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# Attract Clients with Online Marketing Funnels

## What is a Sales Funnel?

A sales funnel is the process of taking a complete stranger and turning them into a follower, a subscriber, a customer and a lifetime customer.

- *Awareness / Audience*
- *Interest / Leads*
- *Desire / Engagement*
- *Action / Buyer*
- *Advocacy / Dream Client*

## Who Should Build a Marketing Funnel?

### Service

- Consultant
- Coach
- Hypnotherapist
- Trainer
- Expert

### Products

- Audios
- Books
- Courses
- Videos

### Exercise: Are You a “Who” that Should Build a Marketing Funnel?

What services can/will you provide?

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What products can/will you provide?

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## What is a Marketing Funnel?

1. A sales funnel is a marketing system.
2. The buying process that companies lead customers through when purchasing products.
3. A series of steps designed to guide visitors toward a buying decision.
4. The steps are composed of various automated marketing components that do the work of selling, such as landing pages and email.

### Exercise: Examples of Marketing Funnels

What examples of marketing funnels have you encountered recently? Why or why weren't they effective?

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## Why Build a Marketing Funnel?

1. Help you improve your sales.
2. Comprehend and anticipate how your prospects are going to move through the sales process.
3. Anticipate when your prospects are ready to move to the next phase.
4. Create predictability in Your Business.

### Exercise: Why do *You* Want to Build a Marketing Funnel?

Which of the reason(s) listed above (#1-4) do you personally have for wanting to build your own lucrative marketing funnel? How do you anticipate it helping you with those reason(s)?

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## When is the Best Time to Build a Marketing Funnel?

1. When you want to grow your business.
2. When you want to have a new product or service you want to launch.
3. When you want to attract new customers or clients into your business.
4. When you want to maximize the value of every customer you attract.

### Exercise: Is This the Best Time for You to Build a Marketing Funnel?

Which of the reason(s) listed above (#1-4) do you personally have for wanting to build a marketing funnel now? If not now, why not – when do you see it being the right time for you?

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## Funnel Steps



1. **Audience (Awareness)** – Engagement on Social Media and Paid Advertising
2. **Lead (Interest)** – Free Offer / Teaser / Opt-in / Lead Magnet / Landing Page / Starting Point / Name and Email
3. **Engagement (Desire)** – Email Series / Video Series / Relationship / Education / AutoResponder Sequence / Workflow
4. **Buyer (Action)** – Starter Product / Sales Page / Buyer / Customer / \$7 - \$47 Advanced Product / OTO / \$97 - \$197
5. **Dream Client (Advocate)** – Back End Offer / High Ticket / Service / \$297 - \$1997 One-on-One / Packages / Online Course / Mastermind / Seminar



## Funnel Step 5: Dream Client (Advocate)

### Begin at the End

#### Ideal Client: Who is your Dream Client?

- Create Avatar
- Define Your Target Audience
- Niche
- Get Specific
- Marketing to EVERYONE is Marketing to NO ONE!

#### Goal: What Action Do You want them To Take with You?

- One-on-one Session
- Package of Sessions
- Online Course
- Membership Site
- Mastermind
- Seminar

#### Dream Client (Advocate)

Back End Offer / High Ticket / Service / \$297 - \$1997 One-on-One / Packages / Online Course / Mastermind / Seminar



## Define Target Market

### Dream Customer Avatar

- Goals/Values
  - *Health*
  - *Wealth*
  - *Love*
- Demographic
  - *Education*
  - *Income*
  - *Occupation*
  - *Gender*
  - *Age*
  - *Children*
  - *Marital Status*
- Challenges
  - *Problems*
  - *Pain Points*
  - *Your Products and Services are the Solution to These Challenges*
- Sources of Information
  - *Books*
  - *Top 3 Social Media*
  - *Websites/Blogs*
  - *Gurus*



### Exercise: Defining Your Target Market

What Goals/Values does your Dream Customer have?

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What is your Dream Customer's Demographics?

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What Challenges is your Dream Customer facing?

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What Sources of Information does your Dream Customer rely on?

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## QUICK: How to Create Your Products 101

What are the smaller problems you are going to solve?

**Example: Big Problem = Weight Loss for Busy Women**

**Brainstorm:** You are creating a path – outlining the steps you want your customer to take with you and why it makes sense that they need the next product.

Break the Big Problem down into 3 problems with three solutions.

- *Problem #1 = Too Busy => Solution #1 = **Becomes Free Lead Magnet** – “Learn 10 secrets to permanent weight loss for busy people”*
- *Problem #2 = Secret #1 => Solution #2 = **Becomes Starter Product \$7 - \$47** – Burn 100 Calories by Drinking More Water – Three 15-20 minute Recordings*
- *Problem #3 = Secrets #1 - #10 => Solution #3 = **Becomes Upsell Product \$97 - \$197** – “Ultimate Weight Loss Pack” – 10 Audios*





## Exercise: Your Dream Customer's Big Problem & Your Big Solutions

What is the Big Problem:

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Break the Big Problem down into 3 problems with three solutions.

Problem #1:

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Solution #1:

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Problem #2:

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Solution #2:

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Problem #3:

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Solution #3:

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## Funnel Step 2: Lead (Interest)

### The Email Opt-In Page

Lead (Interest) – Free Offer / Teaser / Opt-in / Lead Magnet / Landing Page / Starting Point / Name and Email

Problem #1 = Muscle Tension

Solution #1 = “Breathing Exercises to Relieve Muscle Tension”

- *Your email opt-in page has one goal: Get people to sign up to your email list.*
- *Every word and element of the page should support that single action.*
- *Create a page solely focused on the opt-in that is different from your normal site design.*
- *One page, one action. That’s it!*

The Email Opt-In Page is the First Step into Your Funnel A.K.A. Lead Magnet

*Types of Freebies You Can Offer:*

- E-course
- Short Video Course
- PDF eBook
- MP3 Audio Book
- Video

*Important Elements*

- Headline
- Image or Video
- Features/Benefits
- Email Address
- Name Optional
- Submit Button

*You Will Also Need:*

- Place to Host Page/Form
- The Product
- Place to Host the Product
- Thank You Page
- AutoResponder

Diagram illustrating the layout of an Email Opt-In Page:

- CAPTIVATING HEADLINE GOES HERE
- Image placeholder (e.g., a book)
- Text placeholder (three lines)
- NAME input field
- EMAIL input field
- SUBMIT button

### Exercise: Headlines, Headlines, Headlines!

Come up with 3 ideas for a headline for your Email Opt-In Page. Be sure to relate them to the Big Problem you are helping the Dream Customer solve.

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## Funnel Step 3: Engagement (Desire)

### The Email Follow Up Series

Engagement (Desire) – Email Series / Video Series / Relationship / Education / AutoResponder Sequence / Workflow

Engagement / Create Desire / Build Trust / Relationship

*Email #1: Welcome*

*Email #2: Value*

*Email #3: Value*

*Email #4: Value + Product => Link to Product Page*

*Email #5: Sale => Link to Product Page*

Can be a Series of Videos or Emails or Blog Posts

Each Email is:

- Building Trust and Relationship
- Creating the Desire for Your Product
- Planting the Seed

### Exercise: 3 Values You Can Offer

What 3 valuable pieces of content can you offer in Emails #2, #3, and #4? Remember that #4 should be related to the Product that will accompany it.

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## Funnel Step 4: Buyer (Action)

### The Sales Page

Buyer (Action) – Starter Product / Sales Page / Buyer / Customer / \$7 - \$47 Advanced Product / OTO / \$97 - \$197

Problem #2 = Insomnia Sleep Problem

Solution #2 Price: \$7 - \$47

Blissful Nights Sleep – Three 15-20 minute Recordings

### The OTO Page

#### One-Time Offer

Problem #3 = Fears / Worries

Solution #3 Price: \$97 - \$197

“Ultimate Calm and Control Pack”

### The Sales and OTO Pages

Types of Products You Can Offer:

- *Video Training Course*
- *MP3 Audio Package*
- *Video Package*

Important Elements:

- *Headline*
- *Image or Video*
- *Features/Benefits*
- *Buy Button*

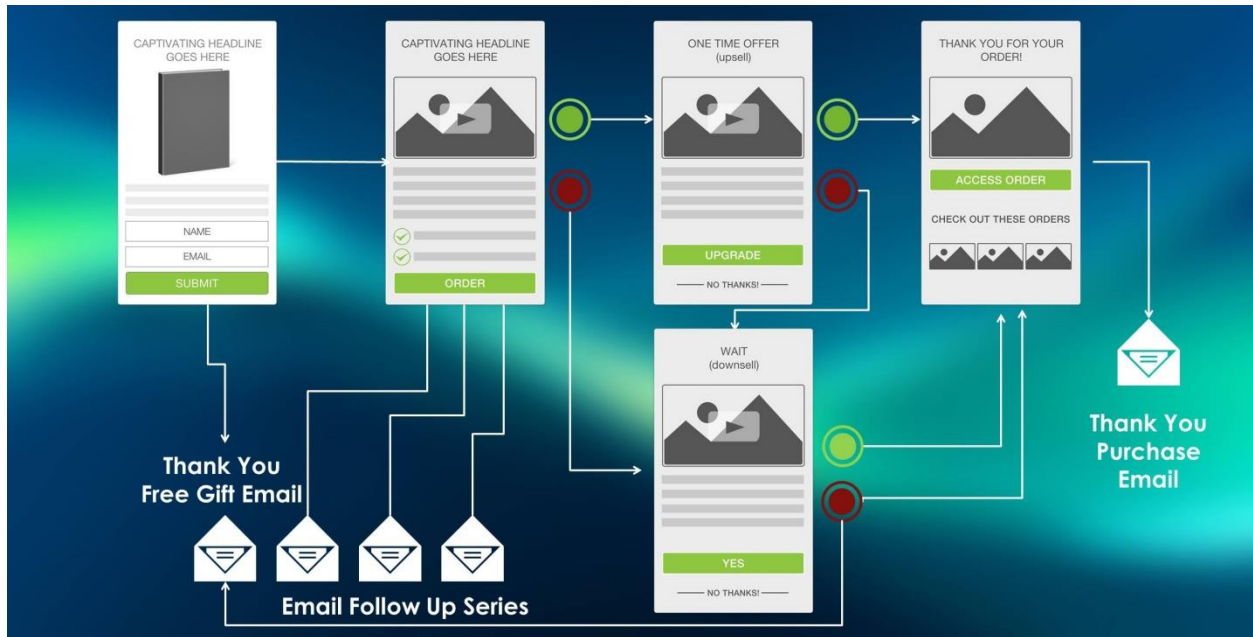
Be sure to include an Order Bump: \*YES, I would like a Free 30-Minute Strategy Session

You Will Also Need:

- *Place to Host Page/Form*
- *The Product*
- *Place to Host the Product*
- *Order Page*
- *Thank You Page*



## Other Important Pages in Your Funnel





## 30-Minute Strategy Session

- Identify What's Wrong
- Future Possible Outcomes
- What are the Obstacles
- What Actions to Take
- Enrollment Questions
- Permission to Share
- Share System / Packages
- Create Urgency / Discounts
- Give Assignment
- Follow Up



**Exercise: Strategizing with Your Dream Customer**

What do you anticipate being possible issues that your Dream Customer would want to discuss during a 30-minute Strategy Session?

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What are some future possible outcomes of one of the issues?

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What are the obstacles that your Dream Customer might face when dealing with that issue?

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What actions would you recommend? Do you have a product that could help?

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## Funnel Step 1: Audience (Awareness)

### How to Create Awareness: Where to Get Traffic

Audience (Awareness) – Engagement on Social Media and Paid Advertising

Using Demographic Information about your Target Audience

#### *Free Marketing*

- SEO / Organic Search
- Facebook Profile
- Facebook Page
- Facebook Groups
- Twitter
- YouTube
- Instagram
- Pinterest
- Google Plus
- Blogging
- Affiliates
- Joint Ventures

#### *Paid Advertising*

- Google PPC
- Facebook Ads
- Twitter Ads
- YouTube Video Ads
- Instagram Ads
- Pinterest Paid Pins
- Solo Ads

### Exercise: Advertising to Demographics

What free marketing mediums will appeal to your Dream Customers' demographic groups? How do you know? If hypothesizing, how do you plan to find out what mediums most appeal to your Dream Customer?

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## Funnel Steps – Summary



1. Audience (Awareness) – Engagement on Social Media and Paid Advertising
2. Lead (Interest) – Free Offer / Teaser / Opt-in / Lead Magnet / Landing Page / Starting Point / Name and Email
3. Engagement (Desire) – Email Series / Video Series / Relationship / Education / AutoResponder Sequence / Workflow
4. Buyer (Action) – Starter Product / Sales Page / Buyer / Customer / \$7 - \$47 Advanced Product / OTO / \$97 - \$197
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### Exercise: Quick – Where do you start?!?

No peeking for this one! What order do you execute the steps in? Number the steps below.

Step #1 \_\_\_\_ Step #2 \_\_\_\_ Step #3 \_\_\_\_ Step #4 \_\_\_\_ Step #5 \_\_\_\_



# THANK YOU!

**Next Step:**

Text HYPNOSIS to 38470

**To Receive:**

Slides

Workbook

Discount on Product Creation Course



## Resources

### Background Music

<http://pond5.com>

<https://audiojungle.net>

<https://enlightenedaudio.com/>

<https://silenciomusic.co.uk/>

### Email Autoresponders

<http://getresponse.com>

<http://aweber.com>

<http://mailchimp.com>

### File Storage

<https://www.dropbox.com>

<https://www.google.com/drive/>

<https://aws.amazon.com/s3>

<https://www.cloudberrylab.com/explorer/amazon-s3.aspx>

### Graphic Design

<http://canva.com> **FREE!**

<http://99Designs.com>

### Image and Video Creation

<https://www.techsmith.com/screen-capture.html>

<https://www.techsmith.com/video-editor.html>

<https://www.telestream.net/screenflow/overview.htm>



## Landing Pages and Sales Pages

[ClickFunnels](#)

<https://newkajabi.com/>

<https://www.thinkific.com/>

<http://www.leadpages.net>

<https://www.optimizepress.com>

<https://thrivethemes.com/architect/>

## Outsourcing

<http://upwork.com>

<http://fiverr.com>

## Payment Processing

<https://paypal.com>

<https://stripe.com>

<http://clickbank.com>

## Proofing

<https://www.grammarly.com/>

## Recording Software

<https://www.apple.com/mac/garageband/>

<https://www.audacityteam.org/>



## Royalty Free Images

<http://pixabay.com> **FREE!**  
<https://freerangestock.com/> **FREE!**  
<https://www.pexels.com/> **FREE!**  
<https://www.freeimages.com/> **FREE!**  
<https://depositphotos.com/>  
<https://www.bigstockphoto.com>  
<http://RF123.com>  
<http://istockphoto.com>  
<https://www.dreamstime.com>  
<http://shutterstock.com>

## Video Hosting

<https://wistia.com>  
<https://youtube.com>  
<http://vimeo.com>

## Web Hosting

<https://siteground.com>  
<http://bluehost.com>  
<http://namecheap.com>

## Writing Tools

<https://www.literatureandlatte.com/scrivener/overview>  
<https://www.nuance.com/dragon.html>