



The 5-Step Sales Funnel

More Leads, Easier Sales, More Revenue

The 3 Secrets...

Secret #1: Attract The Right Leads With The Right Offers

Secret #2: Create Value For Those Leads To **Make Them WANT To Buy**

Secret #3: Leverage **An Easy Sales System That Doubles Your Close Rates**



The 5-Step Sales Funnel

Step #1: Get Traffic

Step #2: Create A Lead Magnet

Step #3: Create Value

Step #4: Create An Experience

Step #5: Close The Deal

Get Traffic



Action Step:

List your top 3 traffic sources:

1. _____

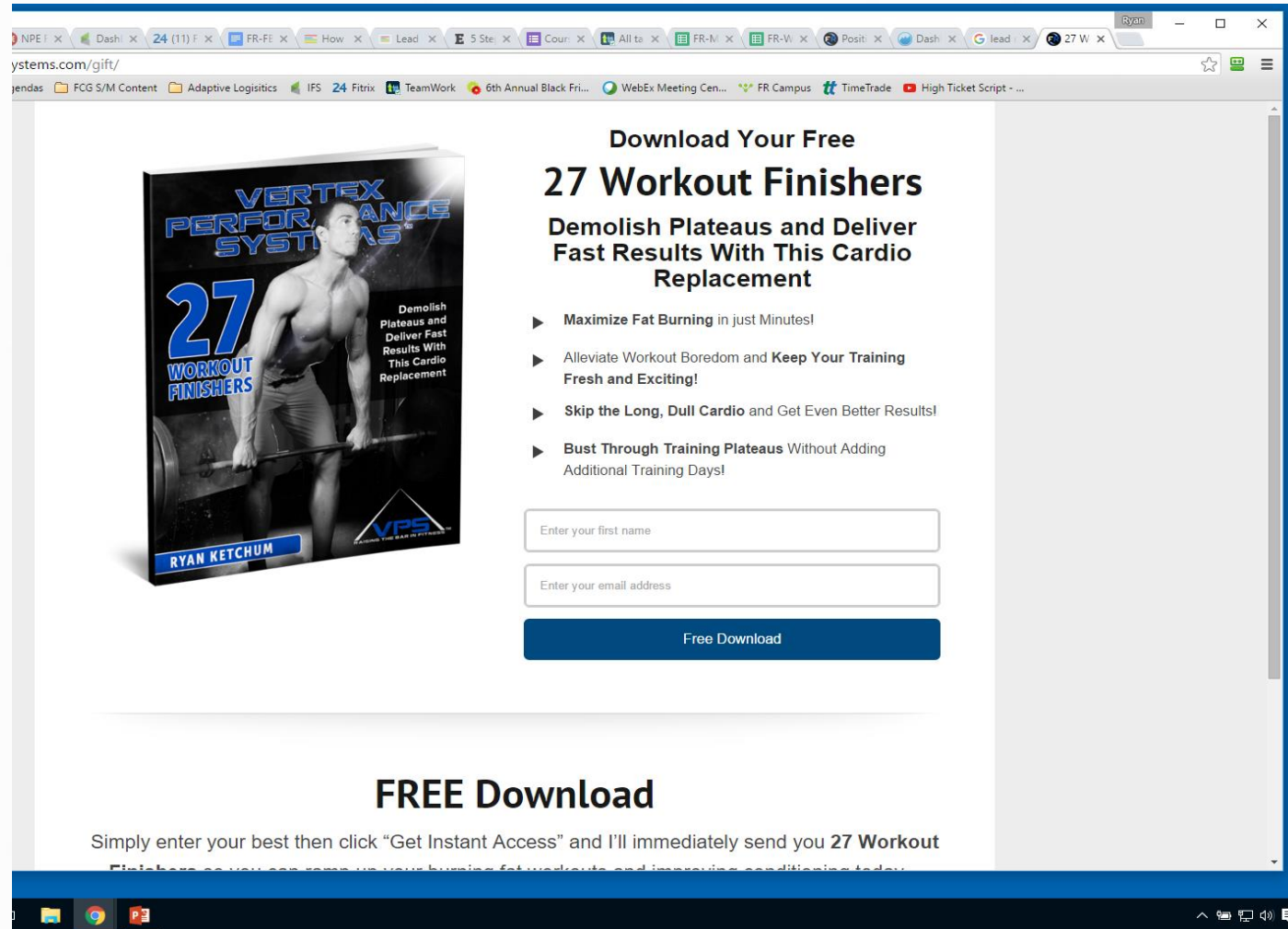
2. _____

3. _____

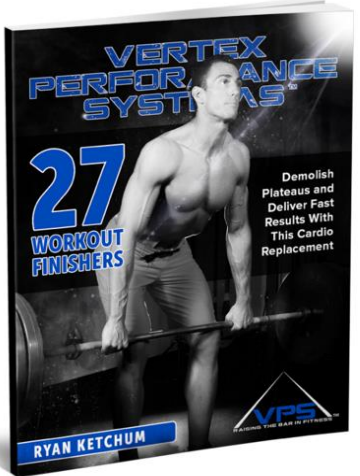
Create Your Lead Magnet



Examples



systems.com/gift/



**Download Your Free
27 Workout Finishers**
Demolish Plateaus and Deliver Fast Results With This Cardio Replacement

- ▶ **Maximize Fat Burning** in just Minutes!
- ▶ Alleviate Workout Boredom and **Keep Your Training Fresh and Exciting!**
- ▶ **Skip the Long, Dull Cardio** and Get Even Better Results!
- ▶ **Bust Through Training Plateaus** Without Adding Additional Training Days!

Enter your first name

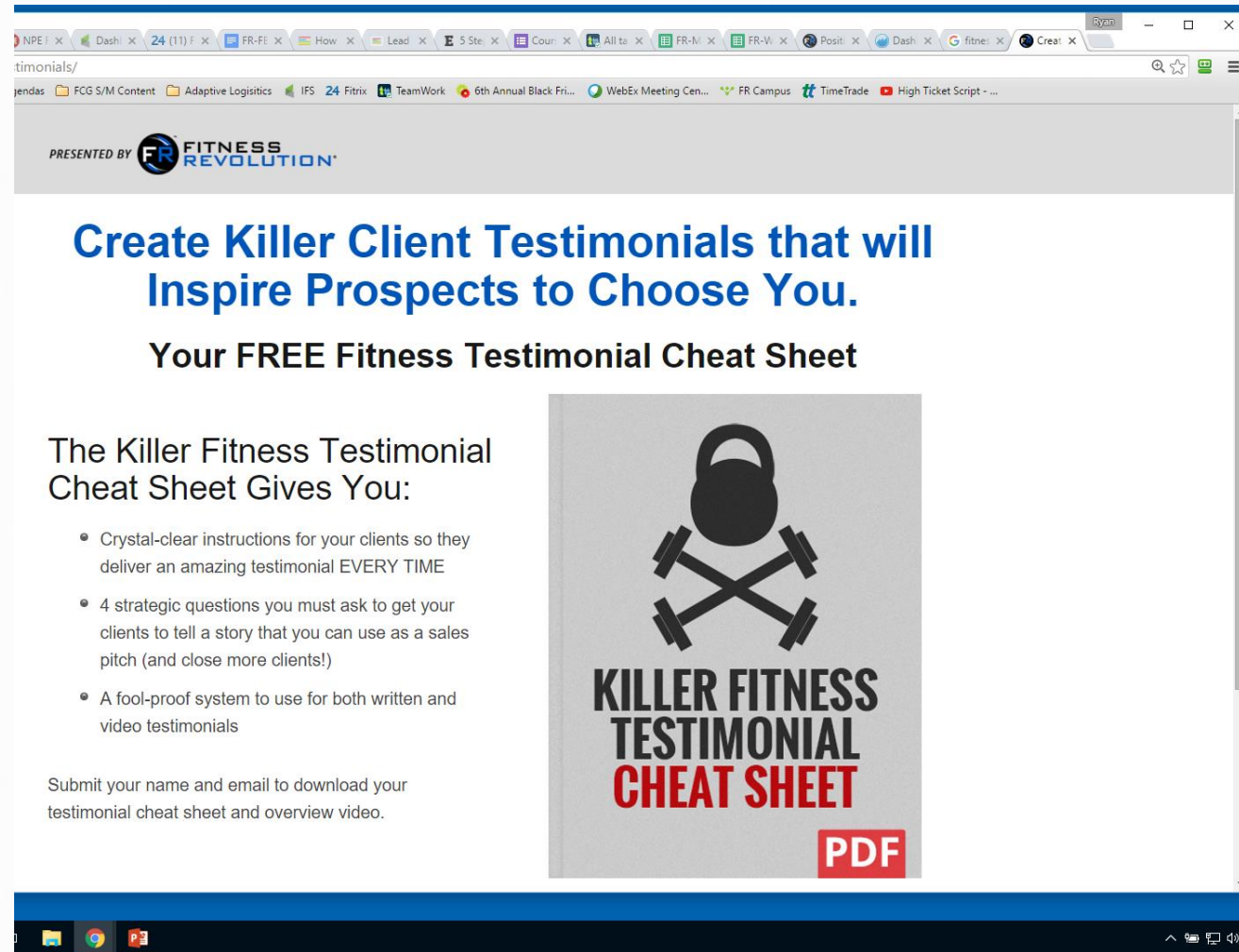
Enter your email address

Free Download

FREE Download

Simply enter your best then click "Get Instant Access" and I'll immediately send you **27 Workout Finishers** so you can ramp up your burning fat workouts and improve conditioning today.

Examples



The screenshot shows a web browser window with multiple tabs open. The active page is a landing page for a free fitness testimonial cheat sheet. The page features the Fitness Revolution logo at the top left, followed by a main headline in blue text: "Create Killer Client Testimonials that will Inspire Prospects to Choose You." Below this is a sub-headline: "Your FREE Fitness Testimonial Cheat Sheet". The page lists three benefits of the cheat sheet in a bulleted list. To the right of the list is a graphic for the "KILLER FITNESS TESTIMONIAL CHEAT SHEET" PDF, which includes a kettlebell and dumbbells icon. At the bottom of the page, there is a form to submit a name and email to download the cheat sheet and an overview video. The browser's address bar shows the URL "imonials/" and the taskbar at the bottom displays various application icons.

PRESENTED BY **FR** FITNESS REVOLUTION

Create Killer Client Testimonials that will Inspire Prospects to Choose You.

Your FREE Fitness Testimonial Cheat Sheet

The Killer Fitness Testimonial Cheat Sheet Gives You:

- Crystal-clear instructions for your clients so they deliver an amazing testimonial EVERY TIME
- 4 strategic questions you must ask to get your clients to tell a story that you can use as a sales pitch (and close more clients!)
- A fool-proof system to use for both written and video testimonials

Submit your name and email to download your testimonial cheat sheet and overview video.

KILLER FITNESS TESTIMONIAL CHEAT SHEET PDF

Answer these questions

Who is your ideal client and what do they want?

What's is their biggest obstacle?

What do you have or can you offer to help them start solving that right away?

Now...

Let's create your offer!

Create 3 possible titles for your lead magnet:

1. _____

2. _____

3. _____

Are they good enough?

Are your offers ultra specific?

Can they be consumed and used immediately?

Are they beneficial to your ideal client?

Can you create it quickly?

How will you deliver it?

Lead Magnet Title

Medium:

1. _____

2. _____

3. _____

Create Value



The Secret's In The Follow Up

How can you provide value to your leads?

1. Deliver great content to help them answer a question or solve a problem
2. Share case studies or testimonials with them
3. Host a workshop/seminar
4. Deliver a webinar
5. Create a video series

The most under used...

Leverage your strengths as a coach and teacher via workshops.

1. Create 2-3 blogs answering your ideal client's biggest questions
2. Share 1-2 Success Stories
3. Write a 3 part email series promoting your workshop
4. Free registration
5. Offer the FEO at the workshop

The easy way...

If you're great on video or writing this is easy...

1. Create 2-3 blogs answering your ideal client's biggest questions
2. Share 1-2 Success Stories
3. Write a 3 part email series promoting your FEO
4. Direct to a sales page or sales opportunity

Action Step:

Content Topic #1: _____

Content Topic #2: _____

Content Topic #3: _____

Case Study #1: _____

Case Study #2: _____

Workshop Title: _____

Create An Experience

This is the first image that came up when I typed in FEO....



Create An Experience

Objective of your FEO:

1. Provide a low barrier to entry
2. Provide a quick result or solution
3. Don't undervalue your Core Offer

Find your hook



Action Step:

Result: _____

Time Frame : _____

Pain You Help Them Avoid: _____

Action Step:

[Result] in [Time Frame] without [Pain]

Lose 20lbs in 28 days Without Dieting

Jump Start Your Fitness In 10 Days

10 Day Jump Start Workout

Need help? <http://harrisonamy.com/41-classic-copywriting-headline-templates/>

Action Step:

List the top 3-5 benefits of doing this program:

1. _____
2. _____
3. _____
4. _____
5. _____

Benefits NOT Features

Close The Deal

The FR Sales Process

Stage 1: Engagement

Stage 2: Discovery

Stage 3: Value Building

Stage 4: The Sure Fire Conversion System

Sure Fire Sales System

- Step 1: The Transition
- Step 2: The Core Offer
- Step 3: The Bonus
- Step 4: Urgency
- Step 5: Risk Reversal

Ask for the sale!!!!!!

Action Step:

1. Script Your Transition
2. Create Your Core Offers
3. Create Your Bonuses
4. Create Your Urgency
5. Establish Your Risk Reversal/Guarantee

The 5-Step Sales Funnel

Generate Traffic	Create Lead Magnets	Create Value	Create An Experience	Close The Deal
Source #1	LM #1: Medium:	Content #1: Content #2: Content #3:	FEO:	Transition:
Source #2	LM #2: Medium:	Case Study #1: Case Study #2:	Benefits:	Core Offer:
Source #3	LM #3: Medium:	Workshop:		Bonuses:
				Urgency:
				Risk Reversal:

Let Me Help Build Your Funnel

Schedule a 30 Min Coaching Call Today

<http://frnation.com/coaching-call/>

Limited Spots