

Shine Bright

SHINE AND RISE MASTERMIND
SALES FUNNELS AND WEBINARS

INSPIRE | MOTIVATE | GENERATE

WHAT IS A SALES FUNNEL?

- ❖ Simply put a **sales funnel** is a step by step journey you take your ideal client on so they can connect with you. In return you can build up a know like and trust factor with them!
- ❖ You can set them up and they can work on your behalf in the **background!**
- ❖ There are a **few different options** you have when it comes to a funnel!
- ❖ It could be a **email funnel**, video series funnel, group funnel or webinar funnel!

WHY DO YOU WANT TO WELCOME THEM?

- ❖ So many of us focus on getting our dream boat clients onto our list but then we don't make the most of that **amazing opportunity!**
- ❖ This is a **direct way** in to connect with your ideal client, build trust and WOW them!
- ❖ So many **people aren't consistent** or don't nurture their ideal clients!
- ❖ You can **really maximise this opportunity** to nurture them through your story, message and not forgetting our good friend value!

EMAIL FUNNEL

- ❖ With a email opt in in funnel for example you could have a **nurture or welcome sequence**. This means they sign up to your list and you have a series of emails going out to them so they can know, like and trust you!
- ❖ You can create a welcome sequence for **90 days**. One email per week on the same day and time each week! You build a strong connection and trust! We are dealing with beating hearts
- ❖ In the **welcome email** (first email) give them a warm welcome and invite them to connect with you on social media! If you are a service based business you could even ask them to DM you with the number one issue they are facing!

ELEMENTS TO SHARE

- ❖ You can then create a sequence which has the below topics. But **lead with value** and drop these in. You don't need to sell anything within each. We will create one for 2020 and the end of email 7 we will share the Lounge
- ❖ **Back story** – where you came from and what your transformation is
- ❖ Then what you **actually do and how you help people**. Share testimonials and results here
- ❖ **Your credibility**. So any PR mentions or awards etc
- ❖ **Your opinion**

RECORDED WEBINARS AND VIDEOS

- ❖ You can also do **recorded webinars**. So you can run a welcome sequence and then invite them to a training. You can then follow up with sales emails if you need to!
- ❖ **Be honest** it's a recording and don't say its live
- ❖ I would **test live webinars first**. Or if you have amazing feedback then create it as a recorded webinar.
- ❖ **3 part video series** are really popular at the moment. 30 minute videos and then selling into a email sequence

THE TECH

- ❖ **Emails** = Mailchimp and Active Campaign
- ❖ **Sales Pages** = Lead Pages and Kajabi
- ❖ **Payment Options** = Paypal or Stripe
- ❖ **Webinar Streaming** = Zoom, Demio Crowdcast
- ❖ **Video Hosting** = Vimeo

LAUNCHES

- ❖ This works really well for launching of **membership sites, group programmes, online courses** and even spaces for one to ones!
- ❖ I have used **launch frameworks** since launching my mastermind last year! I started doing workshops and then my first mastermind last year had a £13k launch, then a £25k launch etc
- ❖ I don't want you to get freaked out by these numbers. **It's possible for you too!**

LAUNCH ESSENTIALS

- ❖ **BEFORE** you launch anything you need to be clear on what you are launching, why you are launching it, for example is there a need for it and the price point and target numbers
- ❖ You need to have a **sales page** set up along with a payment tool. For example this is the Lounge page - <https://afecollective.com/members-lounge>
- ❖ Then you need to **map out the timescale**. I would allow two full weeks for planning, especially if you are doing a challenge. And then I normally have three weeks of launch. I try not to book anything in those three weeks and focus solely on the launch!

LAUNCH ESSENTIALS

- ❖ When you are launching something you have to be **prepared to talk about it A LOT** in different ways to attract in your dream clients
- ❖ **BE CLEAR** on the mindset work you need to do. Who do you need to become?
- ❖ **It is uncomfortable** but if you want to hit your income dreams then you need to do it!
- ❖ **Every day** you need to be able to talk about it from a different angle and way. This is when you should be addressing your ideal clients pain points and your copy should speak to them. You need to be able to communicate clearly what they are feeling and thinking

SALES COPY

You may have had great intentions at the start of this year and had big dreams for 2019. But the truth is that you are tired of being tired and have had enough of waking up every morning resenting your full time job. You are stressed at the thought of your husband or his family asking you "***how is your business doing?***". And you are overwhelmed with the 50 points on ever growing to do list you have. Maybe you have no idea what to focus on to move your business forward in 2019. You don't know which marketing strategies to focus on and you definitely don't know how to incorporate mindset routines into your mornings. You also feel like you have no support network and nobody actually understands your entrepreneurial journey.

Don't worry, we do.

You might have been heading to Google to find marketing strategies or even hanging out in free Facebook groups looking for the answer. Maybe you even go as far as meeting up for pointless coffees with other female business owners in your quest to find a way forward.

CHALLENGES

- ❖ You may have seen me run **recent challenges**.
- ❖ The reason why challenges have a **great impact** and create sales is that your ideal client get the experience of what it is like to work with you and you are providing them tools that help them solve their problems
- ❖ **5 day challenges** work really well! Poll your audience to see what they would like the content to be
- ❖ **Challenges are also a great way to grow your list.** For them to get the daily emails they need to sign up to receive them! Here is an example
<https://asianfemaleentrepreneurcollective.lpages.co/visibility-challenge/>

CHALLENGES

- ❖ You need to **keep promoting the challenge** – allow yourself two weeks to fully promote it daily!
- ❖ Until our last challenge we only got **120 sign ups max**
- ❖ Once they have signed up they are on a **challenge list**. You email them every morning with a talk/worksheet and then let them know when you will be going live to explain it
- ❖ **The live element** really creates a huge buzz and people watch out for it!
- ❖ On day 4 or day 5 announce what you are selling in detail. Then around 4 days later we had our **finale which is the webinar**

WEBINAR

- ❖ Once the challenge is done it's great to **follow up with a webinar**
- ❖ Personally I **love webinars** because it really allows you to have that close relationship with your audience and it demonstrates your experience and you get to teach!
- ❖ They can be really **powerful if delivered** in the correct way
- ❖ Like the webinar you need to be able to promote it fully for 2-3 weeks and **talk about it everywhere!**
- ❖ My advice would be to **test webinar only first** and build in challenges for later launches

TECH ELEMENTS

- ❖ They need to sign up via a webinar page which is like this <https://asianfemaleentrepreneurcollective.lpages.co/webinar/>
- ❖ I have found that people are more inclined to sign up to a **webinar than a challenge!**
- ❖ You can then create a **Zoom link** webinar and invite them to join you
- ❖ It's best to **get as many people as possible to join live.** We normally send a 24 hour email, 1 hour email and then 5 min email. I have found only 30% join live

TECH ELEMENTS

- ❖ The replay should then be sent **out the next day and have a limited replay time**
- ❖ Once the webinar has been sent you should have just over a **week to send out your sales emails**
- ❖ The **sales emails** should be a mix of testimonials, why they need it, what is the true cost of them not signing up, where they could be in a year, a fear of failure etc
- ❖ On the final week of launch you need to **send one email per day** and then three on the final day of cart closing

MY LEARNINGS

- ❖ **Testimonials are everything!** The headline needs to be incredible
- ❖ **Announcing people** in really works well as it creates FOMO
- ❖ **Leading with value and being incredibly present.** Over this launch we have given away so many guest expert trainings etc it's crazy
- ❖ You need to be **VISIBLE EVERYDAY!**
- ❖ Book in clarity calls and **TALK TO EVERYONE!**
- ❖ People need to **sign up for webinar** and it also grows your list!

MY LEARNINGS

- ❖ If you can **reach out to your network** to promote webinar then that can be impactful
- ❖ **Promote in groups** if permitted
- ❖ Have a deadline and create scarcity. **Keep updating the spots left**
- ❖ Have **graphics for everything!** And promote everywhere! Social media channels, stories, personal profile, etc
- ❖ **Do all launch content in advance!** In the launch you will be focusing on calls or creating live FOMO content so don't leave it last minute!

MY LEARNINGS

- ❖ **Grow your list** in between launches!
- ❖ Have a **fast acting bonus** for the webinar
- ❖ **Have a early bird.** I hate selling in 1-2 weeks so I sell over 2 months which I find much more aligned!
- ❖ For all your content it needs to **connect to the pain points**, the dreams, desires and the transformation!
- ❖ Before your **launch get very visible.** At least six weeks before. This was my biggest regret in April, I went very quiet in between Jan – Apr due to my move!
- ❖ Have a **waitlist for the next one** and build this between launches!

WEBINAR OUTLINE

- ❖ **Introduction.** Your story, how you have helped others and why people should listen to you
- ❖ The **main topic** you have promised your ideal clients
- ❖ **The sales piece** – the transition needs to be smooth. Include testimonials, the programme details, why this is right for them