

FlexiFunnels™

Marketing Solution

How to Get A Stream Of High Quality, Inbound, New Client Enquiries Flowing Into Your Business Virtually Every Week Of The Year.



About Jennifer

- Jennifer Segerius, MBA has been using online marketing to generate leads for professional services practices for more than 10 years. Prior to founding Free Movement Marketing, Jennifer was a management and strategy consultant and also founder of Boss Business Boost, a management consultancy firm.
- These roles have given Jennifer unique insight into professional practice, client relations, business development, online marketing and brand strategy.
- Over the last 5 years Jennifer has helped businesses to stand out online, attract clients and grow their business.

8. Time for **SCALED ACCELERATION!** We have now engineered the creation of a multi-step, multi-modality campaign that seamlessly and subtly leads a prospect toward a desired action and increased profits - which is the key focus of this model.

7. We need to have a strategy for return purchases, which is the **RETARGETING ABSORPTION** stage. If you're not retargeting in your business then you will waste much more money on ads, and lose out on higher conversions.

6. Having measured what works, we can add more moving parts to our funnel, during the **FUNNEL AMPLIFICATION** stage. We can add more pages, emails as well as upsells and cross sells.

5. We have to keep track to save us from losing money. We learn the most important optimization metrics as well as the most important conversion metrics you should be tracking for further **METRIC APPRECIATION!**



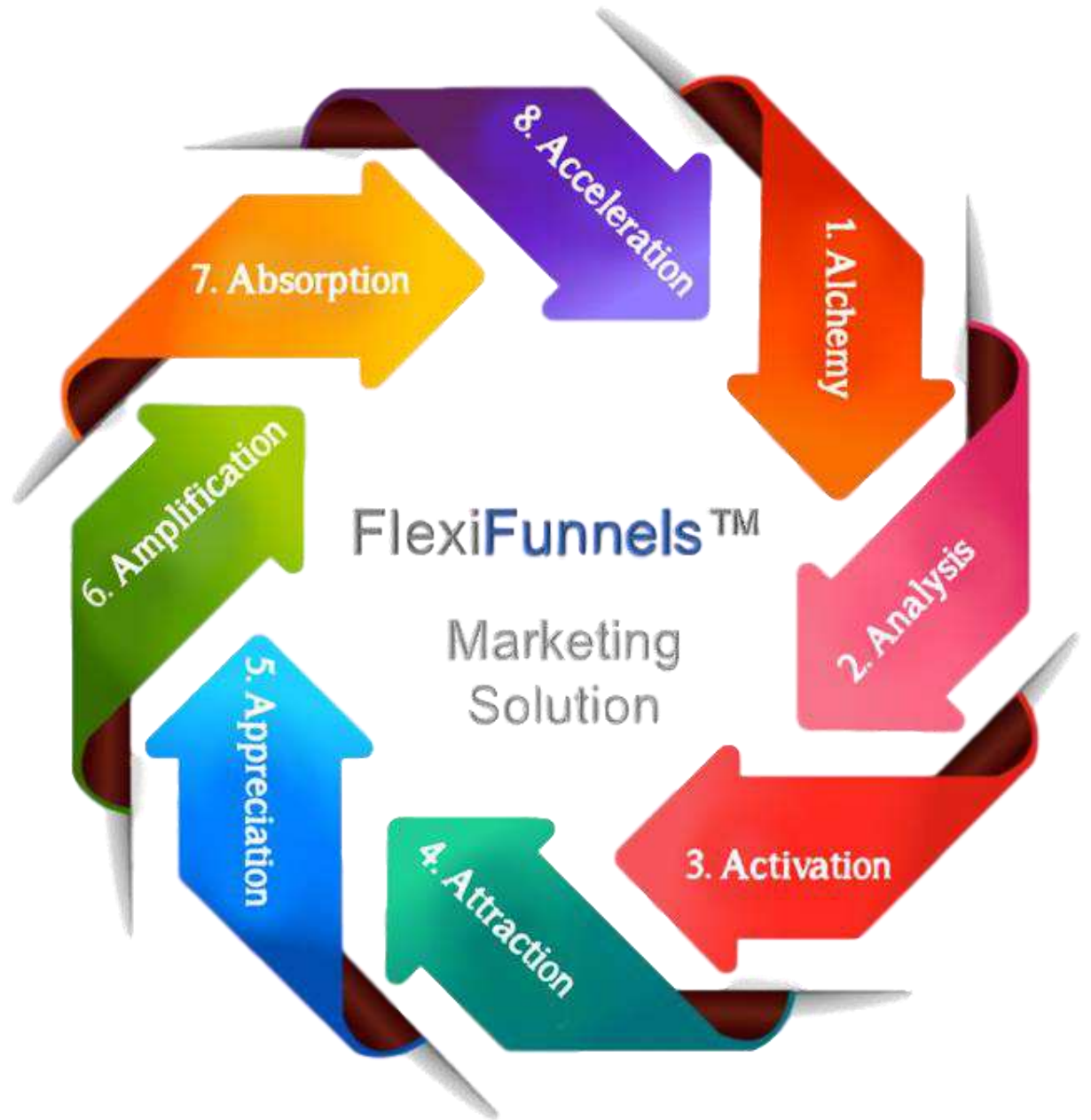
1. The focus of your **MARKETING ALCHEMY** strategy should be to determine your market as well gain understanding of who makes an ideal customer to ensure conversions. What hook will your prospect respond to?

2. During this **IDEA ANALYSIS** stage we craft our big idea, which must be both Intellectually interesting and emotionally compelling.

3. In the **FUNNEL ACTIVATION** stage, we use the big idea we developed, choose our funnel type and then we get creative, sculpting the perfect headlines as well as creating the basic pages.

4. Now that we have a basic working model, we need to start with **TRAFFIC ATTRACTION**. We set up our email marketing for successful follow up and drive traffic into our funnel using Facebook ads, or other traffic sources, such as SEO.

- Stage 1 Market Alchemy**
- Stage 2 Idea Analysis**
- Stage 3 Funnel Activation**
- Stage 4 Client Attraction**
- Stage 5 Metric Appreciation**
- Stage 6 Funnel Amplification**
- Stage 7 Retargeting Absorption**
- Stage 8 Scaled Acceleration**



Some Crucial Basics

- Never underestimate the task at hand to get people to believe in you and buy from you! It takes extreme effort! Don't shortcut the process.

Marketing vs Selling

- There is a huge difference! Selling is when you are talking about the product, service offer, features, price, bonuses etc. or talking about you as the company.
- Marketing is when you talk about the prospect and their needs, emotions, needs, options to alleviate pain or experience pleasure. All the info they need to make an informed decision.
- The job of marketing: Make selling superfluous. You are the best and only option.
- No matter how long the funnel, (marketing promotion or a campaign - all the steps involved in generating a transaction) 75% of the promotions is marketing, the rest is 25% is sales. In the 75% you are educating them so they see the product as the perfect solution
- So, you want to lay out your case, point by point, (like a prosecutor) not once yet mentioning the product.

Marketing funnel thesis

- The case building up to the sale – i.e. What do I need to believe to buy? Before you write a single word of copy – always ask yourself – what do they need to believe to buy? What’s the one thing? This is the MF thesis. This is the punch line the prosecutor has - what does the jury need to believe? Before they make their closing argument, they need to have established this thesis. Their closing argument is our call to action.
- What do they need to believe, to be able to accept thesis, to understand, do they need to change their perspective, what do we need to shift or change in their opinion to get them to buy? If they don’t believe the thesis – they won’t buy.

Marketing funnel thesis

- Make sure to differentiate your product from other products on the market. Establish beliefs in the minds of the prospects about the product about every aspect of the product – without mentioning the product

Marketing funnel thesis

- There are a lot of little things, little beliefs they need to have to believe in and accept the thesis. They need to be presented, logically one at a time.
- Many marketers just make claims, benefits and think prospects will just believe them – they don't. We need to prove the benefits, and prove logically & rationally that we are being true.
- There are 2 solutions presented in a marketing campaign:
- Your solution – your product (offered in selling stage)
- The general solution, being offered in the marketing stage which they need to buy into before we can offer our solution since they are already sold on it. Our product is the vehicle which provides them the solution and the outcome needed.

Length of a funnel is dependent on:

- Number of beliefs prospect needs to have to buy
- Direct correlation between scope and the price point.

Front-end & Backend

- **Front end:** customer acquisition = the marketing we do with prospects.
Goal = maximum customers!
- Small mum & pop average entrepreneurs – don't have front & backend – just want to generate a profit. I.e. they spend 2000 to get 5 clients they will have spent 200 per client
- Direct Response marketer – want to break even
- Negative on the front (intentionally) – i.e. spend 100 to acquire and customer only delivers 70 worth, this is ultimately where we want to be cos we can make get more clients instead of just generating profit on the frontend. We shouldn't care about this, cos we will make more back on the backend where the profit is. This way we can dominate. We need to know our numbers to do this and have capital.

Front-end & Backend

- **Backend:** Goal is to Generate profit.
- This is where all the profit is. From 2nd transaction on - this is every other transaction after the first. All the profit is here. It's most expensive to acquire clients.
- When we can break even on the front – we are acquiring customers for free.
- Our job on backend is to increase:
- Profit

LCV – Lifetime customer value

LCV – Lifetime customer value

- On the front end, there is typically an upsell. We'll have main offer – and then an upsell, before the order form. We might have some upsells or add-ons. This is still the front end since it is still the first transaction taking place.
- We will never operate as mom and pops – since we understand the difference of front end and backend. We will start as breakeven as DR marketers.
- We add upsells and add-ons to increase the average transaction value so we can afford to spend more on acquiring a customer. So, we can outspend our competitors and still break even. One click upsells are a godsend and very low friction.

LCV – Lifetime customer value

- There is never a need to make a profit on the front end. This way we outcompete our competitors. We always will make more on the backend. All the money you make on the front end – reinvest straight away!
- Our goal on the front end is to spend more and more money over time as our customers are worth more to us – so never to make a profit here.
- If they spend 100 to acquire them, and they spend 100 on front end, (we break even on front end) but we know they spend 1000 on backend = each customer is worth 1100, yet in reality only 1000
- If we improve performance on FE, and we get 110 return, we now also spend 110 to acquire new clients. If we improve BE to eg 3000, wouldn't it be worth to spend more on FE to get more clients?

LCV – Lifetime customer value

- Think more as an investor and see the LCV go up and up, so as an investor spend more and more to acquire more clients.
- The name of the game is to spend more than competitors to gain customers. In the beginning, that number is the average FE transaction value. Over time get more aggressive and spend more and more to get more clients if we know that the customer is worth 3000 on the BE

LCV – Lifetime customer value

A few points

- Front end is more difficult than the back end.
- Stability and growth is on the front end. Profit is on backend
- If you only focus on backend, business will shrink.
- If you want to grow focus on FE first, and ONLY on FE! Now nail it and have a mass of clients, then focus on more on BE.
- Best most talented people are on the FE.
- Understand that if you start high – you can always offer and ultra-low price/

LCV – Lifetime customer value

- So, start with offer of 2000. If no, offer a payment plan. If no, then 1000 scaled down version with certain elements taken out. If they say no – offer a payment plan. If no, offer an even more scaled down version for 99, if no – offer the 7 tripwire. If they buy this, then we can go back up again.
- The goal is to make 20 odd customer acquisition funnels. Some start high, some start low, some are moderate.... Some have freebies, some have tripwires... The key is to have as many as possible to allow you to get new clients at break even.
- NEVER EVER sell the generic so someone else can undercut you. Get them to buy into a unique mechanism. Our product is never a commodity!

LCV – Lifetime customer value

- Mostly drive traffic to the squeeze page – cos bulk of conversions is going to come from the follow-up. Yet we can test this: squeeze vs straight to VSL. Look for break even, what's the ROI and looking for greater customer acquisition.
- If you have just one product, make sure at least it is a continuity product.
- Make sure you have more than one product, otherwise you have a business model issue
- Never discount. Make the offer better and a no brainer cos of the value proposition.

Quick Summary

- It Takes extreme extraordinary methods to get people to act. Even if it seems easy
- 75% Marketing vs 25% selling
- Front-end vs back-end
- Job of marketing funnel is to make selling superfluous
- Buying decisions are made emotionally and rationalized through logic
- Length of VSL or SL depends on # of beliefs someone has
- Goals is to break even at frontend at all cost