

Sales Funnel = Sales Success

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Tiffany Peterson: Hi everyone. I am Tiffany Peterson, and I am so looking forward to being here with you today, for this incredible conference. And one of the things I'm just super, super passionate about . . . is helping individuals, entrepreneurs, side-hustlers, create . . . a business and a life that they love—and specifically, helping them with the sales side of their business, where they can feel confident and comfortable as well as consistent . . . with what they're creating to create a more consistent income living their business dreams. So welcome. I'm so glad that you're here.

And I'm looking forward to sharing with you a very specific sales strategy as we spend some time here together today. Hopefully you have something to take some notes with and to capture some concepts and ideas. But I'm going to be sharing with you . . . (inaudible) find in any of my public or free platforms.

Meaning it's not going to be on my website, on a podcast, on my YouTube channel, on social media. This is paid for content. And so typically, my clientele . . . whether in my group coaching program, will pay \$1,000 to access what we're going to talk about today, up to say, \$5,000 for a VIP day . . . where we work on an individual person's sales funnel. So I'm super excited that you're here, and my intention is to just share as much value . . . as I possibly can in this time that we have together today. And I look forward to any of your questions as well in the Q and A time, so . . . by all means, feel free to jot those down. And of course, you can always reach out to me on my website, it's tiffanyspeaks.com. You can find me on Instagram at [tiffpeterson](https://www.instagram.com/tiffpeterson) . . . LinkedIn or Facebook under Tiffany Peterson, if I can be a further service to you as we spend some time here together today.

But one of the things that I love about this concept of monetizing your message and, specifically, creating what I like to call the “Profitable Platform” . . . Myself, my little long-story-short is I grew up here in Salt Lake City, Utah.

I'm actually a convert to the Church. Had the missionaries, teach me when I was almost 12 years old, and got baptized just a few days before my 12th birthday.

And I just love, love, love being in a space with you that is faith based matched with . . . the aspect of personal growth and creating thrive and success. I believe absolutely with my full heart that God loves you . . . is crazy about you and loves to see you thrive and succeed. And we're going to be talking about some true principles and a specific sales strategy—your sales funnel—to create a consistent stream of business and income. But I'm just looking forward to this. So, this concept of having a profitable platform . . . From the heartbeat of it, a profitable platform is a purpose-driven platform.

And so I want to start there first, before we get into the strategy, which we'll get there. But to me, the heart of the matter, matters very most. Right? I'm sure many of you, if you're tuning into a conference like this, and with our faith . . . For you I assume as well, the purpose, and value, and service our values that really, really matter to you. And so I just invite you to write that down for me in your notes, that a profitable platform is a purpose-driven platform.

One of the most potent things you can do for your business, for your sales, for your marketing . . . is to lead with purpose—to be purpose driven, 100%. So I ask that you ask yourself that question: "What is my purpose with my design, my product, my service?" "What is it that drives me? What's my 'why'?" (as we sometimes call that in life). Having a really clear "why" and a powerful, passionate, purposeful "why" . . . will help you figure out any "how." Right? And we're going to talk about that "how" here today, of how to help you create consistency with a thriving sales funnel.

But specifically, more importantly, is your heart. Right? Where's your heart? And having your heart in your life, in your business, in your relationships, in all the things that matter to you . . . my goodness. That is one of those things that truly, I don't think can be reinforced enough . . . this concept of "purpose." As Wayne Dyer has said, one of my favorites in personal growth, has said that "your purpose is found in service." Right? Isn't that true? So, I found that over my years of coaching and experience is that . . . the reality is service, right, is what is the engine behind creating success and sustainable success. And I think it's true. Your purpose will be found in service. So whether someone's a real estate agent . . . someone does hair, they're in technology, they're a fellow life or business coach, or they're in direct sales of some kind . . . is service and purpose really, really matter to having a successful business that is sustainable. I just think it matters that we touch on that. And so for you, if it's been a minute . . . Since you've reviewed your purpose, if you're one of my private coaching clients, we define it clearly, and you would post it somewhere you would see it regularly, as like an anchor piece, right, that . . .

brings you back to and reminds you of why you're in business and the point of why you're doing what you're doing.

And at some level for all of you, it's going to be found in some kind of purpose of service, right? I love the scripture that talks about when we're in the service of our fellow men, we are in the service of our God.

And some of you, if you, may have been one of my live events in the past or, or seen this posted on social media, years ago, we used to make these T-shirts, for one of my live events, that said on the, on the front of the T-shirt, it said, "God is my CEO." I've always owned publicly that faith is a big part of my life and my business. And when people ask, honestly, they talk about you know, "What's helped create your success Tiff?" When I pull back the curtain, sure, we could talk about goals, and masterminds, and good content, and strategy, and those things matter, for sure they matter.

But at the heartbeat and the center of my business is God. And being in a conference like this, which is why I'm so excited, and why I said yes to this . . . is a faith-based audience are my kind of people. So, hopefully that resonates. Again my long-story-short, I grew up here in Salt Lake City, as I mentioned . . . I thought I was going to be a traditional school teacher, specifically with special needs. And I worked in three classrooms over two years as a special-needs aid . . . to the teacher in elementary ed., where I was going to school at the University of Utah.

And I thought that was my life path, right? And then I thought I was going to get married, and be a stay-at-home mom, and sew Halloween costumes and . . . My life looks nothing like that. I'm single. No kiddos. Although I do have a new baby puppy golden retriever.

Right? And I have put, I've been known to put animals and costumes before. The reality is, is life looks really different than the way that I had planned it initially.

And God being who he is, and how great he is, has made an incredible path, even though it looks different than what I'd planned. And you can probably relate to that too.

It's somewhere another. I thought I was going to be a traditional school teacher, and I love teaching, I've always had a teacher heart.

I then went on to work for a training development company and it became where FranklinCovey, and long before I knew about . . . you know, vision, you know, visioning, and goal setting, and

manifesting, (this is my vision board here behind me, my intention board. You can see the Savior right there in the center, as the power anchor of that).

But long before I knew about those tools, and thought process, and manifestation, I wrote in my little journal: “I work for FranklinCovey.” And within eight weeks of that journal entry, I was working for FranklinCovey coaching . . . and have been in the coaching and training/development industry for quite some time . . . almost two decades, ‘cause I worked for another training/development company in my very early 20s, I was 20, 19/20 years old . . . and went to work in that industry. And as I went on to work for Stephen Covey and help them, their group make millions, and millions of dollars selling coaching over the phone . . . I then went to work for Robert Kiyosaki’s brand, the “Rich Dad, Poor Dad” brand, and financial education, and then Jack Canfield’s brand . . . the author and creator of all the “Chicken Soup for the Soul” series. He’s been on a movie called “The Secret” and Oprah Winfrey lots.

So I helped a lot of big brands, make a lot of money in sales, and I perfected a process of selling coaching.

And then I realized that what I was learning was, I was learning how to help people sell anything . . . that all of you sell change. So no matter what industry you’re in—write that down for me in your notes, that you are a change agent, and you sell change, and you sell a dream. You are a solutions provider—Because, as I’ve come to learn, that for a lot of people, they have fear and they have resistance when it comes to sales and to selling.

Right? Because of those fears and those nerves about it. And understanding that makes a difference, it’s what’s your mindset about sales? Now, I wish we had three full hours together or at least a full half-day . . . to get into all of my sales training. Unfortunately we don’t have the time for that. There are plenty of resources, though, on my website and other places that you can receive the full . . . you know, caboodle if you would like that for yourself. But I do think it’s worth noting, and pointing that out, is that you have a mindset and a skill set to thrive and succeed in sales.

And so to wrap up that story, I went to work for them. I became their first female to be a top-10 performer and absolutely fell in love with the process of selling and helping people make commitments and decisions to their personal growth, to work with a coach—a Franklin Covey certified coach or a rich dad coach or a Canfield coach.

And for a period of time, have that kind of support that helps someone up level their growth, up level their results to create accountability and consistency.

And I was hooked. And I've been involved ever since, in this industry and absolutely loved it. Because of my sales success, I went on to be a corporate trainer and training and facilitating sales training, mindset training, leadership training, personal growth training, you name it.

And then almost 11 years ago, I left Corporate America, and I went out on my own and started my own little business called the Lighthouse Principles and started that process, again, almost 11 years ago. And now here I am that many years later, right, to where I'm loving and have a thriving year-over-year business. It does really, really well financially. And more importantly to me, is the personal fulfillment being part of people's lives of speaking across the country internationally on all kinds of stages.

Little different this year with COVID. I'm doing a lot more virtual, but coaching men and women around the world to helping them grow their business as well as grow their self-confidence in the process. To me, they go hand in hand. The inner work, the self-game, right, the self-work we call self-care or self-esteem work matched with the sales training, it comes together. And here we are. And this is now what I have the great fortune of doing.

All kinds of industries, all kinds of stages and groups and so forth. And I hope that some of the things that I get to share with you today will also add value to you.

That matters to me. I think it's a big deal. And I think that the heartbeat of again your sales funnel or the essence, the context of your sales funnel will be something hopefully for you as well. But the intention, right, to be an intentional creator of your life, an intentional leader in your business, is that you show up to add value. I believe the most potent marketing strategy is a four letter word c-a-r-e. It is to care. Every single one of you are in the people business.

This is your world. Your business is taking great care of your clientele, your prospects to become a client and that can serve and support other people. The more people you serve, the more money you make, the more sales that you make. Right. And we're going to talk about that in your sales funnel process right now. So hopefully you have something to take notes with.

You're also welcome to capture the images I'm about to share with you. Feel free to take images or pictures of them on, say, your cell phone camera, things like that and write this down. Again, what I'm going to share with you today is paid for content you don't find on any of my free platforms.

That I want to pour that value into to help you also create some consistency and conversion within your own sales process on a regular basis as well.

So let's share that thought. I want to show this to you. Again it's having a sales funnel. Just a tiny little backdrop is that a sales funnel helps you create consistency.

Right. Is that all of us, if you're, you know, in some kind of Marketing of some kind, you get this. That you can go through marketing phases, but if we're not consistent with that marketing that our sales can look like a roller coaster. Right. And our income, therefore, is a roller coaster.

And I don't know about you, but I don't like my adrenaline needs met in my financial life. Nope, no thanks. You know what I'm saying is I'd rather go on a great hike or find a hot pair of new shoes or you know something fun like that. For some of you that might be jumping out of an airplane. I just, I prefer to have consistency in my lead flow, which leads to consistency in my sales.

Right. So thinking about it in that way. So here we're going to talk about a sales funnel for you and the process of your business that can help support you in that. So I'm going to go to share screen right now. So you can see this.

Let's pull this up. And let's go to slideshow.

So I love this quote at the very beginning here by Tony Robbins, where he says this: "Success leaves clues." It's so very true. So what I'm about to share with you is, if we're paying attention, we can see that there are success principles always at play if we're studying someone or something that has created consistency with success. And so simply, that's what a sales funnel is. So go ahead and take a picture of this, I'd like you to draw this for me on your sheet.

If for some reason you can just hear this training and can't see this image, I'm going to verbally walk you through it as I'd like you to draw a funnel that's wide at the top and comes down to a tight point.

Its vertical, and there's four categories in the sales funnel, the top one being freebies.

The next level in being low, or what I call a tier one. Following that is medium, say two dollar signs, what I call a tier two. And then the third and final one coming into that direct point is high, three dollar signs, and what I call a tier three. But this is a basic concept of a funnel, and we're

going to talk through these four categories of helping you. Again, the intention to create consistency in your sales funnel, therefore, consistency of leads and in your sales process.

So looking at the top of that funnel, again, you can see it's the largest part of the funnel is number one is looking at freebies.

Right. These are sometimes called premiums, ethical bribes, but it's a freebie. But, in other words, the question I have for each of you is how can people sample you? We know the sampling method works. I don't know about you, but I am absolutely a Costco fan.

I love Costco. Any other Costco fans in the house. Maybe your Sam's Club. Costco. I love, love, love Costco.

And one of the things that Costco traditionally—it's a little different this year—but traditionally, they are fantastic at is they're sampling products on a daily basis. If you're there on a Monday or a Saturday or a Wednesday night or Thursday morning, around their store they have people sampling their products.

And why do they do it? Because it's effective. Right. Is that you sample those new chips and salsa and you add them to your cart? No, they don't always add to cart.

But the percentages of conversion of having a free sample to leading to more product going in the cart is absolutely effective, right. How many times have you gone to Costco and simply thought you're going for one or two things, and then you leave with a whole cart full of stuff.

Right? Now it's not all about the sampling, but sampling is definitely a part of that. It's the same reason why if you get on a car lot. I've just recently purchased a new car myself. Where they absolutely want you to test drive it is because you're sampling the experience. Now, whether your product base or service base, think about your question here is, what's my sample? How do people sample me? How do they get an experience with me or a test drive? Whether again your product based and you literally maybe have weight loss shakes they sample, or skin cream, or skincare, or vitamins. Or you're more service based like myself. And there's different ways. Maybe they listen to your podcast or Tune into any of your trainings, or something of that nature. How they can experience your service makes a huge difference. So let's come back to that share screen so you can see that once again.

But it's thinking again about how can people sample you. Now I'm going to give you a couple of examples that you can see for yourself that you can be trying out or thinking about for yourself. You can see several of these things here if you want to snapshot this as well.

But you have website opt ins pretty common. Right. If you go to a website and you can opt in for a free worksheet, or audio, or training, or maybe a recipe booklet.

You have the options of free previews, whether in person or online. I know for me, years ago, I went to a free organization workshop at a library.

And I was introduced to a woman named Marla D.—shout out for her, love what she teaches—as a professional organizer. It was hosted in January, a two hour free preview At a local library, very low risk. All I was investing was my time and I got exposed to her system of what she teaches. That started me in her sales funnel.

A couple months later I ran into her. That relationship was nourished, and a few months after that, I had an awareness that if I was serious about birthing some new things into my creative life, I needed space that could support that change.

And you know what, I went on to do. I went on to hire her and pay her thousands and thousands of dollars off of an initially a freebie to help me create systems and organization with her team throughout my home. That's a very potent way of getting in someone's sales funnel is having people come to a preview. Now you might do that in a webinar format, a teleseminar, right. Podcasts, YouTube. YouTube has put tons and tons of speaking engagements into my business. It's free for them. Anyone could watch my videos for free.

Or I'm teaching a lot of content. My podcasts, the same thing—it's how I'm growing often, my email list, how you would grow your email list.

But thinking about how do people sample you? And you might be might like myself teaching some kind of great content of webinars, teleseminars. Now, of course, some of those can be paid for, but we're talking about freebies and how people sample you Social media can be another great form of a sample, where you're sharing good content, you'll often, if you follow me on social, again Instagram's, my favorite place to play right now. So if we're not friends there, find me there @TiffPeterson.

And you'll see me regularly in my stories and even occasionally on my feed. I have several free samples that we'll put out there where people will then go to my website and opt in.

Right, it's the what they call an ethical bribe that they give me their name and email to receive the free training of some kind or join the free coaching course.

But thinking of it not ways how people sample you is all kinds of ways that you can do this from MP3 audios, videos, to a webinar, to an in person gathering—all kinds of things. Other things as you can see here on the screen.

It's product samples, again, as I've already mentioned, maybe even consultations in my early years of my business. Coaching is a big part of my revenue for my own platform, and I have individual coaching, private coaching, and group coaching.

And consultations, I used to do a lot of those. I now have sales team members that do those for me, and they get paid based on what they're closing.

But the reality is they get a free coaching consultation, where we could explore and share together, understanding their needs and their goals. And that was partly, of course a sales process.

Yet they always got value. Whether they bought or not, we had a clarity coaching session, Where we got clarity to their needs, to their goals. And then, of course, shared with them ways that we could work together.

A lot of times, they'd go on to purchase. Sometimes, of course, not, or at least not right then. But those are again a powerful or potent format for helping you convert more people into becoming a sale.

So think about your freebies. Ideally, if you were my private coaching client, I'd like you to have minimal one, but ideally getting up to three or four ways people can sample you—different opt ins, Podcasts, YouTube, social, that you're hosting maybe a quarterly free event online or a once a month call or Facebook Live or things like that where you're sharing your knowledge and information and helping more people test drive or sample what you're up to. That's the biggest part of your funnel.

Right, you'll see that, of course, the biggest part of your funnel is those freebies, right there. Is that people that they can have that experience and exposure with you.

I'm going to share with you two of my freebies, just as a little behind the scenes. Number one is my gratitude series. And the gratitude series is an annual event I host every November where myself and a thought leader—I'm going to show you a different screen on that—myself and a thought leader are sharing about the powerful principles of gratitude and generosity, what I call the super geez. If you're wanting to increase your energy, your magnetism, right, what we might call Law of Attraction is that you're more magnetic comes from the energy that you put out. Everything's energy. I think that's worth writing down too.

I live by that principle. And so, choosing to have a gratitude practice and choosing to give back generosity are potent powerful principles that can put us in the manifesting mojo, if you will. But I host it for free every November. It's now been done, we're going into my eight year—ninth year of doing this series.

And it's a tradition. It's a great way to also center and start the holidays. For me as a business, it's great. They sample me, right And then they get opted into my email list, so they give me their name and email in exchange for the opportunity to participate in a coaching course, which is normally about \$500 a month for that kind of opportunity and experience. They're getting for free, right, by choosing to opt in. So let me show that to you on a share screen.

And we are going to escape out of that. Oh, just one second. Okay hold on just one sec, my loves. Just one sec. Little technology. Okay, there we go. Here we come to share screen. And we're going to come to desktop and there we go. There's that one.

There we go. So see, here's my landing page for the gratitude and generosity series. I have multiple landing pages all attached to my website.

I use WordPress is my website, hosts my website at tiffanyspeaks.com and the plugin that we use is called optimized press, if you're interested, where I can have multiple pages promoting different things. But see, here's my gratitude and generosity series. You can see it's very well branded for the fall for that seasonal timeframe, and it's a little hello and welcome.

And, you know, some good thoughts and some good gems here. This is last year's. We've not updated it yet because at the time of this recording, we're in August.

It will be live and different by October first. But if you want to join me, participate. You'll definitely feel good, your up level your energy and so forth. But these were last year's guests. These are different thought leaders. Some of those faces you might recognize. And then people, you know, again, this is free. And if you want to register. Here's how they get involved.

So you can see that's a great way for me to provide a lot of value. It's something I love. It's very personal to me. It's something that I'm not going to share now due to time, but let's just say God intersected me in that course. I almost quit doing it a few years ago.

I had an experience that really hurt my heart, right. And it just caused a lot of self doubt, which I'm sure y'all can relate to.

And I just thought, you know, I've done that before. I don't need to do it. And someone approached me at a convention and let me know how that particular course had changed her life.

As she went on to say it saved her marriage, and even bigger than that for her, and she said, why that mattered is she went on to lose two children. The following year, and she said, if I'd lost my marriage at the same time, my goodness, I don't think I'd be standing here as someone who's not just surviving but thriving.

That woman right there, you can see right there. Her name is Cheryl Moody she's on my vision board. That's from that meeting.

That anchors me and reminds me of why I do my works. Remember when we let out with purpose is that even though my business is very thriving and is created a lot of prosperity and I'm super grateful for that, what really matters, again, is purpose, right, and why you do what you do. But from a business perspective, it's a great sample as we're talking about. It's also fantastic for a way that it's like, "Oh, man. It brings a lot of joy." And it also builds an email list, where I'm regularly than nourishing new people on my email list. So that's something to consider as well—purpose and prosperity. I think that sounds pretty good to me. How about for you, right, and having both of those. So let's look at a couple of other things.

I'll come back to, we're going to get rid of that share screen on that. And okay. And we are going to pull back up this. There we go.

Okay. It's saying that share screen is unavailable. So let me come back to you. Let me pull back out of that.

There we go. Sorry about that. You couldn't see that, let me see if I can try that one more time, and hopefully that will work for us. But now let's look at. So we have that first option, right. Is that we want to look out for ourselves that we're in the space of having a good freebie, having

things that we can offer value to and that will help us in the creation of nourishing new relationships. So now let's look at tier two. We'll share that as well.

Okay. I'll come back to this. Also while I'm here, I'm just going to show you my website.

It's just examples that you can see. See right off the bat, right, with my website here is download your free gift. There's a freebie right out of the gate.

If you scroll too much further, you're going to be another freebie right here.

You can also come up here to the top where it says free resources and click on that. So that's just something to consider is that you have throughout my website is loaded with free resources and ways that people can opt in and give me their information. So let's come back up to—here we go. Now let's look at a tier one. So we've obviously talked a lot about this experience of freebies.

Right, this is another freebie that I utilize. It's also on my site. But when I'm speaking from a large stage. This is a text-in opportunity, where they text in, and they get this entire bundle.

Which is a way to get them on my email list and to nourish them and provide a lot of value. Let's look at tier one So again tier one is low. It's anything that I would love to say that on average for most of you, not all of you, but for most of you, within your own sales funnel, a tier one is anything from \$1 to \$100, right. Is having different options where it's low risk, Under \$100, but people that want to take the next step with you. I want you to think about sales and dating have a lot in common.

And so you might have met someone and maybe met for lunch, right, or you met on an app and you've been messaging right back and forth. Maybe talked, maybe Marco Poloed, or FaceTimed, and now you're ready to meet for lunch.

Or grab a smoothie together or a hot cocoa and so some of that low risk, hey, I'd like to see you in person. Let's take that next step, a tier one And if, again, you are my private coaching client. I want you to have up to three of these offerings in your sales funnel that give you the opportunity to have a lot of experience with offering things at a low risk or low price point.

Anything from if you're let's say in the author-speaker space, your own book or eBook, you might have audios, that might be a half-day or one day event.

That might be a one time session. That also might be a membership site fee. Right. Like I'm part of a membership site that's \$49 a month.

And so over time. That's much, obviously, more money, but it allows me the opportunity and allows the person I'm paying, you know, to have access in that way. So something to consider. But that's a tier one. Ideally, again, you come up with, if you don't have anything within this offering you of your product base. It might be a beginning, entry-level product.

But to have at least one, if not up to three and then beyond that for yourself. But a tier one where it's low risk, and people can opt in and give you some money. A tier two, that medium price point is anything from \$100 to \$1,000, where we're going to have saying, "Yeah, I really had a great time with you. And I'd like to now.

Let's go to, you know, dinner and a movie or let's go on, you know, a little road trip or meet the parents," kind of thing. In this example, but truly, it's just taking that next level of commitment.

This can be live events, multiple day events, home study courses. For me it's group coaching.

My most popular thing that we sell the most out of is my Success Academy group coaching program we do three to four times a year at \$997 or a couple of payments.

These could be product packages if you're product based. But it gives you that ideas to think about, you know. Again, tier one and tier two are things, anything from \$1 to \$100 and tier two 100 to \$1,000. But allowing people opportunity to take a next step with you. They love your podcast, they're ready to buy your book.

They love your book, now they're ready to come to a live event. They loved your live event. Now they want to do a coaching package, whether group or individual with you.

Right. It's just a way that we have opportunity to nourish people in our funnel.

Tier three is anything at \$1,000 and above, you know. It's a higher price point because, again, as you can see at the bottom of the slide where it says the more customization and personalized attention, the higher the fee. And so for me, these are multi-day live events, home study courses, group coaching, product packages, my private coaching, a VIP day, keynote speaking, right, and consulting as well in my world. But for you if you're product based and so forth, the different things that you're offering in that way and in that experience. But that is an essence that is your funnel to give you that example. But coming back to how you can see.

You know, again, having a well developed funnel is going to help you create consistency in your business freebies. How can people sample you on your website, in person, online, social media, where they put people into your funnel. Now, ideally, you have a website where people can give you their name and email address. Email marketing is still very potent form of marketing based on your open rates and so forth. You're still, though, are going to have a higher percentage of an open rate if someone organically joined your email list, and I say organically, not buying a list.

Then even any social media. Now if you're paying for social media, the pay to play where you get more visibility and exposure compete with that.

But think about that. Do you have a website or a blog where people can give you their name and email. I really love Jeff Walker's book called "Launch." If you're looking to grow your email marketing. And then again a tier one and a tier two.

You know, up to \$100 up to \$1,000 and anything \$1,000 and above. Know that between low and medium, tier one and tier two, 80 percent of your sales take place out of that section of your funnel.

I'm not saying it's your revenue but actual sales transactions, you're going to sell a lot more out of those two tiers than your tier three. my revenue is about 50/50 from a high to the low and medium combined. But in terms of actual transactions, we have a lot more processing in that funnel.

So I hope that helps serve you and support you to be thinking about for yourself how to create more consistency in your lead flow, how to create something for everyone in your shop. I'm a big believer of that. A friend of mine, she used to have a shop out in Gardner Village.

And her mama used to say this from the South—her mama's a southern woman and would say, you know, it's so important to have something in your shop for everyone.

I'm a big fan of having freebies and sharing and adding a lot of value. There's a quote by Tony Robbins, where he says, "Dollars follow value." I created, you can find in my own shop, a document years ago called The creators oath manifesto. And there's a line in there that says, "I have value wherever I go, whether I'm paid or not." And the power of adding value, my friends, my loves, the reality is that value converts to other people support you, endorse, you, want to pay you.

A lot of opportunities. If you're in the value adding business, there will be a lot of opportunity for you that continues to come up.

So again, those are some thoughts and some things that can help serve and support you. Now, here's my coaching takeaway for you in this moment, of course, right, the coach has to give you a coaching assignment.

Is that great coaching, no matter who's giving it doesn't change your life, whether it's me, Tony Robbins, Stephen Covey Kent Bill, Murray Furler. Remember some of your favorites are to listen to your favorite podcasts and so forth.

What changes your life is taking action upon those ideas. So I'm going to invite you to draw out your own funnel, and if there's some gaping holes. Mine in years past, I had a big gaping hole for a long time.

And it forced me to create my group coaching model: the Success Academy program.

Because I had these entry-level things and then high level private coaching and not a lot of in between. There was a big hole in the bridge.

And by having that consistency of something in all these different tiers, will give you the opportunity as well, like myself, to create a lot more consistent income from what you're creating.

I send so much love to you from me to you and my heart to yours.

Remember that your purpose is found in service and to be a purpose-driven business and to have systems like a sales funnel that will help you create consistency.

That way, whether you're asleep, you're vacationing, you've got things on your website, you've got things happening on social, things that are out there that are regularly nourishing or on your calendar that can help support you in creating a more consistent lead flow for yourself. And if I can be a further service to you or support, feel free to find me at tiffanyspeaks.com. Go ahead and download your own. I have a goals program there: "Your Selfcare Guide." My favorite recommended reading list out of hundreds and hundreds of books that I've read, I've distilled it down to a handful of books in each category from money and relationships, to personal growth, to health and wellness. All of that you can find. Also on my website there or reach out to me on

social media. I run all my social media. So if you want to DM me or send me a message, feel free to find me there. I'd love to serve and support you. Let me just wrap with this thought: there's one of my favorite quotes is by a gentleman named Foster Hubbard, where he says this: "Doing isn't difficult.

Deciding is." So I just invite you, as you go through this conference, what decisions do I need to make? What actions do I need to take? Where's my sales funnel at? What's my freebie, my free sample, my offering? Maybe I'm going to put that together this week, or weekend.

Or looking at your next level offerings for a new course or product launch, or how can people more often hear your messages? Maybe it's time for you to launch your own podcast or YouTube channel.

If I again can serve you with additional things, feel free to let me know. Wishing you a fantastic conference and great success and all the cool things that you're creating. Thanks so much.