

Role of Writing For The Sales Funnel

WINNING
— Words —

Funnels

- Must be the right funnel for the right market
- Doing what everyone else does may not work for you
- Writing a funnel is key to getting clients to like and trust you



Funnel

- Get their attention
- Get their email by offering a lead magnet
- Build your authority and let them get to know you
- Make your offer
- How many emails this takes it up to you
- Usually it is four to five



-
- Many suggest you offer a low price item to get them to buy
 - Then work them up to higher price items
 - However, the cheaper the price, the better you have to be at marketing
 - You are selling services/program – funnel should allow them to see value of this



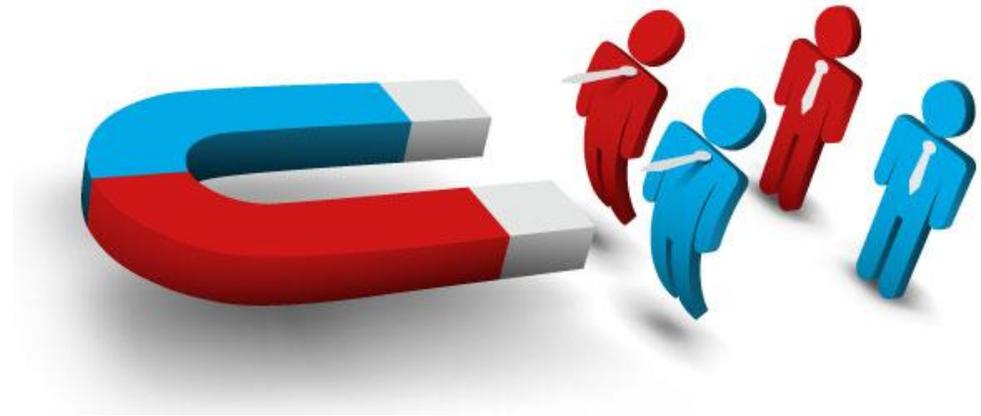
Funnel Start

- They first hear of you through an ad or a referral.
- Ads must be to the point – be something that means something to them
- If you can get them to read a blog post, watch videos – they are more engaged
- They opt-in to what you are offering for free (lead magnet)
- They are saying: “I am happy to give away some of my privacy to this brand”



Lead Magnet

- Pick on solution – put it in a report or cheat sheet
- Make it something that is covered in your service and program
- The easier and quicker it is to consume, the easier it is to get them to opt-in
- Webinars are for later – when they know you better – this is more of a commitment



-
- As they get to know you the relationship changes – this is a difficult time to write
 - Until they convert to buying – they are not convinced of your value
 - Your writing must try different aspects of value
 - Information is value – you do not always have to be giving away a gift



-
- Once they convert and by something – the relationship is established
 - Writing must nurture this – the tone can be more informal – they know you
 - You must not be afraid to be yourself – you know have working relationship
 - Your best potential clients are people who have already purchased from you



-
- Advocate –successful customer give a testimonial or case study
 - Promote – successful customers becomes a partner by telling friends about your brand, become affiliate (copy needed for both)
 - Understand where you are at (which stage when you write copy)
 - At the top of the funnel you are softer and more formal
 - Once they convert, you can be more informal (while still being respectful)



What people
are saying!

-
- Email services like Active Campaign allows you to segregate people into:
 - Those who have just opted-in but not purchased
 - And those who purchased
 - This allows you to write different emails that fit where they are at.
 - This is a bit more work

The logo for ActiveCampaign, featuring the brand name in a white sans-serif font on a dark blue rectangular background. The text "ActiveCampaign" is followed by a white chevron symbol pointing to the right.

-
- Send emails to people who have not bought “courting emails”
 - Send those who have bought “marriage” emails
 - Courting emails: Speak more to emotions
 - Marriage emails: Speak more to what you know they like



-
- You will be spending more time writing emails for the purpose of growing your email list and obtaining more clients
 - This is where you need to practice
 - Works the same for offline
 - It is a skill worth developing
 - And there will be trial and error
 - But it's worth it.

