

Funnel Intro & Flowchart

What's a Funnel?

- A series of touchpoints or experiences that your customer goes through to get to know you and your brand.
- A series of assets dedicated to converting leads into customers.

You will generally have the most people at the top of the funnel, with the amount of engaged leads tapering off as you get to the bottom of the funnel.

The great news is that you already have some of these assets in place! Now we are going to connect these assets together to build your next sales funnel.

Note: Your action steps will be sprinkled throughout this workbook, which means you will be taking action towards creating your next sales funnel as you learn!

In this module we'll discuss:

- Why build a sales funnel
- Types of funnels
- Steps to creating your next sales funnel
- Traffic temperature
- Online offers
- Connecting your offers, avatars, and marketing language
- Creating your sales funnel
- Top funnel mistakes (and what to do instead)

Why build a sales funnel?

When you build a sales funnel the right way, you treat your clients and customers well. You give them a personalized journey, but one that is automated.

Additional benefits:

You can earn back your ad spend, then profit, while creating a list of leads to market to in the future.

Types of Sales Funnels

There are many types of sales funnels including:

- AM offer → PM offer
- Webinar
- VSL
- Live event

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- Strategy Session
- Combination of experiences and offers
- Warm up and relationship building

The best way to think of sales funnels?

Think of funnels as Legos - individual parts that can be moved around.

You will already have some of these parts from previous funnels. Now we will connect them so they are in alignment and working together.

Steps to Creating Your Next Sales Funnel-

First, look at your existing assets.

Answer the following questions:

1. What do you have already? (Handouts, products, frameworks, etc.)
2. What are you good at?
3. What do people SAY you're good at?
4. What obstacles have you overcome?
5. What testimonials do you have?

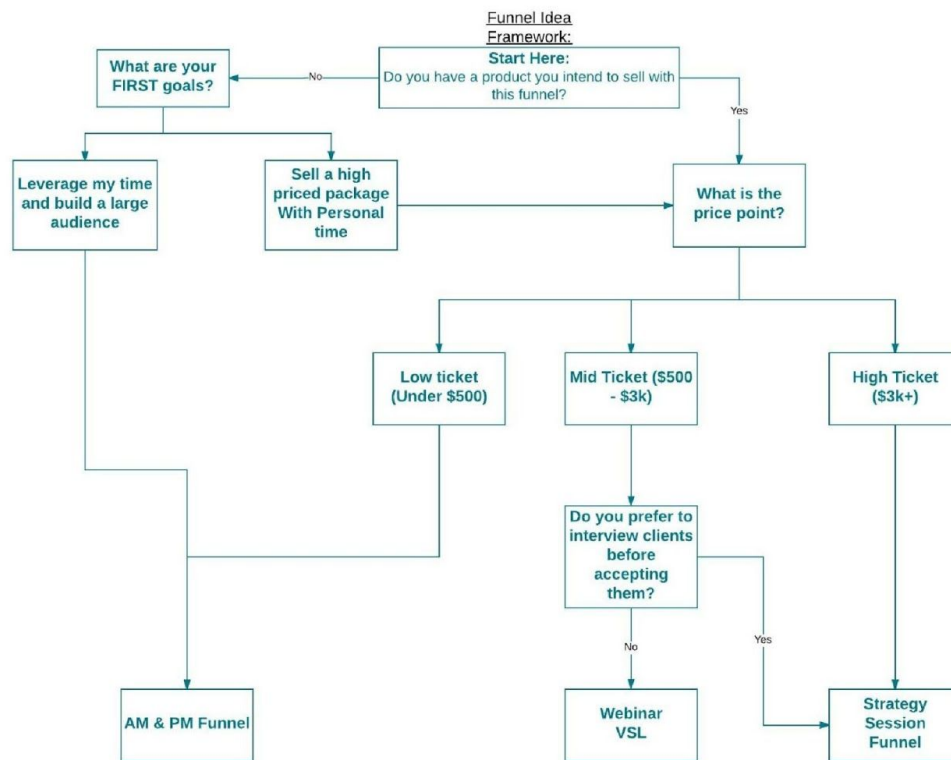
Now, ask yourself:

1. What are the goals with this?
2. What products do I already have? What new products will I be making?
3. How can I create or improve my offers?
4. What's the price point?
5. How will the offers fit into my business model?
6. Technical ability: What am I capable of creating or outsourcing?

Next, start with your goals to decide which type of funnel to build.

Take a look at this funnel decision flowchart to decide on *your* next funnel.

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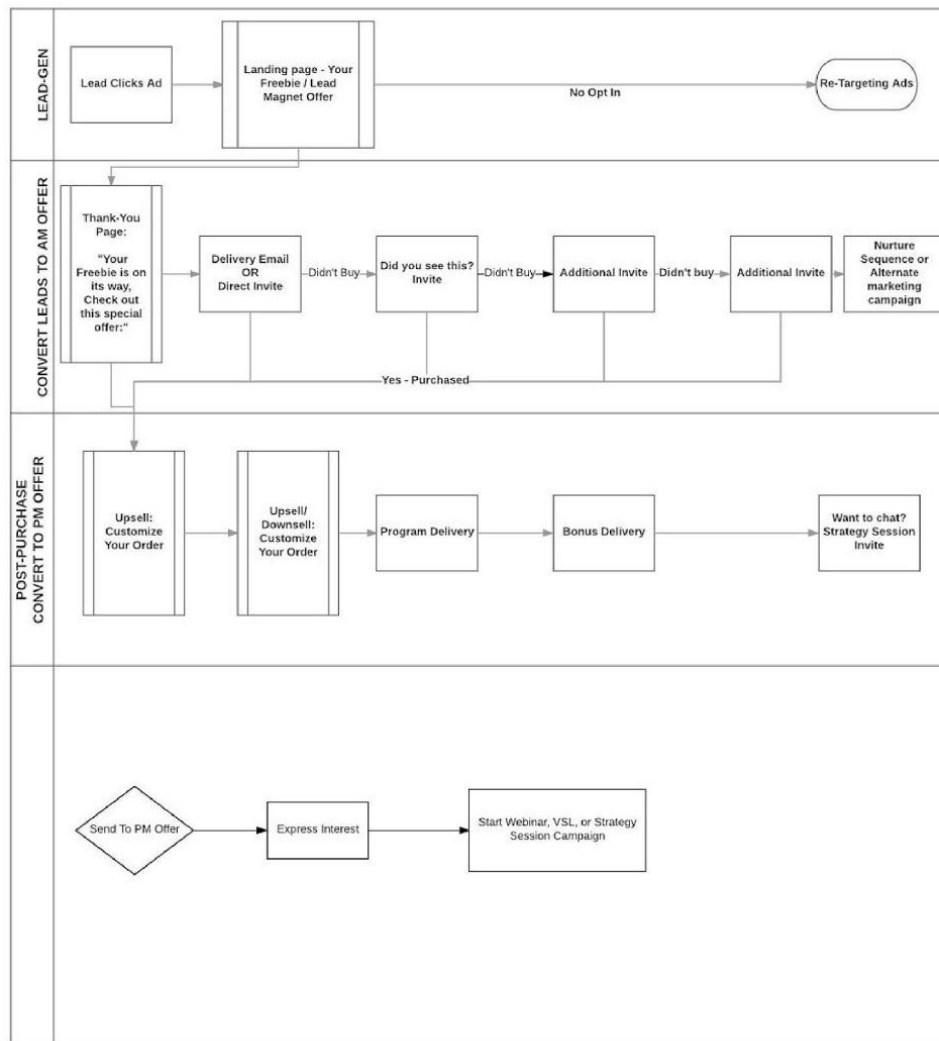


Now that you know which funnel you are going to build, print out the corresponding campaign flowchart (starting on the next page) and set this aside for when you start creating your funnel.

Note: Do NOT get overwhelmed when you see the individual components for each funnel. Some of these pieces will already be created from previous modules.

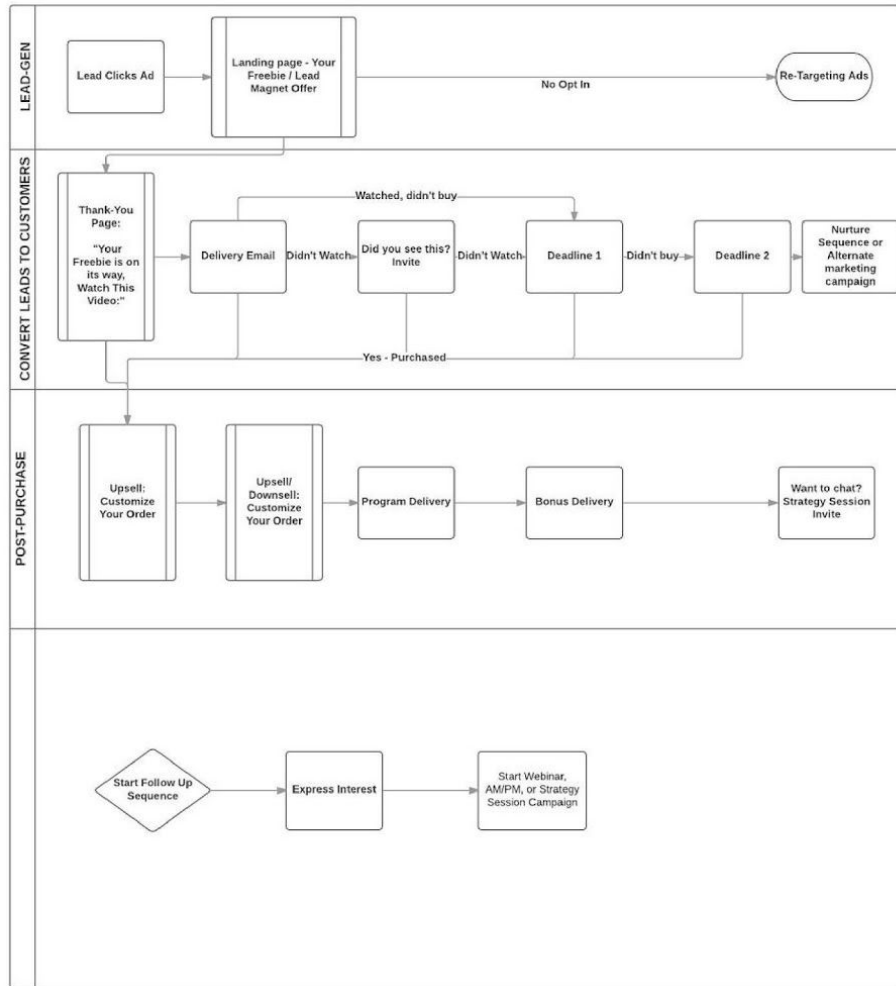
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AM & PM OFFER CAMPAIGN FLOW:



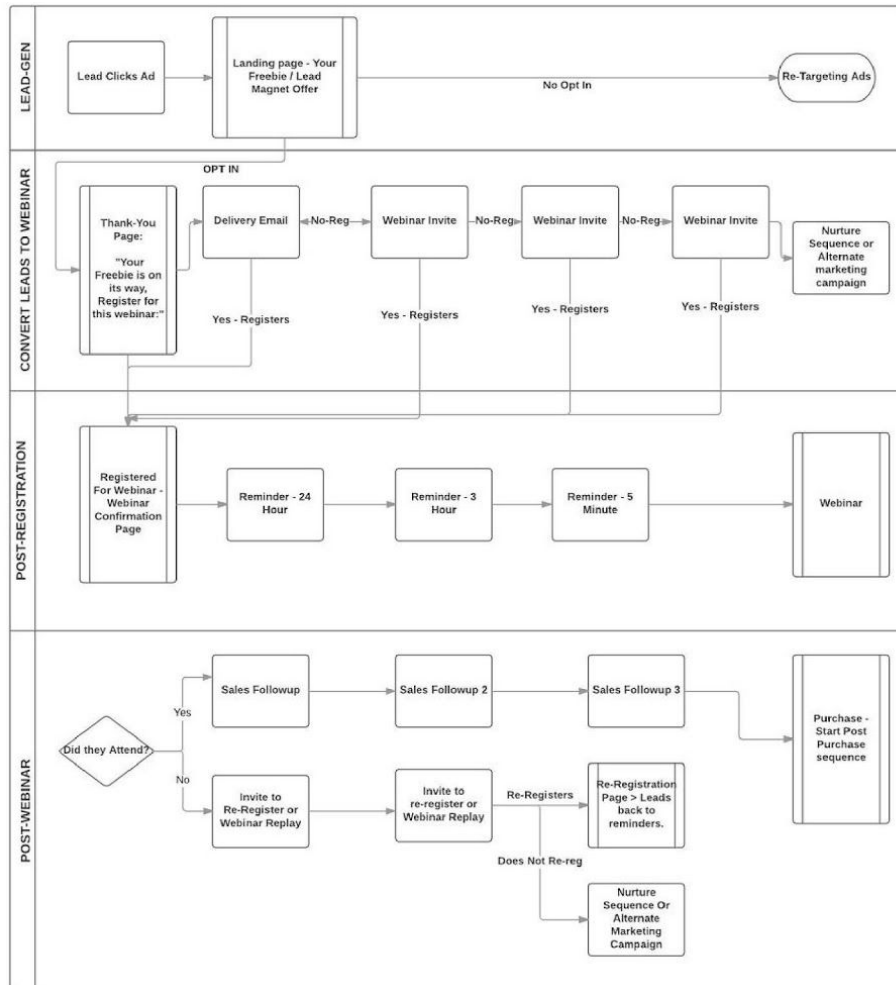
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VSL CAMPAIGN FLOW:



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WEBINAR CAMPAIGN FLOW:



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Next, use your flowchart as a checklist and create a TIMELINE to complete your funnel.

For example, each chart includes 4 rows of pieces. You may want to allocate 1 week per row (or 2-3 days per row if you're determined to get this done sooner rather than later.)

Before we start creating some of the components of your sales funnel, there are a few important concepts we have to tackle (so that they convert.)

The first is traffic temperature.

Traffic Temperature

This is probably the most important concept you will learn when it comes to sales funnels. Not all leads are (or should be) considered equal.

What do we mean by that?

First, your prospects and leads will have to be sufficiently "warmed up" before they will be ready to buy from you.

[You wouldn't take someone on a first date and ask them to marry you... You might strike up a conversation and let them get to know you. Then, you might invite them out for coffee. Then, a first date. You might spend a few months up to a year courting the other person before you decide to 'make it official,' etc... The point is, that it takes time to build a *relationship* before you make 'the big ask.']

When it comes to your content and offers, you will want to consider the 'traffic temperature' of your audience when deciding what kinds of content and offers to make. [Generally, the colder the traffic, the smaller the commitment you will ask for.]

- **Cold - (aka 'top of funnel')** Brand new leads need a chance to get to know you and your brand. Your goal will be to introduce them to you and what you're about. Start developing know, like and trust. Ask for 'micro commitments' such as an email address, etc. (Only present very low-ticket AM or Entry-point Offers. 'AM' stands for Ads Monetizing.)
- **Warm - (aka 'middle of funnel')** Warm traffic has had an opportunity to experience you and what you do. Perhaps you've gotten them a few 'quick wins,' and you're established some know, like, and trust with them. Your goal is to nurture these leads and keep them moving down the funnel (and forward in terms of their goals.) Here is where you can start asking for moderate commitments such as registering for a webinar (and actually showing up), inviting them to a strategy call, or low to mid-ticket offers.

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- **Hot - (aka 'bottom of the funnel')** Hot traffic has had plenty of experience with you and the results you can provide for them. They have been sufficiently nurtured and definitely trust you as the expert who can solve their problems. They may be looking for a solution or a result NOW and will be highly motivated to talk with you. Here is where you can start asking for bigger commitments - invite them to live events or conversations with you, expect that they will show up to your webinars, and make higher-ticket offers.

***Success Tip: Engagement will be one of your main priorities at ALL traffic temperatures or funnel levels - from the top to the bottom.**

Online Offers

The next important funnel concept is online offers. We cover this in-depth in the following tracks, but it is worth revisiting since this is how you bring money into your business.

Offer Types:

- **Free Offers (also called lead magnets, webinars, etc.)**
Generally offered in exchange for email addresses.
- **Strategy Sessions**
Can be free or paid, usually to sell a mid- to high-ticket offer
- **AM Offers: Ads Monetizers (also called Entry-point offers)**
Generally lower-priced - \$7, \$17, \$27, \$47, \$97, \$197, etc.
These offers occur in the AM of your relationship and will pay for your ad spend.
- **PM Offers: Profit Maximizers**
Generally higher-ticket \$997, \$1,997, \$2,997, \$5,000, \$10,000 up to \$30,000
These offers occur in the PM of your relationship and will provide the majority of your business revenue.

You will want to have all four types of offers in your business model to create your best sales funnels. **However, it is important that your offers are in alignment and work together for best results.**

Success Tip: Start with your PM offer and work backwards to create a smaller piece of transformation for the AM offer and freebie.

Funnel Example with Strategy Session Offer:

Brand Transformation (PM Offer - \$2,000 course with personal time)

Brand Analysis (Paid Strategy Session w/ \$197 deposit)

Character Diamond Formula Training (AM Offer - \$27 Upsell)

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5 Most Common Branding Mistakes (Freebie - PDF with video)

These offers are in alignment and working together:

- The Brand Transformation offers a personalized branding session with online training
- The Brand Analysis is a paid strategy session providing an 'audit' and taste of what's possible in terms of ones brand.
- The Character Diamond Formula training offers one method to making a brand stand out with unique client attractors.
- The 5 Most Common Branding Mistakes evokes curiosity and allows a coach, healer, or consultant to see if they are making any of the 5 mistakes (in addition to what they are doing if they are making them.)

Funnel Example with other offers in lieu of Strategy Session:

Transformational Biz Club (PM Offer - High-end Mastermind)

Signature System Blueprint (AM Offer - self-study course)

Elevator Speech Template for High-Ticket Clients (Freebie - template with video series)

These offers are in alignment and working together.

- The Transformational Biz Club is an entire mastermind to scale and grow 6-figure businesses.
- The Signature System Blueprint is a self-study course to teach someone to sell high-ticket packages. It's one of the first *major* transformations I teach entrepreneurs to make in their business.
- The Elevator Speech Template for High-Ticket Clients is a 'quick win' that provides an approach to explaining what coaches, consultants, or healers do in a way that is effective and has prospects wanting to know more. It also introduces the concept of a Signature System by including the Signature System name within the elevator speech.

Note: Your audience may need to see a few mid-ticket offers before they invest in your PM offer. For example, many of our Biz Club clients are invited to a live event before they are offered the mastermind opportunity.

Action Step: Write down your offer types

Free Offers:

AM Offers:

Strategy Session Offers:

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PM Offers:

Ask yourself:

- Are they in alignment?
- Do they flow from one to the other?
- Are there any additional offers you may need to create in between?

Connecting Your Offers, Avatars, and Marketing Language

One thing a funnel does is pull together your free and paid offers in a way that creates a great customer experience for your ideal client (i.e. Avatar.)

However, if clients in your target market want your freebie, but don't want your offers, you'll never make any money. This is why it's key to work backwards from your target market, to needs, to offers, to freebies, and finally to ads and marketing language.

Action step: Grab your Marketing Complete Sheet and pieces of copy you have drafted from previous modules.

We visited this topic in-depth in Module ____ on copy. You may have much of this "juicy" marketing language already written!

For each of your offers, make sure you have the following marketing language components:

- Juicy title
- Headline(s)
- Bullet points and descriptions (Benefits over features)
- Pull questions or big questions as bullets

Here are formulas and examples for you to begin drafting any copy components you may be missing.

Title Examples:

- Profitable Free Consultations
- The Top 5 Branding Mistakes for Coaches, Healers, and Consultants
- Webinar: Profit From Your Gifts...

Headline Formulas and Examples:

- **How to "yay" without "boo" (good without bad)**
 - "How to get consulting clients fast even if no one has ever heard of you"

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- “Discover how to fall asleep naturally.... Without pills or medication.”
- **Statement about offer**
 - “Free (or NEW) book reveals how to create internet campaigns that sell”
- **Question about pain (then the turn-around)**
 - “Are you tired of doctors who can’t find out what’s wrong with you? Finally, all natural ways to get healthy and happy.”
- **Dog whistle**
 - “Attention coaches, healers, and consultants”
- **Perry Belcher Formula [Trigger - Desired End Result - Time Until Results - Overcome Objection - Reverse Risk]**
 - “Finally, a formula that writes winning headlines in 15 minutes flat - without any copywriting skills - guaranteed.”

Bullet Points Formulas and Examples:

- **How to X, even if Y** [X = Desired End Result, Y = Objection]
 - How to get consulting clients fast, even if no one has ever heard of you
- **You Need X, right? Wrong!** [X = Thing They Think They Need]
 - You need a million affiliates to make sales online, right? Wrong!
- **X Ways to Y** [X = Number, Y = Desired End Result]
 - 5 Ways to burn fat this summer
- **Where to Find Y** [Y= Desired End Result]
 - Where to find clients
- **How to Eliminate X** [X= Objection or Pain]
 - How to eliminate skepticism
- **What you should never...**
 - What you should never eat on an airplane
 - What you should never do when trying to sell high-ticket clients
- **Why [counterintuitive] works**
 - Why banning affiliate marketing makes you more money
 - Why eating high-fat foods helps you live longer
- **Say goodbye to [frustration]**
 - Say goodbye to that high-priced web designer
- **The Truth About X**
 - The truth about writing copy
- **What to do if...**
 - What to do if you’ve tried everything but you still can’t get traffic from Facebook
- **When it’s OK to... [the thing they secretly want to do]**

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- When it's OK to refuse a sale

Every bullet is a little teaser pulling your prospect into buying. You can't screw up the bullets if you follow the formula, and the more the better!

Also Consider:

- **Big Questions as bullets:** Continuing entering the conversation the prospect is having in their mind
 - Have you been trying to sell to the wrong kinds of clients?
- **"If you have [problem, issue, concern]" bullets**
 - If you're having trouble writing bullets, check out pg. 12
- **"Dog whistle" bullets, calling out your target market**
 - For Marketers: How to write better bullets every time

Feel free to mix, match, and combine!