DIY
Sales
Funnel

Quirk
EDITION

Your step-by-step guide to creating a sales funnel that produces leads.

DIY
Sales
Funnel

Quirk EDITION

You hold in your hand the simple formula to building a successful sales funnel. This process is used by thousands of businesses to bring in a steady flow of qualified customers.

Get ready to see your online lead generation go to the next level!

BRAND SCRIPT
MAD LIB

One-Liner

The most important element to connecting with customers is being able to clearly and quickly describe how you help them. In this section, you will distill the purpose of your company down to one simple statement.

CONSTRUCTION
ZONE

Website Wireframe

The purpose of your website is to move potential customers toward action -- buying your product or service! In this section, you will create a website wireframe that will help transform your site to the ultimate lead generating tool.

LAUNCH
PAD

Lead Generator

The truth is, most people who visit your website are not ready to purchase. You have an opportunity to earn trust and keep in touch with potential customers by creating a valuable lead generator. In this section, you'll have what you need to create a killer lead generation tool.

BUILD THE
FOUNDATION

Email Sequence

Staying in touch with your clients is important to closing more sales online. Email is the number one way to do that. In this section, you will write two types of email campaigns. One to stay in touch with your potential clients, and another that is strictly sales focused.

Examples from our friends at **B LOVED ETHIOPIA**

One-Liner & Brand Statement   EXAMPLE:

ONE-LINER CONSISTS OF THREE DIFFERENT PARTS:

1 STATE THE PROBLEM YOUR CLIENTS FACE.

There are children in Ethiopia who don't have an opportunity to live a fulfilling life.

2 DESCRIBE THE SOLUTION YOU PROVIDE THAT ELIMINATES THEIR PROBLEM.

Through our simple BLoved Donation Program, generous leaders everywhere have an opportunity to change the lives of those children...

3 CLEARLY EXPLAIN HOW YOUR CLIENT WILL FEEL AFTER YOU HELP THEM SOLVE THEIR PROBLEM.

...giving them a chance to chase their dreams.

JUST PUT IT ALL TOGETHER AND THAT'S YOUR NEW ONE-LINER!

There are children in Ethiopia who don't have an opportunity to live a fulfilling life. Through our simple BLoved Donation Program, generous leaders everywhere have an opportunity to change the lives of those children -- giving them a chance to chase their dreams.

YOU CAN EVEN EXPAND THIS TO A LONGER VERSION WE CALL A "BRAND STATEMENT":

The world is full of people who want to become more generous. They simply ignore their heart or just don't know how. There are many things that compete for their attention. At BLoved, we've created an easy way to help people overcome their own excuses related to generosity, but also provide a second chance for Ethiopian children to chase their dreams. This is done so those children have the ability to live a fulfilling life through the generosity of those in our communities.

One-Liner & Brand Statement

STATE THE PROBLEM YOUR CLIENTS FACE.

DESCRIBE THE SOLUTION YOU PROVIDE THAT ELIMINATES THEIR PROBLEM.

CLEARLY EXPLAIN HOW YOUR CLIENT WILL FEEL AFTER YOU HELP THEM SOLVE THEIR PROBLEM.

JUST PUT IT ALL TOGETHER AND THAT'S YOUR NEW ONE-LINER!

✎ **WRITE YOUR BRAND STATEMENT BELOW:**

HOW WE HELP

Boiling the thing you do well down into one line is pretty hard. Until you have tried to do it yourself, you may not realize how hard it is to simplify things.

We can help you get your one-liner dialed into a powerful simple statement. Let's schedule a call and get you on the way to sales funnel glory!

SCHEDULE A CALL

Wireframe Website   *EXAMPLE:*
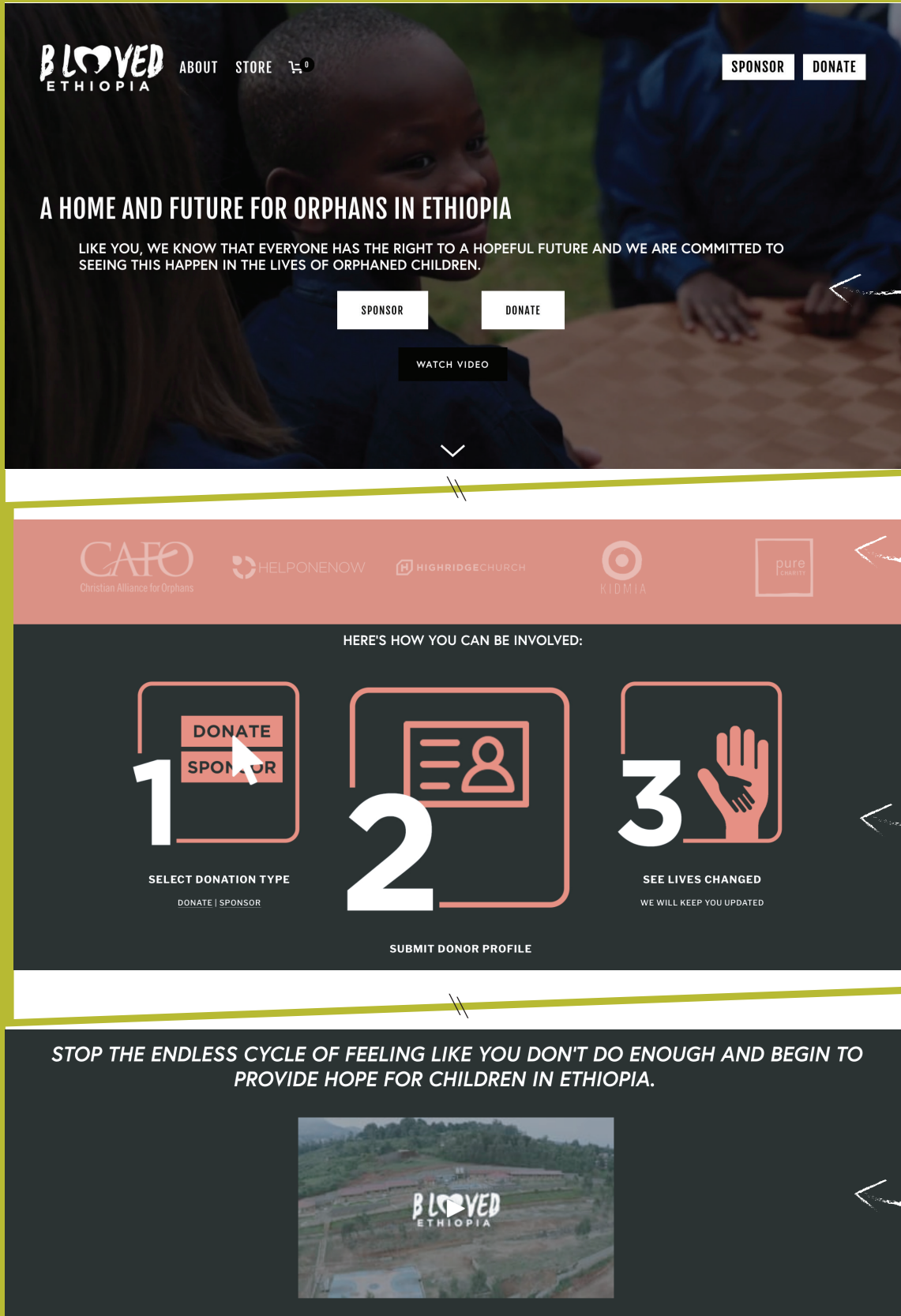
Header

The Proof

The Plan

The Stakes

Wireframe Website

CONSTRUCTION ZONE

HEADER

- Does it answer the questions: What are you offering? How does it make our customers' lives better? Where can I buy it? How can they buy it?

- Do the pictures you intend to use support the sales pitch or confuse customers about what you are selling?

✎ **WRITE YOUR HEADER BELOW:**

THE STAKES

- What is life going to look like if the customer does not buy your product or service?
- What negative experiences are you keeping your customers from having to deal with?

✎ **WRITE YOUR STAKES BELOW:**

THE VALUE YOU ADD

• What positive results will a customer receive if they buy your product?

• List at least three ways your solution adds value to their life.

✎ **WRITE YOUR VALUE PROPOSITION BELOW:**

THE GUIDE

• What statement can you make that expresses your care, concern, or understanding about your customers' problem?

• How can you reassure your customers you are competent to solve their problem?

• You can do that with testimonials, logos, statistics, etc.

✎ **WRITE HOW YOU GUIDE BELOW:**

THE PLAN

- Three or four steps: What is the path a customer needs to take before or after buying your product?
- What are the benefits of each of those steps?

✎ **WRITE STEP 1:**

✎ **WRITE STEP 2:**

✎ **WRITE STEP 3:**

YOUR ONE-LINER & BRAND STATEMENT

• Simply use your One-Liner followed by your Brand Statement script to make this section simple, clear, and easy.

✏️ **WRITE YOUR ONE-LINER BELOW:**

VIDEO (Optional)

• Decide on video & title

✏️ **WRITE VIDEO IDEAS BELOW:**

PRICE CHOICES (Optional)

• How will you visually display the price or prices of this product.

✏️ **WRITE PRICE CHOICES IDEAS BELOW:**

JUNK DRAWER

- What will go in your "junk drawer" of your website?

HOW WE HELP

WEBSITE WIREFRAME HELP

We often find people can be great at building a beautifully designed website but get stuck when it comes to using the right words.

We have years of copywriting experience that help your website achieve greatness. If you feel stuck, schedule a call, we'd be honored to help.

SCHEDULE A CALL

5 GENEROSITY HACKS THAT HELP YOU CREATE SOCIAL CHANGE

B LOVED ETHIOPIA

MY SMALL DONATION CAN'T POSSIBLY MAKE A DIFFERENCE

It's hard to imagine that a small donation can be of any help to an organization with big ambitions. We often talk ourselves out of taking action because we feel like it's not going to matter.

The reality is that every single dollar counts. A lot of small donations add up and help make a major impact. The Ronald McDonald House Charities reported that they were able to raise $54 million dollars from SPARE COINS dropped into donation boxes at their participating restaurants. This is the perfect example of how impactful small donations can be!

HACK

Share a cause you're passionate about on social media with information on why it's important to you and provide a link for others to donate to. The more people that see it and are moved to donate can make it feel like you're making a bigger change beyond your donation alone.

At B Loved, we are able to care for children, build more group homes, a community center, and more exciting things are in the works all because of small donations adding up to accomplish big things.

POVERTY IS NOT A SOLVABLE PROBLEM

Extreme poverty is the result of many different factors including economic, political, and social issues. History is also a major element that plays a role. How can these issues out of our control be solved?

We understand that it can be discouraging to see the multitude of problems in this world and feel like they cannot be resolved, especially just by making a simple donation.

HACK

Take a look at the facts. Poverty measure was first established in 1959 by the U.S. Census Bureau. At that time, 22.4% of people were living in poverty. Since then the poverty rate has progressively gone down, measuring at 12.3% in 2017. There may not be an end-all answer to poverty but there is proof that individual giving plays a huge role in fighting extreme poverty.

B Loved Ethiopia has been able to help orphans get off the street and into a loving home. With the help of donations, we can grow this number and help more kids have hope and a better future.

Providing a hopeful future for undervalued children, specifically in another country, can be daunting. You spend hours trying to find the right organization, only to walk away empty-handed and frustrated because there are so many options. Like you, we know that everyone has the right to a hopeful future and we are committed to seeing this happen in the lives of orphaned children. That's why we've been providing care for kids in Ethiopia.

Here's how you can be involved:
1. Select Your Donation Type
2. Submit Your Donor Profile
3. See Lives Changed

Your financial investment will provide homes, a nurturing family and a supportive community to these Ethiopian children. Stop the endless cycle of feeling like you don't do enough and begin to provide hope for children in Ethiopia.

B LOVED ETHIOPIA

Lead Generator

LAUNCH PAD

LEAD GENERATOR

• Brainstorm a list of ideas for lead generators.

• Decide on the first one to create.

• Create an outline for content.

• Save unused lead generator ideas for potential nurturing email content.

IDEAS:

INTERESTING TITLE IDEAS:

IDEAS:

HOW WE HELP

LEAD GENERATOR HELP

Most people have a difficult time building a lead generator. The good news is we know how to create lead generators that peak curiosity and capture email addresses!

Schedule a call and let's knock out your next lead generating PDF!

SCHEDULE A CALL

Email Sequence EXAMPLE:

Problem / Solution Email

The average kid in Ethiopia only gets a 7th grade education. Only 26% of kids over 13 get to continue going to school. That leaves them with very limited options in life. They are pretty much stuck.

Here in the U.S. it would be similar to growing up in a small town with only two job options. Farming and mining. That's your only options. It doesn't matter what your hopes and dreams are. They are just that...dreams.

A child shouldn't have to live a life like that. No matter where they live.

You can help though :)

For less than you pay for one sit down meal at Chili's ($40) you can literally change a child's life. They can start chasing that dream that seemed so far away.

Click here to change a life.

To dreams,

David

P.S. It's amazing that just $40 can change a life, but so $10. Click here to see how you can change a life, no matter how much is in your pocket.

Let's recap: Kids in Ethiopia are stuck. They have very limited education, very few options for career paths and basically no chance to chase their dreams. A whole nation of kids that are told a big fat NO to choice.

But they can have a choice. With your help they can get more education. They can pursue the life God has gifted them to lead.

You may be thinking "This is horrible! I should come back later and help out." The problem is that most people will never come back. It's just a fact of the life we live. There are constant distractions that keep us moving on to other things.

Right now a kid in Ethiopia could be sitting under a roof in a school learning how to do chemistry. Understanding things about science that will help them become a doctor and cure disease in their own country.

Don't give into distraction and procrastination.

Support a Child Now.

To being bold,

David

P.S. If you don't have money to give, that's cool. But if you have $20 right now, please support a child right now.

Overcome Objection Email
(I'll do it later $$)

Email Sequence

NURTURE EMAILS

- Brainstorm possible types

    Weekly Announcements

    Weekly Tips

    Weekly Notifications

- Make a decision and create subject lines and brief talking points for each. Your copywriter will love the head start this brainstorm delivers

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✎ **NURTURE CAMPAIGN IDEAS:**

SALES EMAILS

- Title of "Deliver the Asset" Email
- Title of "Problem + Solution" Email
- Title of "Testimonial" Email
- Title of "Overcome Objection" Email
- Title of "Paradigm Shift" Email
- Title of "Sales" Email

EMAIL ONE: Deliver the Asset

Subject:

Email:

EMAIL TWO: Problem + Solution

Subject:

Email:

✎ EMAIL THREE: Testimonial

Subject:

Email:

✎ EMAIL FOUR: Overcome an Objection

Subject:

Email:

✎ EMAIL FIVE: Paradigm Shift

Subject:

Email:

✎ EMAIL SIX: Sales Email

Subject:

Email:

HOW WE HELP

EMAIL SEQUENCE HELP

Email campaigns can be tricky if you don't have a plan. We can help you create a plan and provide the email sequence you need to increase your impact and make more sales. Schedule a call to get started!

SCHEDULE A CALL

Pulling your hair out?

We can help! Let us help you save time, money, and hair!

SCHEDULE A CALL

Quirk
GROWTH