Instructor Enrollment Funnel Map (1-Page Visual)
The Simple UGM Pro Student Enrollment System (March 2 Launch Flow)
 The Goal

Turn traffic + conversations into students enrolled in UGM Pro using a simple 3-step system:

    Capture interest
    Build trust
    Enroll students

 The UGM Pro Enrollment Funnel (Simple Visual Map)
STEP 1: ATTRACT STUDENTS

Where students come from:

Instagram posts / reels

YouTube videos / shorts

Facebook posts / groups

TikTok videos

Email list

Local students (in-person lessons)

Word-of-mouth referrals

 Your job here is to start conversations, not teach everything.

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STEP 2: START A CONVERSATION

Your "Conversation Triggers":

"What's your biggest swing struggle right now?"

"Do you want accuracy, distance, or consistency?"

"What's the #1 thing holding you back?"

 This creates replies, DMs, and engagement fast.

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STEP 3: SEND THE RIGHT LINK

This is where instructors win.

    If the student is READY → Send the Enrollment Link:

    UGM Pro Enrollment Link
Outcome: Student enrolls now.

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   If the student is NOT READY → Send the Free Report Link:

   Free Report Lead Magnet Link
Outcome: Student joins email list + gets warmed up.

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   If the student wants TRUST + COACH SUPPORT → Send the Instructor Page Link:

   Instructor Sales Page / Directory Link
Outcome: Student enrolls with a real coach they trust.

 The Follow-Up Loop (Where Most Enrollments Happen)

Most students don't buy on the first click.

So you follow this simple loop:

Student clicks → doesn't enroll yet → you follow up → student enrolls

Follow-Up Script (24 Hours Later)

Hey [Name] quick check-in
Did you want the UGM Pro link again or did you want to start with the free report first?

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Result: Enrollment happens on follow-up (very common).

⋆ The 3 Paths to Enrollment (All Work)
Path A: Fast Buyer Path

Traffic → Conversation → Enrollment Link → Student Enrolls

Path B: Warm-Up Path

Traffic → Conversation → Free Report → Email Follow-Up → Student Enrolls

Path C: High-Trust Instructor Path

Traffic → Conversation → Instructor Sales Page → Student Enrolls

 The Funnel in One Sentence (Easy Explanation)

Start the conversation → send the right link → follow up → enroll students.

That's the whole system.

 "What to Do on Launch Day" Funnel Flow (March 2)
Morning:

   1 Launch post
   1 Story question or poll
   Reply to everyone

Midday:

Send enrollment link to hot leads
Send free report to warm leads

Evening:

Follow up with anyone who didn't enroll
Post a reminder

What Success Looks Like (Day 1 Targets)

By end of Day 1:

5–20 conversations started
10+ link clicks
3–10 free report signups
1–3 enrollments (or more)

Biggest Funnel Mistake to Avoid

Trying to explain everything in one message

Instead:

Start conversation
Send link
Follow up