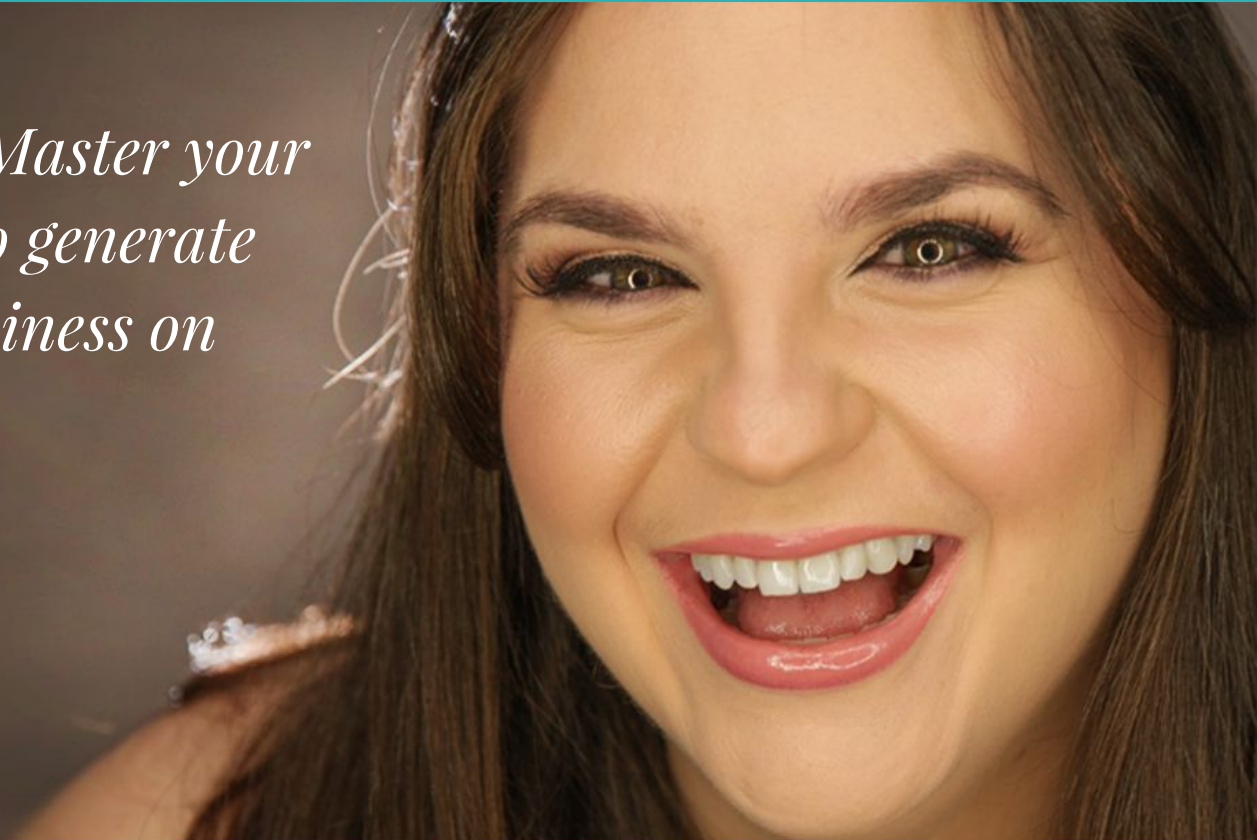


*Session 7 : Build and Master your  
Marketing Funnel to generate  
leads into your business on  
autopilot*



# Welcome!

- ❖ Welcome to Week 7!
- ❖ Get ready to focus & learn.
- ❖ Have a pen and paper ready to take notes.



# Objective

## **This weeks Objectives:**

1. Your Webinar Funnel
  - a. Create your Webinar
  - b. Fb ads
  - c. Email Sequences
2. Online Visibility using video marketing
  - a. Content Calendar
  - b. Live Schedule



# *Your webinar funnel*

## **This funnel has 4 parts:**

1. Fb Ads
2. Webinar
3. Booking a Strategy Session/Discovery Call at the end of the webinar
4. Closing the Sale

The better that you get at each of these pieces the more money you will make in your business. Focus on perfecting and mastering each of these pieces. That is your money making activity. Until you've mastered this, nothing else matters.



# *Your webinar funnel*

## **The funnel flow goes as follows:**

FB Ad ----> Lead Page ----> Thank you Page ---->  
Webinar ----> Strategy Session/Discovery Call booking  
page ----> Call with you ----> Enroll Client

This flow will allow you to book sales calls on autopilot once you dial in your ads and automate your webinar. This will allow you to create freedom for yourself in your business.

# *Your webinar funnel*

Your funnel is the lifeblood of your business. Give it the attention it needs and it will supply you with leads on demand.

This is every coaches/consultants dream. After you implement this funnel this will be your reality.



# *Your webinar funnel*

Time to build your funnel!!! Wohhoooo!

Follow the prompts in the workbook. I give you prompts to:

1. A webinar workbook to plan out your numbers, revenue goals and webinar topic.
2. Write out your Fb ad.
3. Write out your landing page.
4. Gather your FB ad graphics. Have at least 2 to a/b test.
5. Start writing your webinar. You can start testing audiences while you prepare your webinar slides.
  - a. You have my slides & doc of the slide by slide breakdown
6. Write out your webinar emails - pre and post emails
7. Turn your FB ads on LIVE! Yeaahhhh BABY! :) \$10/day per audience that you're testing.



# Your webinar funnel

Whenever you create a funnel you always reverse engineer the numbers to figure out your advertising spend.

What is your desired ROI of your webinar? \$ **10,000**

Investment amount in FB ads? \$ **2,000** (Allocate approx. \$5 per lead for webinar registrations)

# of Registrations? **400**

# of people live? 20% of Registrations (for evergreen webinar its 60%) **80**

# of calls booked? 20 % of Live Attendees **16 (subtract 20% for no shows)**

# of sales made? 20-30% of Calls booked depending on your sales conversion rate **2**

Price of your Offer/Course/Program: **\$5000**

Revenue: # of sales X Price of your Offer/Course/Program: **\$10,000**

**The power of the automated webinar will increase your revenue significantly because you will need less registrants to hit your revenue goals. Each piece that you improve impacts your revenue significantly.**



# *Your webinar funnel*

Track your funnel! Use the tracker I included in the workbook.

At the end of this program my mission is for you to not only hit \$10k plus a month but to have full control of the numbers in your business there have full control of your business!

When you hit rough patches in your business know that your comfort is in the numbers and the numbers don't lie!

How much is each sales call costing you?

What % of calls do you convert?

How many calls do you need to hit your revenue goal?

What is your average monthly ad spend?



# *Your webinar funnel*

## **Challenges and Resistance**

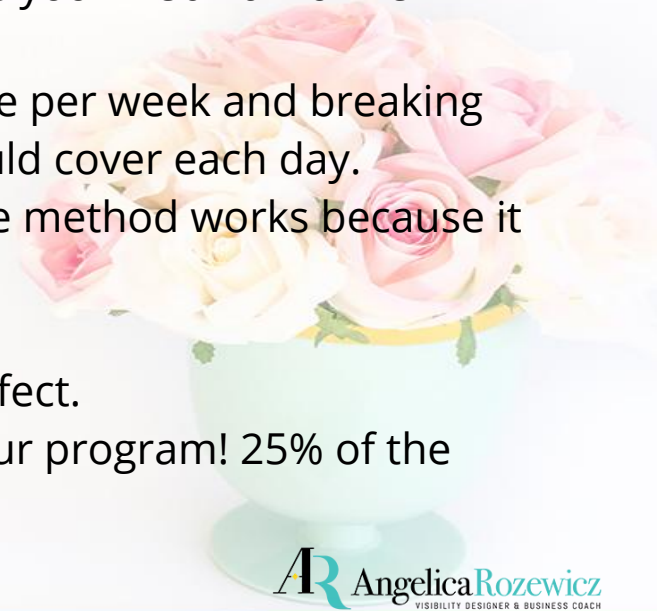
- Mindset is the name of the game. Please lean on me and your coaches to get this funnel done and live!
- Address your money story! Prepare to receive!
- Everyone that books a call with you is HURTING and is looking for a solution. BELIEVE IT!
- Be 150% committed to becoming that CEO that gets things done! Be the solution maker not the excuse taker. Things will come up but don't let it stop you!
- Who are you becoming to make this business happen?
- There is NOT hiding now!



# *Your Online Visibility Strategy*

## **Video Marketing**

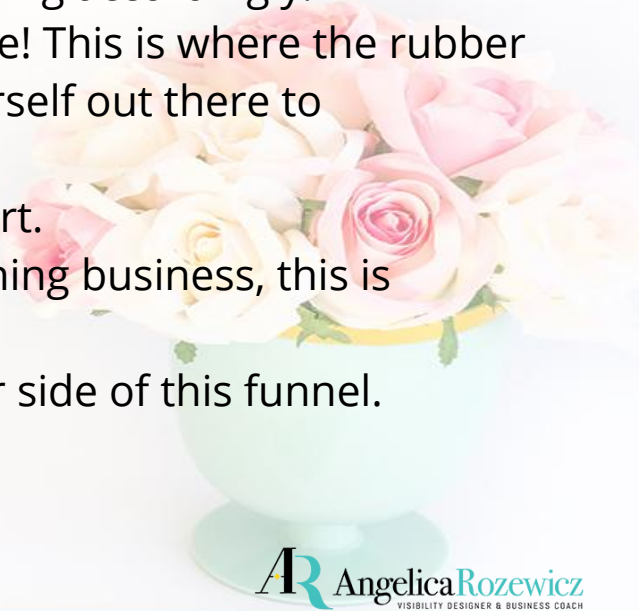
- I want you to create a FB Live calendar and go live everyday at the same time.
- This is a great way to book clients until you have your webinar funnel dialed in.
- Create your content calendar by picking a theme per week and breaking that theme down into 5 sub topics that you would cover each day.
- This is how I started my business and I know the method works because it shows off your expertise and builds trust fast.
- Be consistent.
- Go with good enough. It doesn't have to be perfect.
- Don't forget to pitch and tie in your topics to your program! 25% of the time.



# *To summarize*

## **Session 7**

- This week you are building your webinar funnel!
- This has many moving pieces to set your scheduling accordingly.
- Do what you must to keep your mind in the game! This is where the rubber meets the road and where you start putting yourself out there to transform lives!
- Lean on me and your team of coaches for support.
- If you want to make money FAST with your coaching business, this is where you must focus.
- You're consistent \$10k+ months are on the other side of this funnel.
- You GOT THIS!!!



# *You're all set!*

You now have everything you NEED to build a multi-6 figure funnel to grow your online coaching business.

Focus on this and NOTHING else until this is mastered.

God bless you on your journey.

Reach out to me and the other coaches in group if you're stuck on anything.

**Share with us in the group your funnel progress!**

I am here to support you 150%.

Bring any questions to the Q&A call or tag me in the group.

