

Rapid Startup

RapidExecutive.com/Webinar

Free Weekly Online Training

In this session..

7-Figure Sales Funnel

Finding “Winners”

The Anatomy of a 7 Figure
Sold Out Event Funnel

Top of the funnel (SLO)

The Event itself (+Stack)

The “backend” (money x
continuity)

Bonus: Tools of the trade

**Build your own dreams, or
someone will hire you to build
theirs.**

- Farrah Gray

What is a 7 Day Startup?

— — —

7 Day Startup

1. Ideation
2. MVP
3. Name Your Thing
4. Build Your Site
5. Marketing
6. Metrics
7. Launch!



Does it work?

- ButterCoffee.com.au
- GreenMatcha.com.au
- FunnelFixIt.com
- RapidEmailCourse.com
- UsingSlack.com
- Amazon Brand...
- And many more in the pipeline!

Can't Wait 2 Months to Launch Your Business?

Go Back To Lesson 1 Here and Access The Full Course:

RapidExecutive.com/Launch

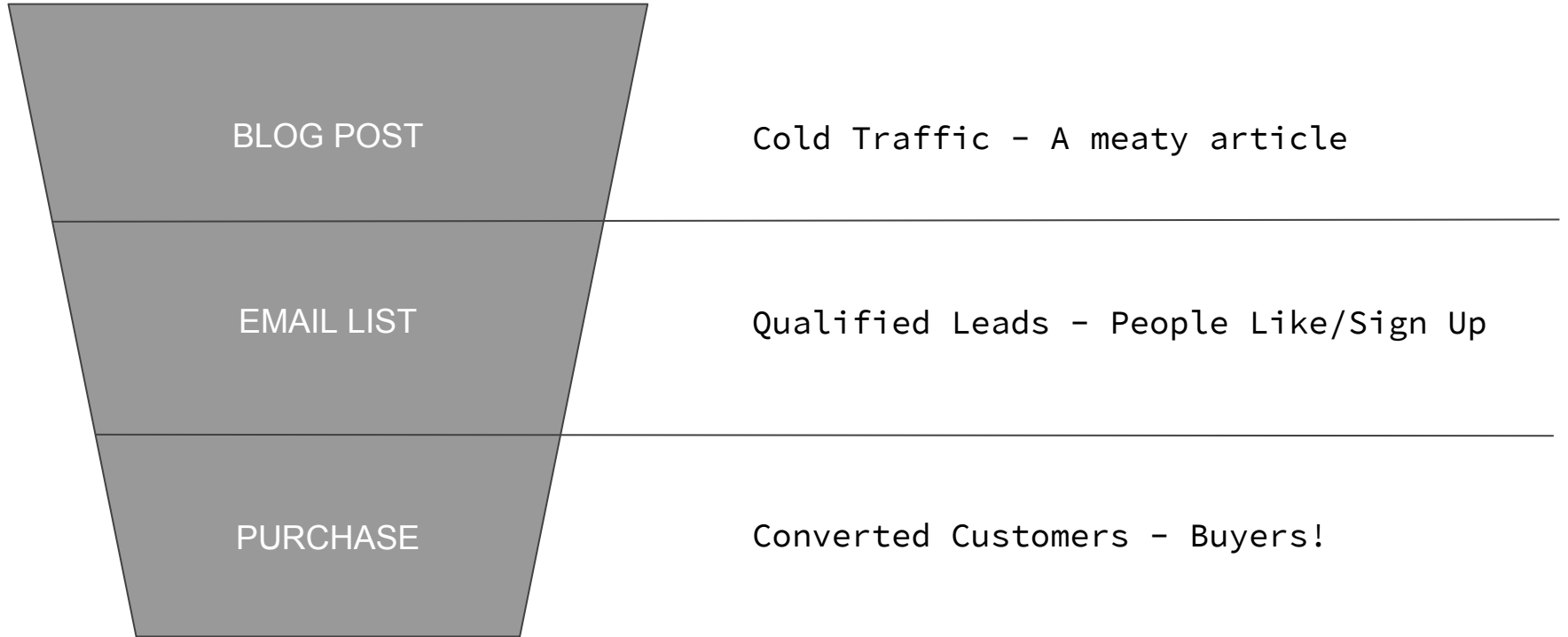
Business Model Matrix

rapidexecutive.com/live

Business Archetype	Sub-types	Real World Example	Market Size	Simplicity / Ease of Entry	Automated / Recurring Revenue?
The Teacher	Coach	Kimra Luna	●	●	●
	Thought Leader	Sam Harris	●	●	●
	Mediapreneur	Gary Vaynerchuk	●	●	●
The Freelancer	Existing Skill	Joey Kissimmee	●	●	●
	Elance/Freelance/Gigging	AnarchoFighter	●	●	●
The Maker	Designer	Justin Jackson	●	●	●
	Builder/App/Software	Nathan Barry	●	●	●
	Artist	PixelPusha	●	●	●
The Retailer	Physical Products	Butter Coffee	●	●	●
	Drop Ship	Hello Matcha	●	●	●
	Amazon FBA	Pro Chef Tools	●●	●	●

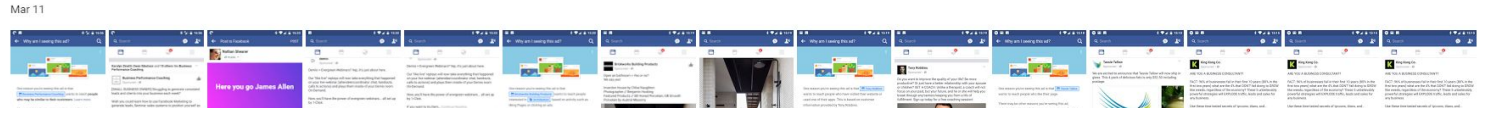
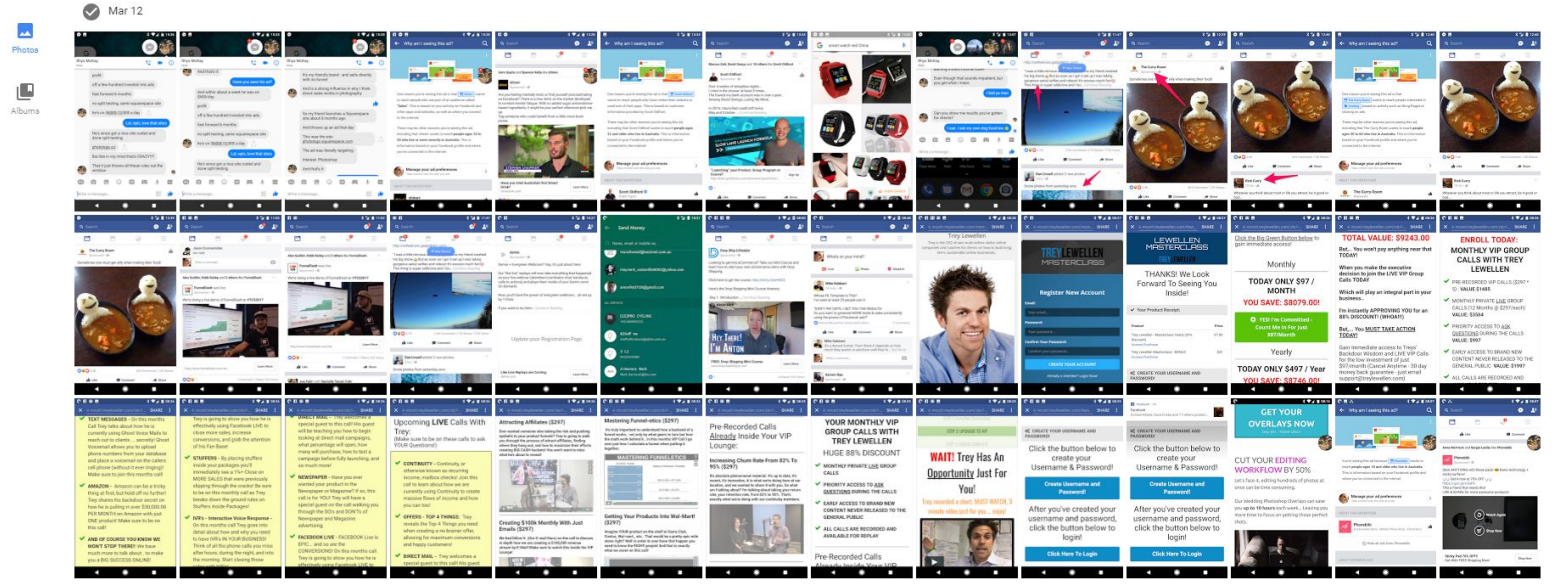
What is a “Sales Funnel”?

A Simple Funnel Example



The Funnel

Finding winners



Mailchimp

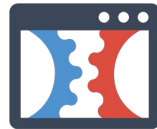
[http://rapidexecutive.com/
mailchimp](http://rapidexecutive.com/mailchimp)



This is “Freddie”

1 Tool to Rule Them All

Click Funnels



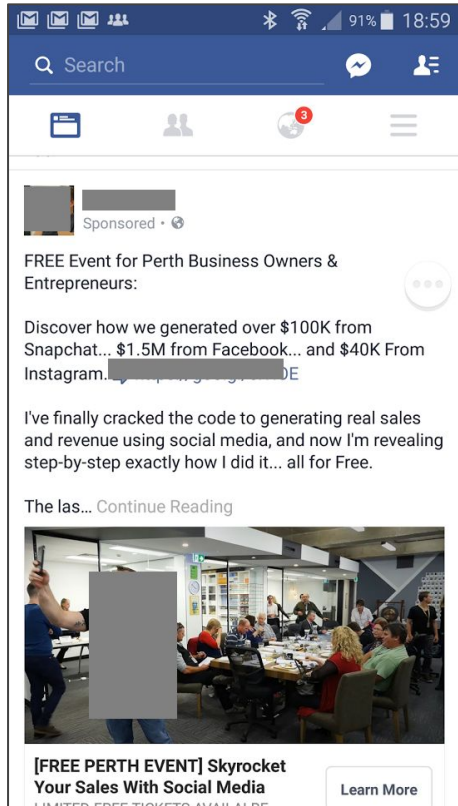
click funnels

Anatomy

Of a 7 Figure Event Funnel Business

The Top Of The Funnel

Facebook Ad



The screenshot shows a mobile phone interface with a Facebook app. At the top, there's a status bar with icons for messages, search, and notifications, along with the time 18:59 and 91% battery. Below that is the Facebook navigation bar with a search icon, a home icon, a notification icon with a red '3', and a menu icon. The main content area displays a sponsored post from a business page. The post text reads: 'FREE Event for Perth Business Owners & Entrepreneurs: Discover how we generated over \$100K from Snapchat... \$1.5M from Facebook... and \$40K From Instagram. [REDACTED] I've finally cracked the code to generating real sales and revenue using social media, and now I'm revealing step-by-step exactly how I did it... all for Free. The las... Continue Reading'. Below the text is a photograph of a group of people sitting around a table in a meeting or workshop setting. At the bottom of the ad, there is a call to action: '[FREE PERTH EVENT] Skyrocket Your Sales With Social Media' and a 'Learn More' button.

- FREE
- “Business Owners & Entrepreneurs” - self identifiers
- “Discover” (big reveal)
- Hard \$\$ facts
- Image - group
- “Mastermind” feel, access to “Attractive Character”

The EVENT

Sales Funnel

NAVIGATOR ONLINE MARKETING SUMMIT

Dave Davermann Presents...
Online Marketing Summit - Social Media Series

\$100K from Snapchat...
\$1.5M from Facebook...
\$50K From Instagram...

After months of work and over \$40,000 in ticket income, we've finally cracked the code on how to generate actual (PROFIT) from social media.

And now at the upcoming "Online Marketing Summit" I'm revealing the step-by-step blueprint for dominating your industry on social media (while generating real sales and profits as well).

Limited FREE tickets are available now.

RESERVE MY FREE SEAT NOW
Strictly limited to 100 free tickets per city.

PERTH 08:00pm - 09:00pm 10:00am - 11:00am	MELBOURNE 08:00pm - 09:00pm 10:00am - 11:00am	SYDNEY 08:00pm - 09:00pm 10:00am - 11:00am	BRISBANE 08:00pm - 09:00pm 10:00am - 11:00am
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Last time we ran a Online Marketing Summit all tickets
SOLD OUT well in advance...

Due to venue capacity restrictions we can only supply 100 free tickets per city so reserve yours today before you miss out....

00 00 00
HOURS MINUTE SECONDS

RESERVE MY FREE SEAT NOW
Strictly limited to 100 free tickets per City.

ORDER AT THE BOOKING!

Here's What Others Have Achieved With Our Strategies

Fernan Lopez doubled his business in 5 months with income that is passive and recurring.	Daniel Mann tripled his business in 5 months with income that is passive and recurring.	Sammy Guy tripled his business in 5 months with income that is passive and recurring.
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Dear Business Owner,

Did you know as of January 2016 there are 2.3 Billion people active on Social Media and it is growing at a rate of hundreds of millions of people each year?

Due to venue capacity restrictions we can only supply 100 free tickets per city so reserve yours today before you miss out....

Nonem ipsum dolor sit amet, consectetur adipiscing elit. Aenean conmodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo. Fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi.

You'll get my exact step-by-step blueprint that generated me:

- ✓ \$100K from Snapchat in 4 months
- ✓ \$1.5M from Facebook
- ✓ \$50K from Instagram



All you need to generate consistent profits from social media is the right "game plan".

What is a SLO?

Self Liquidating Offer

- Designed to recoup and ad costs
- Provide front end validation
- Identify “hyperactive” buyers
- 2nd Micro-commitment of a “sale” after the “free” offer

Ad - Free Offer - “wait, there’s more” \$47 VIP package -

The advertisement features the NAVIGATOR logo at the top left and various social media icons (Facebook, Instagram, Snapchat, etc.) at the top right. The main content is on a dark blue background with an illustration of hands holding smartphones displaying social media apps. The text reads: 'Dave Davermann Presents... Online Marketing Summit - Social Media Series', followed by '\$100K from Snapchat...', '\$1.5M from Facebook...', and '\$50K From Instagram...'. Below this, it states: 'After months of work and over \$45,287.48 spent testing, we've finally cracked the code on how to generate actual PROFIT from social media... And now at the upcoming "Online Marketing Summit" I'm revealing the step-by-step blueprint for dominating your industry on social media (while generating real sales and profits as well). Limited FREE tickets are available now.' A prominent orange button says 'RESERVE MY FREE SEAT NOW' with the subtext 'Strictly limited to 100 Free Tickets per City'. At the bottom, there are four event cards for Perth, Melbourne, Sydney, and Brisbane, each with a date and time.

NAVIGATOR
HIGH LEVEL TRAINING LTD

Dave Davermann Presents...
Online Marketing Summit - Social Media Series

\$100K from Snapchat...
\$1.5M from Facebook...
\$50K From Instagram...

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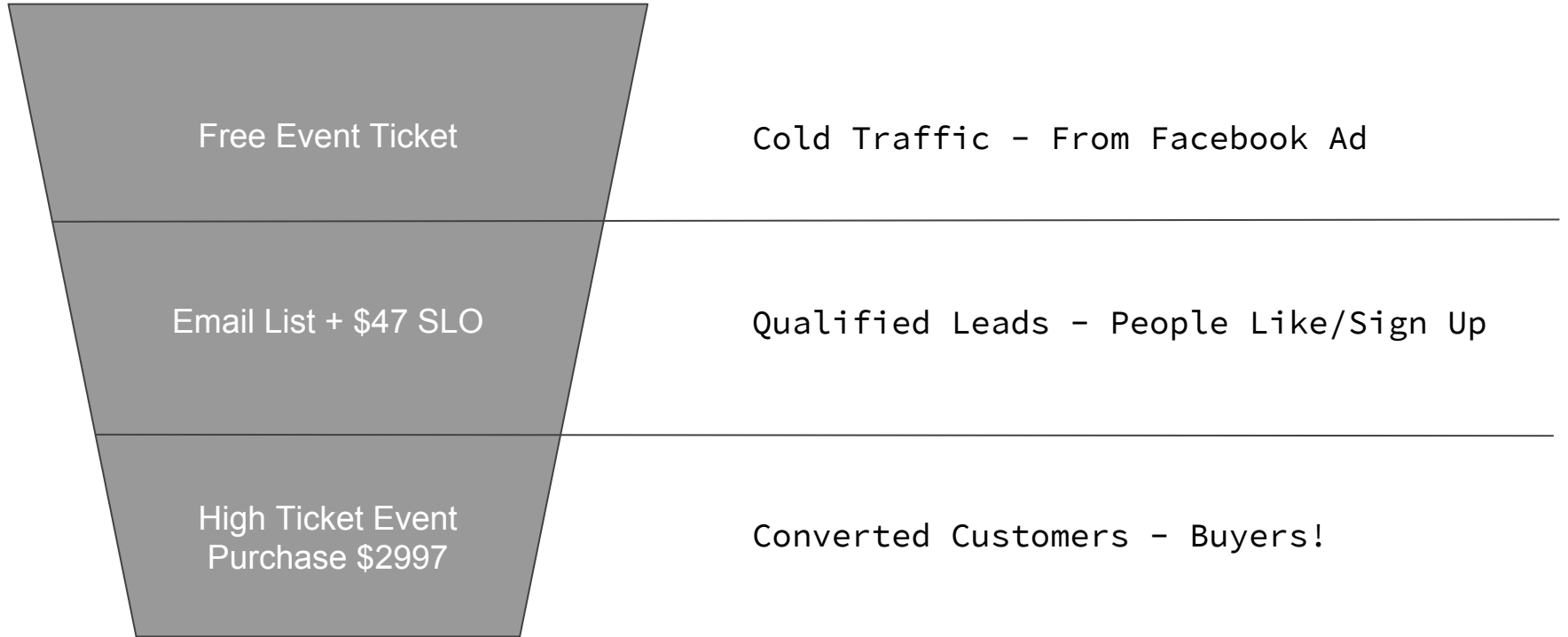
PERTH
Oct 19th 2016
6:00pm - 8:00pm
6:00pm - 8:00pm

MELBOURNE
Oct 19th 2016
6:00pm - 8:00pm
6:00pm - 8:00pm

SYDNEY
Oct 19th 2016
6:00pm - 8:00pm
6:00pm - 8:00pm

BRISBANE
Oct 19th 2016
6:00pm - 8:00pm
6:00pm - 8:00pm

A 7-Figure Event Funnel



The Funnel

Everyone needs to be
a media company

- Gary Vaynerchuk

RE - MARKETING

FACEBOOK



PIXEL

The fortune is in the follow up

Will It Fly - Pat Flynn

The Email Follow Ups

Phone calls - Real People (Salesmen!)

“Rough” Numbers

— — —

*100% subjective “guesstimates”

600 people confirmed (at 5% industry standard - that’s 12,000 email addresses!)

\$47 SLO x 25 = ~\$1175 (wouldn’t quite cover the ad spend)

\$2997 x ? (300 people in the room minimum at my count)

30 immediate = ~\$90k (this is called a “table rush”)

50 over 45min = ~\$150k (while I was standing talking to the table people)

20 stragglers @ 50% = ~\$45k (not sure if these were closing or just hanger-onners!)

\$300k



- Per city (4 in total)
- 3x a year!
- + all the backend sales!!

Do what you love and
you'll never “work”
a day in your life

RECAP

7 Figure Sales Funnel

Scoping Your Market #'s

#FunnelHack What's Already Working in Your Niche

#TakeAction!

Can't Wait for the rest of these to get started?

[>Get The Full 7 Days Here<](#)

Start Today

It's a great day to start
something **BIG!**

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RapidExecutive.com/Launch

Need Help?

Free 15 Skype Call with Me

<http://rapidexecutive.com/coaching>

It's a great day to start
something **BIG!**

#1 Biggest Impact On My Business This Year?



Bryan in
"the zone"



Look at the
intense
concentration



Business Coaching

Keep Me Accountable Coaching Packages

- Up to 2 x 60min Monthly 1 on 1 calls
- Tailored Business Goal Strategy
- Regular Accountability Follow Ups

\$397 / month

Reasonable Email Access

Only my coaching clients have access to my personal email

Tonight Only...

Accountability & Coaching Package	\$397 value
4 Core Sales Funnels Website Templates	\$497 value
Idea/Website review and action steps	\$550 value
	Total \$1573

RapidExecutive.com/Coaching

Total Tonight Only \$197