

The Discovery Call On Demand Funnel

- Step 1: Create Your offer
- Step 2: Create your LeadMagnet (Your Free CupCake)
- Step 3: Create your video + thank you page
- Step 4: write your emails
- Step 5 : Set up your funnel

The goal of this funnel is to automate your client flow so that you don't have to post everywhere just to get clients.

With this discovery Call Funnel System You are creating a system that you can turn on and off to get clients.

Video Funnel

- ☐ Create a freebie that speak your audience. Think about what their needs are and how you can help them in a bit sized way. Pdfs and short training sessions are helpful.
- ☐ You will take your freebie and run FB ads to it.
- ☐ From there they will be sent to a thank you page and be added to your list where they will be receiving your emails with the calls to action to book a call to speak with you.

STEP 1: CREATE YOUR FREEBIE: Set up your freebie and landing page

STEP 2: CREATE YOUR THANK YOU PAGE

This is what your thank you page should consist of

- ☐ 1. a video with an invitation (90 SECS OR LESS)
- ☐ 2. copy with why they need to get on this FREE call
- ☐ 3. testimonials with your client success
- ☐ 4. a direct link to your calendar/application

STEP 3: Name your discovery calls It must be something Juicy

STEP 4: Video Script should focus on:

- ☐ Their desired outcome + Speak to their pain points
- ☐ (*three goals*)
- ☐ introduce yourself
- ☐ introduce YOUR FREE CALL OFFER + Next steps

VIDEO SAMPLE SCRIPT LOOKS LIKE THIS:

DESIRED GOAL: Are you ready to build a beautiful brand, attract luxe high paying clients and make 10K months your new normal?

INTRODUCE YOURSELF AND WHO YOU HELP:

Hi lovely, I'm Fabiola Giordani – business mentor to women entrepreneurs who are out to change the world.

INTRODUCE CALL AND NEXT STEPS:

I've just opened up a handful of my free six figure strategy sessions.

These strategy sessions are specifically designed for new and emerging women entrepreneurs ready to catapult their brand and business to the six figure mark in the next 90 days.

If you want to hit six figures you're going to need a roadmap and in this session I'm going to personally guide you in designing a clear action plan for making your unique business stand out, be profitable and purpose filled.

These sessions fill up super fast so click the big button underneath this video to grab one before they're all gone.

I can't wait to speak with you and help you build your online empire.

STEP 4: YOUR THANK YOU PAGE COPY

Your video and landing page copy should focus on

- ☐ Speak to their pain points
- ☐ Their desired outcome
- ☐ How you can help
- ☐ The invite.
- ☐ Testimonials

STEP 5: Write your emails and set it up in your email provider:

Once you've set up the Thank you page then you have to create 5 emails that tell stories and connect with your audience in order for them to take action on your main call to take action.

The call to action will be to book a call or buy something.

See email examples:

https://drive.google.com/file/d/1Mh_DtGeY2hN4Xoz2QDuYYQp2WMenfoRS/view?usp=sharing

CHECKLIST:

- ☐ Freebie
- ☐ Invite Video
- ☐ Landing page copy
- ☐ Thank you page copy
- ☐ Design landing page
- ☐ Design video thank you page

- ☐ Calendar event + Questionnaire

- ☐ Write emails
- ☐ Set up email funnel in email provider