

YOUR SALES-DRIVEN FUNNEL

WEEK 4:

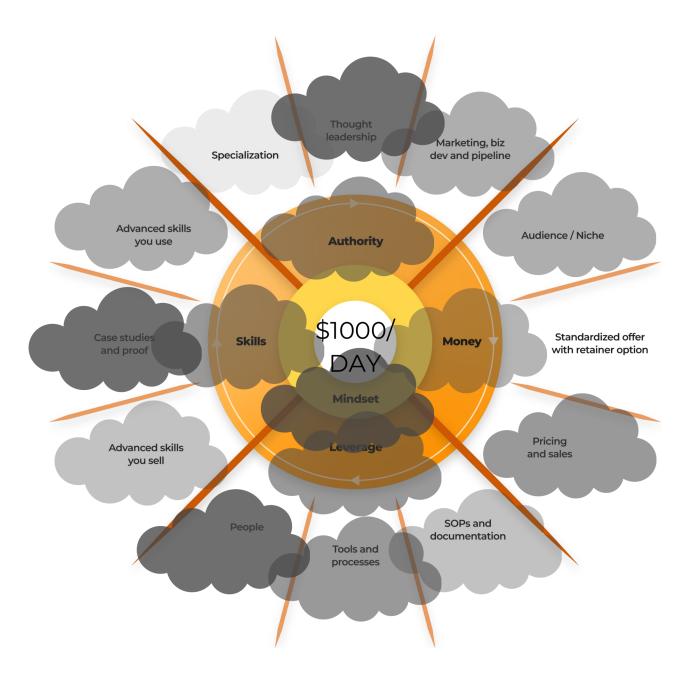
Open more sales conversations and nurture them automatically (to close them on a call).

You'll be ready to apply this lesson to social media and email.



THIS WEEK'S SECTIONS OF THE SUNSHINE GROWTH MODEL

Week after week, we will reduce the clouds for several sections of this growth model.



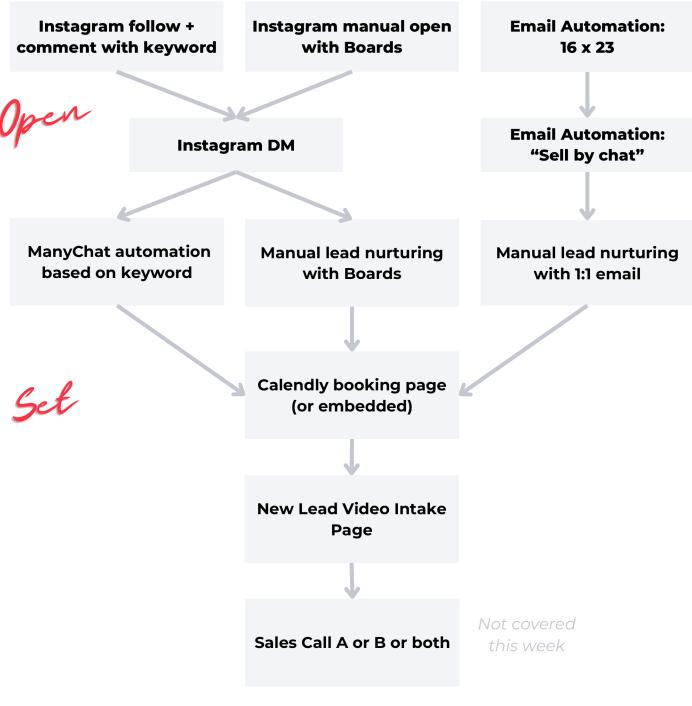


END OF WEEK: FINAL DECISIONS



THE SALES-DRIVEN FUNNEL

Your sales-driven funnel may also include LinkedIn and other solutions. But in Week Four, we'll be focusing purely on Instagram and Email Automations.







USE INSTAGRAM TO OPEN "SELL BY CHAT"

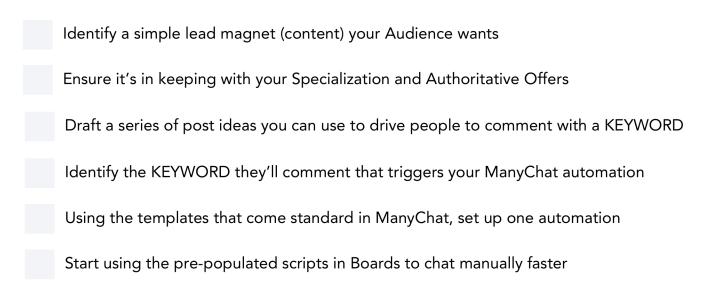
Don't worry about the number of followers you don't have on Instagram. Focus on getting established for your specialization so you attract the right audience for your offers. Then attract more followers.

The concept of Sell by Chat is simply opening and continuing conversations in a chat manner, which can take the form of either chatting in DMs (on Instagram) or sending 1:1-feeling emails. (You can also use LinkedIn, WhatsApp, TikTok and more. But start here.)

To DM people on Instagram, they first must be following you. We get them to follow us using very simple lead magnets, such as written or video content that they access by commenting XXXX on an Instagram post. For them to comment, they must first follow you. So they follow you in order to comment in order to get the simple lead magnet in the DMs. Et voila! You can start Sell by Chat.

You'll use ManyChat automations based on keywords as well as Boards, a keyboard tool with pre-written messages for opening.

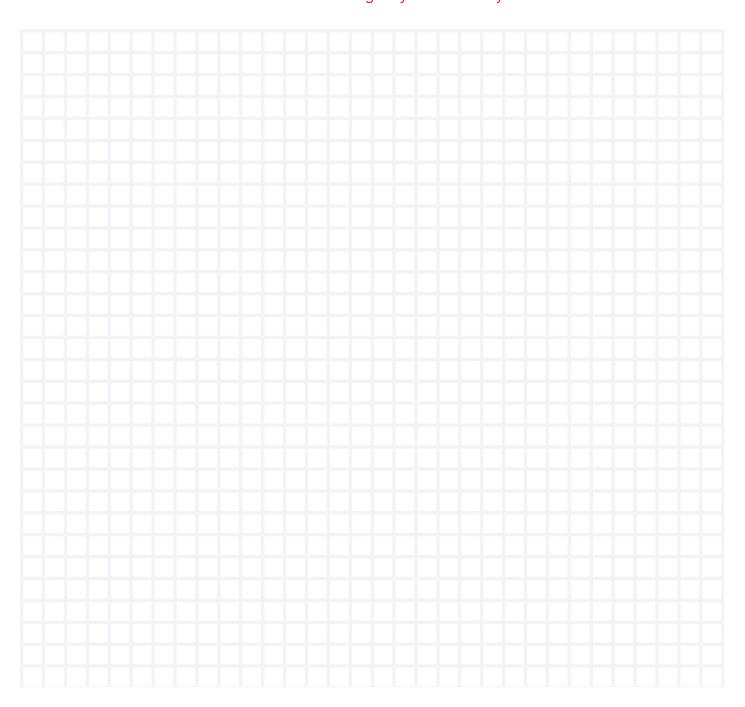
Set up one ManyChat automation that "opens"





BRAINSTORM VIDEO / WRITTEN LEAD MAGNETS YOUR AUDIENCE WILL WANT AFTER YOUR POSTS

The lead magnet is likely to complete this phrase: "Comment KEYWORD if you want to see what/who/how/when/where..." What's something easy but valuable you can DM them?







POST IDEAS FOR MY INSTAGRAM LEAD MAGNET,

KEYWORD: _____

Focus on just one keyword that triggers one automation in ManyChat.

RECAP: My standardized offer is		RECAP: My retainer offer is	
A problem it solves:			
A problem it solves:			
A pain it cures:			
A pain it cures:			
What triggers a need for	rit:		
What triggers a need for	rit:		
Desire it satisfies:			
Desire it satisfies:			
Fantasy it fulfills:			
Fantasy it fulfills:			
Results to expect:			
Results to expect:			



WHAT IS **BOARDS** AND WHY SHOULD YOU USE IT?

Watch the videos in the Boards page (scan below to access on your phone). Boards is a very cool, very handy tool you can use to shortcut manual conversations.



Simplify manual chats and sharing with Boards

copyhkr.com/tif-boards



WHAT IS MANYCHAT AND WHY SHOULD YOU USE IT?

To open and nurture conversations on autopilot - on Instagram, WhatsApp and more - create automations in ManyChat. Think of ManyChat like ActiveCampaign for social media.



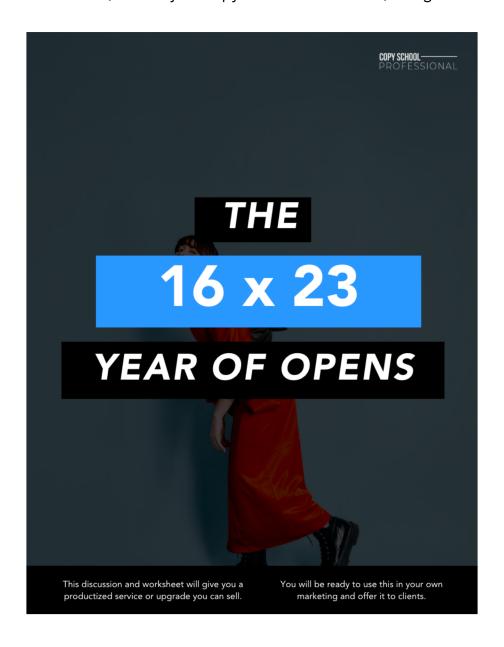
Automate open-and-nurture conversations with ManyChat

copyhkr.com/tif-manychat



WATCH & IMPLEMENT THE 16 X 23 LESSON

Your coach or the coaching manager will have provided you a link to the 16×23 lesson and worksheet, courtesy of Copy School Professional, along with this lesson.









INITIAL WORK TO SET YOURSELF UP TO CREATE A HIGH-CONVERTING SALES FUNNEL

Pro-level custom / vanity domains

The stronger your signals of success and professionalism, the easier it is to sell without selling.

. To level custom, vainty demand
Buy a cheap domain on GoDaddy.com that you will use for booking sales calls
In your GoDaddy domain listing, go to DNS > Forwarding to redirect to your Calendly
My meeting domain for booking sales calls is: The Calendly booking page that the domain redirects to is:
Example: booktimewithjo.com
Buy a cheap domain on GoDaddy.com that you will use for holding new lead calls
In your GoDaddy domain listing, go to DNS > Forwarding to redirect to your zoom
My meeting domain for new leads is: The zoom link that domain redirects to is:
Example: meetwithjo.com





INITIAL WORK TO SET YOURSELF UP TO CREATE A HIGH-CONVERTING SALES FUNNEL

The stronger your signals of success and professionalism, the easier it is to sell without selling.

New Lead Video Intake Page

Create a new page on your website (with the website nav included)

The UR	RL for this page is:		
	Example: copyhackers.com/chat-soon		
L	ightly script your video using the talking points on the following page		
R	Record your video on your phone a few times, until it's natural and on-brand		
C	Choose the best version of your video		
L	ightly edit your video to add your name and title on screen in the first 10 seconds		
H	Host your final video on a platform like Wistia, branding it as necessary		
	Brand it		
	Choose your thumbnail / opening (e.g., autoplay without sound)		
	Set a call to action (e.g., Let's connect on LinkedIn)		
E	Embed your video on the New Lead Video Intake Page		
	Write the page to speak to new leads and focus them on watching the embedded video		
P	Publish the page		

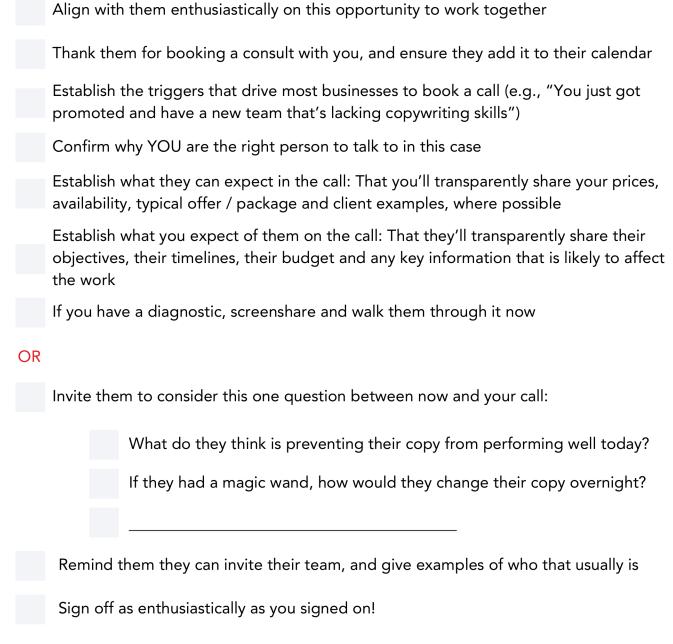




INITIAL WORK TO SET YOURSELF UP TO **CREATE A HIGH-CONVERTING SALES FUNNEL**

The stronger your signals of success and professionalism, the easier it is to sell without selling.

New Lead Video Intake Page: Video talking points





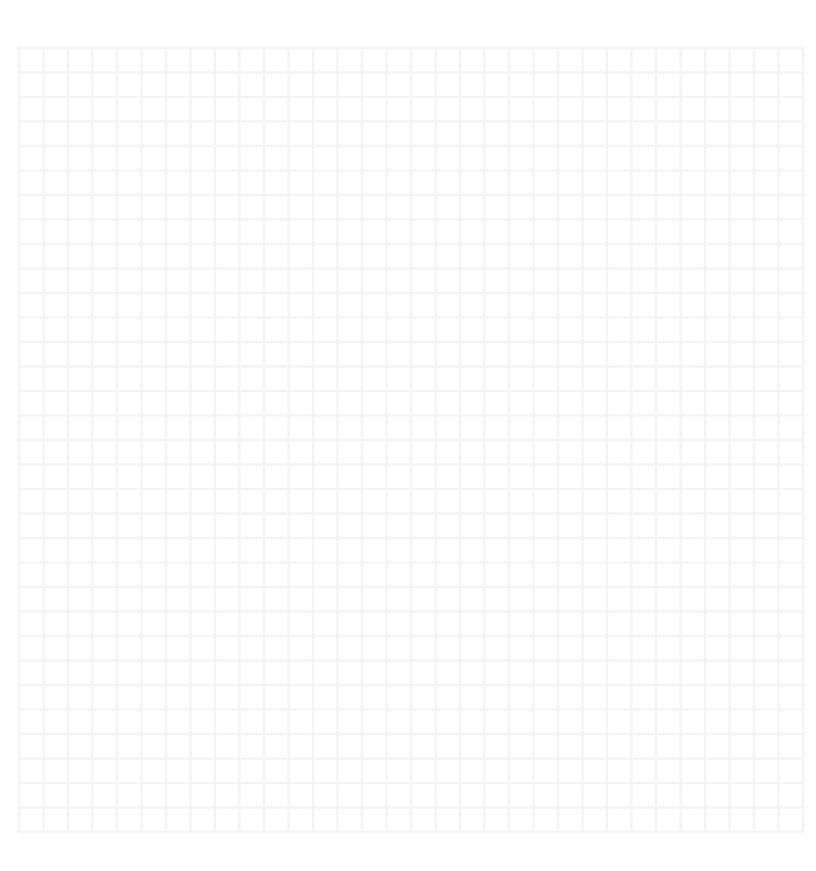
THE INTENSIVE

ESTABLISHING CALENDLY / SCHEDULEONCE FOR NEW LEADS FROM INSTAGRAM

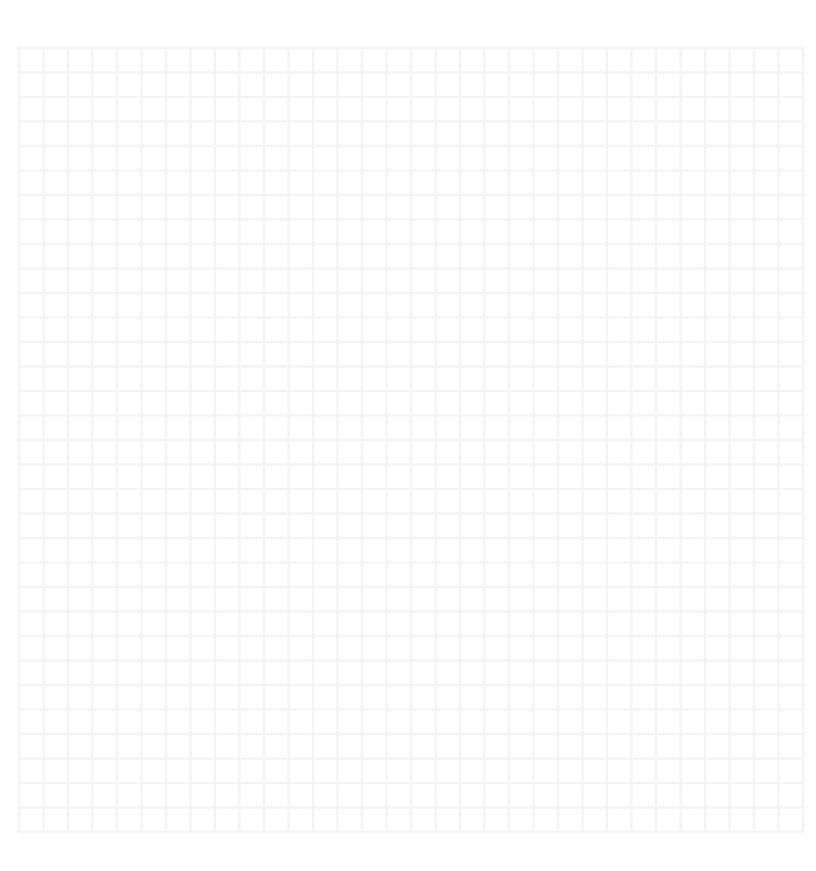
Calendly can be a powerful sales tool that integrates with intake forms and directs leads to sales associates and more. But for now, let's just use it to book calls with leads!

Create a	a 20-min Event type that's just for leads entering via ManyChat / Instagram
	Give the event a meaningful name related to your specialization
	Select the appropriate location for the meeting (e.g., Zoom)
	Copywrite the description to make attending your call desirable
Allow In	vitees to invite guests
Intentio	nally update Scheduling Settings
	Set the Date Range to 3 Weekdays into the future
	Ensure this event is connected to the appropriate Google calendar
	Set your Available Hours based on how your day / week is blocked
	Set Event Limits that match your goals and workstyle, allowing buffers
Intentio	nally update your Booking Page
	Choose a short, meaningful Event Link
	Ensure you capture the invitee's name and email address
	Ask no more than 3 questions, unless you're doing so strategically
	After booking, redirect to your New Lead Intake Video Page
Use you	r copywriting skills to rewrite your Calendar Invitation and Email Reminders
	Choose a short, meaningful Event Link Ensure you capture the invitee's name and email address Ask no more than 3 questions, unless you're doing so strategically After booking, redirect to your New Lead Intake Video Page









MY THOUGHTS AS WE HEAD INTO WEEK 5



9	Stuff that's getting in my way
5	Stuff I'm excited about
(2uestions for coaching

MY THOUGHTS AS WE HEAD INTO WEEK 5

