

## Lavells WealthSystems Coaching Mastery



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### **“The One Page Sales Funnel” Cheat Sheet**

#### **How to use this cheat sheet:**

This cheat sheet breaks down a new sales strategy called the One Page Funnel. It's simple. Saves time. And gets amazing results!

You should read through it at least once first and then simply take the format and replace the content with your own to create your own One Page Funnel email.

The only two things you need to make this work are this email template and a checkout page.

So Let's get started...

# THE One Page Funnel

## EDITOR'S NOTE:

The email you're about to read is a new breed of sales strategy. I recently released a new course for my Facebook Marketing brand, Get 10,000 Fans. And instead of the traditional, 3-video product launch (which I love), I decided to try something pretty different.

So I wrote a single email, with all links pointing straight to a SamCart checkout page. And the results blew me away. Twice the results in a fraction of the time.

So let's dive in and break this down piece by piece. The One Page Funnel starts with introducing the product, and painting the picture of what this product can help them achieve...

From: **Brian Moran**

Subject: **[Live] Introducing, The Targeting Tactic**

Today is the big day. My brand new course is finally ready for you, and I can't wait to see the results you get because of it.

If you're currently using Facebook to try and generate leads and sales...or you think you want to start...make sure to read this entire email because it could change your life.

You're about to discover how a few simple Facebook ad tactics could finally allow you to turn \$1 into \$2...\$50 into \$100...or \$8,000 into \$14,000 like I showed you the other day.

The system behind this course has been perfected over the last 5 years, ever since I lost the first \$500 I ever spent on Facebook ads and my wife almost killed me.

I almost gave up on the idea of running an online business that day because of the failure I experienced.

But your story doesn't have to end that way.

I was forced to figure out what was wrong with my ad campaigns, and turn them around quickly.

And luckily, I found the answer.

## EDITOR'S NOTE:

If you're paying attention, you'll quickly catch on to what is really happening here. This email is a sales letter.

## EDITOR'S NOTE: (CONT'D.)

Same formula, same layout, but a different medium.

So when you sit down to write your own "One Page Funnel" email, the next step is to introduce "The Problem", and paint a picture of what life will be like with the solution...

It was my targeting.

"Targeting" = who is seeing your ad.

Listen, if the wrong people see your ad, it's game over.

No one is going to buy from you, or opt-into your list if they're not interested. I don't care how good your copy is, how pretty your ad is, or how amazing your funnel is. You have no chance.

And the sad part is so many of us fall into this trap.

### Why You Need Solid Targeting For Your Ads...

But, if you know how to show your ads to the PERFECT prospect, someone who is actively looking for the product you're selling, someone who is willing and able to buy from you...

The results become easy.

With the perfect targeting:

- You don't need to be an expert copywriter
- You don't need to pay a designer to create beautiful ads
- You don't need to have amazing landing pages that take hours to setup
- You don't need to be an expert salesmen
- You don't need the perfect marketing funnel

...because you're bringing the Perfect Prospect to your site.

The heavy lifting is already done for you.

Look, Facebook ads hands down the fastest way to drive "qualified" traffic to your site, resulting in a massive amount of new subscribers, and of course, paying customers...

...if you're targeting the right people.

Which is why I created The Targeting Tactic, a brand-new course that will walk you through a proven step-by-step system for targeting your Facebook Ads to people willing and able to buy from you, so that you can get \$100 back for every \$50 you spend on your ads.

And it's ready today.

## **EDITOR'S NOTE:**

**Alright, now it's go time. Time to lay out the "What?". What are your readers actually buying?**

**And my biggest piece of advice to you: remember to focus on benefits. Don't get caught up rambling about things only you care about.**

**Here's a cool trick, use the term "so that..." throughout this section. As in, "You'll get these awesome \_\_\_\_\_ SO THAT \_\_\_\_\_".**

**When you use "so that...", whatever follows has to be a benefit! That means something to your readers. Focus in on what your readers care about!**

### **Here's What You'll Learn Inside the Course...**

**#1** - You'll become an expert at the fundamentals of why targeting is so important if you want to make more money than you spend.

These marketing principles apply to way more than just creating Facebook Ads...

**#2** - You'll discover how to quickly drill-down and find your 'Perfect Prospect' and then specifically target them with your ads, almost guaranteeing the best results right from the start.

**#3** - You'll discover the power behind 'custom audiences' and how to use them to your advantage...saving you tons of time...and boosting the profitability of your campaigns.

**#4** - You'll discover the 5 Go-To Targeting Groups that everyone should be going after, regardless of what niche you're selling to.

These 5 groups apply across the board, and it's where most of the profits are found.

**#5** - In the 'Pro' version of the course, you'll have access to 4 amazing case studies where you'll see behind the scenes of me setting up campaigns for 4 totally different business.

These case studies include insights and tips for the following markets:

- Service Based Businesses
- Info-Product Businesses
- Physical Product Businesses
- Coaching Businesses

You'll see exactly how I setup my campaigns, the keywords I chose, the demographics I target, and how I find the Perfect Prospect in any market.

**#6** - In the 'Expert' version of the course, you'll even get the chance to sit down with me, live, one-on-one on Skype for 30 minutes so we can walk through and setup your ad campaign so you get the biggest ROI possible.

Like I said, there are 3 versions of the program. "Basic", "Pro", and "Expert".

## EDITOR'S NOTE:

Now here's where I got a little crazy. I offered 3 "versions" of this one product. Each level is a bit more expensive than the one before it, and giving my readers options really paid off.

If you have one price option, you're only casting one net in the water. If you offer multiple options, you're fishing with more nets.

I've always said, my fishing analogies aren't that great, but my conversions sure as heck were.

Here's the breakdown of each level.

### What You're About To Get (Basic Version)

- Module 01: The Targeting Tactic (\$197 Value)
- Module 02: The Demographic Discovery (\$197 Value)
- Module 03: The Targeting Quick-Start (\$197 Value)
- Module 04: How to Use Custom Audiences to Boost Profit (\$197 Value)
- Module 05: The Drill-Down Technique (\$197 Value)
- BONUS: The Perfect Facebook Ad (\$197 Value)

...A Total Value of \$1,182

### What You're About To Get (Pro Version)

- Module 01: The Targeting Tactic (\$197 Value)
- Module 02: The Demographic Discovery (\$197 Value)
- Module 03: The Targeting Quick-Start (\$197 Value)
- Module 04: How to Use Custom Audiences to Boost Profit (\$197 Value)
- Module 05: The Drill-Down Technique (\$197 Value)
- BONUS: The Perfect Facebook Ad (\$197 Value)
- **BONUS #2: 4 Case Studies - The Targeting Shortcut (\$397 Value)**

..A Total Value of \$1,579

### What You're About To Get (Expert Version)

- Module 01: The Targeting Tactic (\$197 Value)
- Module 02: The Demographic Discovery (\$197 Value)
- Module 03: The Targeting Quick-Start (\$197 Value)
- Module 04: How to Use Custom Audiences to Boost Profit (\$197 Value)
- Module 05: The Drill-Down Technique (\$197 Value)
- BONUS: The Perfect Facebook Ad (\$197 Value)
- BONUS #2: 4 Case Studies - The Targeting Shortcut (\$397 Value)
- **BONUS #3: 30:00 One-On-One Coaching Call (\$1,997 Value)**

..A Total Value of \$3,576

## **EDITOR'S NOTE:**

**Ok, so the value is there. Check.**

**Now it's time to "price anchor". Provide some context for why your offer is an absolute steal. For us, we referenced our price against the saved costs and added benefits of running better Facebook Advertising.**

**In past businesses, we would compare the price of our product (like a baseball training video series) versus what professional coaching sessions would cost.**

**Lots of ways to "price anchor", can't go wrong.**

Quick question for you:

...If all this course did was finally get you just ONE profitable ad campaign that let you spend \$50 each day and generate \$100...\$150...or \$200 per day...would it be worth it?

...If all this course did was lower your ad costs by 50 to 75% so you pay less than all your competitors for the same traffic...would it be worth it?

...If all this course did was help you reach more people with your message...would it be worth it?

I sure hope so!

So, here's the deal..

The 'Basic' version of the course will be priced at \$197.00 to the general public later this year, but since you're a lower reader I'm making a crazy special offer, but just for this week.

You can get access for just \$97 today.

## **EDITOR'S NOTE:**

**Boom. Now the price is out there.**

**Notice that we never had a link available until just now? We don't want to show the price, or give a link to the checkout page until we've had a chance to show readers why this offer is too good to pass up.**

**All that's left is to provide links to each package, and put a bow on this thing.**

[Click Here Now to Purchase the 'Expert' Package for Just \\$97](#)

The 'Pro' version will be priced at \$397.00 to the public, but you can get access for just \$197 today.

[Click Here Now to Purchase the 'Expert' Package for Just \\$197](#)

And the 'Expert' version will flat out not be offered to the general public. I just don't have time to have coaching calls with everyone, but I wanted to give you the opportunity to get one-on-one attention if you need it. You can get access to the 'expert' package for just \$697.

[Click Here Now to Purchase the 'Expert' Package for Just \\$697](#)

Here's How to Save 20% (Today Only)...

Plus, for today only, you can save 20% off the purchase price by entering the following coupon code on the order page:

"SAVEBIG"

Just type in "SAVEBIG" and click "Apply Coupon" and the price will be slashed by 20%. Again, this is ONLY for today.

So act fast.

Well, that's it for now. I can't wait to see you inside the brand new members area. And I can't wait to hear about the results you're about to get.

With this new information, your business will change forever.

See you in the members area!

Brian

P.S. Here are the links again...

[Click Here Now to Purchase the 'Expert' Package for Just \\$97](#)

[Click Here Now to Purchase the 'Expert' Package for Just \\$197](#)

[Click Here Now to Purchase the 'Expert' Package for Just \\$697](#)

Once you get your ideas on paper, hit reply and let me know how it went. :)

## **EDITOR'S NOTE:**

That's it.

No sales video, no recording videos, no creating dozens of pages and worrying wether one piece of the puzzle is broken. Just a good long email, and a couple of high converting SamCart checkout pages.

For this "One Page Funnel", we earned over \$40.00 per click. Not bad for 20 minutes of good writing, and one email.

**That's it you now have the exact email template that produced over \$20,000 in just a few days.**

**If you feel you can't be able to take this as an example and produce your own email or you still have questions on how to build your own One Page Funnel.**

**Feel free to reach out to me and I'll help you. Send an email to me at: [Lavell@LavellFrost.com](mailto:Lavell@LavellFrost.com) and in the subject line put "One Page Funnel".**

**I look forward to talking to you soon.**