

# Key Stages to Build a Pre-Qualification Funnel

## 1. Create a Lead Magnet

Offer something valuable that attracts your ideal coaching clients. Your offer could be a quiz about their biggest challenge, a training video on your method, or a PDF guide. Make it specific to the problem you solve.



## 2. Nurture and Educate

Follow up with emails or videos that show how you work. Share your coaching framework, tell your story, and explain your approach. This helps people understand if you're the right fit for them.



## 3. Add an Application Form

Ask questions that separate serious prospects from browsers. What specific result do you want from coaching? What have you already tried to solve this problem? What's your budget and timeline for getting help? Only people who fill this out completely can move to the next step.



## 4. Show Your Process and Pricing

Eliminate those who can't afford you or don't like your style by creating a short video explaining how your coaching works, what it costs, and what you expect from clients.



## 5. Allow Call Booking (Optional)

Only prospects who complete all the previous steps can access your calendar. By this point, they know what you do and how much it costs, and still want to talk. With a sales funnel builder, you can set up this entire system on one platform without needing to stitch multiple tools together.

