

Tracey The Key SPIN QUESTIONS

SPIN

Situation

- Goals?
 - Reach specific clients
 - Whole projects (bigger)
- Target MARKET?
 - 30-60 years old
 - More women/Families
- How are you trying to get there?
 - Just working on the website and SEO
 - Repeat customers - word of mouth
- How are you getting new customers?
 - Do you have newsletter, leads, past customers etc (this will tell you if they will be able to pay you)?
 - **Wants newsletter**
 - Wants a Blog
 - Lead magnet
- Best customers? Who? Why? Common type?
 - Ones who understand what goes into behind the scenes - not questioning her and lets her get on with the full process. Trust the job. She wants to take over the whole service.
 - Not people who are unsure

Building trust is massive

Problem

- Why aren't you there? / Keeping you from your goal
 - She hasnt got the time to work/find people
 - Know what to do to find client
- What challenges have you had?
 - *Not having enough of her (employing) - resourcing work*
 - *Dealing with accounts*
 - *Admin and ordering - hardly any design*
 - *(Management)*
 - *Resources to get more work?*

As far as I understand you are trying to get to.... But your current problem is....

Implication

- What happens if you haven't solved..... In 1 year, 10 years
 - Don't solve it? -
- If you do solve it>

Needs/pay-offs

- Solve...problem, how valuable to your business today, next year / 3 years?
- If you get it right, how much is Worth?
 - 3 per year would be ideal! - more with more people involved
 - £300,000-£400,000
- What happens if you solve.... In 1 year, 10 years

Friday 3-4pm (Closing call)

Premium Full Lead Generation, Conversion Optimization, and Email Nurturing

Objective: Provide a complete client acquisition funnel, from lead capture to conversion, ensuring she attracts and converts more ideal clients with minimal additional workload.

Inclusions

1. **Lead Magnet & Conversion Optimization**
 - **Lead Magnet Creation:** Develop and design a downloadable guide or checklist tailored to her ideal clients.
 - **Website Conversion Optimization:** Enhance key pages with high-impact CTAs and UX improvements.
 - **Performance Tracking:** Monthly tracking and reporting on lead magnet and CTA conversions.
2. **Email Campaign Management**
 - **Email Nurture Series:** Design and implement a 5-7 email sequence to introduce her services and nurture leads.
 - **Monthly Newsletter:** Create a monthly newsletter template with engaging content to stay top-of-mind with prospects.
 - **Revenue Share:** 10% on all deals closed from leads sourced via the email campaigns.

Pricing

- **Setup Fee:** £2,800
(Includes lead magnet design, CTA optimization, initial email nurture sequence, and newsletter setup)
 - **Monthly Retainer:** £800
(Covers ongoing conversion tracking, email campaign management, and monthly newsletter updates)
 - **Revenue Share:** 10% on all closed deals that originated through email-driven leads
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Example Value Breakdown

- **Total Setup Fee:** £2,800 (one-time cost for full funnel setup)
- **Ongoing Cost:** £800/month (for conversion and email management)
- **Additional Incentive:** 10% revenue share, aligning with growth in project leads and sales from the email campaigns

Google ads?

Needs more trust built into her funnel (so people can trust her with full projects)

Re-offer

If she's interested in blogs, you can help her with that G.

You just need her to get the foot in the door of working with you as she seems passive.

Even though some blogs won't exactly double her business or anything, you can use it as a method to build rapport.

Just make the results clear, say it will build an authoritative foundation for her and help her be seen as an expert when more traffic is brought with later projects (such as ads)

Best Options for Tracey:

1. High-Ticket Client Landing Page (£500-750)

- **What it is:**
A single, beautifully designed, high-converting landing page on her website targeting high-ticket clients.
 - **Why it works:**
 - Directly tied to her goal of attracting high-value projects.
 - Fast turnaround with measurable results (e.g., inquiries from the landing page).
 - Uses her existing SEO traffic effectively.
 - **Deliverables:**
 - A landing page with optimized copy and design.
 - Compelling CTAs to encourage inquiries.
 - Integration with her contact form or scheduling system.
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2. Google Ads Campaign Targeting High-Ticket Keywords (£500-750)

- **What it is:**
A paid Google Ads campaign targeting high-value interior design keywords (e.g., "luxury interior design [city]").
- **Why it works:**
 - Brings in high-intent clients actively searching for her services.
 - Immediate traffic and measurable results (e.g., clicks, inquiries).
- **Deliverables:**
 - Keyword research and campaign setup.
 - Ad copywriting to appeal to Tracey's ideal clients.
 - Monitoring and optimization for the first two weeks.

3. Showcase Blog Package (£500-750)

- **What it is:**

Write 2-3 SEO-driven blogs tailored to high-ticket clients with strong CTAs (e.g., "Book a consultation").

- **Why it works:**

- Capitalizes on her existing SEO success.
- Helps establish authority and educate potential clients.
- Adds long-term value by increasing her organic reach.

- **Deliverables:**

- 2-3 SEO-optimized blogs.
- Keyword research to attract the right audience.
- Internal linking to improve existing traffic flow.