

Context: I know this business owner pretty well, good friends with his brother.

Voice Message 1 :

So I took a couple days to build on the ideas I was going to bounce off your former social media manager and I thought I'd run them by you.

I researched top players in your industry like orange and verizon to see how they were getting leads online.

And I found that webinar funnels and lead funnels were the most common and effective ones.

I also found a survey of b2b business owners that found webinars to be the most effective way for them to get leads.

I'll send it over if you want to take a look at it.

I noticed you didn't have any sales systems online and that you rely on cold calling other businesses to generate your leads.

<https://www.statista.com/statistics/368739/b2b-lead-generation-most-effective-online-tactics/?fbclid=IwAR2ffX76it9kojdqnDHRdwfSdMvAwHHVSSi7IGHOkJ4FkRYPSqu61Vi6pzM>

Voice note 2:

So I put together the outline for a webinar funnel to help double your lead generating efforts.

I'll also send that over...

And the cool thing is after this funnel has been tested/refined you can make an evergreen webinar funnel.

Which is basically an automated version of the webinar funnel that will continue to get you leads with no effort required.

In order to create it, I just need an idea of what your target audience is.

(*Start to feed in the idea of a discovery project: "to get started though it will be important to start setting up an email list with a few basic email sequences."

So I can specifically tailor the language and the style of the entire process.

If this is something you're interested in, I can set up the whole thing and get paid on a results type basis.

(I just need the money for the software)

WEBINAR & EVERGREEN FUNNEL

GOALS:

- To generate a significant amount of front end traffic.
- Use a webinar to provide value, build trust and establish credibility at scale.
- Get a high percentage of conversions to ensure a high ROI for money spent on ads.
- Use the webinar recording to set up an automated evergreen funnel and get a consistent flow of leads.
- Build an email list of clients you can market to in the future.



LOGISTICS

- Webinar topic, time/event and recording must be established.
- Webinar funnel hosted on Clickfunnels.
- Paid ads.
- Webinar hosted on third party sites like "zoom" or "GO Webinar".
- Email list hosted on one of the big providers eg. mailchimp.
- Promotion on socials or cross promotion with brands Meraki is partnered with (optional).
- Evergreen webinar software or embedded page on website.
- Deadline funnel software.
- Use metrics to track conversions at each stage and optimise each step.
- Sales funnel software, again this can be done on clickfunnels.

TARGET AUDIENCE: WHO AM I SPEAKING TO?

This is a basic buyers persona I came up with:

Table 01: DEMOGRAPHICS

Data Points	Answers
Name	John Doe
Age	45
Occupation	Small Business Owner
Annual Income	£100,000
Marital Status	Married
Family Situation	Two children, aged 12 and 15

Table 02: PERSONA DESCRIPTION

John, a 45-year-old small business owner from Hampshire, seeking reliable, tailored telecommunication solutions and appreciates personalised customer service.

Table 03: PSYCHOGRAPHICS

Data Points	Answers
Personal Characteristics	Detail-oriented, tech-savvy, efficient
Hobbies	Reading, golfing, hiking
Interests	Business development, technology, entrepreneurship
Professional Goals	Expand business operations, improve business efficiency
Main Challenges	Finding personalised, reliable telecommunications services
Needs	Tailored telecommunications services, exceptional customer service
Dreams	Achieve business success, enjoy a comfortable retirement
Personal Aspirations	Grow his business, ensure his children's education, travel the world
Pains	Unreliable service, impersonal customer support

Table 04: SHOPPING BEHAVIOURS

Data Points	Answers
Budget	High, values quality and personalization
Shopping Frequency	Infrequent, prefers long-term solutions
Preferred Channels	Direct meetings, email, phone calls
Online Behaviour	Researches extensively before purchasing
Search Terms	"telecommunications services UK", "business telecommunications", "personalised business comms"
Preferred Brands	Brands that offer personalised, exceptional service
Triggers	Personalised service, high-quality products, reliable brands
Barriers	Impersonal service, lack of customization

But in reality, it will be far better to get insight from you as to who your ideal customer is...



PARTS OF FUNNEL THAT MUST BE OPTIMISED

- At this stage you want to drive down the cost per result ie. How much was spent on ads to get a signup.
- You want to increase the registration rate.
- You want to increase the show up rate.
- You want to increase the conversion rate (variables: webinar/sales page).
- Analyse what the stay time was on the webinar, tweak it to more or less sales pitched focus.
- Value equation at every step of the funnel 🗝️

ADS

***Where are they? Where do I want them to go? What steps need to occur in the reader's mind for this to happen** 🗝️

- To get more cost per result (people signing up for landing page) ads must be interesting, shareable, people must comment, must tag their friends.

- Must be keyword related. (*Ask: How can I have a better pattern interrupt, how can I have a better choice of image?*)
1. You want to start off with a “mother ad” which is one big video ad to get all the traffic. (*Aim for a 10% share-to-like ratio.*)
 - These ads must follow the info-tainment formula, information (*boring*) and entertainment (*fun/engaging*). (*Not like the usual type of ads*).
 - Disrupt, intrigue and click copywriting format (*DIC*).
 2. Retargeted ads for each funnel step scenario.
 - You want a direct to the point image ad.
 - DIC format.
- A) Retarget people who watch 50% of the video ad with an image ad.
- B) You have a highly targeted ad for people who went to the landing page but didn’t opt-in. “Hey, I noticed you clicked onto the page but didn’t sign up. This is the only time I’m going to run this particular type of webinar, here’s the link to sign up”. (Do this on facebook).
- C) You have a highly targeted ad for people who signed up but didn’t show up to the webinar.
- Ad basically saying “Hey, I saw you signed up for my webinar but somehow didn’t show up, what happened? I didn’t see your name there.” CTA would send them the replay.
- D) People showed up to the webinar but didn’t buy the product.
- This can be a little more aggressive.
 - Can be a testimonial based ad.
 - Overwhelm them with social proof, testimonials, case studies, previous-clients.

In any case, a follow up sequence can be used to nurture the leads.

LANDING PAGE

***Where are they? Where do I want them to go? What steps need to occur in the reader's mind for this to happen** 🔑

Optimise the following to increase the registration rate:

- DIC, with social proof and authority (Pretext: let them know who it's for).
- Great promise.
- Must have a solid bribe - for being early or staying till the end eg. ebook, guide or report.

THANK YOU/CONFIRMATION PAGE

***Where are they? Where do I want them to go? What steps need to occur in the reader's mind for this to happen** 🔑

- Thank them for registering.
- Get them excited.
- Make an offer that will expire.
- You can do a "liquidating offer" where you funnel people to go and buy a low-ticket product whereby they enter another funnel (optional).

EMAIL SEQUENCE FOR WEBINAR

***Where are they? Where do I want them to go? What steps need to occur in the reader's mind for this to happen** 🔑

- Launch sequence format.

- To increase the show up rate.
- Get people excited.
- Automated text reminders (optional).

WEBINAR

***Where are they? Where do I want them to go? What steps need to occur in the reader's mind for this to happen** 🗝️

*AFTER you send them a link in email for the sales page.

Choose the type of webinar:

- Target Audience: The first step is to identify your target audience. Who are you trying to reach with your webinar? Knowing your target audience allows you to customise the content of your webinar to their specific interests and needs.
- Goals of the Webinar: What do you hope to achieve with your webinar? Are you aiming to generate leads, increase brand awareness, or educate your audience? Clearly defining your goals will help you select the most suitable type of webinar that aligns with your objectives.
- Budget: Determine the amount of money you are willing to invest in your webinar. Webinar costs can vary, ranging from free options to more expensive alternatives. It's essential to establish a budget before you begin planning your webinar.
- Time Commitment: Consider the amount of time you are willing to dedicate to planning and delivering your webinar. Webinars require significant time and effort to produce successfully. Assess the time commitment involved before making the decision to host a webinar.
- Analyse what the stay time was on the webinar, tweak it to more or less sales pitched focus.

- Variables to consider for high converting webinar: Ear on the side of being a trusted advisor. Does it deliver value? Are you telling a story? Are you building rapport? Do you have a compelling offer?
- Incentives to stay till the end: e-book, report or guide.

SALES PAGE

***After they purchase they enter the sales funnel.**

***Where are they? Where do I want them to go? What steps need to occur in the reader's mind for this to happen** 🗝️

Headline:

- The point of the headline is grab attention, “break their brain”, and compel them to read more

Lead:

- The point of the lead is to build rapport, amplify desire, and bribe the reader to continue reading
- Connect with the reader’s pain
- Make a big promise
- Tease mechanism
- Tease discovery story
- Establish credibility

Body:

- The goal of the body is to shift their limiting beliefs, reveal the true nature of their problem and show them the mechanism or law of nature they need to follow to get what they want.
- Introduce Guru/Brand
- Preview height of drama
- Show struggles
- Show failed attempts to solve the problem
- Moment when all seems lost
- Decision and discovery of the law of nature
- Finding the solution/mechanism
- Experiencing the dream state

Close:

- The point of the close is to present the product, and help them make their purchasing decision by stacking on their new beliefs
- Intro product
- Show how product taps into the mechanism to get dream state
- Tease contents of product
- Testimonials
- Value stack and intro price
- Stack additional value with bonuses
- Guarantee/Risk reversal
- Scarcity/Urgency
- 3 way close
- Additional Testimonial dump

WEBINAR REPLAY/FOLLOW UP

***Where are they? Where do I want them to go? What steps need to occur in the reader's mind for this to happen 🗝️**

- Post limited replay of the webinar,
- Post webinar follow up: Do you want to use a follow up funnel? Do you want to continue to send out a newsletter to keep them engaged with Meraki?

STAGE 2: EVERGREEN WEBINAR FUNNEL

What is it?:

- It is basically the entire process that was outlined, only the whole process is automated.
- Webinar must be tweaked until it is converted, then it can become automated.
- AIM for around 200 people to go through the funnel.

Purpose:

- An evergreen funnel is like having your own sales assistant that works tirelessly to attract and convert customers for you.
- It's a smart system that runs on autopilot, guiding people through the sales journey effortlessly.
- It saves you time and energy by automating the whole process.