

Suggested Marketing plan/ Sales funnel for building customer relationships and winning new business.

Function:

1. To provide momentum for your business and grow your bottom line.
2. To get prospects to opt-in to receiving regular communication from you to build trust.
3. To guide your customers through the phases of relationship and to become part of their 'self-map'.

If we ask for commitment before customer is ready, we will come off as pushy and demanding. Relationships take time to build. This plan is about building trust and getting prospects to commit to the idea of working with you and then to become a paying customer.

This is a continuous automated process which works in alignment with (and in the background to) any outbound activity that you are performing.

The controlling idea of any marketing/sales collateral should be an exercise in memorisation. You need to work out where you can repeat your message enough, so people hear it, understand it and do not forget it.

Phases of Relationship:

1. Curiosity
2. Enlightenment
3. Commitment

A sales funnel guides your customs through the phases at the natural speed of relationship. It does so with these 5 parts:

1. One Liner

A single statement (not a tag line) you can use to help people realise **why** they need your services. Must mention things; Problem you solve, mention your service/product, results of using your service/ product. Feature it in your email signature, business cards, website, marketing collateral etc.

2. Website

The website guides the customer through the curiosity phase of the relationship. Many companies make mistakes on their sites as they are not looking at it like their customers are looking at it. People do not read them, they scan them. A picture is worth a hundred words. Reinforce what you offer throughout your entire website.

Once arriving at your site customers need to know within 5 seconds what you do, how you make their life better, how do they get it. I can provide a framework if you are interested in some objective insight into what a customer centric site could look like.

3. Lead Generator

Create Lead Generators which guide your customers through the enlightenment phase of the relationship. In the form of a PDF they can be downloaded from your website. Excellent way to generate qualified leads for your business and for your customers to continue to engage with you without having to commit to giving you work before they are ready to do so. Go narrow, not wide in terms of offering and audience.

Examples of LG's are checklists, key notes videos, reusable work sheets, value list, pit fall lists etc. I would also be sending the link out to the Lead Generators on your website in my outbound activity, encouraging them to sign up to these 'value assets'.

4. Nurture Campaigns - triggered once a lead generator is downloaded

A nurture email campaign is a short and punchy reminder which guides your customer through the commitment phase of relationship. It is a series of emails, delivered regularly that provide tips and inspirations, weekly announcements / notifications, valuable content you have created. Any insight/ information that you did not use in your Lead Generator.

To make these effective, the format for them should position you as the guide, remind people you solve a problem and offer value to create a sense of reciprocity and remind people you exist. Include a PS that points them to other lead generators you have released/ created.

5. Sales Campaign – automation triggered when anyone downloads a lead generator from a Nurture sequence. They then move on to receiving the sales sequence.

The point of this is to close the deal in terms of securing meetings with prospects or being sent a brief. It is focused on providing one controlling idea - a solution to one problem.

The campaign is broken down into 6 types of email based on selling one specific service/ product:

- *1st email - Delivery of asset (Lead Generator PDF)*

Thanking customer for downloading PDF. Do not sell them anything yet

- *2nd email - Problem and Solution – send 2 days after 1st email*

Reiterate the problem you solve and position yourself as the solution, ramp up the problem, incorporating external and internal factors affecting customer i.e. what is the challenge stopping them from achieving what they need to achieve / how is it making them feel and personally affecting them. They have a pain; you are the medicine.

- *3rd email – Testimonial – 4 days after 2nd email*

This should **not** be about you. It should be about how the customer overcame a problem and experienced success with your services. It could a video clip of customer talking about success.

End email by showing customers specific success and implement a strong CTA highlight next step they need to take with you.

- *4th email - Overcome an objection – 4 days after 3rd email*

Why do people NOT buy your services? Speak about common resistances then overcome it with specific benefits the customer will experience. Use empathy and authority. Feature a PS that provides value.

- *5th email - Paradigm shift – 4 days after 4th email*

Highlight how your customers current way of thinking is costing them something. Establish the problem you solve and connect your unique solution to that problem. This email shows them how your approach to this service/ product is better and different the competitions.

- *6th email - Sales Letter – 4 days after 5th email*

Close the email campaign with a sales letter. The content should be structured as follows:

- Start with problem
- Identify the emotional and philosophical struggle
- Brief testimonial
- Explain your offer
- Direct CTA
- Illustrate what success looks like for customer
- Repeat your CTA
- Include a PS section – i.e. limited time offer to receive a free brand audit

Do not be afraid to sell in this email – it shows confidence in how your product/ service provides a solution for the customer and positions you as their guide.

Narrative structure guidelines.

In terms of which narrative style works best for marketing and sales collateral when engaging prospects and eliciting responses, one solution would be to structure content by following a 7-step framework based on movie story telling:

1. Character (prospect)
2. With a problem
3. Meets a guide (you)
4. ...Who gives them a plan
5. And calls them to action...which helps them to...
6. Avoid failure and
7. Ends in success