

## How to set up a Marketing Funnel – Note Sheet

### The 7 basic steps of the sales process

- \_\_\_\_\_ – in which prospects become aware of the existence of a solution.
- \_\_\_\_\_ – in which prospects demonstrate interest in a product by conducting product research.
- \_\_\_\_\_ – in which prospects or prospect companies examine competitors' solutions as they inch toward a final buying decision.
- \_\_\_\_\_ – In which a final decision is reached and negotiation begins.
- \_\_\_\_\_ – in which goods or services are purchased.
- \_\_\_\_\_ – in B2B sales it's common for offerings to involve contracts that need to be renewed. As a customer becomes familiar with an offering, and especially as a contract draws to a close, a customer will enter a reevaluation phase during which they'll decide whether or not to renew their contract.
- \_\_\_\_\_ – in which a customer repurchases a product or service.

## Awareness

Impressions

It takes \_\_\_\_\_ times for a prospect to become aware of your business

Most businesses \_\_\_\_\_ too quickly

## Interest

Email list, social media, client objections

Most businesses lack \_\_\_\_\_

- \_\_\_\_\_ never follow up
- Only 10% make more than \_\_\_\_\_
- 80% of sales closed between \_\_\_\_\_ contact
- 9 times more likely to convert if follow up happens within \_\_\_\_\_
- If follow up takes more than \_\_\_\_\_, prospects are 21 times less likely to convert

## Desire

Paying attention to what you offer, different

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This is when \_\_\_\_\_ by using sales pages, webinars, calls, etc.

## Action

Making the sale

## Activities for segments of the funnel

### Awareness

- Blogging
- Social media
- Pay per click advertising
- Video – Youtube, FB Live
- Newsletter
- Direct Mail
- Other traditional media

### Interest

- Lead magnet
- Item of value
- Webinar training
- Solve the problem
- Explainer video

Most important here is a \_\_\_\_\_ system

### Desire

- Webinar
- Video with a call \_\_\_\_\_

Most important here is a \_\_\_\_\_ system

## A sample funnel

- \_\_\_\_\_  
Sends prospect to
- \_\_\_\_\_, freebie, email drip  
With a Call to Action that sends prospect to
- \_\_\_\_\_ pages  
Leading them to
- \_\_\_\_\_, cart

## **Benefits of a free Strategy Session call**

- If you're ready for \_\_\_\_\_ for your business
- If you're ready to create  
a \_\_\_\_\_ about how to tie  
marketing strategies together
- If you're ready to  
discover \_\_\_\_\_ holding the success  
of your marketing back
- If you're ready to \_\_\_\_\_ about  
your marketing prospects and what it may mean to your business

Schedule your free strategy session

And join the Brilliance Bar marketing mastermind group on Facebook