

# The Ice Cream Journey, Multiple Streams Product Funnel and 8 Key Steps

Notes for January 19, 2006 Presentations to ACE and MCA with Andrea J. Lee  
Based on the principles in "Multiple Streams of Coaching Income"



Figure 3: Multiple Streams Ice Cream Journey



Figure 4: The Traditional Product Funnel

## **The 8 Key Steps to Creating a Multiple Streams Product Funnel of Your Very Own**

1. **Discover Your Niche Market**, also known as a group of people with common issues or concerns, that 'hang out' together. Your niche market enables you to access 'invisible' pockets of clients using the Funnel model...
2. **Elicit the Problems** being experienced most vividly by this group of people..."What's keeping them awake at night?" Use your innate abilities as a coach to ask and listen CLOSELY to what the market is saying.
3. **Find the Solutions** to the problems being expressed. This will be through a combination of your own knowledge and judicious research and surveying.
4. **Choose Your Packaging**, according to your personal strengths and preferences. Are you a verbal person? Do you like to write? We'll show you how to repackage and repurpose so you get multiple products from one set of content...
5. **Generate Traffic with integrity**, using proven low-tech, low-budget methods the internet marketers teach for thousands of dollars!
6. **Continue to Convert Traffic into Prospects**, at increasingly high percentages, using intimacy, mystery, sensuality and your growing gift for deepening and strengthening relationships.
7. **Feed Your Reservoir assertively and diligently**. The more you attract individuals to the top (or widest) part of the Product Funnel, the more accelerated your success will be in the other layers.
8. **Pursue a Bold, Outrageous, Provocative Position in your Niche Market**. Figure out what you believe in, and take a stand, working at all times on your authenticity and integrity. Your business success IS a reflection of your personal mastery. Important!

By putting into play EACH of these critical elements for your coaching business, you'll find the Multiple Streams Product Funnel a useful, doable and enjoyable new way of playing BIG(GER) as a coach.