

# CONTENT FUNNEL

**TEXT - BLOGS - VLOGS -  
WEBINARS (LIGHT) - APPS**

FREE

**BOOKS - WEBINARS (DEEP) -  
RECORDED EVENTS  
"PRODUCTS"**

PAID

**LIVE EVENTS**

**WORK SHOPS**

**SPECIFIC PRODUCTS &  
SOLUTIONS  
"GETS YOU FISH"**

**CERTIFICATIONS  
"TEACHES YOU TO FISH  
IN A CERTAIN POND"**

**UNIVERSITY - INSTITUTE  
"TEACHES YOU TO  
FISH EVERYWHERE"**