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

INBOUND MARKETING!
(aka all the “free” traffic sources)
Action Step:

List your top 3 traffic sources:

1. _____________________________

2. _____________________________

3. _____________________________
Create Your Lead Magnet
Examples

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 to help you surge in training performance and improve your condition today.
Examples

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.
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 the beneficial to your ideal client?

Can you create it quickly?
How will you deliver it?

<table>
<thead>
<tr>
<th>Lead Magnet Title</th>
<th>Medium:</th>
</tr>
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<tbody>
<tr>
<td>1. ________________</td>
<td>________</td>
</tr>
<tr>
<td>2. ________________</td>
<td>________</td>
</tr>
<tr>
<td>3. ________________</td>
<td>________</td>
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</table>
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
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

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

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<td>LM #1: Medium:</td>
<td>Content #1:</td>
<td>Content #2: Content</td>
<td>FEO:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Content #3:</td>
<td></td>
<td>Transition:</td>
</tr>
<tr>
<td>Source #2</td>
<td>LM #2: Medium:</td>
<td>Case Study #1:</td>
<td>Case Study #2:</td>
<td>Benefits:</td>
</tr>
<tr>
<td>Source #3</td>
<td>LM #3: Medium:</td>
<td>Workshop:</td>
<td></td>
<td>Core Offer:</td>
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</tbody>
</table>

- **Source #1**: LM #1: Medium
- **Source #2**: LM #2: Medium
- **Source #3**: LM #3: Medium

**Urgency**:

**Risk Reversal**:

**Core Offer**:

**Bonuses**:

**Transition**:

**Benefits**:

**FEO**:

**Workshop**:

**Case Study #1**:

**Case Study #2**:

**Content #1**: Content #2: Content #3:
Let Me Help Build Your Funnel

Schedule a 30 Min Coaching Call Today

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

Limited Spots