

**HOW TO BUILD YOUR SALES FUNNEL
SO YOU GENERATE HOT LEADS ON
AUTOPILOT**

Effective Sales Funnel Blueprint

Special Edition for Consultants and Coaches

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BEFORE YOU START

1. You might be wondering how you're going to create and run successful online campaigns without any previous online marketing experience or technical knowledge.
2. If you feel uncertain, or are having doubts about whether this is going to work for you, don't worry, I know exactly how you feel. I felt the same when I started to promote our consulting services on the internet. In fact, it was worse than most people realize.
3. My team and I worked hard to develop our website, build a blog, send emails, and create great Facebook and LinkedIn pages. We also spent over \$7,000 on Facebook Ads and Google AdWords – all of which produced zero sales.
4. We spent a lot of time and money on learning things that made little difference or no difference to our campaigns. We struggled with a brutal learning curve before realizing that the key to a formidable online marketing campaign was to set up a Sales Funnel and to connect all of our marketing activities.
5. The good news is that you don't have to go through this long, complicated and costly process. The point of this Blueprint is that you get the results without the grueling learning process.
6. This Blueprint is focused on what is truly important for consultants, trainers, coaches, web agencies, brokers and other professional services providers who are starting out with online marketing. This Blueprint is also for you if you are an entrepreneur achieving good results with certain marketing activities and wanting to grow sales further by implementing other tactics.
7. While this Blueprint will not answer all your questions and challenges, it was designed to prevent you from making the usual mistakes that waste your advertising dollars.

WHAT IS A SALES FUNNEL?



A Sales Funnel is just a fancy name that maps the customer's buying journey. It all starts with **attraction** (the initial contact that makes the person want to learn more from you), an **information exchange** (engaging the prospect and nurturing the relationship), and finally **the sale**.

An Online Sales Funnel is a series of landing pages, whereby you guide the visitor's journey from an ad to purchase.

Currently it takes 16 touches for someone to make a purchase.

Touches could be any interaction with the product / brand;

For example, receiving an email or phone call, visiting your website / premises, a one-to-one, hearing an existing customer talking about their wonderful experience, seeing your logo, etc.

No one buys from their first interaction with a company these days, unless they are really desperate for what is being offered – and of course you can't rely on that as a sales strategy. So, the idea behind this Blueprint is that you provide information to your prospects, you educate and help them, and then you make them an offer that is relevant to their needs.

Once you have set up your Sales Funnel according to this Blueprint, your prospects will interact quickly with your brand – as they consume your content while going through the funnel – and many will buy from you.

The goal is to accelerate these interactions and speed up the decision-making process towards buying your product / service.

You also get them to become open to buying from you by making a low offer. It is easier for someone to say yes to a \$1 or \$7 product than to a \$2,000 product.

IN THIS BLUEPRINT YOU CAN EXPECT:

- Guidelines to building effective campaigns based on tested Sales Funnels
 - Tips on how to use your knowledge to generate qualified Sales Leads
- Tips on how to mix and leverage multiple online channels to strengthen your brand

UPON COMPLETION, YOU WILL:

- Know how to converge your marketing activities to generate more qualified Leads (opportunities, potentials) into your Sales Funnel
 - Warm up your Leads using this Sales Funnel approach
- See increased sales and profits, without you having to do anything else once the funnel is set up and performing

Your First Online
Ad Campaign

Your First
Educational Article

Lead
Magnet

Tripwire

Upsell and
Downsell

PART 1 YOUR FIRST ONLINE AD CAMPAIGN

There are many types of Online Ads, though almost all work on the pay-per-click (PPC) system; i.e. you pay for each potential customer's click on your ad. Google, Facebook, LinkedIn, Twitter and many other platforms facilitate the management and broadcast of Online Ads meant to generate paid traffic.

No matter what type of PPC ads you choose, there is an important general principle you have to follow as a consultant, trainer, coach, web agency or other professional services provider:

Online Ads are not meant to sell!

They are meant to bring Leads into your Sales Funnel.

Your ad is the first interaction between you and your potential client. The secret of a successful ad is not to try accomplish more than is appropriate on a first date with someone you like. You offer them a drink, perhaps a meal, a walk in the park...

Instead of trying to sell at first sight, focus on positioning yourself as the expert who can solve their problem.


You do this by directing them to an information-based page, a bit like a blog post – but not a blog post.

(This will make more sense to you in Part 2.)

Write your first ad with the following objective in mind:

You want to create interest for the education you can provide (not your product!) to your prospective clients to help them solve some of their problems.

Example of an educational Facebook ad:



Launching Your First FB Ad Campaign?
Avoid the common rookie mistakes.
Get a head start with this tested 3-step
method designed for small businesses.

Example of an educational Google display ad:



Jennifer Segerius
Growth Expert

Richard McMunn
Book writing
& publishing coach

Cheryl Chapman
World Speaker
Coach

Build Your Sales Funnel

Attend This Live
Event To Discover
How To Create One
and Get New Clients!

[Register Now](#)

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PART 2 YOUR FIRST EDUCATIONAL ARTICLE

Objective: To share valuable information with your prospect, as initially promised by your Online Ad, and position yourself or your company as the expert in that topic.

In this step you give to your Lead (you will ask later).

Much like a blog Article, you want to help your readers get closer to their desired outcome by providing them with useful information. However, there are some key differences between this Article and a regular blog post:

Your Educational Article appears on a **Landing Page created especially for those who clicked your Online Ad**; i.e. unlike a blog post, it does not appear as a general article on your website. For the purposes of this Blueprint we will refer to the page as your “Article Page”.

This content contains very **specific, to-the-point information that your reader can apply right away** (steps, tips, mistakes to avoid, etc.).

Unlike a blog, there should be no distractions on this page. On the example Article Page that follows, there is only ONE action the reader can take and that is to **click and move forward in the Sales Funnel**. There are no recommended posts or social media links or icons; there is not even an active link on the logo.

THIS ARTICLE CONTAINS THE FOLLOWING ELEMENTS:

- (1) **Headline:** title matching the promise made in the ad
- (2) **Qualifying statement:** short paragraph qualifying the target audience
- (3) **Positioning statement:** clear indication of what the Article is about and the main benefit the reader will get from it.
This is a very short paragraph of 2-3 sentences that makes it clear to the reader what they are about to learn. Tell them how many specific steps or tips they'll receive and reinforce the benefits should they apply the advice to their business.
- (4) **Picture:** matches the picture in the Online Ad (it doesn't have to be identical, but be sure that the visual identity is seamless from Online Ad to Educational Article).
- (5) **Useful content:** info that guides your reader towards solving a real problem. Make sure you include the benefits they will receive on implementing your advice.
- (6) **Extra information:** some instructions to help readers get started will make it easy for them to visualize themselves doing the action; this may reinforce their desire to take action now.
- (7) **Trust-building elements:** testimonials, credentials, media features, or influencers giving you praise.
- (8) **Preempt any objections:** deal with any objections or limiting beliefs they may have (e.g. "This is not possible," "I can't do this").
- (9) **Reassurance of your intentions:** dismiss any fears they may have that your information is a sale in disguise. Make it clear that you are giving your readers something of value for free with no hidden agenda (e.g. "This is not a sales pitch in disguise").
- (10) **Call-to-Action:** what you want them to do after they have read your Article.

Let's take a look at how we incorporated these elements into our Educational Article.

For high-conversion headlines use this **Headlines Template**.

STEP 1 FILL IN THE BLANKS BELOW WITH YOUR COPY.

The diagram illustrates the layout of an educational article. It features a central article preview with callouts pointing to specific elements:

- Headline:** "Make Your Competition Irrelevant by Choosing Your Best Clients in 3 Must-Do Steps"
- Qualifying statement:** "Jennifer Segerius, MBA"
- Positioning statement:** "Small Business Growth Expert Speaker & Author"
- Picture:** A blue-tinted image of a woman wearing a headset, representing a customer service representative.

Additional text on the right side of the diagram provides context:

When your prospects get to the Article Page, they arrive at the first screen – this section is described as being Above the Fold. Whether or not they scroll down to read the entire Article, **everyone who clicks on your ad will see this section.**

Use any content Above the Fold to convince your readers in the blink of an eye that they are in the right place. If you fail to convince them, they will leave right away.

Headline

E.g. Make Your Competition Irrelevant By Choosing Your Best Clients In These 3 Must-Do Steps

Qualifying statement

E.g. Are you a business owner dealing with clients who take up a lot of your time but provide your business with very little revenue?

Positioning statement

E.g. Discover how to serve only your ideal clients

Step 2 Connect the useful content to clear benefits for your reader.

Once you develop your Positive and Negative Persona you will be able to:

- ▶ Better target your ideal client.
- ▶ Determine what kind of content / message you need to create
- ▶ Set the tone, style and delivery strategies for your content.
- ▶ Understand where your potential clients (or buyers) are and how to deliver your information for better reach and consumption.

When you use Persona, your message will talk to your ideal client such that they will say: "Wow, I want to work with this company as they truly understand me and they have the solution for me."

This means that your ideal clients will approach YOU.

YOUR IDEAL CLIENTS will be the ones asking for your services, rather than YOU trying to sell them your solution.

Useful content focusing on benefits

What's in it for your potential clients

The benefits from the point of view of your potential client:

Step 3 Give a clear next step, a Call-to-Action relevant to the benefits you promise in the Article.

Step 3. Develop Persona

The easiest way to start developing Persona is to think of your best customers. Write down their characteristics and then look for others who share those characteristics.

If you are serious about doubling your business in the next 3 months, click below to get the main 5 questions that will enable you to develop Persona so you attract those clients who will grow your business.

DEVELOP YOUR PERSONA IN 15 MINUTES.
Use Our Blueprint.
Download free.

● Extra information to get readers started

● Call-to-Action

Your Call-to-Action:

Step 4 Build more trust.

Who am I to give you advice?

A former small business consultant who was struggling to make a living, now an acclaimed international speaker, CEO of Tooliers (marketplace with business growth tools) and the author of [Shortcut to Business Success - 101 Zero-Cost Tactics to Take Your Company to the Next Level](#).



The reason I have shared the tips above is because I see so many small business owners struggling to make a living, working 12 hours a day, making every possible effort to grow their business so they simply have a better life...

... when the cruel reality is that most work harder than if they were an employee and get less than a monthly salary.

My mission is to change this. I once had my own business struggles so I decided to dedicate my time to helping others who are today in the same situation I was in a few years ago, where:

Trust-building elements

What's in it for your potential clients

Your elements to use (e.g. testimonials, credentials):

Step 5 Conclude on a strong note.

Develop Your Persona In 15 Minutes.
USE OUR BLUEPRINT.
Download free.

This is not a 'sales pitch' in disguise. The tips are FREE, as I really want to help you achieve your dreams.

See one of the many messages we have received from other small business owners, just like you:

"WOW! I can't believe that after 7 years of struggling to make a living with my business, I am now able to take 3 long holidays per year and explore the world, because I can afford it. All due to using Personas and only serving ideal clients."

Marissa Smith, consultancy owner.

Develop Your Persona In 15 minutes.
Use Our Blueprint.

DOWNLOAD FREE

Modified Call to Action

Reassurance of your intentions

Trust-building element

Final Call-to-Action

This section is arguably even more important than the Above the Fold content. Readers (here we use a testimonial to show this) are used to going here for the "what's in it for me?" message and to get clear instructions about what they need to do in order to claim these benefits.

Yes, you got it right.
You will have access to me, and you can ask me any question about your business for one full year.
I guarantee response within 24 hours:
 I will tell you how this works during the Masterclass.

But what is this all about?
If you are like most business owners,
 You may feel stuck in your own business...

You are probably frustrated
that you are working really hard and not getting the results you deserve.
You may want more / better clients, so they generate high profits,
... but you do not have the necessary resources or the knowledge and expertise.
You may have hired specialists or attended various seminars to acquire the knowledge, to find the solution...
... and you are disappointed...
Because you really deserve more money and more time for yourself.

You know you have a good product or service, and you want to serve more people, you want to make a difference, but people don't seem to know about you or they choose your competition over you.
Well, it is time to change all that

Line breaks

Indents

Elipses

Line breaks

Breaking up your paragraphs:

Make use of line breaks, ellipses (...) and indents to keep your text easy on the eye (see example on right).

What's in it for your clients?

Call-to-Action (slightly modify your previous text):

Further instructions For your potential clients: Extra tips

- Write your Article for your audience. Make it YOU focused, as if you were speaking to that person face to face.
- Focus on the 'what' and 'why', but don't disclose the 'how'.
- Use short sentences and paragraphs. Keep your paragraphs to a maximum of 4 lines. Use simple and direct vocabulary to get your point across.
- Bold the most important parts of the Article – from the reader's point of view, not from your point of view.
- Break up your paragraphs (see how on next page). This makes the text easier and quicker to read, so you have more chance your reader will digest your content.
- Include an aspirational image relevant to your audience.
- Always offer more help and clearly tell them what they should do next.

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PART 3 LEADMAGNET

Your objective: To offer something extra to your prospects (your "Lead Magnet") in return for something of great value to you: their email address.

This is a major step in your reader's journey to becoming your client.

It is time to introduce the Lead Magnet to your prospects. A Lead Magnet is an irresistible freebie or other incentive offered to prospects in exchange for their contact information. The Lead Magnet has to be relevant to your prospect's needs and can take various forms and shapes: a PDF with more information (blueprint, swipe file, further steps explained), one-to-one session, webinar, meeting, etc.

Depending on your business and the kind of assets you have, you can take this step online or offline.

Write down your possibilities for a Lead Magnet:

Regardless of how you fulfill this Lead Magnet, you will need to create a Landing Page on which visitors request your offer in exchange for their email address (or more information should you need it to fulfill your promise; e.g. a postal address if you have undertaken to send them a DVD).

We use 3 main types of Lead Magnets:

1. Free download (e.g. **Download your Facebook Ad Template** – this is the Lead Magnet we have included in this Blueprint!)
2. Free access to a tool (e.g. **Click here** to check if your website is being underutilized)
3. Free webinar (e.g. **Click here** to join the free webinar)

- FREE WEBINAR -

Claim My Spot Now!

FEBRUARY
3
Tuesday
February 3th
1am PST, 3am EST
9am GMT

Time left until webinar starts...

5 **23** **34** **17**
DAYS HOURS MINUTES SECONDS

I am going to show you:

- ✓ The ONE Thing You Need To Master To Generate Leads In Today's Tough Economy (It's not what you think)
- ✓ 5 Deadly Mistakes You Are Probably Making In Attracting Customers
- ✓ What Loses Most Small Businesses: 70% of Their Potential Customers
- ✓ How to Grow Your Business by Tiring Half of Your Customers
- ✓ One Word That is Killing Your Chances Before You Even Speak To Your Prospects

Elements of our Lead Magnet (free webinar)

- Headline
- Straightforward Call-to-Action
- Benefits
- Quick reminder of who you are (person / company)
- Urgency / Scarcity statement

Write your headline below:

Use a short, clear title to reassure readers they are in the right place.

Your Call-to-Action:

Be direct...: they already know the story, they already believe you, they want to get in ASAP.

Their benefits:

Clearly state their benefits if they agree to your invitation. Use bullet points. Quick reminder of who you are (person / company):

Avoid any hype – they already know you from earlier steps. Just reinforce the connection – a photo or logo is enough.

Other relevant info:

When, where, other relevant administrative information.

Urgency/ Scarcity statement:

Limit your offer to compel them to take action now; e.g. Space is limited, Limited time offer.

You can also use social proof:

E.g. Testimonials, social media comments, positive reviews from other sites.

LIVE PROOF

We put a plugin on our Lead Magnet Page and encourage people to comment – so we have real, live proof. At the beginning you won't have this, but you can build it over time.

As you can see below, we always respond to comments, as it shows those who take the time to write to us that we care for them.



Quick tip: Include your Calls-to-Action in various places on the Landing Page using both hyperlinked text and buttons.

Advanced tip: Maximize the potential of your Sales Funnel by bringing visitors who abandon your funnel back into it by retargeting them. (Retargeted audiences tend to generate better results than first-timers.)

For example: retarget those who read your Article but did not click on your Lead Magnet offer; the aim is to get them back to your Lead Magnet Landing Page.

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PART 4 TRIPWIRE

Your objective: To get your clients to say yes to an offer from you - with the added benefits of getting them used to buying from you and aware of the quality of your services.

[You can do this because you now have their email address from the previous step.]

A Tripwire is a low-cost product or service offered to prospects to get them accustomed to buying from you.

The psychology behind it is the following: once you are successful in getting prospects to accept a low-friction offer, **it is easier to get them to say yes to your real (full-price) offer**. This is because they are already in “buying mode” and have a certain degree of trust for you and your services by this stage. This may sound like a scheme, but if the value of your Tripwire product is real, your client will see in the long run that your proposal was win-win.

You are trying to sell, yes, but always providing **real value** to the customer.

Price your Tripwire at either \$1 or \$7, as these are the price points that convert best.

Decide which products or services to use as your Tripwire offer, keeping an eye on the cost to produce and deliver these.

My Tripwire offer is:

Your Tripwire Sales Page should have all the elements of a regular Sales Page. (For more information on crafting the perfect Sales Page, see **Sales Funnel Action Plan**).

**Once a customer has bought your Tripwire and benefited from the value it provides,
they will be more open to your other offers.**

P.S. You are using one of our Tripwires right now! So it works.

Consider why you bought this Blueprint and recreate the same type of compelling incentives for your target to buy from you.

PART 5 UPSELLS AND DOWNSSELLS

Your objective: To get your client to say yes to your full-price offer or to an alternative offer that is still lucrative for you.

In our context, **upselling** means putting forward a real (full-price) offer after you get your client to buy your Tripwire offer. The idea is an adaptation of the general sales technique whereby a seller encourages the customer to purchase more expensive items, upgrades, or other add-ons in an attempt to make a more profitable sale.

To **downsell** is to make an alternative (lower priced) offer to your clients should they not accept your initial offer. You might suggest a cheaper alternative (just a part of your core product or fewer features or benefits etc. etc.).

Make the upsell offer immediately after the purchase of your Tripwire.

If your prospect takes your offer, well done! If they don't? Make a Downsell offer.

Complete the following sentences:

My Upsell offer is _____ for \$_____.

Note: The Upsell offer should be something that costs significantly more than the initial product or Tripwire.

My Downsell offer is: _____ for \$_____.

Note: The Downsell offer should be something that costs less than the core offer, but more than the Tripwire.

If this stage happens online, build Landing Pages for both the Upsell and Downsell offers.

Regardless of what you sell, include the following elements on the Sales Page:

- Headline
- Sub-headline
- Benefits of the product / service / solution
- Call-to-Action
- Urgency / Scarcity element
- Image / Video of the product
- Image of the expert / team behind the product / service / solution
- Guarantee and/or Risk-Reversal Statement
- Testimonials / case studies / other proof from third parties
- Reassuring statistics / big numbers (number of clients served, number of downloads)

UNDERSTAND THE BIG PICTURE

The perfect Sales Funnel looks like this:



Here you have examples for each part of the Sales Funnel for 3 different types of professional services:

	Business Consultant	Coach	Insurance Broker	Real Estate Advisor
1. Facebook Ad / Google Ad	For Small Business Owners Make Your Competition Irrelevant	Double Your Productivity With 3 Simple Adjustments	Don't Get a New Car Insurance Policy Before You Read This!	Most Home-Buyers Lose Money Because of These 3 Mistakes
2. Educational Article (Opt-in Landing Page)	3 Must-Do Steps to Make Your Competition Irrelevant	3 Habits Highly Successful People Use to Be More Productive	5 Things You Need To Know Before You Buy A New Car Insurance Policy Which No One Tells You	3 Mistakes You Want To Avoid When You Buy a New Property Which Are Kept Secret in the Industry
3. Lead Magnet (Opt-in Landing Page; delivered: online / offline)	Webinar: How to Generate More Leads for Your Professional Services Business	(Video) Watch This 3-Min Video To Discover 3 Essential Tips To Be More Productive	(PDF Checklist) 20-Point Checklist to Get the Best Car Insurance Available for You	(PDF Guide) Smart Property Buyer's Golden Guide
4. Tripwire (Sales Page)	Marketing Lens™ Growth Program: Pay Only \$1 for the 1st Month (\$149 Thereafter) [30 Days Money Back Guarantee]	(PDF Guide) The 10 Commandments of Personal Productivity – \$1	(PDF Guide) How To Save 20% Per Year on Your Insurance – \$7	VIP Real Estate Package: Lists with Solicitors, Mortgage Brokers, Engineers, Builders, etc.) – \$9
5. Upsell	Marketing Lens™ Growth Program: Pay Now for the 12-Months Program	Full Price Offer: Your Training Session on Increasing Productivity	Full Price Offer for Insurance Package (Car, Home, Health)	Full Price Offer for Real Estate Advising Services
6. Downsell	Social Media Action Plan \$97	For You: One Module from Productivity Training Session	Special Offer for [one item in package e.g. car insurance only]	Introduction to Sources for Real Estate Deals [i.e. offer just a part of the overall service your company

WANT TO BUILD YOUR SALES FUNNEL, AND COVER YOUR MARKETING COSTS WITH THE REVENUE YOU GENERATE ON THE SPOT FROM YOUR LEADS?



We Give You The Tools And Confidence You Need

To Succeed as a Consultant!

*Land more clients, earn a greater income,
and streamline your consulting business*

Business secrets. Success every time! In this rapidly changing business environment, service providers and product specialists are struggling with the commoditization of their specialized services and products. Our Diagnostic Consultative Selling Program guarantees you'll sell directly to the top decision maker, increase sales, client size and retention. Guaranteed

Sales Success. Learn the skills and strategies top leaders use to build their down lines and earn five and six digit monthly revenues. Behind every successful CEO, executive, direct and network marketing sales leader is a coach. Success is not an accident; it is the result of strategic planning and prepared performance. Whether you are just getting started or you are ready to achieve breakthrough success, we have the program to get you there.

Marketing know-how. Some would argue that knowledge is a consultant's most important intangible asset, but in reality, reputation is. Knowledge can be easily bought, or even sub-contracted, while reputation can't. You could know everything in the world, but if no one knows you know it, you're not going to make a living with it.

The most effective form of marketing is still word-of-mouth referrals, and that relies entirely on reputation. We show you the best used techniques.

Business Coaching. A little extra help! The Elite coaching programs bring the complex subjects of business planning and development, strategy and resource development, alignment and execution with down-to-earth practical advice on what you really need to know to run a successful business. The Elite Coaching program gives you the tools and confidence you need to succeed!

FREE MOVEMENT MARKETING CONSULTANCY COURSE covers everything you need to know

A renowned and absolutely brilliant program for ANYONE wishing to have more success in their business, online or live! Members of Free Movement Marketing enjoy exclusive access to this very rich resource of cutting edge business planning tools, must-have resources, video and coaching programs and powerful must-have templates that business owners use to achieve breakthrough, sustainable, next-level success.

Best practices for business success at your fingertips. Affordable access to leading business experts has never been easier and more affordable.

Free Movement Marketing provides training, coaching and step-by-step guidance in the planning, developing and executing of every topic and best practice required to run a successful consultancy business.

We provide access to all the tools and resources you need to achieve breakthrough success! What you need, when you need it!



I look forward to seeing you on the inside

Jennifer Segerius, MBA

MEET ME HERE!