

The easy launch

THE SALES FUNNEL ROADMAP

THE WORKBOOK

dear
coach

● *Your instructor*



MARY

CERTIFIED OBM & MARKETING EXPERT

Hey Coach! I'm Mary, Digital Nomad, Serial Entrepreneur, and Dog Lover .

I've worked for Multinational Corporations for over 10 years and now, since 2017 as a VA and Online Business Manager for all sorts of coaches (you name it!).

Now, I want to offer you a simple yet meaningful way to manage your coaching business with the latest and most efficient tools, so you only have to focus on what you love best!

www.dear-coach.com

**dear
coach**

Tools needed

You can use tools you already have, but these are the ones I recommend:

ActiveCampaign >

Email Marketing: ActiveCampaign

[START YOUR ACTIVECAMPAIGN FREE TRIAL HERE](#)

elementor

Landing pages: Wordpress + Elementor or your website (without menu and footer)

[START YOUR ELEMENTOR PRO TRIAL HERE](#)

Canva

Freebies and visuals: Canva

[START YOUR CANVA PRO FREE TRIAL HERE](#)

dubsado

Onboarding clients: Dubsado

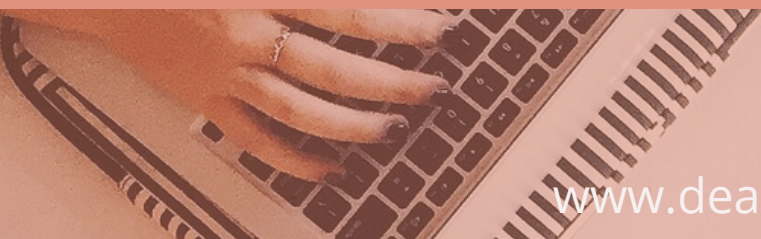
[GET 30% OFF YOUR 1ST MONTH OR YEAR HERE](#)

Freebie ideas

- Quiz
- Checklist
- Coaching call
- Course
- Cheatsheet
- Workbook
- Tutorial
- Ebook
- Guide
- Toolkit
- Spreadsheet
- Audiobook
- Template
- Planner
- Free trial

Let's get in detail

- # Things You Must Know Before _____
- # Quick Ways to _____ Fast
- # Steps to _____ Without _____
- # Things I Wish I Knew Before _____
- # _____ That Save You _____ a Week
- # Ways You Can _____ Faster Than _____
- Go From _____ to _____ In Just # Days
- The _____ Kit: How to _____ So You Can _____
- Feel _____, _____ & _____ in # Minutes a Day
- Get Rid of _____ Once & for All
- How to _____ Without _____



- How to _____ Like _____
- How to _____ Even if You _____
- How to _____ Like a _____ in Just # Days
- Discover Your Inner _____: A Step-By-Step Guide
- How to Survive Your _____
- How to _____ in # Easy Steps
- Top 10 Best Ways to _____ Fast
- _____ Like a Pro in Just # Days
- How to Plan the Ultimate _____ in Less Than _____
- # _____ You Can Do Faster Than a _____
- FREE: A Done-For-You _____
- The _____ Series: A Complete Look At _____
- The Only _____ You'll Ever Need
- The Ultimate Guide to _____
- The Beginner's Guide to _____
- 101 _____ That _____
- Increase _____ with a Free _____ Evaluation
- Free Live Training! How to Easily _____ So You Can _____
- Free Trial: We Help Transform _____ into _____. Try 1 Month for Free
- The Ultimate _____ Swipe File
- My Proven _____ Script Will Help You _____
- Your Go-to _____ Template for _____

Take Action: Create a list of possible freebies and ask your audience if they'd find the information useful or ask your audience what they'd like to learn about.

Tip: Looking for a workbook or printable? Order beautiful graphics here:

[I WANT BEAUTIFUL GRAPHICS!](#)

www.dear-coach.com

dear
coach

Take Action: Create a list of possible freebies and ask your audience if they'd find the information useful or ask your audience what they'd like to learn about.

Idea 1

Idea 2

Idea 3

Tip: Looking for a workbook or printable? Order beautiful graphics here:

[I WANT BEAUTIFUL GRAPHICS!](#)

www.dear-coach.com

dear
coach

The email sequence

EMAIL 1: FREEBIE DELIVERY

Subject line: About that freebie I promised.

Copy:

Hi %FIRSTNAME%,
Thank you for your interest in [your freebie], I'm sure this will
make a big change in [the solution offered]

With my [freebie type], you'll be able to first work on _____
and then _____ to _____ easily, and hassle free.

DOWNLOAD BUTTON HERE

Have questions about the freebie? We have answers! So feel free
to answer this email and I'll get back to you!

Also, you can find more tips and useful information for your
coaching business on my Instagram page [Instagram link] and
[Other social links]

Until next time,

%SIGNATURE%



dear
coach

● *The email sequence*

BEFORE WRITING YOUR EMAILS:

PAIN POINT #1

SOLUTION #1

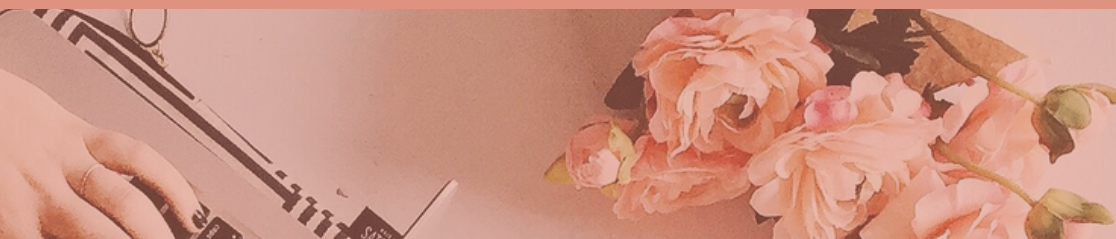
PAIN POINT #2

SOLUTION #2

PAIN POINT #3

SOLUTION #3

MY BIO



dear
coach

● *The email sequence*

BEFORE WRITING YOUR EMAILS:

REVIEW #1

PAIN POINT #2

PERK/BENEFIT #1 OF USING MY SERVICE

PERK/BENEFIT #2 OF USING MY SERVICE

SERVICES INCLUDED, BONUSES AND PRICE



dear
coach

● *The email sequence*

BEFORE WRITING YOUR EMAILS: HOW DOES YOUR SERVICE WORK

HOW'S YOUR ONBOARDING PROCESS? (WHAT YOUR CLIENT NEEDS TO KNOW)

AFTER ONBOARDING, HOW DO YOU CONTACT THEM, WHAT DO YOU NEED FROM THEM?

HOW DO YOU DELIVER YOUR WORK, WHEN?

IS THERE AN OFFBOARDING PROCESS THE CLIENT SHOULD KNOW ABOUT?

IF YOU HAVE ANY FAQs YOU SHOULD ADD THEM HERE



dear
coach

The email sequence

EMAIL 2: WHO AM I? WHY YOU SHOULD BE BUYING FROM ME

Start at a point of drama (pain point), then the events that led up to you being where you are now.

Explain why you are an expert in your field

Subject line: Does this sound like you?

Copy:

Hey %FIRSTNAME% again,
Do you know when [client paint point]?
Does that sound like you?

Well, I'm [my name] [my bio and events that led up being where you are now]

And with my expertise, I was able to [what you do] to help people like you to [solution offered] for the past ____ years.

If you want to [live with the solution you offer] contact me at [email or website url] or simply answer this email.

Looking forward to hearing from you soon!

%SIGNATURE%

The email sequence

EMAIL 3: STORY + PRODUCT PRESENTATION

Your 'Aha!' Moment.

Describe the solution you found to solve the problem in your market
(should relate directly to your product)

Subject line: I went through the same, and this is what I do now...

Copy:

Hey %FIRSTNAME%, I get you...

You are:

- [Pain point 1]
- [Pain point 2]
- [Pain point 3]

It happened to me too, but not anymore and I got you now!
I came up with [your paid product or service] and now you can:

- [Solution 1]
- [Solution 2]
- [Solution 3]

My product/service also includes:

- [list your inclusions here]
- Add any bonus here as well.

For only [price], all included!

Add CTA here

With love,
%SIGNATURE%

The email sequence

EMAIL 4: WIN OR REVIEW + PRODUCT REMINDER + SECRET PERKS

Your client's 'Aha!' moment after taking your product, even better if you can add a video or written review. Also, try to add some great perks or benefits to your product (besides the obvious ones)

Subject line: Stop [pain point] and [solution] now.

Copy:

[Previous client name] was [pain point] and now is [solution] and [solution 2]:

[Review]

And that can be you!

This is how my product/program works:
[Explain service process here]

Also, you can enjoy [extra perks/benefits] free of charge!

So what are you waiting for?
%SIGNATURE%

The email sequence

EMAIL 5: TIME IS RUNNING OUT

This is the final push and the final opportunity of the funnel to convert your lead so include lots of scarcity (limited seats left) and urgency (limited time offer)

Subject line: Today is the last day of [product name] at \$[product price] ready to take the leap?

Copy:

Hey %FIRSTNAME%,

Just sending you a quick note to let you know today is the last day of my [discount] off for my [product/service]

This means you can book today and have all your [product] for ONLY \$[price]!

CTA goes here

With love,
%SIGNATURE%

Take action: Build your email sequence with your specific product and look for social proof that will help you build trust on emails and the sales page.

Tip: Take a free ActiveCampaign test ride [HERE](#) for your email marketing, you won't regret it!

[ENJOY THE ACTIVECAMPAIGN FREE TRIAL](#)

Tip 2: Want to use an email counter to enhance the sense of urgency? Use Countdown mail, it's free!

● *My sales page formula*

Audience pain points: Are you unable to [grow your business because you're focusing on the wrong tasks]?

Imagine if you can: [provide the audience with all the benefits your product/service can offer]

Now say Hello to: [product name] you can now [audience solution] by [how to solve it]

Call To Action 1

Program details: (course modules, lessons, extras, teachers that will collaborate, etc)

Reviews: Can be videos, written or screenshots

Call To Action 2 (can be written in a different way than the CTA 1)

About the coach: bio, experience, other courses, education (Short blurb)

FAQs / This IS for you if... This IS NOT for you if...

Extras: Money back guarantee, Bonuses, etc.

Call To Action 3

01

Try to add the first CTA above the fold

02

Instead of writing a bio for yourself, you can also add a welcome video, they're usually high converting content.

03

Make sure you leave spaces between each section by adding lines, pictures, or playing with different color backgrounds/textures or patterns.

04

IMPORTANT: make sure you only have one CTA only, purchasing your product/service. You don't want to distract your lead away from the funnel.

Take action: Not ready to build your sales page? No worries, start with a Canva graphic and play around with the layout you feel more comfortable with

Tip: Remember you don't need to pay extra to build your sales page, you can use your website making sure you remove for header and footer to avoid any other CTAs

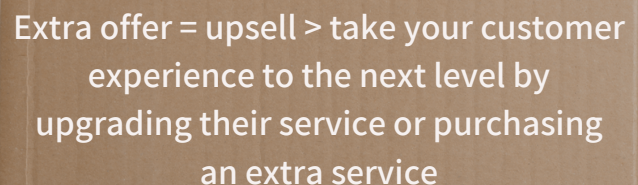
The Thank you page with a bonus

Why having a thank you page?

- ✓ Build excitement
- ✓ Have extra offers? Now is the time!
- ✓ They're a hot lead and you have their full attention

Upsell ideas:

- A guide
- Spreadsheet with calculations
- Consultation
- Checklist or Cheatsheet
- Part 2 of your course at a discounted price
- A different course that will complement with one they purchased
- A Masterclass or Webinar.



Extra offer = upsell > take your customer experience to the next level by upgrading their service or purchasing an extra service

Take action: create a list of possible upsell ideas or look into your existing products to offer them as upsell.

Tip: If you already have a product that is selling well, use that! We don't need to reinvent the wheel.

The KPIs

KEY PERFORMANCE INDICATORS

This is how we track the lead's behavior but also detect what step of the funnel needs to be improved

You want to track:

- Leads: who registered for your freebie
- Earnings per lead: Total revenue / Total registered to your freebie
- Sales Conversion rate: Total # of sales / total registered to your freebie
- # of leads going through the automation
- Automation open rate
- Automation click rate
- Automation unsubscribe rate
- Freebie page performance: # registered for your freebie / total freebie page views
- Sales page performance: # sales / total freebie page views
- If you run ads: have a different sales page to track both sales page performances.

This is my recommended KPIs spreadsheet (you'll need to create a copy of the spreadsheet and customize it to your business)

[DOWNLOAD TEMPLATE HERE](#)



dear
coach

Bonus: Advertising

1 Are you an entrepreneur struggling to grow your business? You're NOT alone! Watch my story below.

2

3 If it resonates with you, click the link below and register for this upcoming free training:

4

5 <https://zm312.isrefer.com/go/wss3/>

6

7 How I Built A 7-Figure Business In 12 Months...

8 Click here to register for this free online training class today...

9 [Learn More](#)

534K Views

PILAR EXPLAINED

01 Start with a question

Leading with a question in the body of the ad that appeals specifically to the pain points will 'stop the scroll'. What are their biggest problems? What things do they need help with?

02 Be relatable

03 Create a sense of urgency

Use the words like 'today', 'last', 'remaining', 'limited'.

04 What are you giving them?

Template, Checklist, Competition, Quiz, etc

05 Next step

What is the next step you are encouraging them to take? Clear call to action

Bonus: Advertising

06 Your unique image

Your image needs to be native, meaning it blends into the Facebook feed and doesn't scream 'Hey, I'm an ad!' but also unique enough to stop the scroll.

Avoid stock photos.

Think about using a female face in your ad (they get looked at four times longer than male).

The face should be looking toward the viewer, not away from - this comes down to being psychologically open.

Color - everything on Facebook is either 'Facebook blue' or super-colorful. Mix it up with some black and white images to stand out in the feed.

08 Ad description

A simple call-to-action (CTA) sentence reiterating what you want them to do, and what they'll get in return

07 Your engaging headline

Re-word one of your pain point questions or spell out exactly what the offer is and who it's for e.g. Sales Funnel Workshop For Female Entrepreneurs in NY.

09 CTA Button

Buttons that work best are:

- Shop now/Buy now (for a physical product under \$50)
- Learn more
- Download
- NEVER use SIGN UP



*Want to customize
a sales funnel to
YOUR business?*

BOOK A 1:1 SALES FUNNEL CONSULTATION WITH ME



What you'll get:

- Personalized questionnaire
- Freebie ideas for YOUR business
- KPIs spreadsheet for YOUR business
- 1 hour consultation time
- 30 mins for Q&A

**dear
coach**