	Brussels 'N' Bacon	Smoky Spiced Cauliflower with Tofu	Spring Pea Pasta	Brussels 'N' Bacon	Repeat Your Favorite!
DINNER	Spaghetti Squash Lasagna	Turkey Meatballs over Zoodles Marinara	Creamy Cauliflorte with Roasted Chicken	Spaghetti Squash Lasagna	Veggie Burger	Creamy Cauliflorte with Roasted Chicken	Repeat Your Favorite!
OPTIONAL SNACK	Gluten Free Banana Bread	Homemade Shakeology Energy Bars	Chocolate Shakeology Pudding	New York Cheesecake Smoothie	Homemade Shakeology Energy Bars	Chocolate Shakeology Pudding	Repeat Your Favorite!

notes

EXAMPLE 3: 21 REASONS TO MOVE YOUR BODY



hey, friend!

I'm so excited to find you here - learning more and more about the benefits of exercise! To be honest, **3 years ago**, I needed this. I was desperate to find something I could do at home that made me feel good from the inside out.

I also needed someone to tell me that exercise isn't just about weight loss, but a total body experience. I needed to know that there actually are workouts out there that I could enjoy, and that actually fit my schedule. I needed someone to give me options - And that's what I'm here to give to you!

With all of the new and exciting things happening at *Team Beachbody*, I cannot wait to help you find your dream program! I totally believe there's a program out there for everyone - One that not only fits your schedule, but also empowers and inspires you, and elevates your life in every way possible.

I've been completing programs from BOD over the **past 3 years** and I can assure you that I've **finally** found workouts and types of movement that I look forward to doing every single day. Before we chat about finding your ideal program, I have to share with you 21 reasons why moving your body is so beneficial! You'll be blown away by how much exercise impacts you from the inside out.

Here's to finally finding movement that makes you feel alive! ♥

In Sweat & Moving Faith,

Your Name



TABLE OF CONTENTS

04

Boosts Energy
Improves Sleep

09

Lowers Blood Pressure
Cuts Bad Cholesterol

05

Increases Heart and Lung Capacity
Strengthens Bones and Muscles

10

Reduces Insulin Resistance
Lengthens Attention Span

06

Reduces Stress and Anxiety
Elevates Mood

11

Increases Metabolism
Helps Prevent Diseases

07

Improves Digestion
Increases Self-Esteem

12

Improves Circulation
Fights Arthritis

08

Boosts Memory and Thinking
Improves the Immune System

13

Enhances Gut Health
Promotes Natural Detoxification

14

Helps with Weight Loss and



1 BOOSTS ENERGY

As contrary as it may seem, just by moving your body you can actually **GAIN** energy rather than feeling like you've spent everything you had. When you exercise, more mitochondria is produced in your muscle cells, allowing your cells to create more energy from food and oxygen intake. The movement doesn't have to be strenuous - even a simple Pilates or Yoga workout can give you that little extra boost of energy!



2 IMPROVES SLEEP

Do you ever find yourself struggling to fall asleep and stay asleep? Research shows that exercise increases the longevity of deep sleep you experience each night. These "slow sleep waves" give the body and brain more opportunities to decompress and rejuvenate. Your workouts don't have to be extensive or exhausting, either. Just start with a 20 minute workout and see what difference you start to notice in your sleep!

EXAMPLE 4: THE ULTIMATE GOAL GUIDE



The Ultimate Goal Guide:

**IT'S TIME TO
TAKE CONTROL**

BUSINESS NAME OR WEBSITE HERE

Life Purpose

Your Soulful Why

The goal of this portion of the exercise is to create a definition of your soul's goal -- what you've come here to do -- what drives your greatest heart-filled mission. The words don't need to conform to any conditions - it's more about a feeling. We're looking for words that capture your passion in the moment and what pulls you out of bed in the morning!



THE ULTIMATE GOAL GUIDE: IT'S TIME TO TAKE CONTROL

PAGE 03

My Vision

Hey, Boss Babe! No matter where you're at in your journey, now is the perfect time to take control of your life. There's one word that comes to mind when I think of what I strive for most in life: Balance.

As a business owner, wife, and mama, it's essential that I bring balance to my life every day by setting boundaries, being present in the moment, taking care of myself every single day, and doing what I need to do to crush my business goals.

I don't know about you, but I'm always yearning for more. I want to do more of what sets my soul on fire. I want to embrace my life's purpose and know that every day I'm taking the steps I need to take in order to get to what I truly want: Balance.

Understanding your purpose and setting intentional goals to better your life isn't always easy. It takes a lot of planning and time to get real with yourself in order to come up with a purpose that is meaningful to you and aligns with your values and beliefs.

To help you with this, I've created The Ultimate Goal Guide: It's Time to Take Control. Throughout this guide, you will answer questions based on your hopes and dreams, and without judgment.

Let's get started!

Ashley Shaw



THE ULTIMATE GOAL GUIDE: IT'S TIME TO TAKE CONTROL

PAGE 02

January

ENVIRONMENT

1 2 3 4 5 6 7 8 9 10

(one small step you can take this month to get closer and closer to that 10/10!)

FRIENDS & FAMILY

1 2 3 4 5 6 7 8 9 10

(one small step you can take this month to get closer and closer to that 10/10!)

FUN / RECREATION

1 2 3 4 5 6 7 8 9 10

(one small step you can take this month to get closer and closer to that 10/10!)

HEALTH

1 2 3 4 5 6 7 8 9 10

(one small step you can take this month to get closer and closer to that 10/10!)

CAREER

1 2 3 4 5 6 7 8 9 10

(one small step you can take this month to get closer and closer to that 10/10!)

PERSONAL GROWTH

1 2 3 4 5 6 7 8 9 10

(one small step you can take this month to get closer and closer to that 10/10!)

MONEY

1 2 3 4 5 6 7 8 9 10

(one small step you can take this month to get closer and closer to that 10/10!)

SIGNIFICANT OTHER /
ROMANCE

1 2 3 4 5 6 7 8 9 10

(one small step you can take this month to get closer and closer to that 10/10!)

THE ULTIMATE GOAL GUIDE: IT'S TIME TO TAKE CONTROL

PAGE 05

HOW TO DESIGN YOUR FREEBIE USING CANVA

Before you start thinking that you need to be a professional designer to create your very own freebie, let me put that fear to rest. All you need is access to a simple design software to get started.

I love using Canva, as it's easy to navigate (even for beginners or non-design experts), has a ton of features, and allows you to easily customize your freebie with your brand colors, fonts, images, and style. You can sign up for a free Canva account or upgrade to a pro account for more features using my affiliate link <http://partner.canva.com/5bYQe3>

Simply choose an 8.5 X 11 format and you can get started adding your content, design elements, and customizing your freebie. You can even duplicate slides to make it super easy. Just swap out pictures, content, or colors if you'd like.

Don't forget to include your contact information on your freebie so your ideal customers can reach out to you and follow you on social media.

Once you're done designing, simply save your freebie as a PDF.

HOW TO SETUP YOUR FREEBIE IN CONVERTKIT

Once the freebie creation and design portion is done, it's time to set up your freebie so you can start sharing it and snagging those emails. You can do this with nearly any email provider, but one of our favorites to use is ConvertKit. You can sign up for ConvertKit here with my ***affiliate link***.

Let me break this down step-by-step so you can see just how easy it is to set up your lead magnet with your email service provider.

Step 1: Go to ConvertKit and click "Landing Pages and Form Signups."

Step 2: Click "Create New." Then click "Landing Page."

Step 3: Choose your landing page template and rename it according to the title of your freebie.

Step 4: Customize the background image, colors, and fonts using the on-screen tools. You can even upload a picture of your freebie to really catch attention.

Step 5: When you are done customizing, click the Settings button at the top of the page.

Step 6: Click the Incentive tab. Customize your incentive email by clicking "Edit email contents."

Step 7: At the bottom of the Incentive tab, where it says "After confirming, redirect to:," click the download button and select the complete PDF version of your freebie. When uploaded, click save.

Step 8: Click Save and Publish when you are ready and then copy the link that it gives you to share. You can share this link on your social media or anywhere else so people can enter their name and email to get your freebie (and get on your email list!)

EMAIL MARKETING OVERVIEW

Now that you have people on your email list, it's time to serve, serve, serve! Your email list is where the magic happens with your weekly emails. Through your weekly emails, you can share personal stories, testimonials, answer questions, share tips and other free value that you know your audience craves, and of course, call your email subscribers to take action.

We recommend sending one email per week to your entire list. Our email marketing strategy follows a specific format each month to help you move your customers through the value journey, learn more about their struggles, answer their questions, and call them to take action on an offer you know they'd benefit from.

The first email of every month is the "overcoming limiting beliefs" email. Imagine, your new email subscriber has just joined you in the last few days with your freebie and is just looking to learn more about you and see what you have to offer. They are not yet ready to buy yet, so please don't hit them with a sales email just yet!

We instead start by calling out the limiting beliefs they more than likely have and relate to those through our personal stories and struggles. This is the email that lets them know that you're a human just like them.

In our email templates, we make it super easy for you to customize bits and pieces of the email to make it authentic to you. We highlight these sections in yellow so you can fill in the blanks with what makes sense for you before you schedule.

Here's an example:

Email #1

Subject Line: Use THIS to your advantage. 🙌

Hey heyyy (**FIRST NAME**)!

Cue the Pumpkin Spice Lattes, fall decor, sweatshirts, and football, because FALL IS COMING! 🍁



Once Labor Day comes and goes, it's a whole new season which means changing schedules and routines.

Whether you're in the back to school routine or not, this time of year brings a fresh new vibe for everyone.

Cooler air. Warmer clothes. The excitement of ending the year and crushing your goals. 🗣️

Now I know it can be hard when schedules change, your family gets busy, and you have to adapt.

Maybe that's adapting to having kids in school and sports or adapting to a busy season at work or even getting used to the cooler weather and earlier sunsets.

No matter where you're at in life, with every season comes change.

And THAT is a beautiful thing. ❤️

So instead of letting it get the best of you and get you down...**take ADVANTAGE of it and let it be an opportunity to create new routines and healthy habits for yourself AND your family.**

No more, "it's a busy season, I'll start caring about my health next year" business. 🧘

Nope. You're worth more than that. You deserve more and so does your family and loved ones.

But don't stress, because these habits DON'T have to be crazy or miserable.

In fact, creating healthy habits should be FUN and enjoyable.

And I want to help you (and your family) create some healthy habits this month, starting with your family dinners! 🍷

I have a FREE RECIPE BOOK of 20 Family-Friendly Weeknight Dinners that I want you to have as your little gift from me. 😊

These recipes will make for fun family time in the kitchen, healthy choices, and great conversation around the dinner table to help you connect and unwind at the end of the day.

Want to snag your copy?

Just hit reply and use the subject line, "Send me the recipes!" 📧❤

Here's to a month of creating healthy habits together!

(YOUR NAME)

P.S. Want some extra support and accountability this month as you work on YOUR healthy habits? Join my FREE 7 Day Challenge for a week of daily support, tips, encouragement, and fun! 💪

The second email is the “expansion” email. This email takes the limiting belief from the previous email and digs even deeper into the root cause of it. It helps your subscribers uncover WHY they have those limiting beliefs and gets them to thinking about what life could be like on the other side of overcoming them. This email can also use your personal story or experience to show your subscribers how YOU overcame that limiting belief.

Here’s an example:

Email #2

Subject Line: 🖐️ 5 ways to get your energy back.

Hey there **(FIRST NAME)**!

Ever wish you could have as much energy as **(your kids/your dog/you did back in high school?)** 🍃

It can be so frustrating to go through your days feeling like there’s just not enough in the tank to get you through without totally crashing, snapping, or being miserable.

I remember back in **YEAR** feeling like I was just spinning out of control on the hamster wheel of life. ***I was a newlywed, had just got my first job, and was finishing up my master’s degree. I lived off of coffee, granola bars, and came home with ZERO energy left to devote to my husband or the things I loved.***

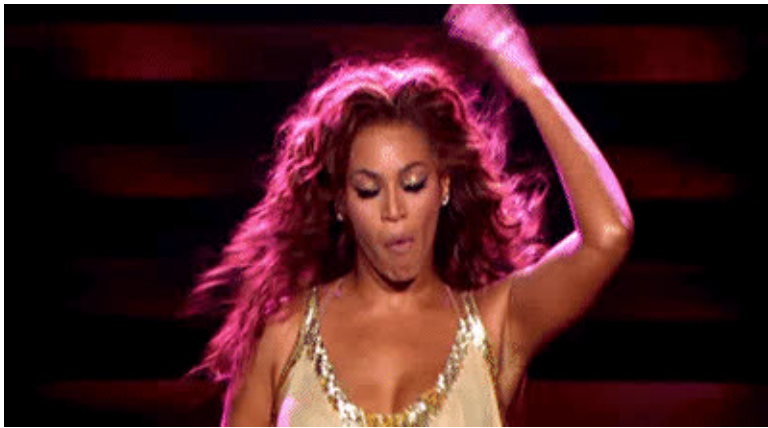
Looking back, it makes me really sad to even go back to those feelings.

I knew I needed a change, so when I decided to join my coach **INSERT COACH NAME**, in her free health and wellness support group, I had nothing to lose.

In that group, I learned about these **5 healthy habits that COMPLETELY transformed my life, my energy, and my health from then on.**

- 🏃 Move your body for 30 minutes per day
- 🥗 Eat whole, nutritious foods
- 💧 Drink ½ your body weight in ounces of water per day
- zzz Get at least 8 hours of sleep
- 🗣️ Surround yourself with supportive, like-minded people

After 30 days of being consistent and working on these 5 daily habits, I felt like a totally different person!



My mindset was better, I wasn't crashing mid-afternoon, I had replaced my snooze button hitting with an early morning workout to kickstart my day, and I even involved my family in the kitchen and by working out and playing outside together.

Not only did it impact my entire family, **but taking the time to build these healthy habits and routines actually made me MORE productive, helped me adapt to change better, and gave me the energy and positive mindset to tackle new challenges with confidence.** 👍

No more being irritable, whining when something unexpected happens, or feeling stressed about to-do lists or projects at work or home.

Let me tell you...when you take a chance on YOURSELF, you'll be amazed at the impact on your ENTIRE LIFE...and it rocks! 😄

So why wait? Why wait another second to feel THIS good...like, Beyonce level good?!

You can jump in my FREE FB GROUP right now and see for yourself how amazing you can feel by October.

Ready to get that energy back?!

Reply back and use the subject line, "Energy" and I'll send an invite your way! 🙌

[YOUR NAME]

P.S. I have a free gift just for you to help you make those healthy choices even easier! You can grab my FREE RECIPE GUIDE complete with 20 family-friendly weeknight dinners. Comment below or email me to snag your copy!

The third email is the “testimonial” email. Now that your email subscribers know the limiting belief they have, they understand why they have it, and they know how they can work with you to overcome it, it’s time to insert that social proof from other customers or teammates you’ve worked with. You can use your own testimonial here if you’d like, but including social proof from others is very powerful in this situation. Show them another person’s perspective of how they overcame the same limiting belief and how working with you changed the game for them.

Here’s an example:

Email #3

Subject Line: 🙌 How to get your family and friends on board...

Heyyy (**FIRST NAME**)!

Ever feel like you’re trying so dang hard to create healthy habits, but then your family isn’t on board, your friends invite you to have drinks and appetizers, and you ultimately throw in the towel?

If you’re feeling that way or have ever felt that way...you are NOT alone.
We all experience this at some point or another.

But the one thing that sets those that end up sticking to those healthy habits anyway apart from those that give up is...**support.** 🗣️ 🗣️

Sometimes it just takes support from others that TOTALLY understand what you’re going through and who are going through it too.

Because when you can be in community with like minded people who have similar goals to lead a healthier, more fulfilling life...that is truly powerful.

And from my experience, that support from a positive community can actually give you the confidence to have a talk with your friends and family and be honest about WHY you want to adopt healthy habits and lead a healthier life.

Plus, as they watch you making small, healthy changes, over time, they will too! Everyone’s life changes...everyone wins! 🙌🙌



Take it from **INSERT CHALLENGER/COACH NAME**...she committed to getting healthy, leaned into our community, and has since gotten her family involved for a whole family transformation!

[Insert a testimonial here from a client - Include one that talks about how the support from the group gave them the courage to keep going, to talk with their family and friends about their why, and how they ultimately got them involved in their healthy journey too. If you don't have any testimonials yet, you can ask your group to share some or use your own testimonial.]

So if you're ready to be honest with your family and take on a whole family health transformation, just know...WE GOT YOU.

My **FREE FB GROUP** is an amazing place full of support and accountability...the kind that you need to kick start this journey and get your family and friends on board with you.

I'll help you get set up with the workout program that best fits your lifestyle and a nutrition plan that is doable for you and your family.

All you've gotta do is reply back and let me know your goals so we can get you set up!

Can't wait to talk soon!

[YOUR NAME]

P.S. I'm giving out my 20 Family Friendly Weeknight Dinner Recipes PDF for FREE. 👍 Let me know in your email if you want a copy!

The fourth and final email is the "FAQ/Call to Action email." This email is meant to answer any common questions or questions you've been getting in your inbox. Using the feel, felt, found method to help overcome any objections and answer those questions that are holding people back is a great way to relate to them and show them how your offer can change their life.

To use this method, start by letting them know that you understand how they "feel." You can tell them about your experience with the same feeling, mentioning that you also "felt" that way. Then, share what you have "found" since starting this journey and how it has impacted your life and results. This is a super authentic and personal way to address objections and concerns while still keeping the process "human."

Then, call them into taking action by explicitly inviting them to join you and take advantage of your offer. Don't be afraid to pitch your sale here! You've spent an entire month adding value, building relationships, and having conversations, so now's the time to call them to take action.

The fourth and final email is the “FAQ/Call to Action email.” This email is meant to answer any common questions or questions you’ve been getting in your inbox. Using the feel, felt, found method to help overcome any objections and answer those questions that are holding people back is a great way to relate to them and show them how your offer can change their life.

To use this method, start by letting them know that you understand how they “feel.” You can tell them about your experience with the same feeling, mentioning that you also “felt” that way. Then, share what you have “found” since starting this journey and how it has impacted your life and results. This is a super authentic and personal way to address objections and concerns while still keeping the process “human.”

Then, call them into taking action by explicitly inviting them to join you and take advantage of your offer. Don’t be afraid to pitch your sale here! You’ve spent an entire month adding value, building relationships, and having conversations, so now’s the time to call them to take action.

Here’s an example:

Email #4

Subject Line: 😱 I forgot to tell you...

(FIRST NAME), I completely forgot to tell you something! 🙋

Sometimes my brain moves faster than I can keep up with. If you can relate, please let me know I’m not alone. 🤔

Anywho, last week I was telling you all about my FREE FB GROUP and how we can help you kick start your journey and get the courage to talk with your family and friends about your new healthy lifestyle

I got so excited talking about my free group (and I didn’t realize how fast September went) that I forgot to tell you that **enrollment for my October Challenge Group is officially OPEN!** 😄



In this challenge group, you'll commit to a workout program, a nutrition plan, and I'll hook you up with the supplements and resources you need to be successful from start to finish.

You'll get 24/7 support from me and my group of challengers inside of our exclusive challenge group.

Each day, you'll log your workout, supplements, water, meals, and complete daily challenges to make this healthy lifestyle F-U-N and keep you accountable to your goals. 🍌

And you can do ALL of this from the comfort of your home (or anywhere you are) and do it on your own time!

Want to have some peaceful "me time" in the morning? Want to push play with your significant other, kids, or a friend? It's TOTALLY up to you!

No gym lines. No expensive membership fees. No germs. Just you, your online personal trainer, and the desire to get healthy and fit!

I remember the impact my very first challenge group had on me and my family and I cannot WAIT for you to experience it too!

I'm talking...better attitude, more energy, happier, healthier, feeling better, and overall, living a more positive, fulfilling life! ❤️

I'll be there every step of the way to support you in your goals, help you get set up with the solutions that fit your goals best, cheer you on, give you a kick in the booty if you need it, and most of all, to be a friend and positive impact on you and your family.

See you on the inside!

[YOUR NAME]

P.S. LAST CALL for snagging my 20 Family-Friendly Weeknight Dinner Recipes and to join my October challenge group! Want to grab it and join? 🙋 Just reply to this email with the subject line, "I'm ready" and we'll get going!

HOW TO SETUP YOUR EMAILS IN CONVERTKIT

Once your emails are written, it's super easy to copy/paste them into your email provider and schedule them. By scheduling your emails out, you can save even more time and not stress about forgetting to send them. We recommend using ConvertKit for all of your email marketing and scheduling because it's so easy to use. You can sign up for a membership with my ***affiliate link here***.

I'll walk you through it step-by-step so you can see how easy it is.

Step 1: Click the "Broadcasts" tab.

Step 2: Click "New Broadcast."

Step 3: Type in your subject line and email content. Be sure to add any links you'd like.

Step 4: Click "Continue."

Step 5: Next to the "Send Now" button, click the pencil and select the time you'd like to schedule your email for.

Step 6: Click "Continue" and then confirm.

You can use your email service provider to keep your conversations organized as you go through the signup process and onboarding process with your new customers. To keep yourself organized, you can tag your subscribers who sign up as "customers." Simply create a new tag under the "Subscribers" section of your main dashboard. When a customer purchases, add that tag to their account.

For those that didn't join you this month, you can follow up with them via email and tag them in your email service provider as "prospect" so you know to continue adding value and inviting in the coming months.

FACEBOOK GROUP OVERVIEW

The next step in the authentic marketing funnel is to serve your customers and get them excited about working with you in your Free Facebook Group. When people join you as a coach, they join for the initial results they desire, but they stay because of the community.

Your Free Facebook Group is a great way to serve and support your clients for a small portion of time to give them a taste of what it is like to work with you as a customer. This also allows them to meet like minded people and gain the support and community from them.

By using a landing page to get your ideal customers to “sign up and subscribe,” you’ll not only be able to plug them into your 7-Day Free Facebook Group Challenge, but you’ll also get them on your email list, which means double the opportunities to serve them value and support.

By using highly engaging posts that get your ideal customers to talk, engage with one another, share, and interact within the group, it creates a natural lead into your next offer and converts them into paying customers that join your paid challenge group.

After spending time with you in your 7 day free group, they will be excited to see what value and fun you have in store for them when they are *actually* a paying customer taking advantage of all you have to offer.

Free Facebook Groups also make it super easy for your group members to promote it for you! The more they love it and find it valuable, the more they’ll naturally invite their friends and tell others to come join in too.

Then when their friends join, that leads to a natural conversation about the coaching opportunity as they are already doing what a coach does by inviting others to join them.

Our proven process for moving customers through the value journey is simple, yet effective. In the Authentic Marketing Funnel Membership, we’ll give you the exact copy and images to use for each of these elements, so all you have to do is copy/paste and go.

Step 1: Set up a landing page in ConvertKit to promote your 7-Day Free Facebook Group Challenge.

Step 2: Schedule your 7-Day Free Facebook Group Challenge posts in your group.

Step 3: Schedule your 7-Day Free Facebook Group Challenge emails in ConvertKit.

Step 4: Serve, connect, and have fun with your new prospects all week long during the challenge!

Step 5: Get your new customers who decided to join you in your paid challenge group added to your Challenge Group.

Step 6: Schedule your 14 Challenge Group posts in your paid group.

We use a variety of Free Facebook Group posts with different daily themes to spark conversations, boost engagement, get people talking, and to give fun, daily challenges to keep people motivated and inspired in your group.

Example 2:

“You got a friend in meee.” 🎵 😊 - Name that Disney movie! 😊

When you start to feel yourself struggling, you’ve got ME! And all the other bada** women in [INSERT FB GROUP NAME]! 🙌

Studies have shown that when you utilize an accountability partner, you’re 65% more likely to reach your goals - no matter what they are!

Consistency is hard. Trying new things is hard. Working out and eating healthy can be hard. But that doesn’t mean it has to be!

Lean into your support system. It’s literally what I’m here for!

Everyone here wants to see you succeed, and when you give yourself no other option but to succeed, that’s exactly what you’ll do. ❤️

How do you like being supported?

Daily Challenge: Comment with what being supported looks like and means to you.



Example 3:

Happy Weekend, [INSERT FB GROUP NAME] Fam! ❤️

All throughout today I want you to reflect on your past 18 days - What has gone really well and what just flat out isn't working? 🙏

The definition of insanity is doing the same thing over and over and expecting different results. This is why reflection is SO important in order to overcome challenges throughout your health and fitness journey.

Make a list of the meals you've really enjoyed this month. It's perfectly fine to repeat those as much as you'd like! What time have you been getting your workouts in? If you're on day 18 of morning workouts and still not loving them, move your workout to the afternoon or evening to see if that improves your energy levels! 🙌

You make your own rules! You're never stuck. Just pivot, and make a new plan!
Daily Challenge: Reflect on your week. What went well and what didn't? 🙌



Example 4:

If you asked your family what self care looks like, would they know? ❤️

We talk a lot about individual self care in here to protect your mind and body, but it's important to protect your family, too.

When schedules are busy and family members are pulled in 37 different directions, time together is more important than ever. 🙌

It's also a great way to teach your family that prioritizing downtime is healthy and necessary.

Incorporate your kids into your own hobbies. Encourage your kids to read, draw, or get out in nature. They have stressors in their lives just like you do in yours, so teaching them healthy ways to manage their stress and unplug from daily demands is super important for their health!

How does your family like to unwind?

Daily Challenge: Choose a fun activity to complete as a family. What did you do together?



HOW TO SETUP YOUR FREE FACEBOOK GROUP

Facebook has made it super easy to set up your free Facebook Group and start inviting to it right away. Once you get your group set up, you can start sending invites, collecting emails for your email list, and scheduling your posts.

Here's a step-by-step guide for setting up your Free Facebook Group.

Step 1: Click the Groups tab on your Facebook homepage.

Step 2: Click the "+ Create New Group" button.

Step 3: Enter your group name.

Step 4: Select the privacy option you would like. If you select private, select whether to make your group visible (people can find it in search) or hidden (people can only find it if invited)

Step 5: Invite people to your group.

Step 6: Click Create.

Step 7: Personalize your group by uploading a cover photo and adding a description.

Step 8: Set up your membership questions by clicking the Membership Questions tab and adding up to 3 questions that members will fill out when they request to join. Be sure to make one of those questions their email so they can get more free value from you!

Step 9: If you would like to create group rules, you can do so by clicking the Group Rules tab.

Step 10: Schedule your Facebook group posts by adding your image and caption and using the calendar button to schedule for your chosen time.

SUMMARY + PITCH FOR AMF MEMBERSHIP

Now that you've seen each piece of the authentic marketing funnel in action, I want you to ask yourself... "how amazing would it feel to be armed with an entire month's worth of strategically crafted content for your marketing funnel that works together to help you grow an audience of highly engaged people, serve them, and convert them into paying customers while saving a ton of time and effort?"

The good news is... this CAN be your reality and you really can have it all when it comes to your marketing funnel!

I created a program called the Authentic Marketing Funnel to help you save time and focus on what really matters in your business...talking directly to people who are interested in joining you as a customer or coach on your team.

By focusing your efforts on these authentic conversations, you'll be able to grow and scale your business with the RIGHT customers and coaches that love you and are obsessed with working with you.

With this Authentic Marketing Funnel program, I turn marketing confusion into confidence so you can achieve the success and income you've always dreamed of. Having an effective funnel doesn't have to be intimidating with this system.

You can find out more about it by visiting www.ashleyshaw.ca/amf/.

WE CAN IGNORE BELOW HERE AND JUST DO A SOFT PITCH. We'll let the sales letter sell it I think.

Every month inside your Authentic Marketing Funnel membership, you receive...

#1 - High Quality Lead Magnet

Normal Creation Time: 5 Hours Creation Cost: \$500

This is a professionally designed freebie that you can promote using all kinds of methods we'll teach you inside.

They attract your ideal customers (people interested in health and fitness) like a magnet so you'll be building your email list in no time.

#2 - Weekly Email To Promote Your Business

Normal Creation Time: 10 Hours Creation Cost: \$1,000

These emails are broadcast to your entire email list so you're constantly engaging with them and giving them useful information that positions you as their health and fitness expert of choice.

They also get your most interested subscribers to raise their hand, join your challenge groups or reach out to you personally to become a customer or coach.

#3 - Free AND Paid Facebook Challenge Group Posts and Content

Normal Creation Time: 20 Hours Creation Cost: \$2,000

You'll receive landing page content and images to help get people inside your 7-Day Free Facebook Group Challenge.

You'll get 7 days worth of free Facebook Group posts, images, and emails to help you rock your free challenge group and convert those members to paying customers.

Then to help you support your paid challengers in your Challenge Group, we're including 14 posts for your paid Challenge Group that will keep your customers engaged, motivated and increase retention for your business.

Most importantly, it will help your challengers and coaches be more successful so they'll continue to generate excitement for your business while encouraging new members to succeed.

Important Note: While Facebook Pages have low engagement as we talked about above, Facebook groups have very high engagement and are likely to stay this way because Facebook is now running ads inside them. But don't worry, if this changes in the future, you'll always have their email address so you just move your Challenge Group to another platform... you're in control!

#4 - Daily Facebook & Instagram Posts

Normal Creation Time: 20 Hours Creation Cost: \$2,000

You'll also receive 30 posts for your public social media pages which come from our Social Posting Strategy membership (you get everything they get... and more).

This gives you strategic, consistent content that keeps your Lead Magnet in front of them while also encouraging them to raise their hand to become a challenger or coach.

Authentic Marketing Funnel 101 Workshop

Value \$97

This is where you follow along to create your entire Authentic Marketing Funnel as described above in just 30 minutes using completely free software.

That's right, you can set it up in no time and we'll show you step-by-step so you never have any technical headaches (plus our customer support is standing by if you need extra help).

And that's not even all. You also get these 2 powerful bonuses...

Social Selling Secrets

Value: \$1,200

This 12 month course teaches you exactly how to get more followers, engagement and sales from your marketing efforts. So I'm not just giving you the fish in the form of content, I'm teaching you to fish so you understand how to become a successful marketer as well.

Social Insider

Value: \$47 to \$197 per month

Plus I'm releasing Social Insider exclusive members only content every month as well.

These bonus trainings will be released all the time based on member requests or what I think will help you grow your business right now. This is where I cover things like my 4-Step Inviting Formula, provide stock images you can use, or release special trainings like my Ideal Customer Workshop.

Think about how fast you could cover your membership by using the authentic marketing funnel materials to gain more customers and coaches in your business...

And that's why I'm willing to put my money where my mouth is.

So if you don't get at least one customer in the first 30 days, I'll give you a complete refund.

Plus I've made this so easy for you to start marketing, I'll even honor the guarantee if you decide you don't like the materials or feel too lazy to use any of it at all.

It really is an ironclad, no questions asked 100% Money Back Guarantee.

So you really have nothing to lose and everything to gain.

By now you've seen that this is simply the easiest way to grow your coaching business and it's 100% guaranteed to pay for itself.

So now it's time to take that next step. **Click the button below**, and let's get started right now.

I hate to see coaches doing a terrible job with their marketing and struggling to grow their business, because you have such great products that can truly help people on their health and fitness journey.

I only open up my Authentic Marketing Funnel membership twice a year, but since I know how serious you are about growing your business and that you committed to this course, I'm giving you the unique, exclusive opportunity to join right now.

So you need to make a choice today...

Choice #1 - You could say, "that's nice Ashley but I'm not really serious about growing my business, so I think I'll just go and drool over my favorite social media influencers' posts now instead," or....

Choice #2 - You make a very small investment and give it a shot and join the Authentic Marketing Funnel Membership.

I hope you decide to choose to make the investment that I am so confident will work for you and help you become the successful coach you want to be.

I know it will help you land at least 1 new customer in the next 30 days and give you the confidence boost you need to finally start growing your business in a strategic and consistent way.

If so, I'll see you on the inside and look forward to working with you.

Just **click the button** below to join now.

But please remember, this offer on the Authentic Marketing Funnel membership will not be open for long.

So **click the button below** to join right now or you might miss out.

Thank you so much for joining me in this Authentic Marketing Funnel course!