



Basic Marketing Funnel – Part 2

What is it?

What is it about?

What is in it for them? (Why bother?)

- Step 1: Lead Magnet Landing page with Free Gift offer invitation to opt in. Can have a video as well as copy only description.
- Step 2: After they opt in, they are led to a Welcome or delivery page. This page will have the link leading to the free gift. Another design would be that this is a copy only page stating that you thank them for joining your community and that their Free Gift will arrive shortly in their email.
- Step 3: On the Welcome or delivery page, you will have an invitation for them to have a no cost consultation, Get To Know You, Discovery, Breakthrough, Activation Session. You would have a link to your electronic calendar embedded on this page. You could have a video on this page stating two core messages:
- Review the value, impact, and benefit of the Free Gift, and
 - Invite them to have a no cost consultation session with you. This can be in a video or text only. You would outline the impact, value, and benefits when they have this session with you.

Marketing Funnel – Engagement Invitation Email Components

Email #1

Step 1: Address their pain

For clearer identification, interview people that might belong to your target market to find out:

- Their greatest challenges that relate to the solution that you provide, the problem that you solve
- The concerns that keep them up at night worrying, having worse case scenarios running through their imagination
- The circumstance, life experience, inner or outer life reality that they secretly desire most

Step 2: Agitate their pain

Create scenarios that might be the kinds of uncomfortable, stressful, disturbing scenarios that they are currently living or might create in their near future for which you have solutions

Step 3: Your invitation

Present your offer. This could be any of the following:

- Schedule a no cost conversation with you
- Access a free gift
- Purchase something (I recommend low cost: under \$100.00)
- Attend an online or in person event

Be clear answering these questions for your reader regarding the product, event, or service that you are inviting them to access:

- What is it?
- What is it about?
- What is in it for them? (Why bother?)

Step 4: Your Bio

Include these components to establish yourself as a qualified expert resource to be offering your invitation:

- Your personal story where you lived or were privy to similar challenges as their existing or possible challenges
- The results that you have accomplished for others: testimonies, case studies, success stories
- Any credentials, degrees, certifications, training, awards, industry relevant organizations of which you are a member

Email #2 And Further Follow Up Emails

- Sequential follow up emails can be sequenced every 3 or 4 days for a time sensitive offer until the expiration date,
- Sequential follow up emails can be sequenced every 3 or 4 days if you are offering something for which you have limited available seats or appointment slots.
- Continue to reinforce, agitate the problem with possible scenarios that they may be living or that they will encounter if recommended changes are not established. This would include the possible scenario that they might encounter if they don't take you up on your offer invitation.
- An excellent way to accomplish having your readers see themselves as having the problem or challenge for which you have a solution is to ask questions.

Examples: Do you find yourself feeling as though your life is filled with busy tasks but lacks meaning or Purpose?
Do you have nagging feelings that perhaps your online material can be plagiarized?

- Give additional testimonies, case studies, success stories of those whom you have helped OR of those who have been helped by the product that you might be selling in your invitation offer.
- Remind them of the time sensitive or limited availability status of your offer.
- Ask them in your own words how long are they willing to tolerate this discomfort in each of your emails in the sequence.
- Give the readers a simple action step to do, something to think about that would be valuable for them so that you are continuing your guidance as a valued information enrichment resource.
- Include your bio in all the emails.

Marketing Funnel Technical Components Overview

1. Website with opt in web form to collect emails, names, and possibly phone numbers.
2. Video presentations should appear as often as possible in all stages of the funnel. This will impact your audience for them to best know, like, and trust you.
3. Lead magnet gift to offer them something at no cost that will educate them about the value of your products and services as well as to enter them into your data base.
4. Delivery system via email and on a separate web page where participants will be guided to access your items.
5. Email system to collect their contact information and to generate follow up correspondence.
6. If you are selling a product or service, you will need a shopping cart type of service where people enter in their own credit card information online.
7. Email system would be required to generate autoresponders to deliver your free gift as well as continue to nurture your connection to your tribe, audience, list, and readers. Once a week is preferred. Once a month is acceptable. Longer than once a month in between emails is counter indicated to the overall objective of being top of mind with your expertise, products, and services.
8. Online scheduling tool for people to set their appointments with you.