









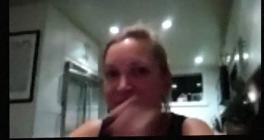
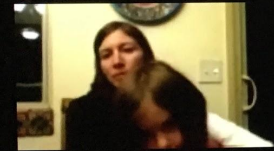
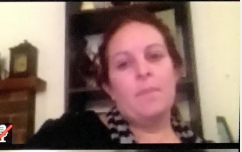
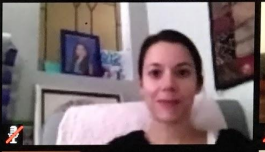
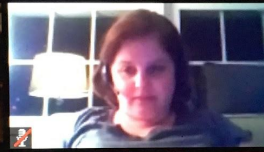
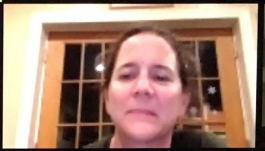
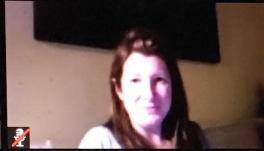
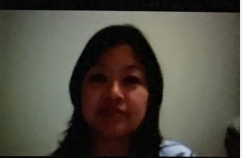
The Team

12 @ HQ

(2+6 = 8 CONTRIBUTE A LOT TO MKTG) CEO, CTO, CLO, **DM, MM**, SE, OM, LM

and.....

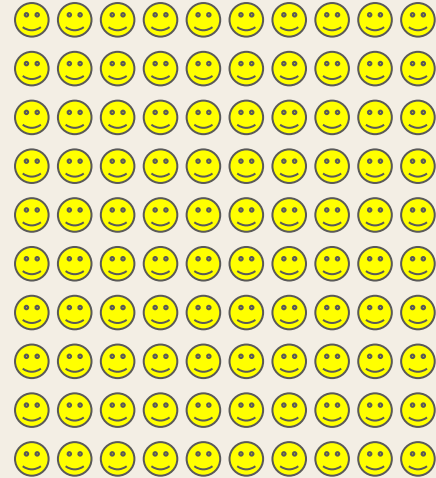
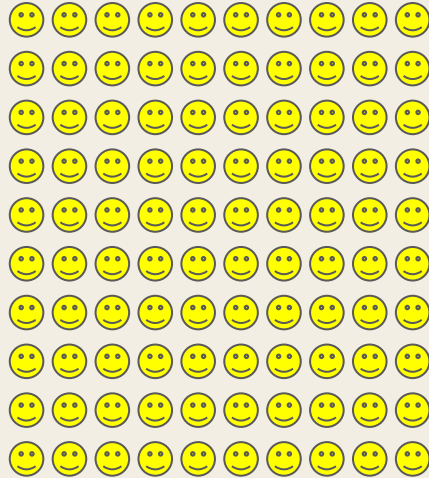
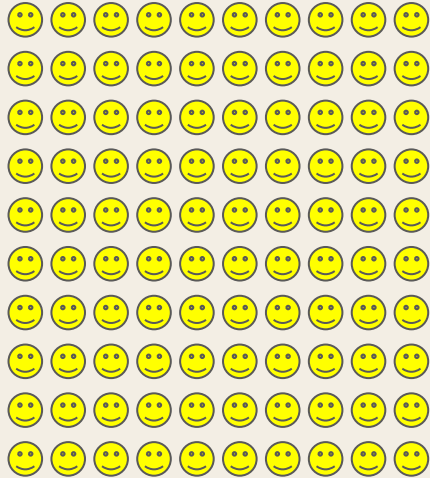
Recording



300 Leaders

9 Master Leaders directly support the leader base

So... the people stack is pretty epic!



TWO FUNNELS TO GROW THE BUSINESS

Leader Scouting (Recruiting)

Paid Customers (Enrollees)

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There's a lot of overlap.

LEADER SCOUTING

HOW WE GET LEADERS

NOTHING TOO COMPLICATED HERE, BUT WE DO IT BIG.

Paid Marketing

The most systematic of our recruitment efforts, thus far mostly used Facebook ads.

Thought Leadership

Our unpaid Facebook presence has been a key part of recruiting + blog coming this month!

Spread the Word

Leverage 300 leaders and their enrollees to spread the word (a lot!) both online and offline.

There are many parts to the leader funnel

n# of potential leaders apply (applicants)

x% of applicants become a leader

x% of leaders propose classes each season

x% of leaders actively fill and run a class

of classes each leader leads

x% of leaders churn

Multiple steps and costs to make this happen

All of these buckets can be changed

n# of potential leaders apply (applicants)

Cost per leader application (good... or not)

x% of applicants become a leader

Raise quality of applicants

x% of leaders propose classes each season

Improve culture, conversation, and success

x% of leaders actively run a class

Get more enrollees!

of classes each leader leads

Get more enrollees!

x% of leaders churn

Improve everything :)

ENROLLMENT

HOW WE FILL THE CLASSES

ALL ENROLLEES COME TO US VIA UNPAID CHANNELS AT THE MOMENT.

TRIALS

- Leaders Personal Outreach** *A leader's personal network is a major driver of the enrollment for their class.*
- E-mail** *Constant email drip with activities, and then push the trials, value, etc.*
- Spread the Word** *Support 300 leaders and their enrollees in spreading the word (a lot!) both online and offline.*
- Thought Leadership** *Our Facebook presence has been a key part of generating leads, trials, and paid enrollees*

PAID

- Leader Follow-up** *We encourage and support leaders heavily in following up via text, email, and social*
- E-mail** *Continue the email drip before and after the trial (early bird through last minute)*

The enrollment funnel is more straightforward (for now)

awareness

lead (email list)

attend a trial class

paid enrollee

retain the enrollees

Currently, it's an all-team effort

awareness

Thought leadership and spread the word

lead (email list)

Awareness creates leads and trials

attend a trial class

Trial classes drive enrollees

paid enrollee

Emails drive paid & trial enrollment before and after trials

retain the enrollees

Retain customers through email, content, **and experience**

The hope for marketing is that we can continue to lower the burden on leaders to fill classes so they can focus on leading.

THANKS, SEE YOU OUTSIDE!