

Coaches, Consultants and
Digital Entrepreneurs

STEAL MY FUNNEL

JOIN ME LIVE EVERY DAY AT 9AM PDT
November 4-8, 2019 in



TRAFFIC & LEADS
UNIVERSITY

with
ONE-CLICK LINDSEY

ABOUT YOUR HOST:

ONE-CLICK LINDSEY



I'm "**One-Click**" Lindsey, Business Building Strategist for coaches, consultants and digital entrepreneurs who are ready to build their brand and monetize their services. I am a best selling author, podcaster and speaker.

If you're a business person, entrepreneur, coach, author, expert, speaker or blogger who needs clarity with growing your business... I can help.

During my 10+ years as the CEO of TrafficandLeads.com, I have learned what it takes to bring a business to the next level. Throughout my years of experience, I have honed a proven system that my company executes on a daily basis for clients.



This worksheet will be your notes, your planner and your map to create your own funnel. Follow along each LIVE to learn how to implement and personalize this to work for your own business.

Imagine the freedom of having a proven High-Ticket Sales Funnel bringing in a stream of traffic and leads for your small business.

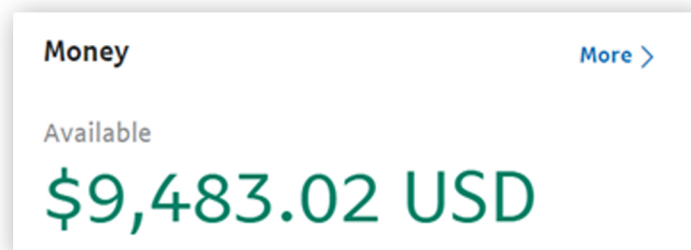
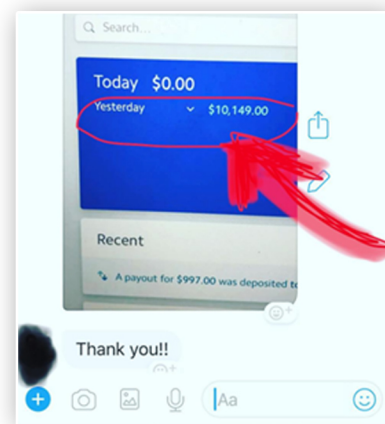
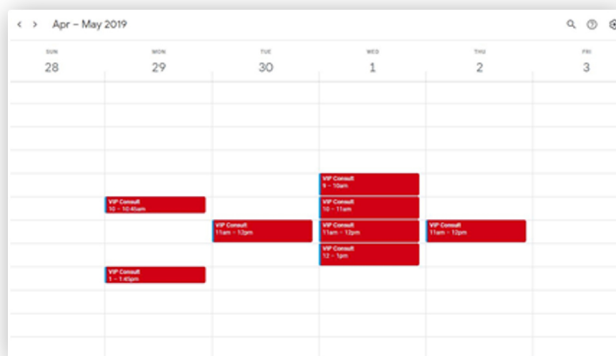
Join me for my highly acclaimed **"STEAL MY FUNNEL MASTERCLASS"**... I'm giving away everything and I won't even charge you my consultant rates! (I typically charge \$5,000 or more for an effective funnel.)

Important notes:

This funnel is specifically for coaches, consultants, web developers, digital marketers, virtual assists and other service business owners.

Any one selling you a "funnel in a box" (including me) is lying. Funnels don't work "out of the box." Show up to the live trainings to learn how to massage this bad boy to make it work for you!

FUNNEL RESULTS



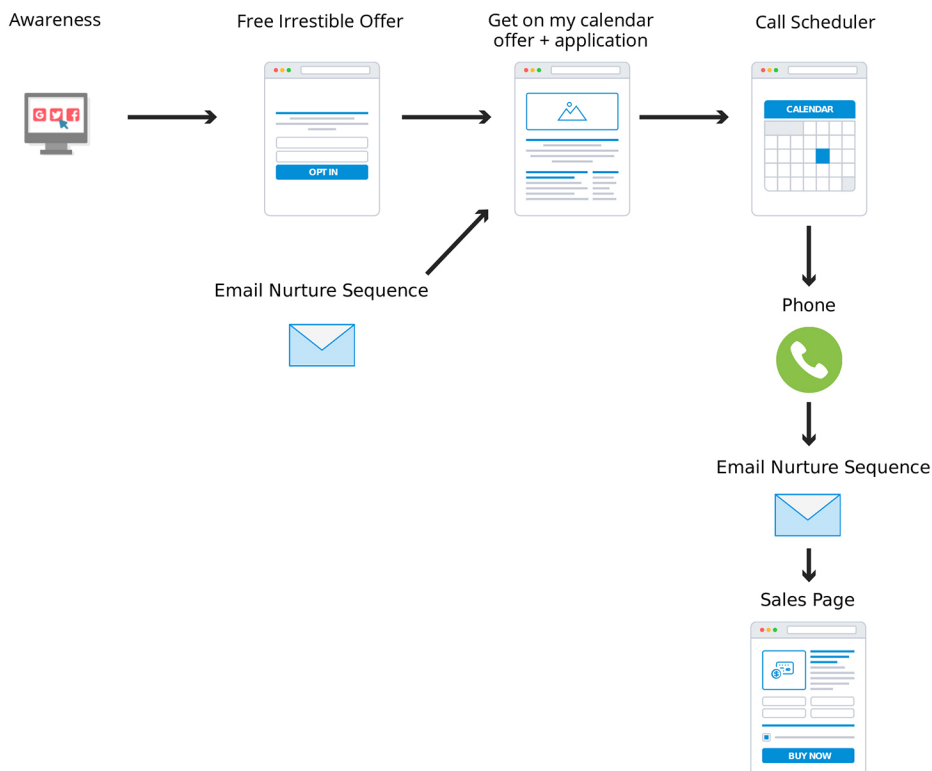
STEAL MY FUNNEL

CONSIDERATIONS:

- 1 Audience** - You must know what pain your audience is in and have a solution for it.
- 2 Offer** - Your irresistible offer and consultation offer must be something they can't resist.
- 3 Do The Math** - Digital marketing is a numbers game. You need to get a certain amount of people in the funnel to have it work. You can expect 10% of people to get on your calendar but remember that is an average.

WHAT DOES THE FUNNEL

LOOK LIKE?





Day 1 - The Power Funnel

I will outline the exact high-ticket sales funnel that I use for my coaching, consulting and service clients to produce numerous of leads for them each and every week.

Who Is My Perfect Client:

What PAIN Does My Perfect Client Have That I Can Solve:

What Makes My Solution Unique:

What Email System Will I Use:

Where Will I Build My Landing Pages:

NOTES:

HOMEWORK

Post in the Day 1 Homework Thread.

Who Is Your Perfect Client

What PAIN Does Your Perfect Client Have That You Can Solve

What Is Your Unique Solution





Day 2: Irresistible Offer

During day 2 I will help you create the perfect offer that will give your ideal client one solution to one specific problem.

What Is One Problem That You Can Uniquely Solve In A PDF, Video Etc.

What Is The Title Of Your Irresistible Offer?

TIP:

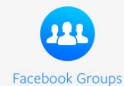
Instead of "How To Remove Your Financial Blocks and Fears" use "The One Daily Practice That Will Bust Through Your Biggest Financial Block."

What Can You Offer Them As An Outcome of a Call

TIP:

Discovery Session OR Free Consult Is Not Enough.

How To Find Problems:



How To Make Your Irresistible Offer:



Examples of Irresistible Offers

- Reports
- Resource List
- E-books
- Free Course
- Members Only Group
- Members only special
- Webinars
- Free Digital Workbook
- Cheat Sheets
- Checklists
- Video Recordings
- Audio Recordings

NOTES:

HOMework

Post in the Day 2 Homework Thread.

What Is the Title Of Your Irresistible Offer

What Are You Offering As A Call Outcome Benefit

Extra Credit: Post Your Irresistible Offer and We Will Give You Our Opinion Of It





Day 3: Insider Tips For Creating Landing Pages That Convert.

During day 3 I will detail everything you need on your landing pages to get them to convert.

What Is The Headline For Your Landing Page

On all landing pages and email communication remember you must overcome buyers resistance... this is what they are saying to themselves:

"You don't understand my problem"

"How do I know you're qualified?"

"I don't believe you"

"I don't need it right now"

"I can't afford it"

"It won't work for me"

"What happens if I don't like it?"

IRRESISTIBLE OFFER PAGE FORMULA

- Get attention
- Identify the problem
- Provide the solution
- Present your credentials
- Call to Action

SALES PAGE FORMULA

- Get attention
- Identify the problem
- Provide the solution
- Present your credentials
- Show the benefits
- Give social proof
- Make your offer
- Inject scarcity
- Give a guarantee
- Call to Action



NOTES:

HOMEWORK

*Post in the Day 3 Homework Thread
What Is the Headline On Your Landing Page*

EXTRA CREDIT

Post Your Landing Pages and We Will Give You Our Opinion Of It





Day 4: Email Marketing That Gets Results

During Day 4 I will give concrete examples of how to write emails that keep your audience wanting more.



CONVERSATIONAL

COPYWRITING TIPS:

Write like you speak.

Inject personality that fits your brands voice.

Be simple and informal.

NOTES:

TIP:

Pretend you're emailing your offer to your friend who emailed you and said "Hey do you know the answer to solving this problem?"

HOMEWORK

Write your first conversational email and send it to oneclick@oneclicklindsey.com.





Day 5: Fill Your Funnel

During day 5 I will tell you how to fill your funnel with the perfect audience. I will cover both paid and non-paid strategies.

- ✓ **Beat The Buses**
- ✓ **Post To Facebook Groups**
- ✓ **Go LIVE on Facebook**
- ✓ **Post on Instagram Feed**
- ✓ **Post on Instagram Stories**
- ✓ **Post on LinkedIn**
- ✓ **Email Market To Your Current List**
- ✓ **Invest In Paid Ads**

Strategies to Fill My Funnel:

- 1.
- 2.
- 3.
- 4.
- 5.

NOTES:

HOMEWORK

Post in the Day 5 Homework Thread

Create Your First Facebook Ad Copy and Image and Post It To The Group



IF YOU FEEL STUCK AT ANY POINT IN THIS WORKSHOP, REACH OUT TO US!

You can private message us right on Facebook:

Lindsey Anderson

Emily Biuso

Sydney Hunsinger

