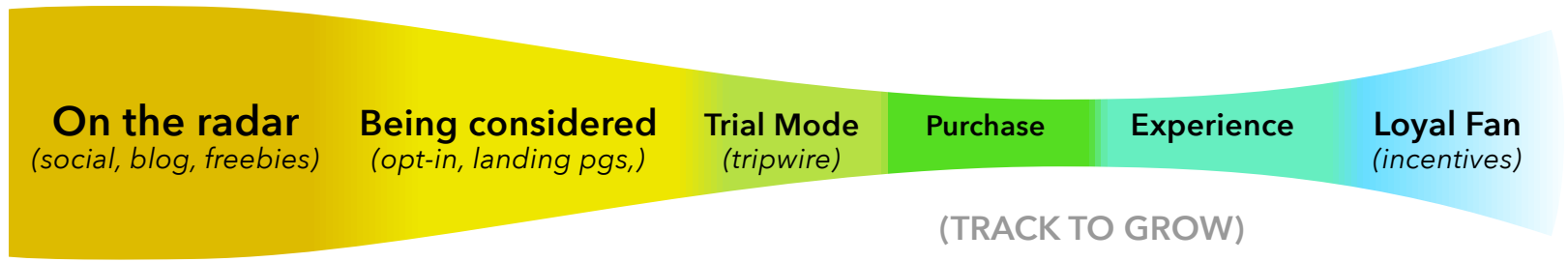


A|O Customer Experience Funnel

AUDIENCE → LEAD → PROSPECT → CUSTOMER → ADVOCATE

- PLANNING & BRANDING**
(SHOW UP):
- Decide Target
 - Define Business
 - Build Your Brand...



(ENGAGE) • Share Gifts • Gather Prospects • Offer Opportunity (CLOSE) • Nurture to Close & Foster Fans