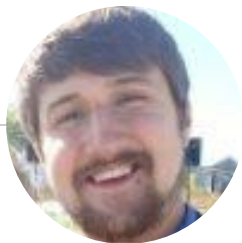


Funnel Bootcamp

Overview & Getting Started



Hello!

I am **Pat Henseler**

Director of Training here at LinkedSelling.



How Does It All Fit Together? The Marketing & Sales Funnel

© 3to5marketing.com

OVERVIEW &
GETTING STARTED

LS Mastery



Components of a Funnel

1. Lead Gen
2. Lead Nurture
3. Sales



Where do many go wrong?

- Copy
- Time
- Too much to learn, and I'm not a marketer...

Uncertainty of how it all fits together!

...and how will this
NOT happen to you?



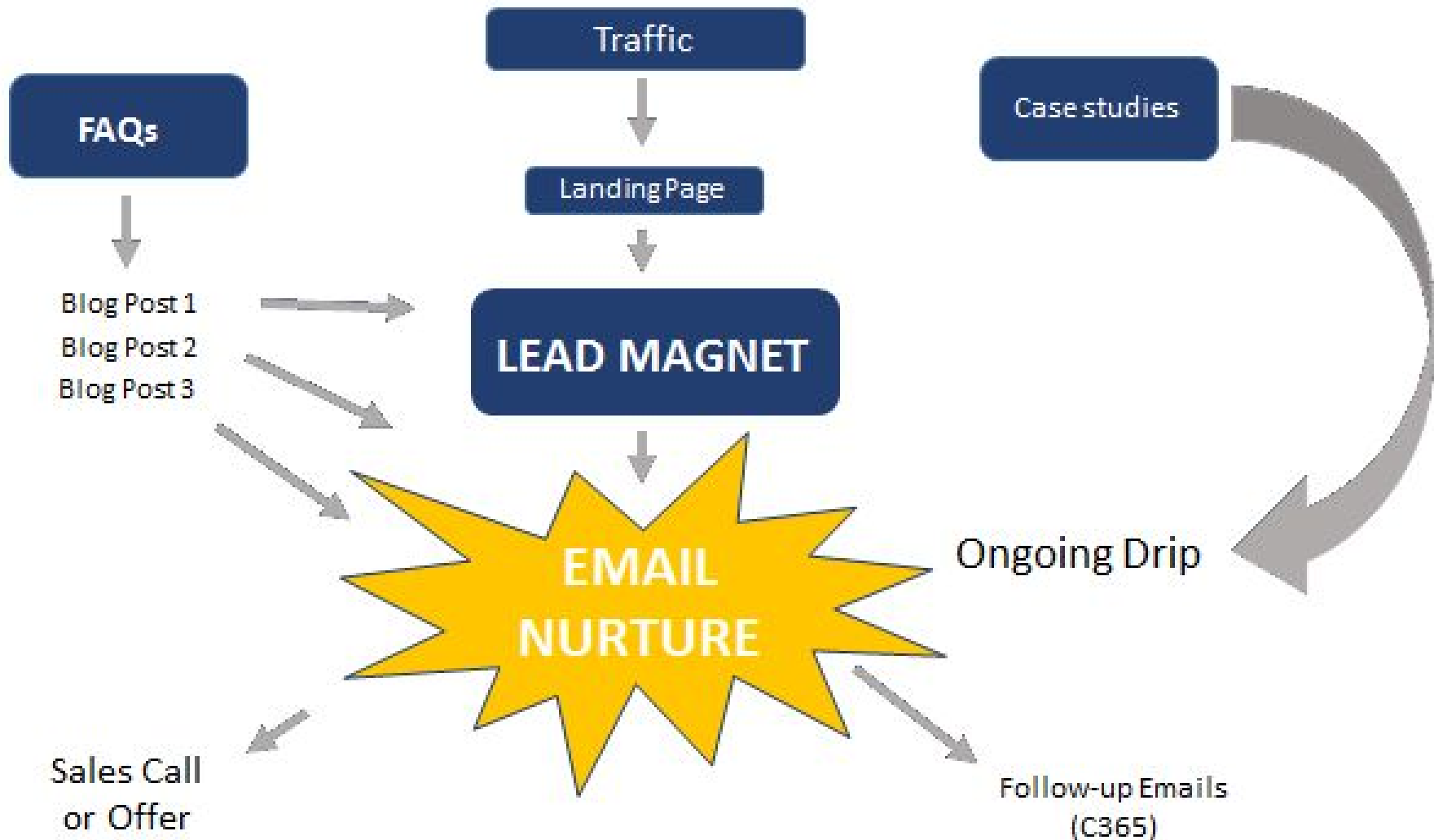
Bootcamp Schedule

- Funnel Overview & Getting Started (9/6)
- Content Development (9/13)
- Lead Magnet & Landing Page (9/20)

- *Live Intensive in St. Louis (10/3-10/4)*

- Email Nurture #1 (10/11)
- Email Nurture #2 (10/18)
- Technical + Outsourcing (11/1)

The Deliverables



1

FAQs

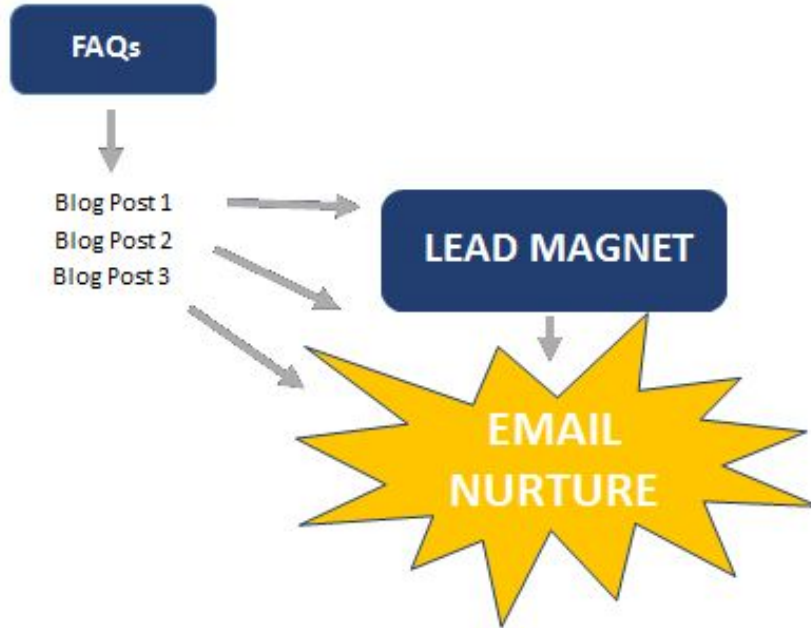
How to use FAQs as part of your sales process and use them to easily build your entire nurture sequence.

FAQ Video



So...You've Got Questions. Let 'em Rip!

1. What is this?



2

Case Study

Success stories and social proof lead to sales. And if you don't share them throughout the customer journey, you're leaving money on the table.

See How File It.tax's LinkedIn Campaign Resulted in 400% ROI

How one consultant grew an Agency from scratch to 13 retainer clients in 4 months with the Silversmith Strategy

...without blogging, social media, paid advertising, or cold calling.

For us, it's paid off big time. So far I've signed over \$10 million in new business from this system and we're expecting a 30%-40% increase in sales next year...

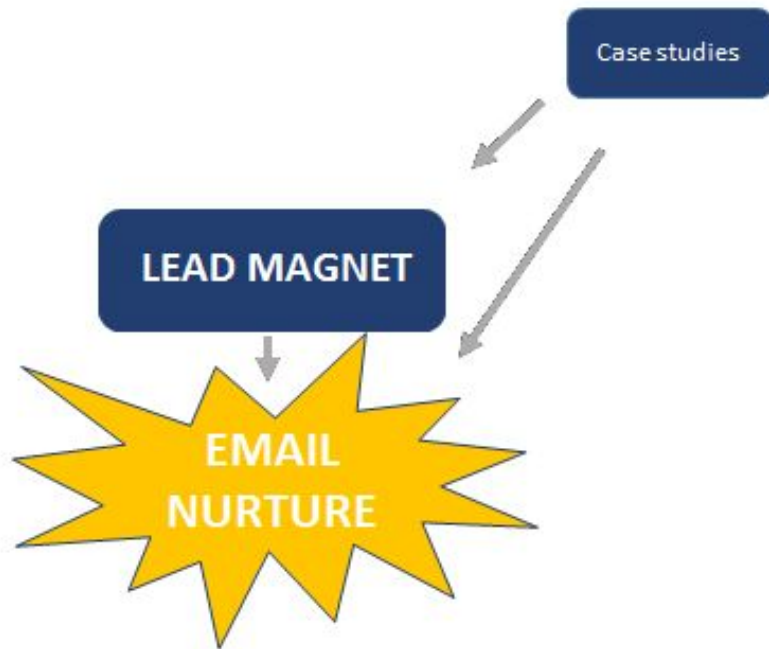
Ben Cohen, Owner at Cohen Architectural Woodworking

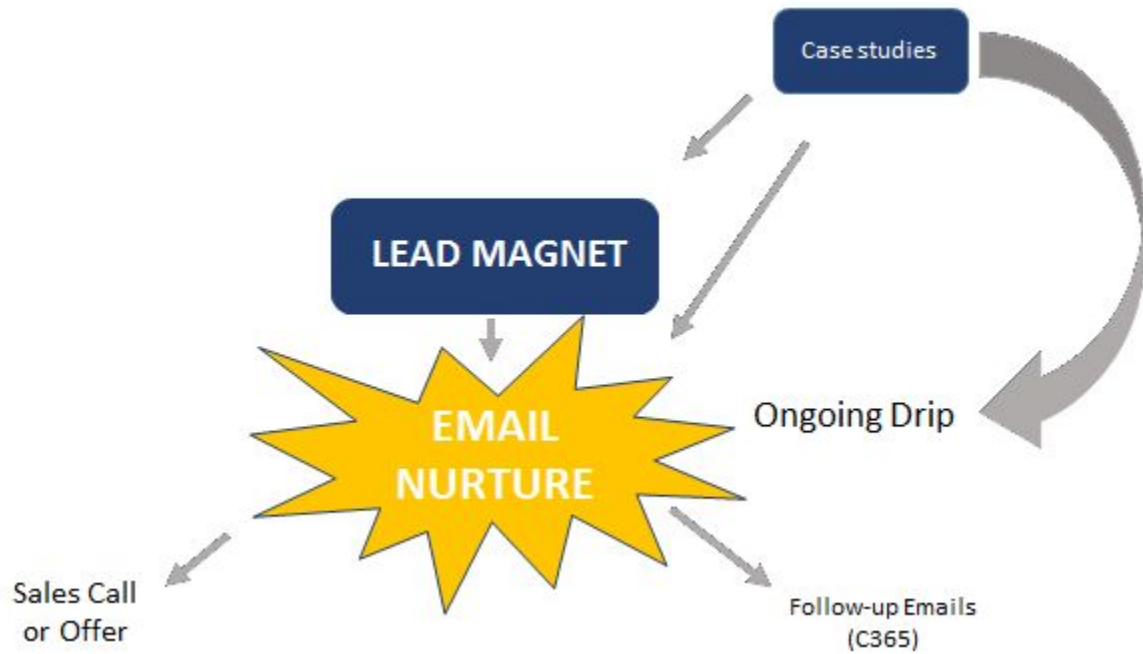


"Within WEEKS, I closed multiple 5-figure contracts. As a result of Josh's system, I have quadrupled our business and are scaling for the next year. We now have a consistent 5-figures per month, and my business has gone from "I love what I do, but I hate the cashflow problem" to "I love what I do, and we can start to have fun, and we can grow the business and we can take vacations! It's been a godsend."

- Dan Demers, ReMission Consulting



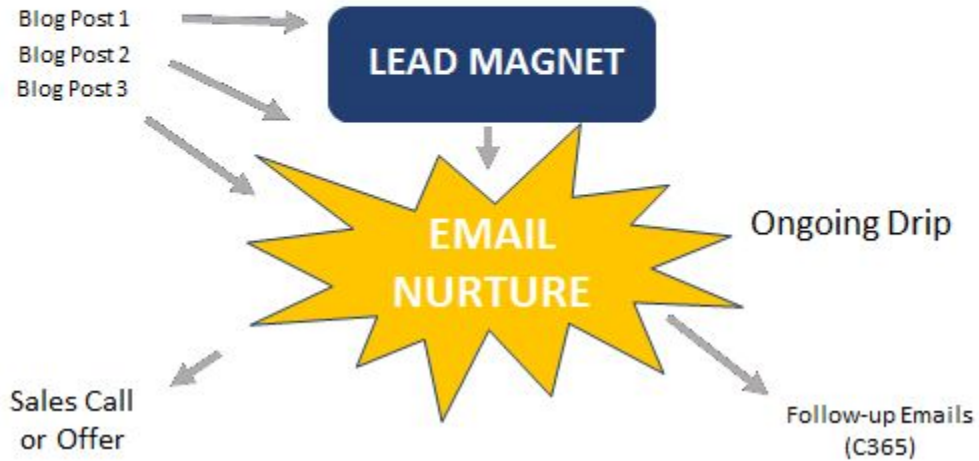




3

The ABCs

Your Authority Building Content - this brings in traffic and helps you nurture prospects towards the finish line



4

Landing Page

Keep it simple. Use the templates. Focus on the value.



5

Lead Magnet

How will you get your prospects to join your list AND want to hear more from you?



6

Email Sequence

Autoresponders + C365

OVERVIEW &
GETTING STARTED

LS Mastery

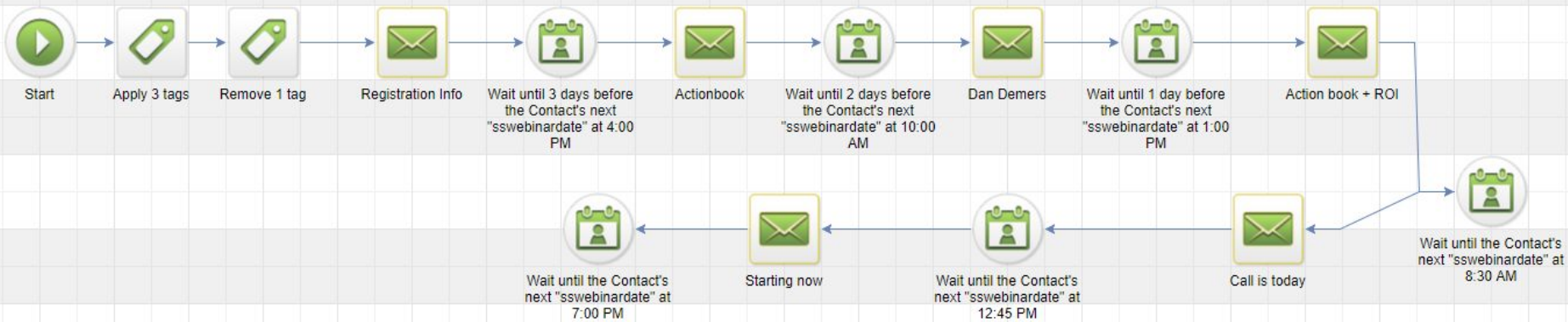


Email Nurture

- Use what you've built to this point.
- KISS.
- Add complexity as you go.
- Swipe, templates, what's working now...

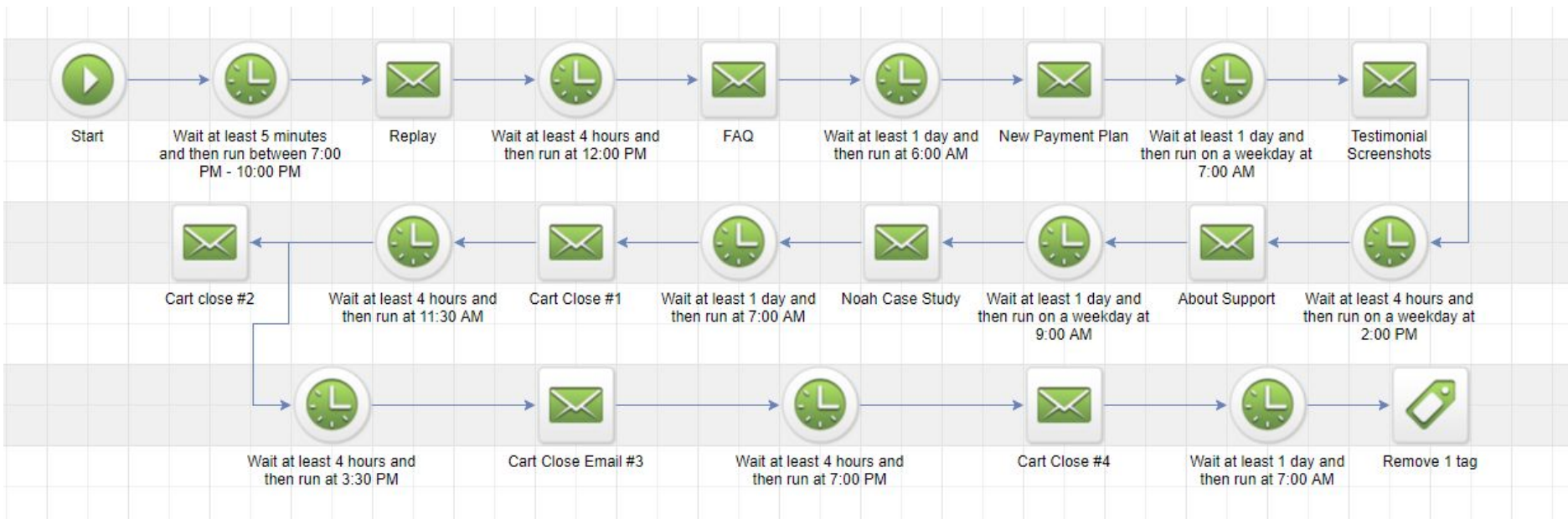


Email Nurture





Email Nurture





FAQs

How to use FAQs as part of your sales process and use them to easily build your entire nurture sequence.



FAQs

- This will create the content of your funnel.
- It feeds all aspects of the funnel AND should be used throughout the sales process.
- Easy Template to Follow.
- Sell and Overcome Objections.

What 2-3 process questions do I receive most often? How can I overcome these objections within that answer?

What is it?

The 'I'm Nots...'

The ‘Sell me on you’s’...

Guaranteed Outcomes



Case Study

Success stories and social proof lead to sales. And if you don't share them throughout the customer journey, you're leaving money on the table.



Case Study

- This will create the content of your funnel.
- It feeds all aspects of the funnel AND should be used throughout the sales process.
- Easy Templates to Follow.
- Sales Success Stories.

Customer testimonials and case studies are considered **the most effective content marketing tactics**, identified by 89% and 88%, respectively, of B2B marketers.

“

(2013 B2B Content Marketing Trends Report)

This week's homework

1. Write 7-10 FAQs (and answers).
2. Turn your Success Stories into a Case Study.
(templates provided if needed).





Thanks!

Any **questions** ?

You can find me at

- ◉ In the LS Mastery Group
- ◉ ismastery@linkedselling.com