4 Key Elements of a **Successful** Sales Funnel

1. ONE-LINER

Do you have multiple one-liners on your website and social media? This can confuse your audience. Create a clear and memorable one-liner so people can quickly understand what you do and how you can solve their problem.

You could also call this an elevator pitch and good ones have 3 parts:

1. The problem

2. The solution

3. The result

When you implement your one-liner, business will begin to transform.

➔ Have your entire team memorize it.

➔ Make it your email signature.

➔ Make it your bio on social media.

➔ Put it on your website.

➔ Put it on your business cards.

➔ Run ads with it.

➔ Paint it in your office.

2. LEAD GENERATION PDF

A compelling lead generator allows you to grow a list of highly qualified leads, and you want it to do these five things:

1. Position your company as a thought leader in your industry.

2. Qualify your audience, or make sure your leads are a good fit.

3. Create trust and reciprocity.

4. Get an email address.

5. Hook your audience with a compelling and relevant message.

Where your lead generator can live:

➔ On your website and in a pop-up ad.

➔ On social media as an organic post.

➔ In an email campaign.

➔ As part of your Facebook or LinkedIn ad campaign.

➔ In a digital ad campaign.

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3. NURTURE EMAIL CAMPAIGN

Nurture emails keep your business top of mind and help build the relationship you want to foster with your clients.

These emails should focus on:

1. Solving a problem.
2. Offering value.
3. Positioning your brand as the guide (how your product provides a solution to the client or prospect's problem).
4. Reminding the customer you have a solution.

Examples of emails that can work:

→ Weekly announcements.
→ Tips to help your audience solve problems.
→ Weekly or monthly notifications regarding inventory, events or offers.
→ Repurposing blog articles or curated content.

4. SALES CAMPAIGN

While nurture campaigns are focused on adding value and building trust, sales campaigns are focused on closing the deal.

A great sales campaign should:

1. Focus on selling a single product.
2. Identify the problem the product solves.
3. Include strong CTAs in every email.
4. Include a time-sensitive offer that creates a sense of urgency.
5. Connect the campaign to an online trigger from your website.

Examples of emails that could work:

→ Lead generator asset delivery.
→ Problem + Solution.
→ Testimonial.
→ Overcome an objection.
→ Paradigm shift.
→ Letter with bold ask for sale.

Implementing Your 90-Day Nurture Campaign

Create a 90-day calendar and decide:

· Who is responsible for sending the emails?
· What cadence will you establish for the campaign? (We recommend weekly or bi-weekly.)

The goal: Have several 90-day campaigns built in your content hub with a variety of themes.

Integrating a Sales Funnel into Your Website

· **Connect your forms to email marketing** via your Springboard.
· When someone makes a purchase, signs up for emails or submits any form on your website, that person's name and email address can be added to an audience group or segment.
· When customers order online, segment according to their purchases, then cross-sell or upsell by promoting related products.
· **Automate email campaigns** to promote new products or encourage repeat buyers to repurchase supplies.

ACTION STEPS TOWARD CREATING A SALES FUNNEL

☐ Identify which problems you solve and how you provide a solution to your buyer.

☐ Create a one-liner you can infuse into all your marketing materials.

☐ Create a lead generation PDF you can use as a lead magnet to engage potential buyers.

☐ Set up automated nurture and sales funnels with integrated email marketing.

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