



sales funnel + brand strategy



This document serves as a guide to take you through the next steps once your website is set up. It contains all the information you need to know about setting up your sales funnel and your brand and marketing strategies moving forward. If you have any questions or doubts, please, don't hesitate to contact me and I'll be more than happy to help you wherever you may be stuck. I wish you the very best in your business and hope to see your brand growing and expanding as much as possible!

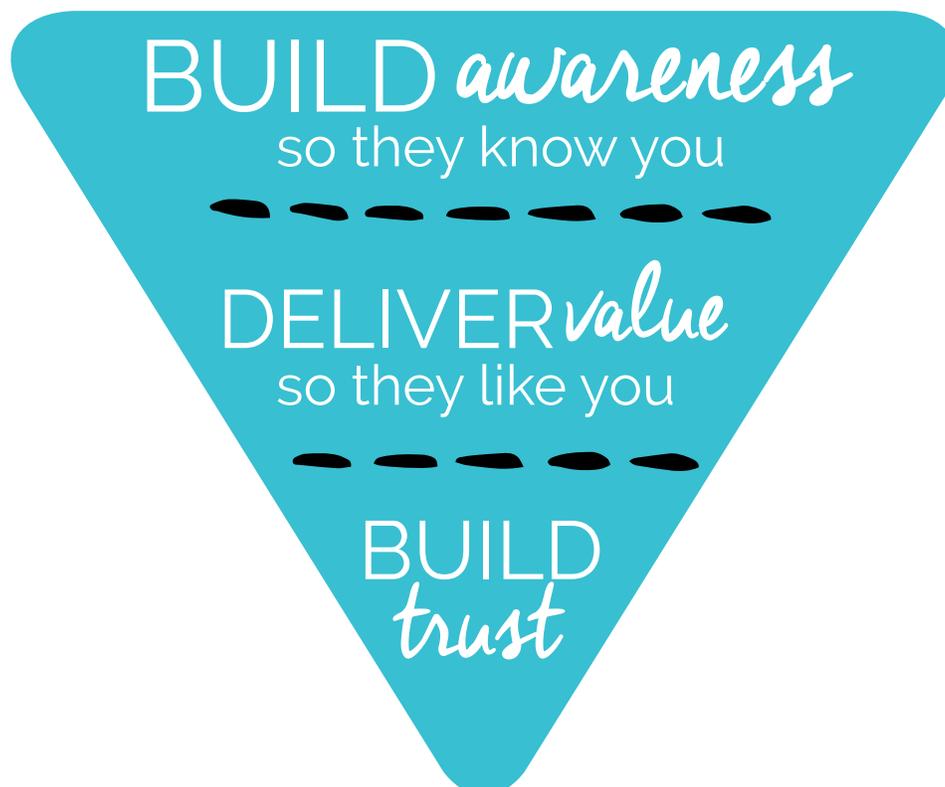
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what is a sales funnel?

A sales funnel is what takes people from knowing about you, liking you, trusting you to be the right person/business that is capable of solving their problems and finally buying from you

A sales funnel is the buying process that leads customers through to purchase from you. Once you have determined who your ideal audience is, you want to capture their attention and build an experience for them with your brand. Basically, you're taking them through a journey into going from outsiders to becoming your customers. Funnels are wide at the beginning of the process and narrow down as potential customers get closer to the sale.

SALES FUNNEL



 STEP 1: *build awareness*

This is where you first come into contact with your audience. It's the first step in getting your message and brand in front of your target audience. Of course, it's important that you are focused on reaching the right people. This is why it's crucial that you look at your Brand Brief and understand who your target audience is and where they hang out.

You want to make sure that the messages that you're putting out are reaching your audience in the right place.

The easiest way to get people into your funnel is by giving them free value related to your product or service. When you're creating something of value and giving it away for free, you're giving people an incentive to actually download it and get on your email list. It is through email that you're going to be taking them into your funnel. When a prospect goes to your website, you need to capture their attention and have them give you their email in order for you to contact them again with more information about what you offer so that, eventually, they end up buying from you. A really compelling and valuable piece of free content gives you the chance to get their information. Why? Because if you simply add a "Subscribe here" form on the site, it's not something people may do. However, if you give them information for free, something of extreme value to them; then it's something that they might be more inclined to give you their email for.



STEP 1: *build awareness*

FREE CONTENT IDEAS

*So, what sort of information do you give away for free?
Here's a list of things you could do*

<i>Video series</i>	<i>Expert Roundup advice</i>
<i>PDF Guide</i>	<i>Audio Transcript</i>
<i>Mini eBook</i>	<i>Behind-the-scenes content</i>
<i>Quiz</i>	<i>Email Course</i>
<i>Templates</i>	<i>Free Workshop</i>
<i>Video Training</i>	<i>Live Calls</i>
<i>Tutorial</i>	<i>Free Trial</i>
<i>Webinars</i>	<i>Discount Code</i>
<i>Swipe Files</i>	<i>Access to Facebook Group</i>
<i>Checklist</i>	<i>Free Challenge</i>
<i>Audio File</i>	<i>Resource Library</i>
<i>Resource Guide</i>	<i>Workbook</i>

The possibilities are really endless. Check with me and we'll work out together a list of different ideas we could develop for your brand. These are a great way to get people to sign up, get to know you better and see the value you can provide. Focus mainly on the results that you can help people achieve, even if they're really small and simple victories, they could be really valuable.

 STEP 2: *delivering value*

This next step is focused on delivering value. So, once people are on your email list, it's time to communicate with them constantly in order to slowly get them to like you. You already caught their attention and got them to give you their emails. Now, it's your turn to continue emailing them in order to slowly build on that trust that's so important for them to purchase.

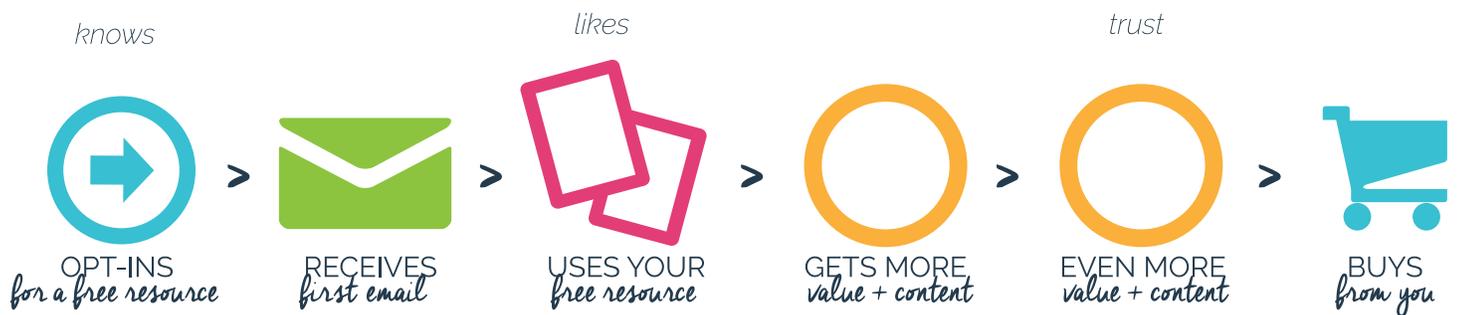
You want them to come back or share the content that you're creating for them. Basically, this is where you build your engagement with them. It's not only about giving that value, it's about starting up a conversation.

One great way to do this is by creating a Private Facebook Group and inviting people on your list to join. This way you can have a conversation with them and understand their need even more.

You will slowly captivate them by creating a series of automated emails that will be sent over the course of a few days or weeks. These emails are what take people through the process of liking you to finally trusting you.

✓ STEP 3: *creating trust*

Finally, after engaging with your audience consistently, you eventually build their trust. Remember, when people trust that you are the person or business that has the capacity of solving their problems, that's when they feel like you are the best option for them and end up hiring you or purchasing from you. Once you have been in constant contact with them, it will be easier for them to make the decision to buy from you, because you have shown and proven to them that you are an expert in your field, that you understand their problems and that you are at the capacity to solve them.





WHAT DO YOU
email your list?

Once you have gotten people on your list through your opt-in offer, you have to send them a series of automated emails that will get them through the stages I mentioned before. This is what the process should look like.

- EMAIL # 1: *deliver opt-in* > creating reciprocity
- EMAIL # 2: *introduce yourself* > creating authority
- EMAIL # 3: *introduce your topic* > creating trust
- EMAIL # 4: *common mistakes/myths* > creating likeability
- EMAIL # 5: *deliver value* > creating trust
- EMAIL # 6: *get personal* > creating community
- EMAIL # 7: *make an offer* > creating opportunity
- EMAIL # 8: *reminder* > creating scarcity

Below I share a guide to what your emails should contain. The suggested text is JUST A SUGGESTION. Please, add your personality looking at what you have in your Brand Brief. Remember how you should be talking to your audience, and how you want to be perceived when creating your emails.

EMAIL 1 *delivering content*

The first email should be focused ONLY on delivering the content they opted in for. Depending on what platform you use - Convertkit or MailChimp - it is pretty easy to set up. I will set this up for you and explain to you how to do it for future reference. This first email should only contain the free content.

Subject: Here's the free X you requested

Message: Hi [FIRST NAME], here's the free X you requested from [YOUR NAME]. Thanks for downloading. I hope you enjoy it!

EMAIL 2 *introduce yourself*

This second email is your opportunity to briefly introduce yourself and what you do. You don't want to be overly aggressive, this isn't a sales email - that will come in later. This email is focused on simply getting people to know a little bit more about you. This email should also include a link where you want them to go. So, this is the perfect place to invite them to your private Facebook Group or to follow you on Instagram. This email should also be interactive. This means that you should ask them where they're struggling and why they downloaded your freebie.

Subject: Nice meeting you!

Message: Hi [FIRST NAME], my name is X, I do X. I hope you enjoyed the freebie I sent you the other day.

I'm [NAME] and I do [WHAT YOU DO].

I wanted to welcome you to my VIP email list! In it I will be sending you exclusive content on [TOPIC].

I do my best to keep my emails super actionable so that you can put the advice I give you to use immediately. You're going to love it! If you're not interested in receiving any emails from me or already have an overflowing inbox, feel free to click unsubscribe at the bottom of this email.

I also want to invite you to my free Facebook Group [GROUP NAME - OR WHERE YOU WANT THEM TO FOLLOW YOU].

Now, I wanted to ask you what you're struggling most with in terms of [YOUR TOPIC]. Please, hit reply, I really want to know!

EMAIL 3 *introduce your topic*

In this email you want to educate the people on your suscription list on the topic that you talk about. You have to assume that the people on your list do not know or understand why what you do will help them or get them better results. This email serves as an introduction to that topic. This email IS NOT about selling what you do, but purely educational on your expertise. For example, I send and email explaining what branding is and why it's important for a business.

Subject: Here's what you need to know!

Message: Hi [FIRST NAME],

I wanted to share with you more about what [TOPIC] is.

Here are 5 reasons why you need [X].

- List 5 reasons and results.

EMAIL 4 *common mistakes/myths*

In this email you want to share the most common mistakes people make regarding your topic. What do people get wrong in relation to it? Another direction you could take is share common myths people have about your industry or what you do. In these mistakes you could add "not hiring a professional." You could also possibly add how to fix these mistakes. Remember to give quick tips, don't offer complete solutions -- that's why they need to hire you. This is the first time you hint at your services.

Subject: Don't make this mistake

Message: Hi [FIRST NAME],

Are you making these mistakes in terms of [X]? These are the 4 most common myths or mistakes people make.

P.S. If you have made these mistakes/are making them right now, I would love to help you fix them. You can check more out right here [LINK TO SERVICES PAGE].

EMAIL 5 *deliver value*

This next email is another opportunity to deliver more value to your list. This serves for creating even more likeability and showing that you are an expert in your field. In this email I recommend going over the VERY FIRST step people need to take in order know more of your topic. For example, the very first step for me is giving them a short explanation of how to build the foundation of their brand. You're giving free value and an introduction to what you do, but not giving too much away. An idea is answering the #1 question people have on your topic.

Subject: Your #1 question answered

Message: Hi [FIRST NAME],

I already explained to you what [TOPIC] is and today I want to answer what the most common question is regarding [TOPIC].

EMAIL 6 *get personal*

In this email you want to focus on sharing a personal story in order to connect with your audience. You want to show that you understand the position they are in and how you got to where you are (even if you're only 1 step ahead of them). This will build trust and resonate with them because they might see themselves reflected in your own story. Here you want to ask them what's holding them back from moving forward.

Subject: I want to share a story

Message: Hi [FIRST NAME],

- Talk about where you were when you began months/years before and how you too were stuck in [TOPIC]. Describe what your life looked like then.
 - Share what happened to you and how you began to make a change. It might be you learned a lot or hired a coach/expert in that field. Talk about the turning point.
 - Talk about the results you got after you made this change. What are the biggest benefits?
- Ask them what's holding them back from moving forward?

EMAIL 7 *make an offer*

Finally, this is the email where you're going to be actively making an offer for your services. By this point you have educated your audience, busted myths, explained common mistakes, shown that you're an expert, generated likability and trust and pushed them to take the next step. In this email you want to make your official pitch to them. Talk about your services, what you do, FAQs to your services and, if you can, share testimonials from previous clients talking about where they were and where they are now. It's really important that you make very clear what the next step in order to hire you is. If it's calling you, share that link. If it's sending you an email, explicitly ask them to message you. Here you want to address any hesitations or excuses they might have.

Subject: Here's how I can help

Message: Hi [FIRST NAME],

By now you understand the importance of [TOPIC] and know why it's so important to you. Here's how I can help you:

- Talk about results they can achieve
- Your offer
- FAQs
- How do they contact you to hire you?

EMAIL 8 *reminder*

This email goes out about 2 weeks after the previous one. It serves as a reminder for your services and is super simple to follow. A lot of times, people just simply need that small extra push in order to begin working with you.

Subject: Are you still interested?

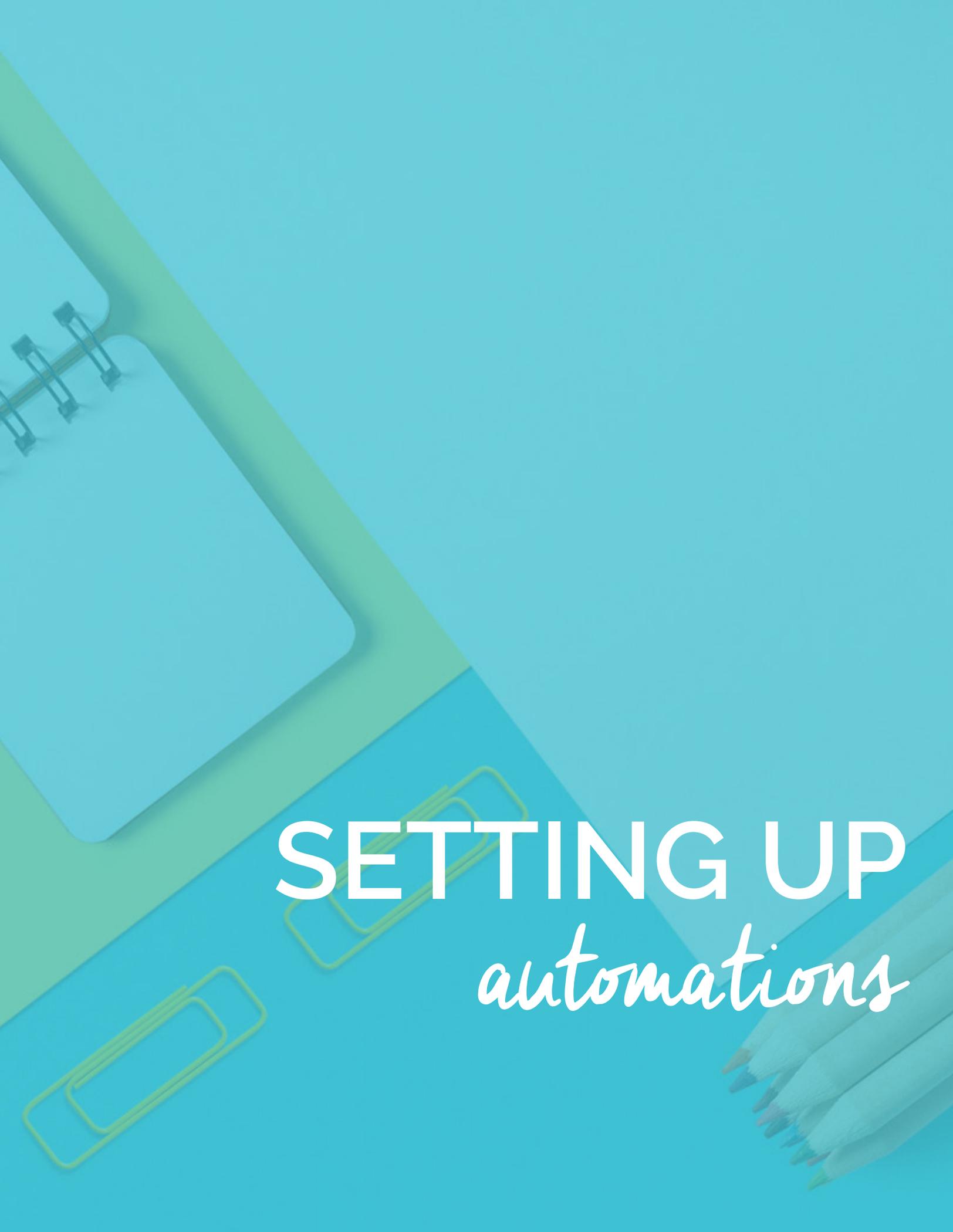
Message: Hi [FIRST NAME],

Are you still interested in [WHAT YOU DO]?

If you are, then [ACTION - Schedule a call or email me back].

Let me know and we'll get in touch!

Thanks



SETTING UP *automations*

MailChimp 101

MailChimp is an excellent platform to begin managing and connecting to your database. One of the great features it offers is that it's free up to 2,000 email subscribers. This is great for when you're starting out. However, in order to setup automations in MailChimp, you do have to have a paid account. It also has the possibility of automating your email sequence. The pricing is very affordable and can start at \$10/month.

Next, I will explain how to create a CAMPAIGN and setup AUTOMATIONS in Mailchimp.

MailChimp 101

SETTING UP A CAMPAIGN

STEP 1: CREATE A LIST

You need to start by creating a list of the people you will be emailing. You can have various lists depending on what you need to email each one. It could be a list for customers, subscribers, students, clients, leads, etc. [Click here to find out more about how to create a list](#) and visit this link for help with [creating a signup form](#).

If you use MailChimp, I have already installed on your page a signup form leading to one list. If you need help with adding more forms in different parts of your page and adding an additional list, let me know and I will help you.

STEP 1: CREATE CAMPAIGN

Mail Chimp calls the mass emails you send to everyone on your list CAMPAIGNS and they offer a variety of basic email templates to get you started. Set up a campaign by clicking the Campaigns tab in to top navigation. Then click on CREATE CAMPAIGN on the top righthand corner.



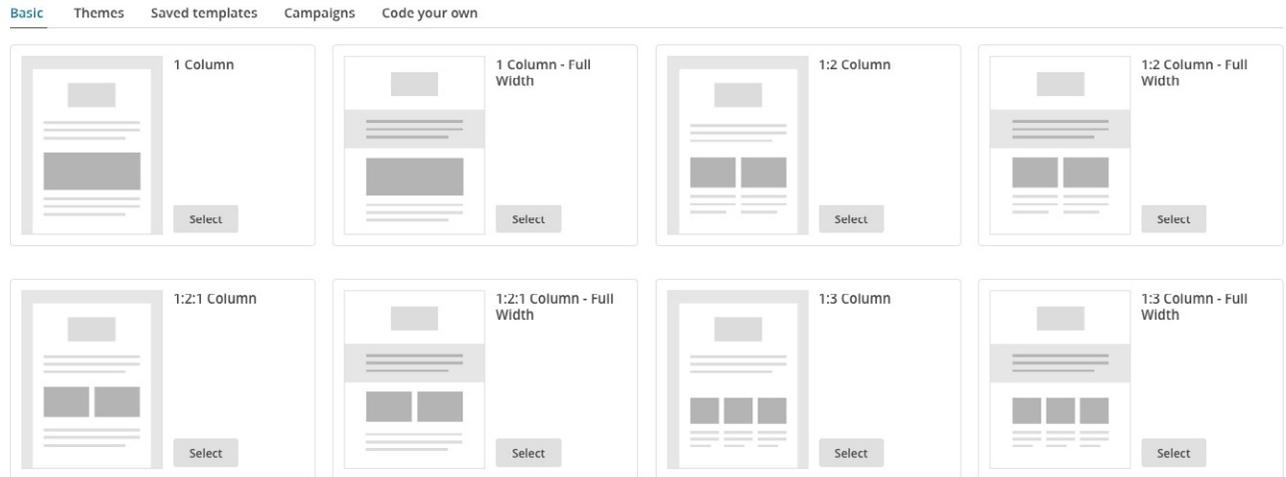
Campaigns

Create Campaign

Next, choose REGULAR CAMPAIGN, LIST NAME, AND CHOOSE A NAME FOR YOUR CAMPAIGN + basic information such as your email, and name.

STEP 3: CHOOSING A TEMPLATE

Select a template



Choose a template that best fits your needs. My recommendation for the automated sequence of emails I showed you above is that you keep it as Simple Text because it feels more authentic to people and like you're actually emailing them directly. However, this is something you can play around with as you like, maybe your results may vary from mine.

MailChimp does a great job of walking you through the whole process so you can easily edit the layouts by dragging and dropping the different style content blocks.

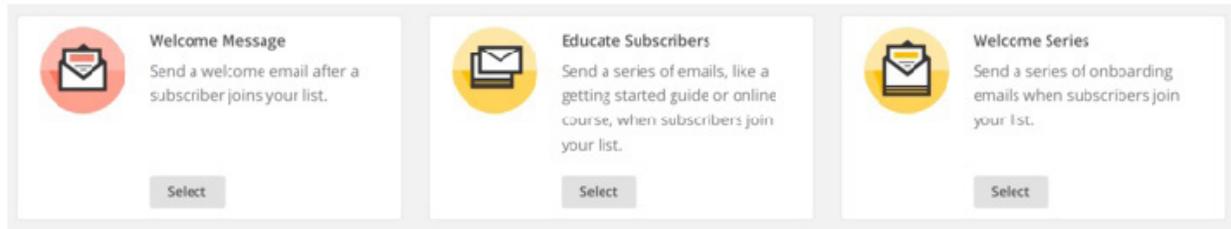
Once you're finished, MailChimp reviews your campaign and alerts you if you missed any details. After you're done, you simply hit SEND or SCHEDULE if you're planning on sending them at a specific time or date.

SETTING UP AUTOMATION

In order to setup an automation like the one I taught you above, you need to have a paid account with MailChimp. It's a very affordable and easy option to have.

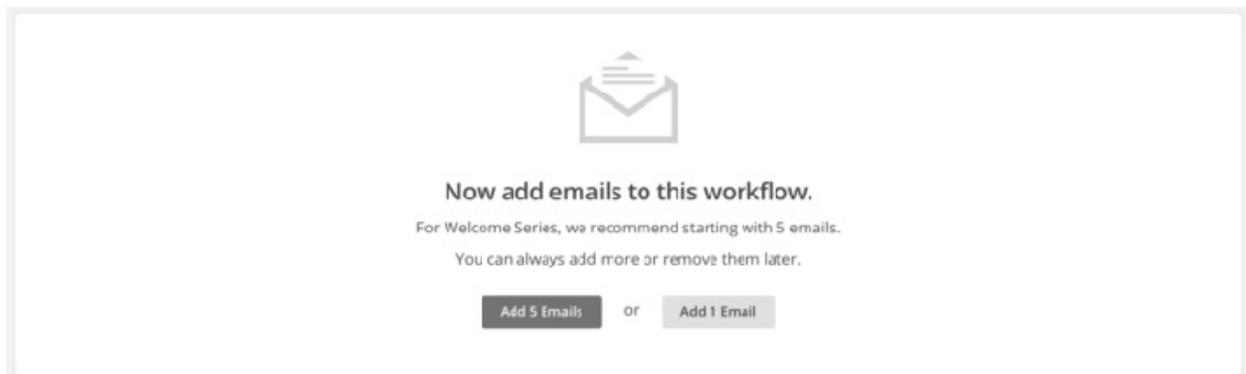
STEP 1: CREATE NEW AUTOMATION

You will find the automation button at the top navigation bar. After you have upgraded your account, you can start a new automation workflow. You have to select the list to which you will be sending the automation and choose Welcome Series.



STEP 2: ADD EMAILS

Next, you will add the number of emails in your sequence. For the one above it's a total of 8 emails. Remember to include your opt-in in your first email. It must be a link to the file that can be hosted either on your webpage or a Dropbox.

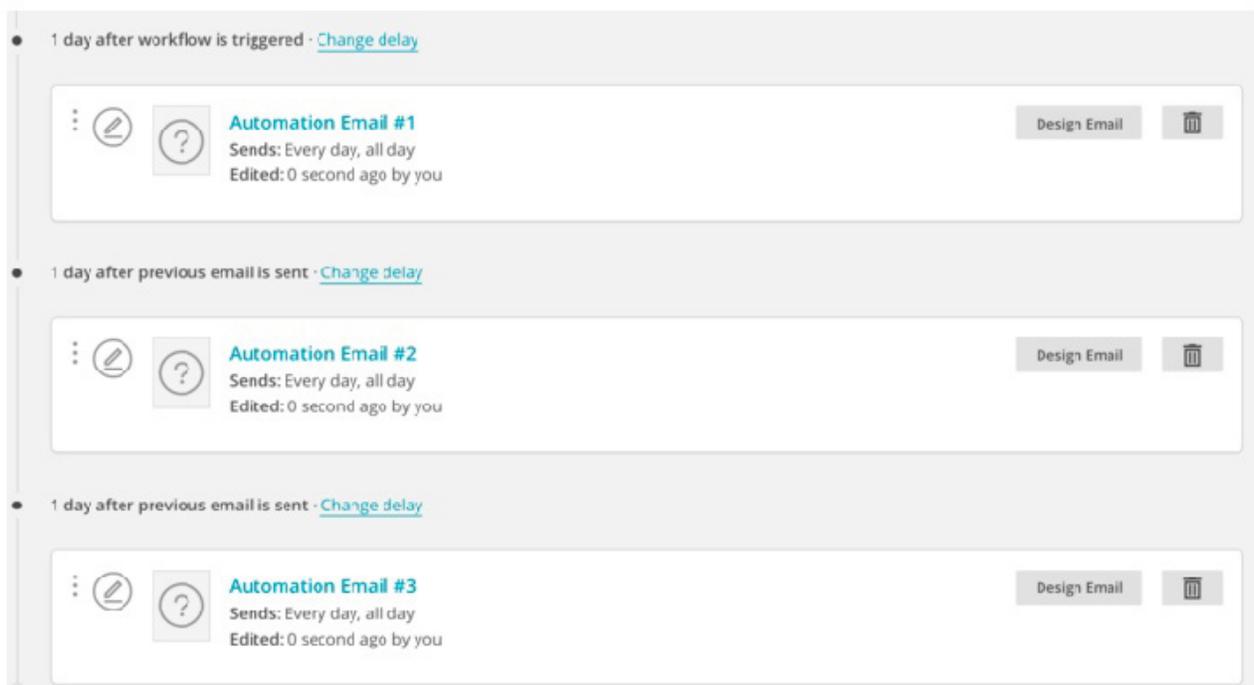


Once you click "add email" your first automated email will pop up on the list. Then click "design email" so you can add in content as you normally do. Once you are done with your first email just "save and return to workflow" to add in any additional emails.

SETTING UP AUTOMATION

STEP 3: SCHEDULING EMAILS

Once you have the design and text created in all of your emails you will be ready to assign when they will go out. As default the first email is set to go out immediately after people subscribe with the second email being sent out 1 day later and the third email being sent out 1 day later after that one. To change the date simply click "change delay" on the email you want to reschedule. I recommend sending each email after every 2 or 3 days from the previous one.



Once you have all emails ready and scheduled, you're ready to send! It's important to know that once you start this automation, you can't change the order of the emails being sent. You can edit its content, design and when they will be going out. It will tell you how many people are in queue for the next email and you will be able to pause emails to edit them or pause the whole series.

Converkit 101

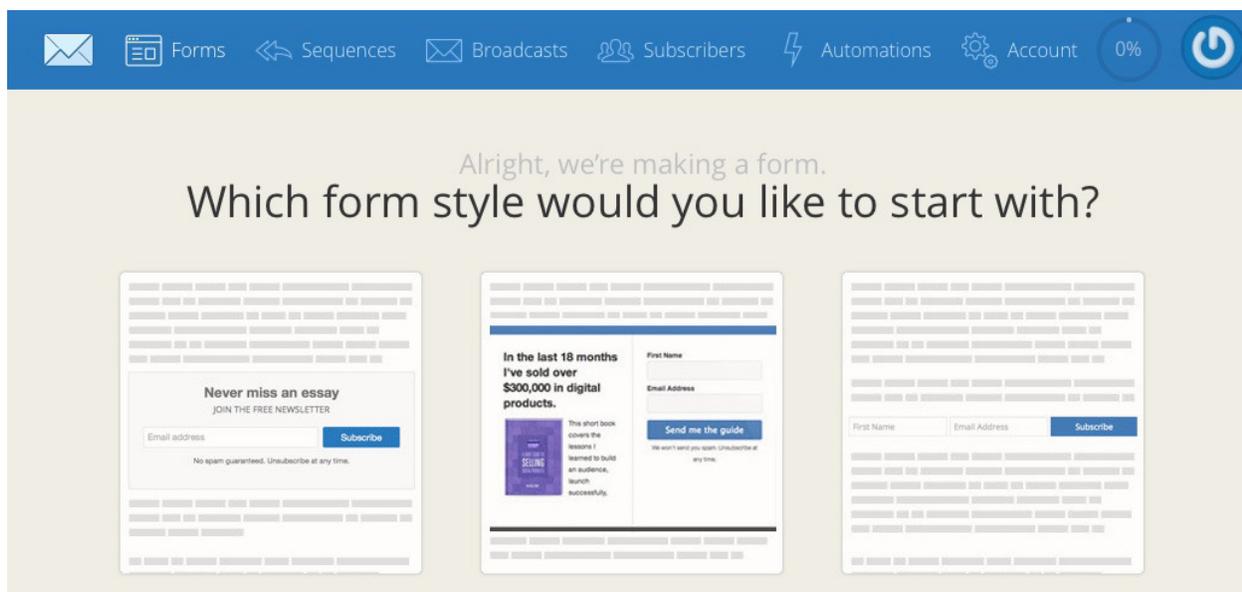
Converkit is what I personally use to manage my lists and create automations. It's a paid service that starts at \$30/month. However, I really recommend it because I think it's really great and super easy to use, plus it allows you to easily create automations and different lists. This is ideal when you have multiple opt-ins, suscription lists and different automations. Next I will show you the process for creating automations.

If you use Convertkit, I have already created an opt-in form in your page and will go over how to install more in your tutorial.

CREATING FORMS

The first step is in creating a form. You do this by clicking on FORMS from the top navigation menu and then A FORM in the next page. Next, you choose the design or style of the form you want to embed on your page.

STEP 1: CHOOSING THE STYLE



I usually use the one on the right because I feel it looks great and is simple to make. Follow the prompts to create and customize your own form. You can read the complete explanation of what you need to know in terms of [creating your form by clicking right here](#).

CREATING FORMS

STEP 2: SETTING UP THE FORM

Click on SETTINGS at the top in order to set up the form. Remember to name your form and follow the rest of the options in order to continue. Also, remember to SAVE your form at the bottom.

CREATING FORMS

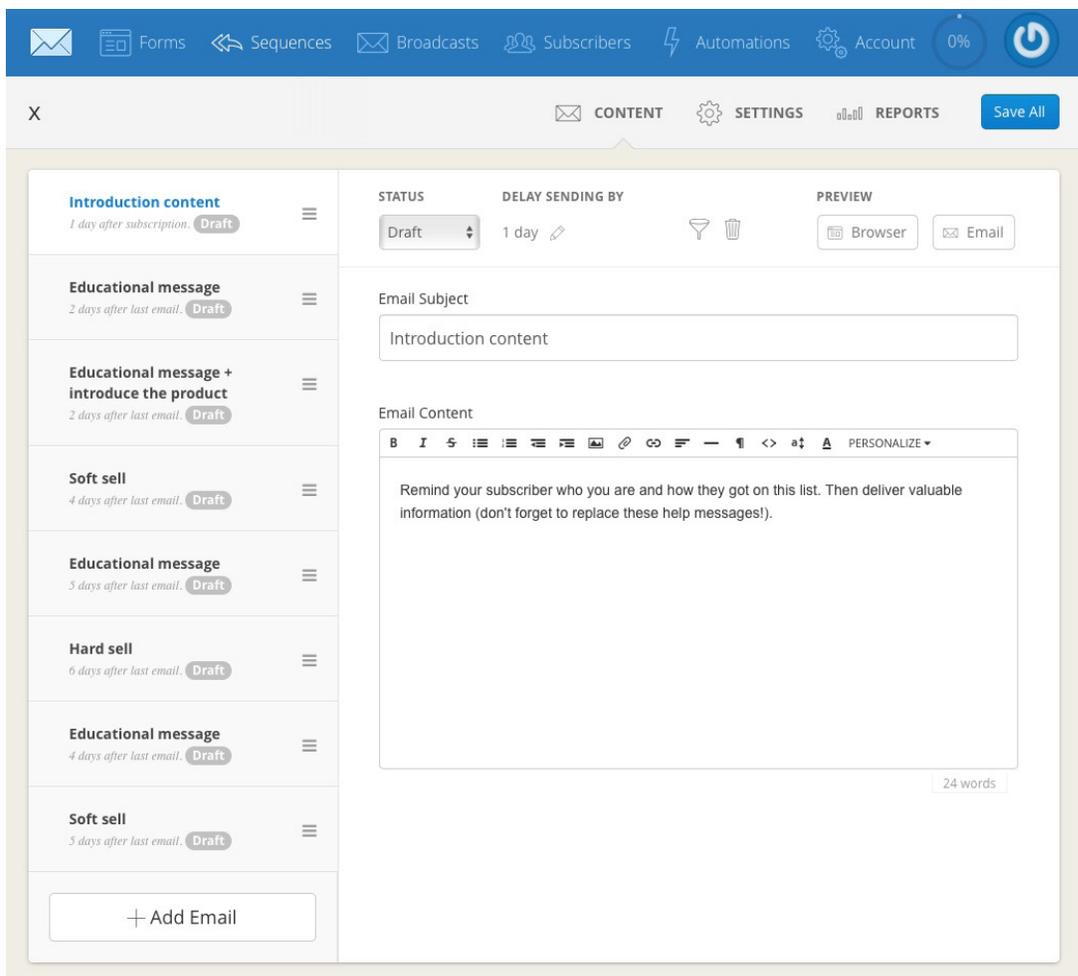
STEP 3: EMBEDDING THE FORM

In order to embed the form on your site, click on EMBED on the left and click on WORDPRESS. You can to copy the text in red at the bottom and then simply paste it on your site.

SETTING UP AUTOMATIONS

STEP 1: CREATING THE SEQUENCE

Next, you want to set up the automation emails from before. You click on automations and CREATE YOUR SEQUENCE by choosing a name for it. Convertkit automatically adds a series of emails for you. What you need to do is write the content I taught you before. Be aware to publish each email by choosing PUBLISH under the STATUS option. You can also define when you want each email to go out. After you're done, SAVE ALL. By clicking on SETTINGS you can adjust the days of the week and time you want the emails to go out.



SETTING UP AUTOMATIONS

STEP 2: ADDING RULE

Finally, you want to connect your form the sequence. You go to AUTOMATIONS and ADD RULE. There you will see a list of possible options. The TRIGGER would be **when someone Suscribes to a form** [YOUR FORM NAME], then the action would be **Suscribe to a sequence** [YOUR SEQUENCE NAME]. Finally, you can save the rule.

The screenshot shows the 'Automation Rule' configuration screen. At the top, there is a navigation bar with icons for Forms, Sequences, Broadcasts, Subscribers, Automations, Account, and a 0% progress indicator. The main content area is titled 'Automation Rule' and is split into two columns: 'Trigger' and 'Action'. A large grey arrow points from the Trigger column to the Action column.

Trigger	Action
<p>Subscribes to a sequence User subscribes to a sequence</p>	<p>Subscribe to a sequence Subscribe user to a sequence</p>
<p>Subscribes to a form User subscribes to a form</p>	<p>Unsubscribe from a sequence Unsubscribe user from a sequence</p>
<p>Completes a sequence User completes a sequence</p>	<p>Subscribe to a form Subscribe user to a form</p>
<p>Clicks a link User clicks a link</p>	<p>Unsubscribe from a form Unsubscribe user from a form</p>
<p>Tag added User is tagged</p>	<p>Add tag Tag user</p>
<p>Tag removed Tag is removed from user</p>	<p>Remove tag Remove tag from user</p>

At the bottom of the interface, there are two buttons: 'Cancel' on the left and 'Save Rule' on the right.



MARKETING + BRAND
strategies

blogging for business

POSITION YOURSELF AS AN EXPERT

Creating content at least once a week (if possible), can make you a great go-to person in your industry. If you're covering different topics within your niche, you become known as an expert in your field. It's SUPER IMPORTANT that you keep the focus of your blog related to your industry. Yes, share personal stories, but only if you can relate them to your line of business. This is especially effective if blogging isn't very typical in your field. Showing off what you know before sending them your offer helps leads make the decision.

HELPS ATTRACT THE RIGHT CLIENTS

One great thing that blogging does is help attract the right clients. Your online presence will help you draw in the right sorts of clients because they can see if you're a right match for each other. It serves as a filter of sorts.

BLOG TOPIC IDEAS

Why you should be _____ you your
Why a _____ is crucial to your _____
3 _____ that make it easy to _____
The one tool _____ you're definitely
Why I haven't _____ in _____
How to _____ without _____
5 steps you need to follow to _____
What you need to know about _____

things to do:

BEFORE YOU PUBLISH

- 1. Create a clear title*
- 2. Include descriptive keywords in your title (if it applies)*
- 3. Include keywords in your post*
- 4. Grammar + Spelling check*
- 5. Make sure it's easy to read*
- 6. Read the post out loud to see how it flows*
- 7. Check that your links are working*
- 8. Add a featured image*
- 9. Add categories*
- 10. Optimize SEO with Yoast*
- 11. Create an easy permalink*
- 12. Make sure your post is aligned with your brand personality + style*

AFTER YOU PUBLISH

- 1. Share the link to your social media accounts*
- 2. Respond to any comments that may come through*
- 3. Keep track of traffic to see which topics are working best*
- 4. Tweet or email anyone you might have mentioned in your post*
- 5. Determine if the post can be expanded into a series of posts*
- 6. Thank the people that share the post*

social media strategies

Social Media is a great place in which you can promote your brand (mostly) for free. The most important thing is to stay consistent with what you are doing.

YOUR PROFILE BIO

Your bio on your business social media accounts should all be the same and tie in together with what you do. It should start with a pain point that grabs the attention of your ideal client. Then, it should present a solution to their problem and it should also inspire trust. Finally, it's really important that you give followers a call to action like inviting them to download your freebie or read your latest blog post.

Example:

Do you struggle with [TOPIC]? Well, I can help. Go to [CALL TO ACTION]

Here's mine: Creating unique brands that attract | Want to build a successful brand? Download the free guide

YOUR PROFILE PIC

Your profile pic should be THE SAME on every single platform. Depending on the nature of your business, it should either be the icon I have created for you or a picture of you that shows personality and style.

social media strategies

MONTHLY ACTIONS

Set aside a monthly calendar where you can determine a theme for the week that fits your niche. Start brainstorming ideas to post within those themes.

WEEKLY ACTIONS

Research articles that fit within your theme for that week and schedule articles you found as well as your own content and make sure you engage with your community.

WHEN TO POST

The best way to know the times is to research your own analytics. You can do this in places like Tweriod for Twitter times, Iconosquare for Instagram and Hootsuite for Facebook.

HOW OFTEN

Start slow and add on as you go. The most important thing is to keep adding quality over quantity. Here are some ideas to begin.

TWITTER: 3 TIMES A DAY | INSTAGRAM: 1 TIME A TIME | FACEBOOK 1 TIME A DAY

WHAT TO POST

You want to post a mix between your own content and other's content as well. Blog posts, quotes, beliefs, articles, motivational quotes, sneak peeks, helpful tips and more.



fabipaolini.com



branding+design