

# 4 Key Elements of a Successful Sales Funnel

## 1. ONE-LINER

Do you have multiple one-liners on your website and social media? This can confuse your audience. Create a clear and memorable one-liner so people can quickly understand what you do and how you can solve their problem.

You could also call this an elevator pitch and good ones have 3 parts:

### 1. The problem

### 2. The solution

### 3. The result

When you implement your one-liner, business will begin to transform.

- Have your entire team memorize it.
- Make it your email signature.
- Make it your bio on social media.
- Put it on your website.
- Put it on your business cards.
- Run ads with it.
- Paint it in your office.

## 2. LEAD GENERATION PDF

A compelling lead generator allows you to grow a list of highly qualified leads, and you want it to do these five things:

1. Position your company as a thought leader in your industry.
2. Qualify your audience, or make sure your leads are a good fit.
3. Create trust and reciprocity.
4. Get an email address.
5. Hook your audience with a compelling and relevant message.

### Where your lead generator can live:

- On your website and in a pop-up ad.
- On social media as an organic post.
- In an email campaign.
- As part of your Facebook or LinkedIn ad campaign.
- In a digital ad campaign.



### 3. NURTURE EMAIL CAMPAIGN

Nurture emails keep your business top of mind and help build the relationship you want to foster with your clients.

**These emails should focus on:**

1. Solving a problem.
2. Offering value.
3. Positioning your brand as the guide (how your product provides a solution to the client or prospect's problem).
4. Reminding the customer you have a solution.

**Examples of emails that can work:**

- Weekly announcements.
- Tips to help your audience solve problems.
- Weekly or monthly notifications regarding inventory, events or offers.
- Repurposing blog articles or curated content.

### 4. SALES CAMPAIGN

While nurture campaigns are focused on adding value and building trust, sales campaigns are focused on closing the deal.

**A great sales campaign should:**

1. Focus on selling a single product or service.
2. Identify the problem the product or service solves.
3. Include strong CTAs in every email.
4. Include a time-sensitive offer that creates a sense of urgency.
5. Connect the campaign to an online trigger from your website.

**Examples of emails that could work:**

- Lead generator asset delivery.
- Problem + Solution.
- Testimonial.
- Overcome an objection.
- Paradigm shift.
- Letter with bold ask for sale.



### Implementing Your 90-Day Nurture Campaign

Create a 90-day calendar and decide:

- Who is responsible for sending the emails?
- What cadence will you establish for the campaign? (We recommend weekly or bi-weekly.)

**The goal:** Have several 90-day campaigns built in your content hub with a variety of themes.

### Integrating a Sales Funnel into Your Website

- Connect your forms to email marketing.
- When someone makes a purchase, signs up for emails or submits any form on your website, that person's name and email address can be added to an audience group or segment.
- When customers order online, segment according to their purchases, then cross-sell or upsell by promoting related products.
- Automate email campaigns to promote new products or encourage repeat buyers to repurchase supplies.

### ✓ ACTION STEPS TOWARD CREATING A SALES FUNNEL

- Identify which problems you solve and how you provide a solution to your buyer.
- Create a one-liner you can infuse into all your marketing materials.
- Create a lead generation PDF you can use as a lead magnet to engage potential buyers.
- Set up automated nurture and sales funnels with integrated email marketing.