

HIGH- INCOME BLUEPRINT

Quick Templates
Client Funnel
Internet Traffic Sources
Social Media Checklist

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The 4 Elements of Your Marketing Strategy

How to Attract Great Clients Through Your Client Funnel

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This booklet is designed with Quick-Templates to help business coaches, life coaches, entrepreneurs and small business owners to generate greater income

THE 4 ELEMENTS OF YOUR MARKETING STRATEGY

The marketing process is greatly simplified when you look at 4 areas:



WHO – are you targeting?

- Who specifically is your ideal client?
- Select a narrow niche



WHAT – will you say in your ads, website, brochures, talks, etc
so they want to hire you / buy from you?

- What is your unique selling proposition (USP)
- What is the specific problem you solve or need you satisfy?



HOW – will you reach them with your message?

- (see below – Client Funnel, Internet, Social Media)



NOW – How will you get them to buy now?

- What will you use to get them to make a decision to go ahead now rather than procrastinating?
- See conversion in CLIENT FUNNEL and WEBSITE below

HOW TO ATTRACT GREAT CLIENTS THROUGH YOUR CLIENT FUNNEL

							
Attract Targeted Prospects	Capture Leads	Establish Relationships	Convert to Clients	Collect Cash	Serve and Satisfy	Upsell Clients	Get Referrals
<p>OFFLINE</p> <ul style="list-style-type: none"> • Networking • Outreach • Public Speaking • Telemarketing • Direct Mail • Directories • Media /PR & Ads • Media Columns <p>ONLINE</p> <ul style="list-style-type: none"> • Website SEO • Google Local • Search Engines (free & Paid) • Social Media (free & Paid) including posting comments and tips on LinkedIn Groups, Popular Blogs, etc • Directories • Email Marketing <p>ALLIANCES</p> <ul style="list-style-type: none"> • Industry Major Referral Source • JV Partners • Affiliates • Referral Sources 	<ul style="list-style-type: none"> • Get their contact info so you can continue a dialog with them • Offer something Free or low cost that they want badly, that taps into their need and frustration • HOT TOPIC! • HOT TITLE! • Free Report • Free CD • Free Seminar • Free Session • 10-Minute Consultation • Ticket to Workshop 	<ul style="list-style-type: none"> • Build Trust, educate and offer value so they know you have expertise in the area they want • Make it clear what you do, your specialty, affiliations/ associations, articles, etc • Get prospects involved somehow (to try something, fill out a form, do an exercise) • Provide helpful tips, advice, activities and invitations (with little selling) through emails, mailings, etc 	<ul style="list-style-type: none"> • Overcome their objections • Get them to commit to paying for something • Create urgency (ie, a timely offer) • Free Seminar or Workshop where you sell from the stage • Webinar • Teleseminar • 1-on-1 Free Discovery Session • Information-Rich Materials • Info-Rich DVD • Coupon or Discount to Try Now 	<ul style="list-style-type: none"> • Collect Payment • Check • Credit Card with SmartPhone Device /Square® • Payment Options • Automated Follow-Up (autopay by Credit Card – i.e., automatically charges their credit card every month) 	<ul style="list-style-type: none"> • Deliver your main product or service • Define your process, establish specific goals, deliver your service, wow your client, ask for feedback • One-On-One Coaching • Group Coaching • 3-Hour Planning / Alignment Session • Strategic Game Plan 	<ul style="list-style-type: none"> • Offer Add-Ons (would you like fries with that?) • Once client has said Yes, they are more receptive to add-on offers • Extended Sessions (ie, 6-Month Package) • VIP Day • Platinum Program (6-Month/ 1-Year Program) • MasterMind Group • Continuity (Membership) Program 	<ul style="list-style-type: none"> • Only after client is happy... • Ask for Testimonials • Try video Testimonials With Your iPhone / SmartPhone • Ask for Referrals • Give client feedback on how the referral went • Make it easy for your clients to give referrals (Business Card, Bottom of your Emails to them must have your contact info and specialty, etc) • Always say, Thank You!

HOW TO ATTRACT AND CONVERT HIGH-PAYING CLIENTS THROUGH YOUR INTERNET SALES FUNNEL

Many people who buy on the Internet must get to know you before they will buy anything from you or hire you. For these people you will need to create an INTERNET SALES FUNNEL if you ever want them to become your customers /clients.

This is a process by which you introduce people into the front end, give them an opportunity to meet you and learn about your expertise and character, provide an opportunity for them to trust you, and ultimately, to buy from you.

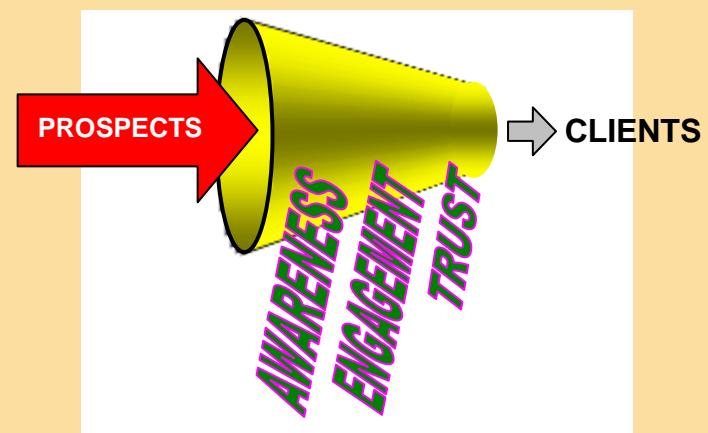
Following is the most effective Internet Sales Funnel in use today, proven effective by thousands of the top Internet marketers, many of whom are common household names.

If you have the kind of business where people must get to know you before they buy, the following section may be valuable to you.

THE 9-PART INTERNET SALES FUNNEL								
1. Opt-In Web Page	2. Email Reminders (for Seminars, Webinars & Teleseminars)	3. Content Web Page	4. Sales Web Page	5. Check-out Page	6. Upsell Web Page	7. Thank You Page	8. Product Delivery Web Page	9. Email Sales Letter (if they didn't buy yet)
Get their Email	Get them to Show Up (if WEBINAR /SEMINAR)	Give Content+Offer	Details of your Offer plus BUY Button	Shopping Cart to Collect Payment	Offer More	Give Thanks+Access	Product	Sell Non-Buyers

The Internet Sales Funnel contains the Internet pages and emails needed to convert a web visitor into a high-paying client. It begins by capturing their email address (and maybe their first name) so you can interact with them over time, until they eventually trust you enough to buy from you.

Below are the various parts explained in more detail.



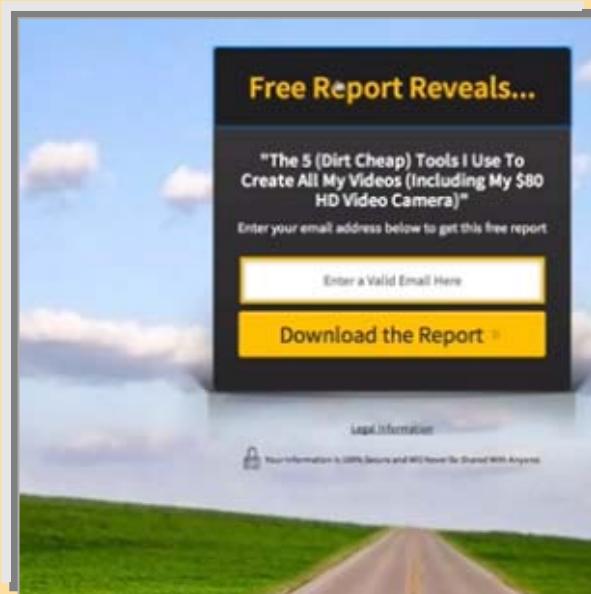
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1. OPT-IN WEB PAGE – This is an Internet page to capture your visitor's email address (and maybe their first name) in exchange for offering something they want. You could offer a:

- sign-up for a seminar, webinar or teleseminar;
- access to a video or series of videos;
- PDF document, eBook, Infographic or other content of value to them;
- Appointment, free consultation or free evaluation; or
- Access to future documents, articles, newsletters or items of value to them.

The Opt-In page typically has minimal text (headline with maybe a few bullet points of what's included), a graphic or video and an email capture box with an anti-spam notice.

Here are a few samples:



Learn How To Use Video To Get More Leads and Customers

Find Out How To Introduce Video into Your Business To Supercharge Your Marketing



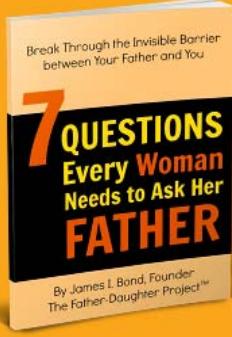
REGISTER NOW!
It's happening this Thursday
1:30 PST

Claim My Spot Now

FREE ONLINE EVENT REVEALS ALL

Of course, you could have an Opt-In Box (email capture box) on your website's home page and any other page of your website as well. These are generally available from email providers such as Constant Contact, iContact, aWeber, MailChimp, etc. Here are a few examples:

FREE



Break Through the Invisible Barrier between Your Father and You

7 QUESTIONS Every Woman Needs to Ask Her FATHER
By James L. Bond, Founder
The Father-Daughter Project™

Enter Your Name Here
Enter Your Email Here

Get Instant Access

We hate Spam & protect your privacy

Protect Yourself from Scams with the All-New ScamBusters FREE Checklist

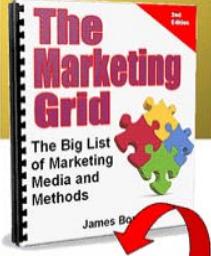


Instant Access:

Email:

Download

FREE BOOK
When You Join
Want the best tools
for capturing more
customers?



The Marketing Grid
The Big List of Marketing Media and Methods
James Bond

Absolutely Free Membership - Click Here

Your Email

CLICK HERE TO SUBMIT
We Protect Your Privacy

SIGN UP FOR OUR NEWSLETTER

SIGN UP

Remember, once you capture the email address of your potential client, you can begin to engage in a longer-term relationship where they understand more about what you offer, are more comfortable listening to your presentation and are more comfortable buying from you or hiring you.

1. Opt-In Web Page	2. Email Reminders (for Seminars, Webinars)	3. Content Web Page	4. Sales Web Page	5. Check-out Page	6. Upsell Web Page	7. Thank You Page	8. Product Delivery Web Page	9. Email Sales Letter (if they didn't buy yet)
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2. EMAIL REMINDERS – If your Opt-In Page or Opt-In Box is offering access to an event with a specific date, such as a seminar, webinar or teleseminar, you will need to send reminder emails to let people know WHEN the event is and HOW to access it (the internet link or location). These email reminders will generally be sent out as follows:

- When they sign up – letting them know WHEN and WHERE the event will take place.
- 2 days before the event at 6:00 am ET
- 1 day before the event at 6:00 am ET
- The day of the event at 6:00 am ET
- 1 hour before the event (for webinars and teleseminars)
- At the start of the event (for webinars and teleseminars)



Each of these reminder emails should always have details of WHEN and WHERE the event will be, along with some details of what will be covered – perhaps with a few bullet points. Do not assume everyone who signed up to attend remembers what they signed up for and why.

After the seminar, webinar or teleseminar, if a video or audio replay is available, you may also want to send emails following the event announcing the replay is available.

If the replay is only available for a limited time, you may also want to send an email just before the replay is stopped, reminding people that the replay is coming down, so if they were interested, they'd better listen now, before it's too late.

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3. CONTENT PAGE – If you are offering Internet-based content, such as a webinar, video, video series, PDF document, Infographic or other content, this is the page where the person gets access to that content for viewing or download.

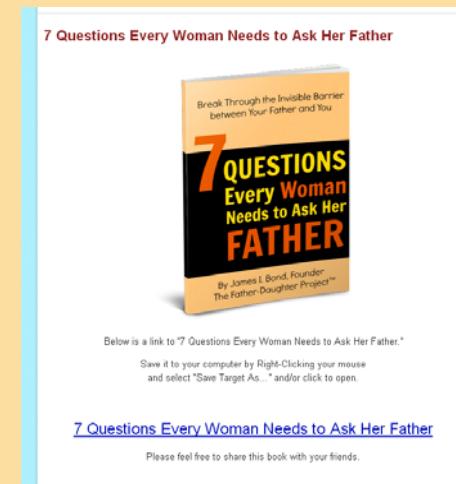
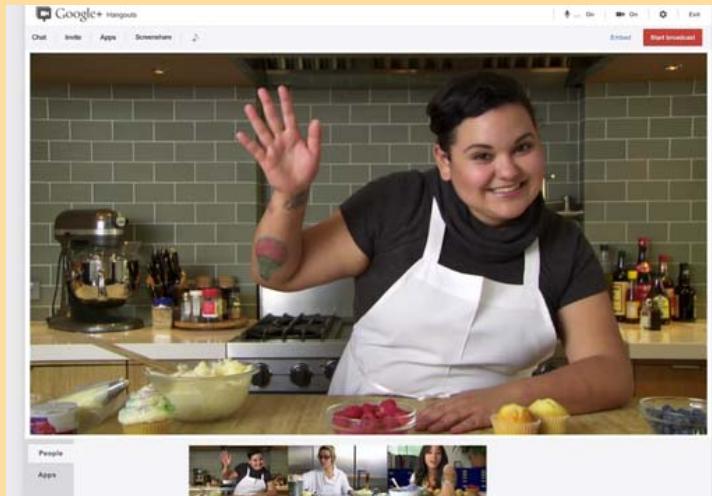
This content will generally include information of value to your potential client, while introducing you and helping build a personal connection and credibility.

The content generally ends with a promotion for your core product or service, including:

- a description of what benefit they will get from having it,
- a list of features of what's included,
- details about how (and when) it will be delivered,
- its price,
- any special discount, and
- any bonus if you are offering an additional incentive for people to buy now.

It ends with a specific call-to-action, such as an invitation to visit a BUY page with information about a product or service you are offering along with a BUY BUTTON that links to a shopping cart if it's something they can buy online without further interaction.

Here are a few examples.



Remember, your content needs to be valuable enough that the person will want to engage with you further. This is your one shot to create a first impression and, in many cases, get them to want to buy from you. So offer your best content and make sure what you are offering is appealing enough that they will want to buy it.

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4. SALES PAGE – This is the page where they actually purchase your product or service. Some people put lots of text, photos, etc on this page and some put a minimum. Either can be effective.

In any case, your SALES PAGE should have details about what is included in the product or service, pricing, warranty and bonus information if it applies, testimonials, and one or several large, easily visible BUY BUTTONS. Typically the BUY BUTTON will say something like, ADD TO CART, ENROLL NOW, or something other than the actual words “buy” but that’s clear that when the button is clicked they will be taken to a page that asks for their credit card information.

Easy 4-Step Method for Bringing in Tons of New Customers, Often for Little or No Cost

Stop Wasting a Fortune on Marketing That Isn't Bringing *Enough* Customers

 Are you **Suffering** from any of these...

- **Too few customers?**
- Not enough people know about your product, service or business?
- **Low income – can't make a living?**
- Not enough people actually buying?
- **Afraid you'll lose your business before it makes enough money?**

If you're serious about **making more money from your business today AND in the future**, then here's a powerful way to generate more high value customers for your product or business. Why struggle when this is so easy?

Here's a simple way that you can **realistically DOUBLE or even TRIPLE** your number of paying customers quickly and safely.

Solving This Problem Is Easier Than Most People Realize

Create **a steady flow of customers** for your product or business, with 5-Minute Marketing... the FASTEST professional marketing program available today.

In just a few hours you can become an expert at how to generate a steady flow of your most profitable customers, quickly and at minimal cost.

Based on the hugely popular **FAST-MARKETING** workshops I created for SCORE, the resource partner of the U.S. Small Business

Plus, your investment is fully guaranteed. Try it for up to 60 days. If this is not the most valuable, immediately relevant marketing program you have ever taken, let us know and you'll get a full refund. It's that simple.

**Hurry, Pre-Launch Special*
Only \$47

To build our database, we are offering a limited number of programs at this special discounted price.

But you must **ACT NOW** to get the Pre-Launch Discount.

Regularly \$247.00 Today \$47

 **Add To Cart**

PayPal 

After 5-Minute Marketing You Will Know All This...

The Action Guide and online videos contain everything you need to generate a flow of paying customers, including...

- ➔ **How to identify your "best" buyers** – people who are ready to buy AND willing to buy from **YOU**;
- ➔ **The best media and methods** to reach these buyers, for the fastest results at the lowest cost;
- ➔ **What to say in your ads and talks** that will make them want to buy (and turn-offs that you must avoid);

Remember, your SALES PAGE should have bold headlines that explain what benefit your client will get from buying or hiring you.

This is your opportunity to finally fully explain why they should want it, what specifically they get, and how much it costs. Your strongest features and benefits must be highlighted including testimonials of others who received those benefits (if you have any).

You must also answer their biggest objections, through letting them clearly understand

- **(Motivation)** What benefit they will receive from your product or service,
- **(Awareness)** What specifically is included,
- **(Credibility)** Why they should believe what you say,
- **(Value)** Why the price is reasonable,
- **(Protection)** Your guarantee,
- **(Trust)** That the website and their purchase is secure,
- **(Access)** That they will have easy access to the product/service and any support they may need, and
- **(Urgency)** Why they need to go ahead now (limited time offer).

Your number one goal is for them to click the BUY BUTTON and move to the next step. How you present your offer on the SALES PAGE is your best opportunity to make your case for why they should buy or hire you.

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5. CHECKOUT PAGE – This is generally your shopping cart for collecting their credit card information., This must be a secure page (<https://> in the title of the page – there should be an “s” at the end of the http) so your client can be confident their information will be transmitted using only secure encrypted Internet transmissions.

Certain Internet selling platforms, such as eBay, Clickbank, Amazon, Etsy, Shopify, Yahoo Shopping and others provide their specific secure CHECKOUT PAGE.

Although there can be more setup involved, many Internet marketers prefer to have their own shopping cart because it provides more flexibility and greater options.

When the CHECKOUT PAGE is on your own shopping cart, you have greater ability to customize what's on the page.

High-Paying Clients-for-Life™
COACHING BREAKTHROUGH

Your Shopping Cart [View order details and review](#)

Quantity	Product	Price	Total	Remove
1	Marketing Bundle	\$47.00	\$47.00	
1	5-Minute Marketing			
1	Sample Marketing Campaigns			
1	The Marketing Grid			
1	Media and Methods Checklist			
1	Great Marketing Plan Tips Membership			
	High-Paying Clients-for-Life Coaching Breakthrough	\$1,197.00	\$1,197.00	
Coupon code (optional):		<input type="text"/>	<input type="button" value="Apply"/>	
		Subtotal:	\$1,244.00	
		Total:	\$1,244.00	(before shipping & tax)
		<input type="button" value="Recalculate"/>	<input type="button" value="Clear Cart"/>	<input type="button" value="Check Out"/>

Practical Advice

Mr. Bond's presentation on the marketing aspects of private practice was superb. His advice was straightforward, clear, comprehensive, and practical.

We learned greatly from his specific knowledge of the mental health field and the kinds of challenges that go into marketing a private practice.

Mr. Bond is warm, approachable, and makes

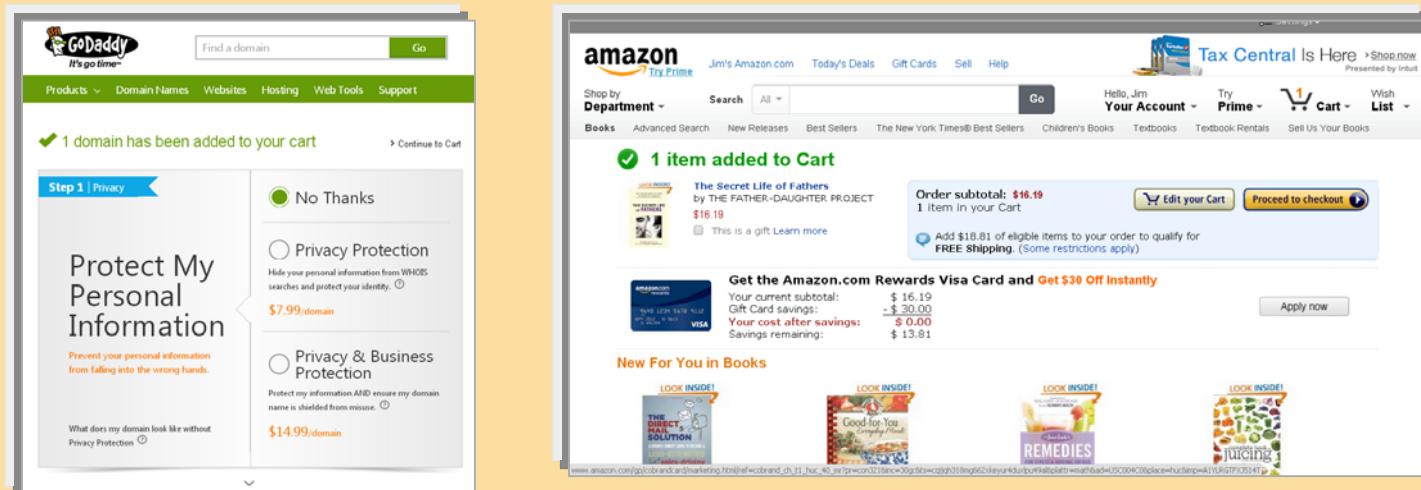
If you are able, always include a bulleted list of what's included, at least one testimonial and a copy of your guarantee. Including these can increase the number of people who enter their information in your shopping cart and complete the purchase.

Remember, the more consistent the information in the shopping cart is with your SALES PAGE and the more they are reassured that this is a good decision, the more likely they will complete the process and actually buy from you.

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6. UPSELL PAGE – Once they have agreed to buy from you, this is an ideal time to ask them if they want something else (Would you like fries with that?).

Psychologists and marketers have discovered that once a person has decided to go ahead and buy from you, a wall of resistance has suddenly been lowered. They trust you enough to go ahead. If you have something else that could be added to supplement their purchase (Would you like fries with that?), or a more expensive version that may be of greater value to them, such as VIP training, or a premium product that could be of greater benefit to them.



The approach is basically, “Since you’re buying this, would you be interested in this...” It’s not a hard pressure offer but rather, an opportunity to have them get the product that would provide the greatest value or support, now that they are preparing to go ahead.

Remember, your UPSELL offer must be of genuine value to your buyer. The best client is someone who will enjoy a long and prosperous relationship with you. When you offer add-on and upsell products and services that will further enhance their experience and benefit, you both win!

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7. THANK YOU PAGE – Never forget to say “Thank You” to your customer. Once they pay, make sure you take them to a page that acknowledges their transaction went through and that you appreciate their business.

This page should also briefly explain what happens next, and if there’s anything you want them to do. If they are to contact you, complete some questionnaire or exercise, or otherwise interact with you, let them know here on the THANK YOU PAGE.

If they will also be receiving an email that provides access to the product, let them know the email will be arriving shortly (i.e., “An email will be arriving shortly. If you do not receive it within the next 10 minutes, check your spam folder... The email will have instructions about how to access your product/account...”)

Always include SUPPORT information, in case they have any problem accessing the product or service, or otherwise. This could be a support email address, customer service phone number, etc. Some people set up a free Google phone number that forwards to their personal phone. In this way your customer can get the help they need while you are not giving them access to your personal phone.

While many people send access to their product in an autoresponder email (one that’s automatically sent once the person completes their transaction), some will use the THANK YOU PAGE as the access page to their product as well. If that’s the case, also send them an EMAIL with the access information, in case they lose access to this page, by not bookmarking the link to this THANK YOU PAGE.

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8. PRODUCT DELIVERY PAGE – If your client has purchased an online product, you will need to have a page set up with the product so they can access and use it. Although several services, such as Kajabi, can provide a simple platform for products, depending on the complexity of what you are offering, creating a page with videos, documents, text, audios is generally pretty simple.

First, If your program or product is password protected, you may also need a **REGISTRATION PAGE** where your new client/customer will need to set up their user name and password.

HEY! YOU MADE IT!

Before we get started, you need to create your account so you can get access to the training right away. Just follow the steps below now.

1 REGISTER BELOW & CREATE YOUR ACCOUNT
Create your username and password that you'll use to access your training.

2 WRITE DOWN YOUR LOGIN
Just in case you don't have a photographic memory.

3 CHECK YOUR EMAIL
We'll send an 'activation' email to your inbox that you need to open and confirm in order to maintain access to the site.

To complete your registration, please select one of the two options:

1. Existing member, please [click here](#).
2. New members, please fill in the form below to complete your FB Traffic System application.

New Member Registration

Username:
First Name:
Last Name:
Email:
Password (8 digits):
Enter your desired password twice. Must be at least 8 characters long.

JVZoo.com

JVZOO TOP PICK
Build Massive Facebook Pages For Free
Don't Fight With Trying To Get One Cent Clicks - Get Them For Free

Home | My Purchases | Edit Password | Marketplace | Support | [Login](#)

Login to Your Account
Use the email and password contained in your JVZoo receipt to login below.

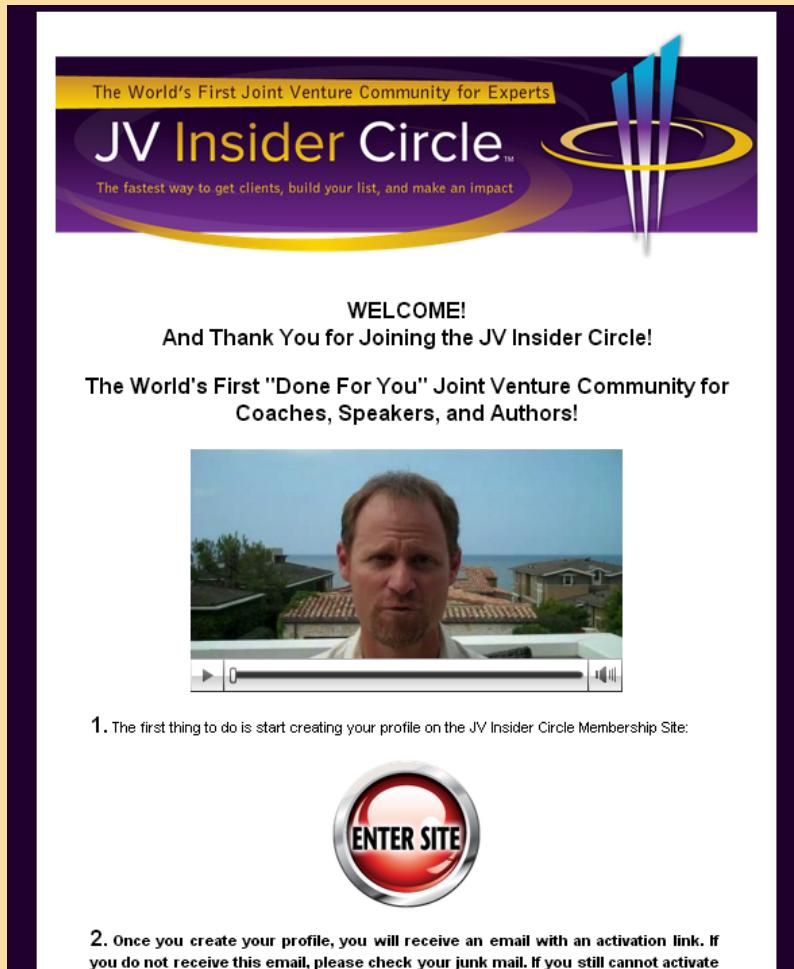
Your JVZoo receipt subject line begins with **(Receipt)** and was from support@jvzoo.com. Don't forget to check your spam folder and whitelist us.

Login / Contact Email: Password:
Forgot in your email message?

Can't Remember Your Password?
Enter Your Email Address:

Can't Find Your JVZoo Receipt?
Enter Your PayPal Transaction Id:

On your actual PRODUCT DELIVERY PAGE, always have some sort of START HERE section, and/or maybe even a QUICK-START page or section or a WATCH THIS FIRST video. This improves your new client/customer's positive experience and increases the likelihood they will go through your materials and gain the benefit they desire.



The World's First Joint Venture Community for Experts

JV Insider Circle™

The fastest way to get clients, build your list, and make an impact

WELCOME!
And Thank You for Joining the JV Insider Circle!

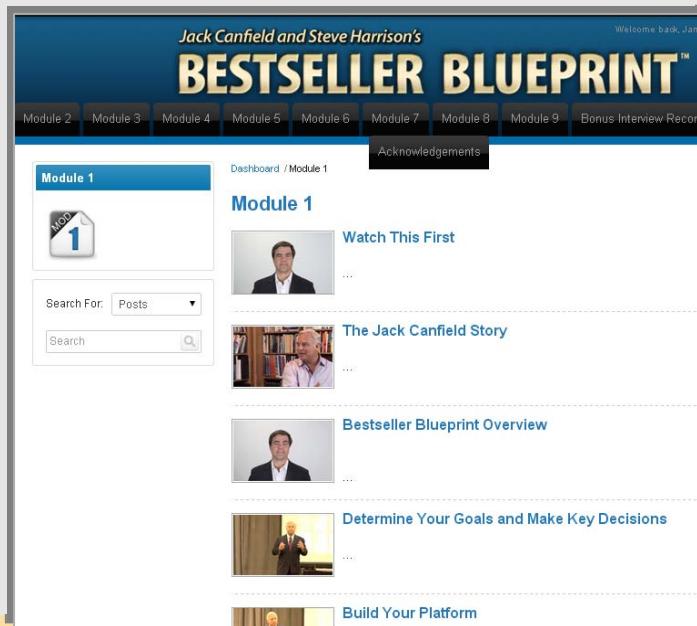
The World's First "Done For You" Joint Venture Community for Coaches, Speakers, and Authors!



1. The first thing to do is start creating your profile on the JV Insider Circle Membership Site:

ENTER SITE

2. Once you create your profile, you will receive an email with an activation link. If you do not receive this email, please check your junk mail. If you still cannot activate



Jack Canfield and Steve Harrison's **BESTSELLER BLUEPRINT™**

Welcome back, James

Module 1

Module 1

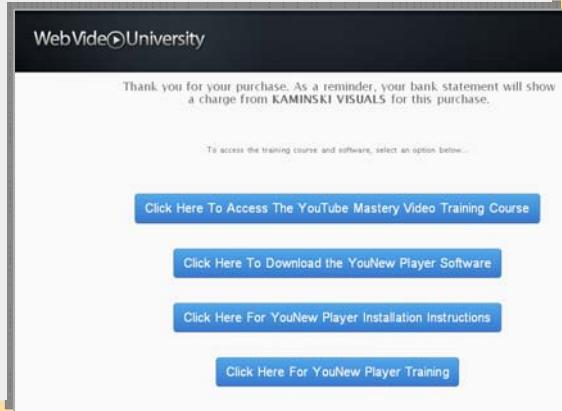
Watch This First

The Jack Canfield Story

Bestseller Blueprint Overview

Determine Your Goals and Make Key Decisions

Build Your Platform



WebVideo University

Thank you for your purchase. As a reminder, your bank statement will show a charge from KAMINSKI VISUALS for this purchase.

To access the training course and software, select an option below...

Click Here To Access The YouTube Mastery Video Training Course

Click Here To Download the YouNew Player Software

Click Here For YouNew Player Installation Instructions

Click Here For YouNew Player Training

WebVideoUniversity

Logout

1
ABOUT THIS COURSE



YouTube Mastery

2
WHAT YOU'LL LEARN

3
THE INSIDE SCOOP

YouTube Mastery

Most people look at YouTube the wrong way. They think of it in terms of becoming rich and famous, a viral star or an overnight sensation. Good luck with that. Savvy business owners see YouTube another way, as the world's second largest search engine that can be exploited to drive traffic to their web sites. And that's what this course is all about.

Lesson	Title	Duration
1	The 3 Big Rules of YouTube Videos	1:29
2	The Basics - YouTube Channel Overview	2:22
3	The Basics - YouTube Channel Setup Part 1	4:14
4	The Basics - YouTube Channel Setup Part 2	5:25
5	The Basics - Preparing Your Videos BEFORE Uploading To YouTube	3:55
6	The Basics - Uploading Your Videos and The Importance of Thumbnails	5:42
7	The Basics - Why You Should NEVER Obsess Over Video Views	2:00
8	Crank It Up - How To Use Custom YouTube Channel Backgrounds	6:51
9	Crank It Up - The Right Way To Use and Target Keywords For Your YouTube Videos	7:12
10	Crank It Up - YouTube Annotations and How To Use Them The Right Way	9:02

Traffic Interceptor

Private Member's Site

Welcome To Traffic Interceptor

Thanks for purchasing our Traffic Interceptor Course. This training reveals the best ways to use PPV/CPV to get explosive leads and customers for your sites.

There are no recurring billing charges for Traffic Interceptor. (If you signed up as a trial, you are charged [once](#) after 10 days, then choose soft to cancel.)

This page contains all the links you'll need in order to access your videos and PDF training.

Please follow the simple instructions below to get started:



Download The Traffic Interceptor PDF Manual

[Click Here To Download The Traffic Interceptor Manual](#)
Or: [Right Click](#) To Save To Your Local Computer, Right Click "Save Target As..."

Video below expand on the training in the PDF.

1 
What Is PPV/CPV And Why Is It Our Favorite "Go-To" Traffic Method?

[Watch This Core Video Training](#) to learn all about the main concepts and strategies for profiting with Traffic Interceptor.
[Go](#)

2 
Actual Case-Studies & Examples

(Plus, how to get started in as little as 10 minutes.)
[Go](#)

Quick-Start Guide Video


(New:) The Quick-Start Guide

We've just added this: How to get started if PPV is totally new to you. Please be sure to watch the above video 1 & 2 first.
[Go](#)

Get Accepted By CPA Networks

(New:) How To Get Your Foot In The Door And Get Accepted By CPA

Remember, people are generally somewhat confused when they arrive at your PRODUCT DELIVERY PAGE the first time. The easier you can make it for them to navigate to the content and sections they need, the more likely they will provide positive reviews and perhaps even buy more products and services from you.

1. Opt-In Web Page	2. Email Reminders (for Seminars, Webinars & Teleseminars)	3. Content Web Page	4. Sales Web Page	5. Check-out Page	6. Upsell Web Page	7. Thank You Page	8. Product Delivery Web Page	9. Email Sales Letter (if they didn't buy yet)
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9. EMAIL SALES LETTER – Finally, for those people who have not purchased, you may send them emails with perhaps a special offer, or additional details about the product, to encourage them to buy. Some people need additional time before they make a decision, or are natural procrastinators.

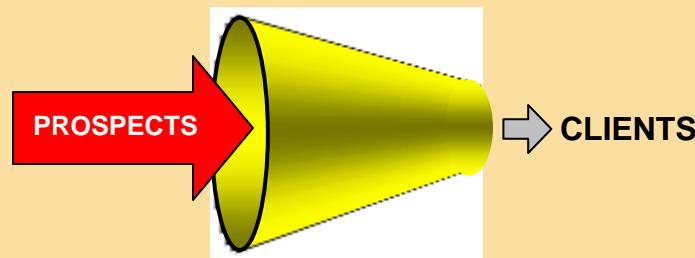
Always establish a cut-off date, perhaps having a date and time when the offer will expire. Without a deadline, most people will not see any urgency to buy now. With that cut-off date and time, suddenly they must decide NOW because if they do not, they will lose out, perhaps forever.

Remember, this last email or set of emails will often convert more people to buy or hire you. When you stand outside the post office on tax day you will start to understand that many people need to wait til the very last minute to act. Many of these people are your clients and potential clients. Give them a clear deadline and many of them will finally buy.

#

The 9-Part Internet Sales Funnel outlined above has helped countless Internet marketers generate some of the greatest incomes and successes because it turns your client interaction into a series of organized steps.

If you have the kind of clients who must get to know you before they buy, creating and using the 9-Part Funnel can be the essential element you need to provide the income and success you desire.



YOUR WEBSITE'S CLIENT ATTRACTION AND CONVERSION PROCESS

- Identify Relevant Keywords
- Build Your Website around those keywords and client needs
- Add Opt-in box to capture email addresses (with an irresistible offer)
- Bring traffic to your website
- Convert visitors to buyers

Bring Them To Your Website

1. Search Engines (Organic & Paid)
2. Social Media (Free & Paid)
3. Directories (Free & Paid)
4. Blogs (Yours & Post on Others)
5. Posting Expert Comments on Forums
6. Article Directories / eZine Directories
7. Press Releases, PR & Articles
8. Video / Blog Submissions
9. Articles on Partner Sites / Newsletters
10. Affiliates / JV Partners / TeleSummits
11. Emails / Email Newsletters
12. Banner & Text Ads (PPC, etc)
13. Webinars / Teleseminars
14. Viral Marketing
15. Tell-A-Friend / Referral Marketing
16. Offline Marketing (Business Cards, Mail, TV/Radio/Print, Talks / Seminars)

Convert Them to Buyers

1. Answer their questions
2. Capture their email (contact info)
3. Get them to call / come in
4. Get them to agree to pay (something)



Capture Email

Attractive Offer

- 1st visit
- Discount
- Trial Offer
- Answer their Questions

Phone Them
Email Them
Send Them Tips
Send a Newsletter

SOCIAL MEDIA CHEAT SHEET FOR BUILDING A COACHING PRACTICE



LinkedIn

Manage your professional identity. Build and engage your professional network

- 225 million users, 78.8 million active users
- Average user's 2nd degree network reaches 6,000 companies, 130 industries and 9,000 people
- Word-of-mouth suggestions are trusted on LinkedIn
- **Could be effective source of new clients – especially through Groups**

WHAT WORKS

- Optimize your profile for SEO (Search Engine Optimization – seeding your listing with keywords)
- **Join Groups and contribute to discussions**
- Share content that's valuable to your network
- Ask your network for introductions, recommendations and endorsements, and return the favor
- **"Reply Privately" can be an effective way to establish relationships with potential clients**
- Use the Contacts feature to sort, tag and optimize your connections

WHAT DOESN'T

- Don't connect with people you don't somehow know
- Don't join groups to just self-promote – beware, most groups have rules against promoting and spamming
- **Beware – For Groups, follow the rules.** If you self-promote and break the rules, you will be banned from posting to the group, LinkedIn alerts people that you are a spammer – and it's almost impossible to correct

OPPORTUNITY FOR COACHES

- Build credibility as an expert by contributing knowledge
- Contribute to group discussions
- **"Reply Privately" and Reply are powerful ways to connect with potential clients**

YouTube

Share your videos with everyone. Introduce yourself and build your credibility

- 33 million unique visitors/day
- Over 20% of people watch the videos on their mobile devices
- **Video of you introducing yourself and your specialty, and answering questions can be highly valuable**
- Video testimonials can be highly valuable

WHAT WORKS

- **Use keyword-friendly and relevant titles** so the search engines can find you easily (SEO)
- Post EMBEDS of and LINKS to your videos on other sites (the more the better)
- **Always have a call-to-action in your videos (call for a free initial consultation, subscribe to my channel, visit my website, etc)**
- Use annotations to boost engagement and retention (connect them to another video on your channel, invite them to subscribe to your channel, invite them to visit your website)

WHAT DOESN'T WORK

- Don't buy traffic (it could blacklist you)
- Don't give a call-to-action if it won't work on mobile
- Don't worry about going viral

OPPORTUNITY FOR COACHES

- Using YouTube videos to introduce yourself to prospective clients, build credibility and answer questions can be valuable, but building traffic to your YouTube channel may be more time consuming than it's worth
- **Be on camera to build credibility and let your clients meet you through video**
- Provide valuable content – like Frequently Asked Questions, New Discoveries, Important Facts
- **Drive traffic to your website and other social media – by offering them something valuable (a document, an ebook, a questionnaire, etc)**
- Post VIDEO REPLIES on high ranking videos
- If you want to attract people to your YouTube channel, post 1-2 new SEO optimized videos/week
- Use Keywords in your title, description and tags
- Share your videos on other social sites (like Facebook)
- LIKE and COMMENT on 5-10 videos from colleagues and otherwise of interest to your clients
- Respond to COMMENTS of your videos – YouTube likes to see plenty of comments and replies



Connect and share with people in your life. Connect to groups of similar interests

- The world's most popular social medium
- 1 billion users, 618 million active users
- All age groups
- Heavy, medium, light users (not everyone is heavy)
- SmartPhones have increased usage at all times of day
- **Can be a lot of work without delivering much payoff for Coaches – 3-5 posts/day – phew!**
- Paid ads can be effective – targeting very specific types of people is great!

WHAT WORKS

- **This is a social medium, not a marketing medium, meaning it's designed to interact, engage, inspire through discussions, photos, videos and links to articles – You must be interesting, tell what's happening and post ideas worth sharing... and people will engage with you**
- Only post 1 self-promotion per 10 posts – remember, this is a social medium, not an advertising medium
- **Promote Events! (webinars, seminars, product launches – also, newsworthy items, discoveries)**
- Announce successes (published book, article in newspaper or magazine)
- Paid ads can be effective – but can chew through your budget quickly – so test every ad
- Paid ads can be highly targeted by geography, gender, interests
- **There are two types of paid – side of page (less effective) and in the news feed (which limits the ability to send people off Facebook to a website, but can be effective bringing people to your Facebook page, where you then send people to your website or to call you for some offer)**
- Questions engage fans
- Ask them to LIKE and SHARE
- Get them to LIKE your page and not just your posts
- Create a business and a personal page
- Photos boost engagement, and photos of people get the most SHARES

WHAT DOESN'T WORK

- Don't self-promote 100% of the time – this is about building community
- Don't "buy" fans for your page (it can get you in trouble with Facebook)

OPPORTUNITY FOR COACHES

- Facebook is a highly visual medium – use photos, videos and links
- Post ads on your Facebook page that invite people to visit your website to receive something valuable
- **Use the HIGHLIGHT feature** to make certain promotional posts full width across your Facebook page
- Look at the pages from Coca-Cola, Nike and Paulo Coelho for ideas of what works best visually
- **Promote events – use the EVENTS feature**
- Build your list through friends of friends
- See Paulo Coelho's page for how to engage and sell books
- **Respond to Comments and Questions – Engage with potential clients through comments and questions – this helps your rankings with Facebook**
- Not everything you post will be seen by everyone – Facebook limits who sees what so everyone is not overwhelmed by an avalanche of posts – they decide based on what people have commented on, LIKED and SHARED in the past

OPPORTUNITY

- **Paid targeted ads can be effective to find Coaching clients**
- Create 3-5 posts per day that add value (services like HootSuite allow you to schedule your posts)
- Respond to comments
- LIKE and COMMENT on posts from colleagues



Follow friends, experts, celebrities and breaking news. Interact with clients

- 544 million users, 9.6 million active users
- Best way to get a message out fast
- 67% of Twitter users are more likely to buy brands they follow
- **Again, this can be a lot of work for a little payoff for Coaches**

WHAT WORKS

- Tweet industry-relevant valuable info
- Cross-promote your twitter page on multiple channels
- Add photos to your Tweets
- Retweet and reply to engage followers
- Use hashtags (#) and mentions to boost visibility
- Tweet 5-7 original tweets per week
- Retweet and reply 5-7 times
- Self-promote 1-2 times
- Tweet at least one TwitPic or Vine video per week

WHAT DOESN'T WORK

- Don't over-promote (100% of the time)
- Use HootSuite, etc to manage your Tweets (will let you post to multiple sites at a time, not just Twitter)
- Don't follow people who aren't relevant to you

OPPORTUNITY FOR COACHES

- Listen to what your customers are saying
- Understand news and trending topics
- Build credibility in your niche by Tweeting interesting or useful info
- Participate in global conversations with hashtags



Help your Google search rankings. Engage your audience through events

- 500 million users, 235 million active users
- **Helps your ranking on Google and YouTube**
- Create a personal and business page
- Use Google Hangouts and Hangouts On Air to broadcast events
- Engage with your audience through Google+ events (online webinars, Q&A)

WHAT DOESN'T WORK

- It's not the same as Facebook
- Don't turn off automatic sharing/integration between YouTube and Google+
- Don't worry too much about interaction

OPPORTUNITY FOR COACHES

- Harness the power of Google+ to establish yourself as an author
- Broadcast live to your audience through Google Hangouts and Hangouts On Air
- Post 3-5 times per week offering valuable content
- Respond to comments, give 1+'s and comment on other posts
- Post your Google+ profile



An online pinboard, to organize and share things you love.

- 25 million users, 80% female
- Share content that's visual – this is a highly visual medium
- Best way to connect with women
- **Not the best medium for attracting Coaching Clients**

WHAT WORKS

- **Posting photos, images and video that brings potential clients to your website for some offer**
- Optimize your website and blogs for easy pinning
- Curate great content
- Cross-promote your boards on other social media
- Self-promote visually

WHAT DOESN'T WORK

- Don't pin without tracking back to the source
- Don't pin unrelated content