

THE ONE PAGE MARKETING FUNNEL

*HOW TO QUICKLY GENERATE UP TO 10X MORE LEADS
WITH ZERO TECH OVERWHELM*

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Learn How to Put This Marketing Funnel into Place with a Free
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WHY I WROTE THIS BOOK

Simple. Because, in my eighteen-plus years of helping thousands of small business owners get more customers through smart marketing and advertising, I realized a few constant truths.

These are the kind of truths that apply to businesses in all cities—from New York to Los Angeles, from Miami to Branson. Truths that hold steady across all business categories—law firms, restaurants, nursing homes, and even bowling alleys:

- Small business owners (like you) are the backbone of America, responsible for 90 percent of the nation's workforce.
- These business owners are highly-skilled technicians at their respective crafts, so much so that these skills provided the opportunity and inspiration to make the exciting leap from employee to entrepreneur.
- This laser focus on technical skills almost always comes at a steep price: a complete lack of skills and know-how in effective marketing.
- Virtually all of the new advancements in technology and marketing-information, tools, and resources never make their way down to the local level, leaving small business owners behind.
- Those business owners who realize this and seek out marketing knowledge and expertise are almost certainly stopped dead in their tracks by confusion resulting from two factors:
 1. There are way too many options, i.e., small business marketing books, websites, blogs, and consultants,
 2. Most of the options are either too technical (making them inconvenient), too basic (making

them ineffective), or too outdated (making them useless).

Now more than ever, small business owners need a simple, easy-to-understand roadmap for effective online marketing.

WHY YOU SHOULD READ THIS BOOK

Answer the following questions:

- Are you a successful small business owner looking for more business online?
- Are you sick of being confused, stuck and overwhelmed when it comes to online marketing?
- Have you gathered bits and pieces of the marketing puzzle through various courses and books but struggle to put it all together?
- Are you busy running your business, with little time to spend on online marketing?
- Are you spending money on online advertising and not seeing the results you anticipated?
- Are you having a hard time tracking your marketing and ensuring that every dollar you spend produces a return-on-investment?
- Are you getting contacted by literally dozens of salespeople and websites, each offering to “get your business more Internet visibility.” “increase your SEO,” or “optimize your website”—all offering expensive solutions to help you, but leaving you confused in the process?
- Do you want to put a successful marketing funnel in place that produces qualified leads on demand?
- Do you want to automate your business and generate passive income while you work on more important things – like vacationing?

If any or all of the above describes you, and you’re looking for a simple, proven and easy-to-follow system to increase your online visibility, get more traffic to your site, become the

dominant authority in your local niche, generate way more leads, and grow your business, then this is for you!

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CHAPTER 1. THE TOP 3 REASONS WHY SMALL BUSINESS OWNERS FAIL AT MARKETING

Let's discuss why small-business owners struggle with getting more clients online.

THERE ARE 3 CORE REASONS:

1. NOT SETTING CLEAR GOALS

And I'm not referring to the Tony Robbins goal-setting "*hoorah*" kind of deal. I'm just talking about where you want your business to be in 90 days.

Most small-business owners approach their career as if they're drifting in an open ocean, aboard a rudderless vessel - looking for the next client, short on time and staff, and always in reactive mode.

They're working on the wrong things or even the right things at the wrong time. That's why they become overwhelmed, stressed, or, and let's be brutally honest, lose hope.

Until you create a clear vision of exactly where you want your business to be, you'll always be a victim of what happens to you.

So you have to go from drifting to driving.

You must establish a clear path—a challenging, yet

attainable route to get you into the driver's seat. Goals give you the what so that you can focus on the how.

Goals tell you where you want to go, so you're forced to focus on how you're going to get there. A wise man once told me that when you're traveling in another country you only need two pieces of information: where you are now and where you're going.

This advice sounds simple, but it really stuck with me as I see many business owners enduring weeks, months, or even years of needless struggle because they simply don't have a specific destination in mind.

2. LACK OF TIME

Most businesses spend 90 percent of their time clicking, searching, and *trying* to determine what to do next to get a new client in the door. Most of the time that is supposed to be focused on implementing is instead spent on trying to figure out what to do instead of actually doing it.

3. TECH OVERWHELM

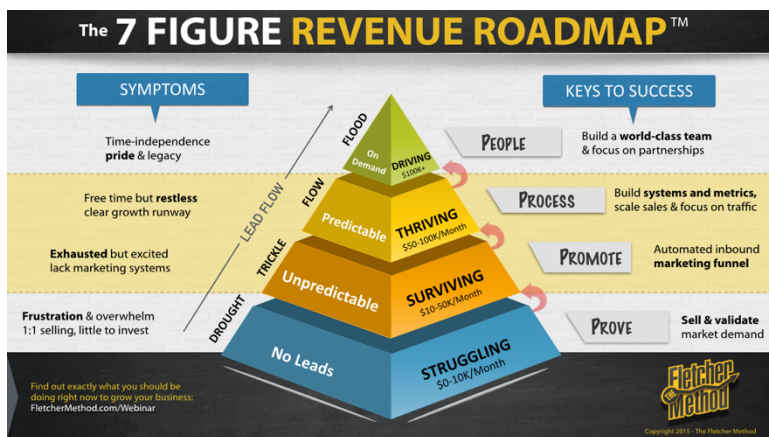
We're constantly bombarded with information these days. What tools do we use? What software do we use? Who do we listen to? More and more information is coming our way: bad information, misinformation, and simply *too much information*.

When I started as an entrepreneur, I was completely overwhelmed. I felt suffocated with a huge flood of "stuff." The tools, courses, and services just added to my confusion.

And they were all the wrong tools because the right tools (at the right time) make all the difference in the world.

Think about trying to hack into a bank safe with a pickax. That's how most of us approach marketing. If we just have the right tools in place, things would become 100 times more easy and elegant, but because we don't know what tools to use, we end up spinning our wheels, trying to hack into a safe without the combination.

DEFINE YOUR GOALS: THE 7-FIGURE ROADMAP



Let's define where you are in your business and what you're trying to achieve. We first have to identify point A. Where are you right now in your business journey? Are you a start-up or a solopreneur? Are you a small, growing business or perhaps a large brand that simply hasn't realized its online potential?

Let's decide how we can be very clear on exactly what you should be doing to grow your business and more importantly what you shouldn't be doing.

I've created a tool called the 7-Figure Revenue Road Map. It

takes us through the four phases of business growth to get from low sales to seven figures and beyond.

Let's assess where you are right now and determine what you should be doing to hit (and exceed) your goals.

The first phase is struggling. You have an idea, but maybe you are frustrated and feel overwhelmed. You're selling OK, and you're trying to prove that you can make money doing so. You have few resources to invest and you're spending a lot of time (and perhaps working a day job on top of it all). You're trying very hard to carve this idea into something real. You certainly have no leads coming in, so you're at a standstill, and you're struggling. Your sales are low and unpredictable.

[Take action] You need to prove your idea. You need to sell and validate market demand. You have to use the steps outlined in this book to put together a basic marketing funnel. You need to see what percentage of your audience wants your product or even decide if you have the right audience.

You need to test your idea.

The second stage is surviving. A few leads may be coming in, but you face uncertainty. You're exhausted, but you're excited because you see the potential. You have some sales and have generated a few clients. You might have even put together a few products or service offerings, but still you're only surviving. You don't have much room, and you don't have a large team to help you. You definitely can't step out of the business.

[Take action] You need to promote. You must focus on putting into place a simple inbound marketing funnel by using the frameworks and tools we will be covering.

You need to get that together quickly because that's the most effective way you can generate qualified leads, which is the next and third phase in the pyramid.

The third step is thriving. Once you start getting leads and have a predictable number coming in, you're thriving. You may now be generating around \$50–\$100K or more a month, and you have more time, but you might be restless because you're not scaling or growing your business to its full potential.

[Take action] You need to focus on processes—building systems and metrics so that you can scale more quickly, step out of the equation, automate, and drive more traffic sources to your business. You might be getting business from direct mail, AdWords, or Facebook ads, but you need to focus on really getting your business ready for rapid growth.

The fourth step is driving: You've been at it for a while and are a true and accomplished professional. You're driving your business and have an on-demand lead flow.

[Take action] First, take a breath (and a vacation) and then focus on people. Your main goal should be building a world-class team so that you can develop partnerships, scale your business, and/or build a franchise. But most of you are either struggling or only surviving. To advance, you need to put together a simple marketing funnel.

Next, you need to identify point B and within 90 days. What systems would you need to have in place, and what would your sales look like?

TURN OFF THE NOISE: GO ON AN INFORMATION DIET

The second core reason why small-business owners fail at marketing is because of information overload. Most of us approach marketing like drinking from a fire hose. We're consuming blogs, podcasts, courses, books, tools, software, listening to gurus, going to seminars, and all we're doing is just collecting more and more information that only adds to our anxiety and frustration.

This is exactly what happened to me. I spent the first two and half years as a business owner completely overwhelmed. In fact, when I quit my day job (the first time), I set off to become a successful entrepreneur, but I failed miserably. I had to get another day job and drive almost four hours a day to and from work while working in a position I hated and only helping build someone else's dream. I simply couldn't determine what I needed to do because I had consumed so much information and tried too many things at once. I became a *"jack of all trades, master of none"* so to speak.

You need to shut off the fire hose and go from drinking too much bad information and misinformation to doing the right steps and in the right order. Use the limited amount of time and money you have and spend it putting into place the simple things that are going to make all the difference in the world. Instead of dabbling in social media, blogging, Facebook ads, and SEO, you need to focus on an overall strategy that's been proven to work.

An important concept in this regard is something I call "The Climb." If you want to go from point A to point B and really exceed your business goals, you first need to empty your pack.

The last thing you need to do during a rapid ascent is to fill your backpack with things you don't need. You have to stop multitasking and subjecting yourself to information overload and adopt the right mind-set.

You have to shift the way you look at growing your business to a much simpler model. You need to stop digging, consuming, and spending time and money on things that don't work or that you don't need to be doing right now. You need to go on an information diet.

Such action means committing yourself to turning off all the noise for 90 days and just focusing on building the right things we will cover in this book.

From real life experience, I know that your results will be transformational, but you have to trim the fat. And trust me, doing this actually feels pretty good. It will be the easiest diet you've ever tried.

Once you've cleared your mind, set clear goals, emptied your pack, and gone on an information diet, you're ready to avoid the third reason why small-business owners struggle and fail at marketing: lack of a framework.

FORGET TECHY: STAY SIMPLE

You're probably wondering, *"Well, Aaron, what is a framework?"* A framework is simply a basic structure or system for accomplishing something.

Think about it. I drop you off at a junkyard and say, *"Hey, do me a favor. Go pick up all the pieces required to make a running car, put them together, and drive that vehicle out of there."*

Would you be able to do that?

Without a framework, probably not.

That's why failing at online marketing is not your fault. There's literally no route to follow to grow your business. Most career paths have a framework.

Whether you're aspiring to be a doctor, dentist, lawyer, personal trainer, short-order cook, kung fu master, or soldier, you have a specific curriculum or training to follow. You go to school, get certified, perhaps complete an internship, and then go about your way in that profession. Mission accomplished. Everybody else has a framework except you, the entrepreneur.

You're literally on an island trying to figure out everything, and the truth is it could take 10 times longer than it ever should for you to get there.

This is why most business owners fail.

So here's what you need to know: you lack a clear structure. When you follow a framework, it provides a straight line from point A to point B.

Remember when I brought up the analogy of trying to hack into a bank safe with a pickaxe and having the wrong tools? If you have a framework, you just turn a dial left, right, left, and voilà!—that heavy door swings open.

That's what a framework does. It takes your marketing from a disorganized jigsaw puzzle to a well-defined path. You need to follow a step-by-step framework. It's like having the combination to that safe.

Before we move on to the next chapter, I want to encourage you to really think about and write down what your goals are based on the 7-Figure Road Map. What noise are you willing to eliminate while you're on your new information diet? And are you open to the idea and importance of implementing a framework and a new system?

Now we're going to learn how to scale your business predictably by putting a proven sales funnel into place. No matter where your target market comes into contact with you, we will transform them from strangers to buying customers.

It's a really simple system that I'm excited to share with you.

CHAPTER 2. THE 7 INGREDIENTS OF VIRTUALLY EVERY SUCCESSFUL SALES FUNNEL

If you've ever wondered what successful online marketers and business owners do that maybe you don't, this chapter is especially for you.

There was a breakthrough moment in my entrepreneurial career (after I quit my day job for the second time) that changed everything. I came to realize that there was one key insight along my long and stressful journey. It's a concept that you're probably familiar with, but I'd like you to really let it sink in when applying it to your business.

Less is more.

Think about it. LESS IS MORE. I know you've heard this phrase before, but have you ever actually thought about applying it to your business? If so, have you actually done it? Allowing your mind-set to shift to this way of thinking will change everything.

I am certain of this because only by refining and taking away elements that didn't work on my entrepreneurial journey was I able to become aware of these simple steps that I'm going to walk you through. That's how you create a work of art. You don't add clay or material. You remove what doesn't work to create your masterpiece.

Steve Jobs once said, *"Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it's worth it in the end because once you get there, you can*

move mountains.”

He couldn't be more spot on. You can move mountains.

If you're struggling with all the noise that's floating around the web related to marketing, you're going to find this concept to be extremely liberating, almost soothing.

We're going to use an important concept called the Rule of Ones to map out your strategy. This strategy consists of 7 steps that I would like you to commit to doing one at a time (in order). It's important that each one of these is in place before doing anything else to grow your business

These are proven methods. The strategy I'm going to cover isn't based on theory. It's based on 18 years of experience (and a lot of struggle) in helping myself and thousands of other small-business owners. It's based on publishing a best-selling book and growing numerous multimillion dollar companies in Silicon Valley. It's based on starting my own agency and serving businesses with content marketing, SEO, and web design.

I've been through the ringer and learned the hard way—less is more works.

Now, let's move some mountains.

THE 7 KEY INGREDIENTS OF VIRTUALLY EVERY SUCCESSFUL MARKETING FUNNEL

1. ONE AVATAR

You might be thinking, *“Are you talking about that movie*

with all the weird blue people?” No, (but that was a good movie).

Your avatar is the profile of your most ideal client.

If your most perfect client walked through the door right now, who would it be? It's your mission to define your most ideal client as in depth as you can. What are they thinking?

What are their favorite hobbies and interests? What keeps them up at night? What are their biggest concerns, doubts, and fears?

While your business might serve various avatars, your strategy in becoming successful or more successful will unequivocally start around one avatar at a time. You must start with one. Remember that less is more.

Once you prove your first avatar to be successful, you can add as many as you'd like (one at a time). Focusing on a single avatar at a time will take you from anonymous, bland, and unmemorable to the familiar, trustworthy, and extraordinary within your ideal target market.

When your audience sees your messaging, they will realize that *“Hey, that’s me. You know me. You understand me. You’re speaking right to me.”* When you don't have a defined avatar, you're searching around in the dark. You're fumbling with ads and messaging, just hoping for a response. This strategy (or lack of) is a waste of time and money.

It's about knowing your avatar better than they know themselves. When you can articulate their wants, aspirations, frustrations, and fears better than they can, the


rest of your marketing approach falls into place. Your ad copy, landing pages, content, and everything else you want to create becomes systematic because you've taken the time to define who you're targeting.

You might be thinking, *"OK, how do I do that, Aaron?"* Well, there is a framework for that. Get used to that term. You're going to be repeating it in your sleep by the time you get through this book because it's that important.

[Avatar Framework]

GETTING INTIMATE WITH YOUR AVATAR

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While this first step may seem commonplace within marketing training programs, few small businesses properly gain clarity into their "perfect avatar's" statistics, behaviors and interests. Doing this sets the stage for developing a powerful message and position within your marketplace.


MARKET RECON


DEMOGRAPHICS (Who they are)

- Name*
- Gender
- Age
- Location
- Income
- Marital status

PSYCHOGRAPHICS (What they do)

- Interests
- Activities
- Opinions
- Behaviors



DESCRIBE YOUR AVATAR

The Avatar Framework is used to find your client as never before. It sets the stage for everything else you do in terms of marketing. All you need to do is think about this fundamental point: "What are your client's pains and frustrations?" If you haven't captured them, you need to take a survey of your target audience. Don't make

assumptions. Really take your time.

2. ONE USP: UNIQUE SELLING PROPOSITION

Once you can articulate your ideal client's pains and frustrations using the Avatar Framework, you have to look at their fears and implications. What's going to happen if they don't change what they're doing now? Where are they going to end up? If you offer a dating service or a fitness gym, do they fear being alone or never getting into shape? Do they want to meet the love of their life so that they can start a family? Do they want to lose 20 pounds so that they can have more energy or cure an illness? Those are their dreams and aspirations. Where do they really want to go? What is the greater transformation you offer them?

How will you take your client from their biggest pain to what they want, need, and desire? Your USP (Unique Selling Proposition) is how you promise to take them from where they are now to where they want to go.

Once you do that and have a clear message or promise, it takes your marketing from invisible (where all your messaging just blends in with everything else) to prominent. It's about eliminating buying resistance. You want to make your offer something they must want. Once you clearly communicate your promise, your avatar will immediately feel that they absolutely have to take advantage of it. They will feel that you're speaking directly to them and offering a clear solution to their problem.

[USP: Unique Selling Proposition Framework]

YOUR CLIENT TRANSFORMATION CREDO

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In this step, we need to get specific and narrow down to your Avatar's strongest frustration, goal and desire. This will be the basis of your "Transformation Credo" that will act as the core of your marketing message.

PERFECT
OFFER



What's your clients' biggest pain or frustration?

What's your clients' biggest goal or desire?

What's your clients' greatest dream or aspiration?

YOUR CLIENT TRANSFORMATION CREDO

"I help _____ achieve/do _____, so
they can _____ without _____."

This framework will become one of the most valuable assets you'll ever create. It will transform your ads, headlines, landing pages, copy, and everything in between. What's your client's biggest pain or frustration? Think about it. If you've listed their frustrations, what's their number one problem that stands out? For pizza, it might be time. So, Dominos started advertising their pizza delivery in *"30 minutes or less."* FedEx is also time. When customers absolutely, positively needed to ship overnight, FedEx launched *"next-day delivery, guaranteed."*

So who's your avatar? Now what's their biggest goal or desire? And finally, what's the biggest pain you solve for them? Time? Weight loss? Peace of mind? When you can put those answers together, you've created your USP. I help my client [avatar] so that they can get [what they want]

without [pain].

Here's an example: *"I help busy attorneys [avatar] lose 20 pounds within 90 days so that they can live healthier, happier, and more fulfilled lives [what they want] without spending a lot of time or money in a gym [pain]."*

3. ONE SIGNATURE SYSTEM

Now let's focus on one system—something you don't hear enough about in marketing or business circles. Your signature system is how well you can articulate your ability and unique process in taking your client from their biggest pain to their biggest goal and/or desire. It doesn't matter if you're a doctor, lawyer, dentist, or a software company. This can be applied to any business.

If you're at a cocktail party and someone asks, *"What's your business?"* and you reply, *"I'm a bankruptcy lawyer,"* that's not a process, and it's not unique. If you were talking to a prospective client, it wouldn't give them confidence. It's actually quite boring.

You have to switch from that commonplace way of looking at your business to a unique perspective to truly stand out. Trust me. It makes all the difference. If you think about it, all your clients really want to know is that you have a clear path or framework for helping them be successful. It's that simple. This is a million-dollar concept, so it's worth doing well.

[Signature System Framework]

YOUR UNIQUE CLIENT TRANSFORMATION FRAMEWORK

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It's time to define your unique "client transformation framework". This will provide significant competitive advantages and market distinction, as your clients will take *great comfort* in your unique ability to communicate and deliver the result they're looking for. This is the opposite of commoditization, making you a "market of one!"

PERFECT
OFFER



Your Unique Delivery Framework is Called: _____

FRUSTRATIONS

A

DESIRES

B

STEPS/
MILESTONES

GOALS

FRUSTRATIONS

TRANSFORMATION

UNIQUE NAME

Consider the popular book *The Seven Habits of Highly Successful People*. If that book had a different title, such as *How to Get Stuff Done*, it wouldn't have been so important to so many people.

Try this—simply try to articulate your client's biggest frustration, what their desires are, and what steps you need to take to achieve what they want to do. For example, if I help people get into shape, instead of saying, "*I'm a personal trainer,*" I might say, "*I help busy moms get swimsuit ready with a 10-day nutrition and exercise routine.*"

See how that works?

Again, this approach can be applied to any type of business.

You must do it. Simply articulate how you can help get from point A to point B. Spend some time reflecting on this technique, as you will be using it every day (cocktail parties included).

4. ONE PERFECT OFFER

Next you have to articulate and put together one offer, which is the last foundational piece in your marketing game plan. Most businesses want to start discussing traffic, leads, and funnels right away, but all this doesn't matter if you don't have a solid foundation in place yet. You're building a house out of straw hoping for great success, but eventually you'll fail. Make sure your foundation is concrete. Craft an offer that gives your clients an attractive, low-risk way of doing business with you and then follow with a series of higher, more lucrative offers. You want to create a buyer first before you hit them with your most expensive offer.

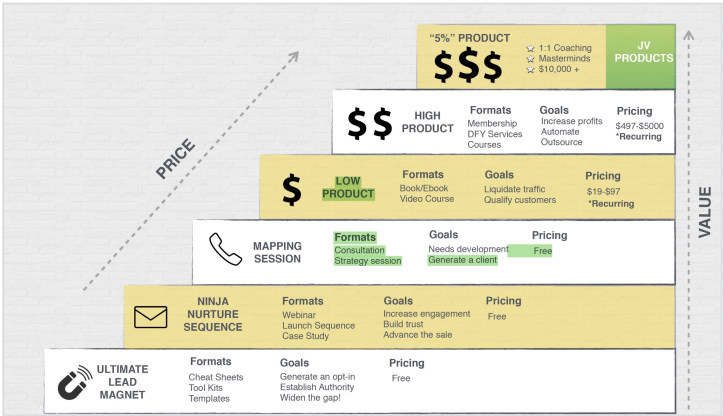
Creating a perfect offer will eliminate the stress of not knowing where your next client is coming from. Once you have this offer in place, you will be able to vet your clients and take only those that are a good fit with high profit margins, allowing you to create a predictable stream of recurring income and work on greater things and create exponential changes.

[Product Ladder Framework]

THE PRODUCT VALUE LADDER

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The fastest way to create exponential increases in sales and profits is implementing an "ascension model", offering your best clients the opportunity to receive more value from you at higher prices. Your goal should be to segment your sales funnel into a clearly defined pathway consisting of "baby steps" for your clients to advance through with less resistance.



We want to take yourself out of the equation so that you don't have to be one-on-one with your clients. First, we need to start by mapping out what you're giving your clients for free and then how you nurture them to become a paying client with your low-end product, your mid-level product, and your high-end product.

In the book *80/20 Sales and Marketing*, the author, Perry Marshall, mentions Pareto's principle *"One of the fastest ways to increase sales is just to offer a product that's twice as much because 5% of your clients will buy it, invariably without question. It's just the law of nature and economics."*

Can you use your knowledge and market it to people in a one-to-many format? Can you publish a membership site so that you're not working with clients face-to-face? Can clients do business with you on a national or global level?

Can you remove yourself from the equation and create recurring revenue instead of charging your valuable time for dollars?

Let's go through an example. Let's say I'm a dentist and my low end offer is teeth whitening. Based on our ultimate lead magnet, our goal is to create a paying client that wishes to get their pearly whites even whiter. We want to get them in the door and become committed to us. Once we do that, we notice their teeth are a bit crooked and knowing that they're already concerned with the appearance of their teeth, we might offer them Invisalign. Perhaps down the line, we offer them veneers as our high-end product.

Do you see what we did here? We simply created a buying customer and turned them into a high-paying client. How do we get them in the door in the first place?

5. ONE ULTIMATE LEAD MAGNET

Your secret weapon—your single piece of educational content that converts strangers into subscribers.

It has to be an attractive and easy-to-consume offer that takes your marketing from repulsive (sales pitches in disguise) to unique, helpful, and educational. People are numb and tired of seeing the same old offers, such as “free consultation,” “come for a visit,” “free book or white paper.” These techniques are painful to read and more often than not ignored.

Your lead magnet has to be a specifically engineered, free deliverable, not just something you randomly offer that's hard to consume.

If you do this right, you'll get subscribers every day who want more than just your free content. They will want to buy your products and services. How do you do that? Easy. You use a lead magnet impact matrix. What you need to do is create a lead magnet that's highly desirable and educational, meaning that people really want it (and they don't have to lock themselves away to read a 400-page novel to try to understand your proposition).

You have to solve one of their problems completely and then pave the way for the greater framework you offer. How do you take your clients from point A to point B, and how well do you do it?

For your lead magnet, you want to solve one problem completely with something really easy, for example, a cheat sheet or a template, and you want to make it easy to download. Once they've given you their email and downloaded your awesome content, you then send them to a "thank you" page.


Here you educate them and help them understand the greater opportunity you offer.

[Lead Magnet Framework]

CREATE YOUR ULTIMATE LEAD MAGNET

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The key with your Lead Magnet is to quickly convey the promise of delivering your clients from their pain (Point A) to desired outcome (Point B). Success here lies in specificity: speaking to one avatar with one promise to one problem in a specific timeframe.

ULTIMATE LEAD MAGNET


List 3 title ideas for your Ultimate Lead Magnet:

The [Avatar's] New Guide to [Specific Result] Without [Stuff They Hate]

- ★ Framework milestone 1 transformation
- ★ Framework milestone 2 transformation
- ★ Framework milestone 3 transformation
- ★ Framework milestone 4 transformation



"I got this quickly without that!"
- Jane Avatar

List your 3 promise statements:

Your lead magnet must solve one problem. Remember that you're extracting this problem from your transformation framework and easily solving it for them. For example: *"Here's how you lose your first five pounds," "Here's your gluten-free shopping list essentials," "Here's your high-converting website checklist," "Here's a toolkit on puppy potty training."* Just solve one problem.

You need to position yourself as an expert. After they go with you, you need to introduce yourself, talk them through your lead magnet, and stretch the pain gap. You need to show them that this problem is only one piece of a greater map and they need your help to be successful.

Remember to make your lead magnet straightforward and easy to download. Pick a medium that's not hard to read

and that can fit to one page, e.g., a toolkit, cheat sheet, top 10 list. Peak curiosity, solve one problem completely, and then stretch the pain gap.

Show them that there's a greater path to follow, and you're the expert to lead them.

6. ONE SALES FUNNEL

Let's put the fun into funnels. Your sales funnel is simply the steps you use to turn strangers into prospects and paying customers.

Every business has a funnel whether you realize it or not. Most small businesses don't have a working funnel in place. Most of them are insufficient and losing money.

I'm going to show you a simple way to launch a successful sales funnel, transforming your marketing from a leaky bucket to a lead-generating machine.

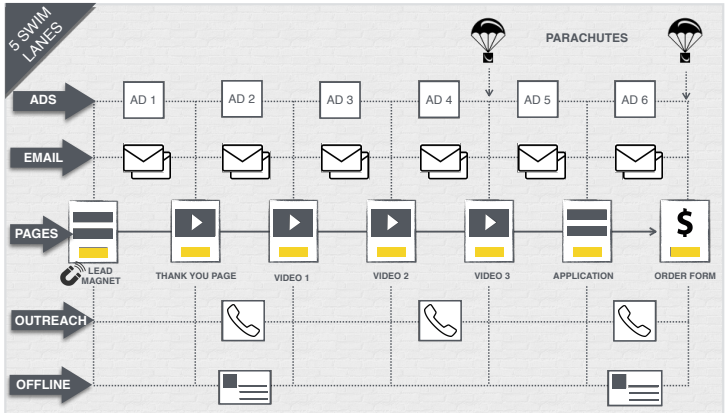
Right now you most likely have a leaky bucket. You're leaking leads by focusing your attention on the wrong things (e.g., your website, Facebook ads, email marketing) when you first need to design a watertight sales funnel. Not one potential customer or client will get left behind. Nobody will slip through the cracks of your faulty funnel again. Not to mention that having a watertight funnel will make every dollar you spend on advertising go 10x further, and nearly your entire lead generation process will be put on autopilot—leads while you sleep and vacation with family!

[Swim Lane Sales Funnel]

THE SWIM LANES SALES FUNNEL

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This proven funnel schematic leverages the 5 “swim lanes” or communication modes to drive prospects through your funnel with more efficiency and velocity. This approach ensures that your prospects get exposed to the right message in the right place at the right time. This system is simple to comprehend and launch quickly.



The great thing about this framework is that it allows you to view your entire marketing strategy on one page. Your goal is to put into place five “swim lanes” or methods you can use to drive people to the next step in your funnel.

We want to walk your subscribers through your funnel step-by-step. What are the beginning and end goals? Perhaps you want your qualified subscribers to opt in to a lead magnet or go to a “thank you” page where they learn about a webinar you’re hosting, and eventually they see an offer. From the time they opt in to your lead magnet to the time you present them with an offer, you are utilizing email, retargeting ads, offline marketing, and/or good old-fashioned phone calls to drive prospects to the next step in the funnel.

Again, most of this can be automated. When you do this

right, your client acquisition becomes based purely on numbers. The number of subscribers you send through your funnel will equal x number of clients. No more of this guessing game.

This step is vital to the success of your business (and, ironically, the one thing that most businesses are doing wrong).

7. ONE TRAFFIC SOURCE

Instead of spraying and praying, i.e., spending money on blogging, directories, ads, and just hoping for the best, you have to define one source that you're going to use to drive traffic through your funnel to get a positive ROI.

Your goal is to transform your advertising from a slot machine (where you're spending money left and right, not knowing what's going to work, running many ad campaigns, and hoping for the best) to an ATM machine. You need to know that every dollar you spend on marketing will yield a consistent ROI, which is the only way to scale your business quickly without risk. Once you prove that your one traffic source works, you can pursue other platforms. If you want to focus on direct mail, Facebook, and Google, great. Do the first one that makes sense for your business, get an ROI, and then move on to the next. One at a time. Below are a few examples of different traffic sources you can focus on.

[Facebook Advertising Framework]



Facebook is amazing. I have used it to generate over 10,000 leads in the past 12 months alone. I've been generating leads for under a dollar, in some cases only 30¢ or 60¢. And remember that these are qualified leads—people who have a pain that I can solve.

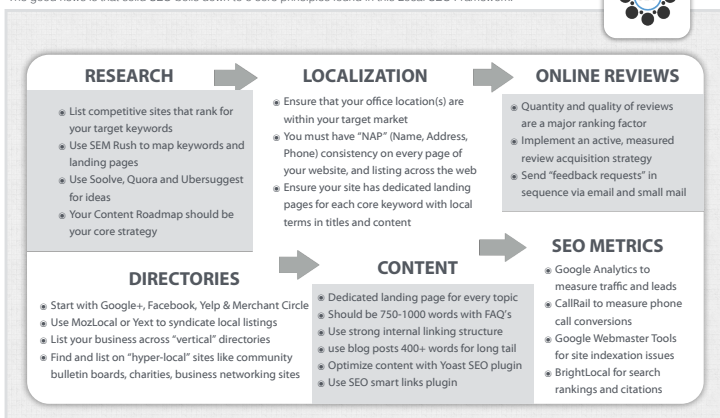
[Local SEO Framework]

LOCAL SEO FRAMEWORK

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If you own a local business (meaning clients search for and utilize your services based on "local intent"), you're painfully aware of how confusing and frustrating it can be to stay in compliance with Google's ranking algorithms. The good news is that solid SEO boils down to 6 core principles found in this Local SEO Framework.

RANKING RULEBOOK



For some businesses, if you just have a local brick and mortar, you might want to really utilize a local SEO framework so that you can have all the optimization you need to rank well and get organic traffic. This approach works great for some businesses.


[Content Marketing Framework]

THE CONTENT MARKETING ROADMAP

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Think of your Content Marketing Roadmap as a simple tool for capturing your Avatar's every question, concern and topic of interest related to the solution(s) your business provides. Once complete, your Roadmap will serve as the central hub from which content gets created. If done right, no can defend.

PUBLISHING POWERHOUSE



TOPICS/ PRODUCTS/ TIMELINE								
TARGET KEYWORDS								
HOW TO								
FAQ's								
MISTAKES TO AVOID								
TOP 10 LISTS								
CASE STUDIES								
REVIEWS								
CURATED NEWS BEST OF								

For others, it's content marketing. You might want to know how to create a content roadmap so that every blog, topic, or video you create follows a proven template. Once you publish this content on your website, you can spread the word and syndicate to different social media channels.

Let's recap:

Who's going to be your avatar? What will be your core promise? How are you going to get your clients from point A to point B without pain? If you don't know all the answers yet, that's fine. Just use jot down what you're thinking and keep the momentum going. You've already won if you're willing to stop your old way of thinking regarding marketing, and you'll be light years ahead of your competition if you start implementing these 7 steps correctly.

CHAPTER 3: SWIM LANES SALES FUNNEL

In general, a sales funnel represents the very simple steps that your business orchestrates to drive your target audience from strangers to customers. The number of phases or steps may vary based on your business, but the end goal is the same. You need to have them select something for free and nurture them to either a webinar, workshop, or free strategy call and then encourage them to buy one of your products or services. Voilà! That's it.

Again, most small-business owners struggle because they don't have all the pieces in place, and they're frustrated.

They're either trying to outsource their funnel, or they just don't know how to construct it effectively. They're overwhelmed and see this process as much too complicated. They continue to consume more information and try to add to it instead of taking something away, for example, what should I build? What really works? What tools to use? Do I use lead pages or click funnels? And other issues, too—How to format the content itself? What to say in the content? When to send the content? What do I title my content?

The result of all this noise is a leaky bucket.

You put together a funnel, and it doesn't work properly because it's taped together. It's leaking and killing your business.

Even worse, many business owners try to outsource their funnels because they see it as too complicated or because they

don't have the time. Don't do this. Never, ever. You must make time. You must be the architect of your own destiny, which holds true for life and business. You have to drive your strategy. Don't get me wrong. I love outsourcing, but I outsource *tasks*, not strategy. Think about it. If you pay some "expert" a handsome price for a "done for you funnel," don't be surprised if you don't achieve the results you're seeking. The reason is simple. The content, execution, excitement, heart, promise, and motivation will be lacking. It's not genuine, and your audience can easily sense it. Don't waste your money.

But you can build a simple funnel that requires only a few steps and will change your business.

What does Swim Lane Sales Funnel mean?

Imagine an Olympic-size swimming pool with ropes dividing the lanes for the swimmers. These lanes provide each swimmer with a clear path from point A to point B. Your new marketing strategy is based on the same concept. You should be using five unique paths or "lanes" to move your prospects to the next step (or lane) of your funnel, from where they enter your world (point A) to where they will eventually end up (point B).

As I'm writing this book, I have leads coming in, people clicking on ads, going through my courses, and buying my products.

Most importantly, this process qualifies and sorts out the people that are not a good fit for my business. Think about that. You'll need a little elbow grease up front, but then it's fully automated and works *for you*.

You can generate clients on demand. Think about the power of turning up your leads at will. Imagine saying, "*Yes, I want some*

more leads this month. Let's just crank up the ads." With an effective funnel, you can do this confidently because you know that your funnel produces x number of customers based on x number of leads.

Let's examine the exact steps that I use to build this funnel—the exact ads, the lead magnets, the landing pages. I'm going to show you everything I did so that you can use the same model.

I'm holding nothing back here.

I have to state that I can't guarantee these results for you. You actually have to do the work and put in the time. As simple as the framework might be, there are no shortcuts.

After you have your concrete foundation in place (the first four of the seven steps: avatar, USP, signature system, and perfect offer) and your lead magnet thought out, we can move on to creating . . .

THE 5 SWIM LANES

1. LANDING PAGES

Landing pages are a series of actual webpages, with a single call to action. Your funnel will consist of these landing pages and should mirror your sales process. Before you create your landing pages, it's important to ask yourself the following question: *"What actions do I want my prospective clients to take before they buy my time or services?"*

Perhaps they initially choose your lead magnet of a free guide or tool kit. Then you might want them to get on the phone with you or go to a webinar and then maybe buy something or come into the office. Each one of these steps

should have a separate landing page with a single form and goal in mind. The page might be an appointment confirmation page or a video series, but it should be a specific page for that specific action.

I started to grow my business by simply driving a Facebook ad to an opt-in page offering a lead magnet, then I offered a free webinar after that.

Facebook ad:



After they clicked on the ad and downloaded my lead magnet, I sent them to a “thank you” page, where I talk about something along the lines of:


“Hey, I’m glad you got the lead magnet. Let me walk you through it.”

Doing this enables me to build trust with them, and then I go on to say . . .

Thank you page:

NEW VIDEO AND CHEAT SHEET:

How to Convert Your Existing Website From an Online Brochure to a Lead Generation Engine and Get 3X More Leads and Subscribers in One Hour (or Less)



- ✓ The 6 "Psychological Triggers" That Build **Instant Trust and Authority** With Your Visitors
- ✓ The 5 Conversion Elements That Work Together to **Increase Leads 3-10X!**
- ✓ The One **Conversion Killing Web Design Mistake** You (or Your Designer) Must Avoid
- ✓ How to **Track Every Lead and Phone Call** to Trim the Fat From Your Marketing
- ✓ Includes **FREE Cheat Sheet, Template and Video** So You Can Get More Leads Today!

Where should we send your cheat sheet and video >>>

} [Free Video and Download >>](#)

Privacy Policy: We hate SPAM and promise to keep your email address safe.

"There's a bigger opportunity here. Your website is only a small part of the process. Sign up for this free webinar and I'll help you get crystal clear on the whole big picture and change the way you look at your business."

Webinar page:

Welcome: **Be Sure to Watch the Video Below Now!**

Don't forget to download your files and register for the upcoming webinar below:



FREE WEBINAR: DOUBLE YOUR SALES IN 90 DAYS

Learn the simple 3-step formula for doubling your sales with zero tech overwhelm:

[Reserve Your Spot](#)

After the webinar, the next step in my funnel is a free 15-minute call (only if they qualify based on their monthly revenue, which I collected with a field on my lead magnet page). If they qualify (doing over \$20k monthly), I give them access to my calendar to book a brief call. The goal of the call is to qualify them for my high-end mastermind group (because I know they're more advanced and can afford it). If they don't qualify (under \$20k monthly), I send them to a lower-end offer geared toward beginners.

If you have a consulting business or you're a professional service provider, don't offer a free consultation right away (and never call it a consultation; call it a triage or strategy call). It's a waste of your time and money. Have baby steps in place at the top of the funnel to weed out and qualify

folks. Also, your audience needs to learn to trust you before they buy anything you offer.

It's usually a good idea to date before you get married, right?

This process is pretty straightforward—from a Facebook ad to a cheat sheet to a free webinar to a triage call or low-end offer. Weed out the unqualified folks and build trust with those who are qualified.

2. EMAIL SEQUENCE

Most of you have some kind of email auto responder. If not, you can start with something simple, such as MailChimp. For more advanced folks, InfusionSoft might be a better fit. Regardless of what email software you use, however, you need to know how to progress your leads with good copy if they don't take the next step in your funnel on their own.

How do you do this effectively? We use a marketing framework called the P5 Copy Strategy. This framework is really effective because only five motivating forces are needed to encourage a person to take action: stating a problem, promise, proof, ping, or promotion.

Problem

You're going to get their attention by tapping into their pain by stating a problem or frustration that you know they have. What's keeping them up at night? You know this because you've done your homework and mapped out their avatar.

Promise

The promise of how life will be if you get from point A to point B. From stress and feeling overwhelmed to perhaps balance and freedom (you need to make a disclaimer here; you cannot guarantee anything. Real results will only come from hard work and determination. You cannot do this for them).

Proof

An impressive case study of how one client went from struggling to succeeding by using your product or services. More details the better.

Ping

A simple email asking a quick question. This will encourage thought, a response, and action. For example, *“What’s your biggest frustration?” “What are you currently struggling with?” “Where do you want to be 90 days from now.”* This is also a great way to collect data and understand what your audience wants and needs in more detail.

Promotion

This email is exactly as it sounds. It’s a promotion you’re willing to offer, such as a free strategy session, 50% off your membership site, or 2 for 1 if you take action now.

Make sure that you use each one or a variation of these psychological trigger emails. People respond to different forces emotionally. Some will be more averse to a ping email, and others will be more allured by the

promise of a better future. So use all of them to make sure you've got everyone covered. Having a framework for copy also kicks writer's block to the curb (or at least to the sidewalk).

3. RETARGETING ADS

Retargeting sounds like one of those techy words that makes your brain want to shut down and go back to bed. It's actually easy to implement, though, and extremely powerful.

Let's reflect for a minute. Our landing pages are doing well, we're nurturing our list with impressive email content, and people are moving through our funnel. Now comes the fun part (which most every business owner wants to skip to from the beginning). We get to create some ads.

If you are not familiar with retargeting ads, they allow you to gain authority and even a micro celebrity status within your niche by portraying the perception that you're everywhere on the web.

Have you ever shopped on Amazon? Perhaps you viewed a pair of shoes but decided not to hit the "buy now" button. You've decided to think about this purchase for a bit. While contemplating, you click over to People.com to read about who wore it best and whoa! The same shoes from Amazon are featured in a sidebar ad.

This is the beauty of retargeting. You simply place a piece of tracking code on your website; upload some ads to retargeting software, such as Perfect Audience or AdRoll; and submit what ads you want following certain people

(based on what pages and actions they were taking on your site).

For example, if somebody visited my webinar page but decided not to opt in, I will follow them around the web with a webinar ad reminding them to sign up.

If Amazon keeps following me around the web with an image of those shoes, chances are I will click at some point and buy them.

Powerful!

Your ads are also being placed on reputable sites, such as *Forbes*, *The New York Times*, and *The Drudge Report*. You can't beat that exposure because conversions are cheap, and you're literally everywhere.

4. PERSONAL OUTREACH

In this digital environment, too many Internet marketing gurus and small-businesses owners place little value on good old-fashioned customer service and selling. Smart companies, such as Digital Marketer, and marketers, such as Russell Brunson, are saying, "*Hey, where should I put human contact?*" And the same should hold true for you as well.

If you know a lead to your business is worth \$50, why wouldn't you (or your team) touch base when they register for a webinar and after they've attended? A simple introduction is sometimes all people need. Remember when you used to get handwritten cards in the mail? It's like that. Stand out from the mind-numbing norm and make an impression. Be genuine and attentive to their questions and concerns, help them, share your knowledge. The time spent

will be well worth it.

5. OFFLINE MARKETING

The focus these days is on digital. If you put a simple “thank you” card or sales letter in the mail, it really goes a long way, even with new clients. Send them a book or a workbook after they sign up and you’ll leave a lasting impression.

They’re happy and more likely to refer you to their friends. Letters, postcards, and gifts are a great way to stand out and gain attention.

CHAPTER 4. M.A.P.S: MENTORSHIP, ACCOUNTABILITY, PEER SUPPORT, SYSTEMS

Have you ever wondered why some entrepreneurs make it look so easy? They seem so upbeat. Through all the challenges in the entrepreneurial world, they seem to find success quickly.

The reason?

These entrepreneurs have unlocked an important key element that most business owners overlook: understanding the importance of placing themselves in a successful environment.

Life is much easier if you place yourself in a positive incubator—the right support and equipment provided for optimal growth and success. Consider that plants require four key elements to grow to their potential: nutrients, water, temperature, and light. They require some form and version and ratio of these four things. As entrepreneurs, we also require four key elements for success. When you're supported with Mentorship, Accountability, Peer Support, and Systems, your business will not just grow . . . it will unlock your greatest potential.

Your business will thrive.

Placing yourself in a flourishing environment will encourage you to exceed your goals. Not only does it help you keep a positive momentum by pushing forward and overcoming obstacles and roadblocks, but most importantly it also helps you focus on your “big why.”

I know you've probably heard that before. Your big why. Why did you get into this particular business? Was it to spend more time with family, to make a difference in the world, to serve a greater audience, to reach your potential, to make an idea a concrete reality? Regardless of what your why is, we all have one. Why did you start your business?

You have to get back in touch with this question. It's what will help you get through the hard times. You have to stay crystal clear on your why, and you have to have a clear goal and gameplan of how you're going to get there. *"I need to double my sales and automate my business in the next 90 days so that I can spend more uninterrupted time with my family."* That is why you're here—to find out what success and happiness mean to you and how to quickly and successfully achieve it.

Here's how you do it. Here's what it takes to win.

The M.A.P.S. environment. This is a model I created that includes the four central elements that virtually every business owner requires for growth.

Every successful business owner has some version of each of these four elements in their lives. It took far too long for me to determine what these are, which cost me a lot of time, frustration, and money.

MENTORSHIP

The right mentorship takes you from spinning your wheels to peak performance.

Think about it. A coach, a mentor, or an advisor who's gone where you want to go is one of the greatest factors to success. You are receiving guidance from a trusted advisor who's been

there before. Someone who's actually walked the walk and lived to show the way.

I can't think of a successful entrepreneur, athlete, or any professional who hasn't taken advantage of some form of mentorship to reach their goals more quickly. It's what separates amateurs from pros.

ACCOUNTABILITY

When famous poet Robert Burns once said, "*The best laid plans of mice and men often go awry*," he wasn't kidding. You can have the best idea and strategy in the world, but if you can't execute it, it's just simply a concept.

If you can't plug it into the wall and have electricity flow through it, if it isn't generating leads, if the ads aren't running, if the clients aren't calling—it's nothing.

To make your idea tangible, you have to start by being accountable to yourself and others. You have to state the one to three things you need to do this week to meet those deadlines. Every week. The right accountability helps keep you on track and your priorities straight. Most importantly, it helps others know where you are so that they can help you when you might be struggling.

PEER SUPPORT

Surrounding yourself with smart, positive-minded people who inspire you and support your goals is critical for your success.

I remember being terrified when I was an EOD (Explosive Ordnance Disposal) diver in the Navy. I was a young kid, and I felt very alone and scared at first. Like most 19-year-olds, I

lacked confidence, but as soon as I got to know the caliber of my peers, I prospered. I began to feel that success was almost guaranteed.

Jim Rohn once said, *"You are the average of the five people you spend the most time with."*

It's true.

Peers who are on the same journey as you are feel connected to you. They don't want anyone to get left behind. You celebrate the wins together, pull each other over the hurdles, and provide each other with some friendly challenges and competition.

For these reasons, the right peer support is critical.

SYSTEMS

We've spent much of this book covering the frameworks and systems required for success. When combining these with coaching, peer support, and accountability, the rest is gravy. It's simply the best way for you to grow your business and achieve the lifestyle you wanted to have (on this crazy journey) in the first place.

If you agree that these four powerful elements will help you reach your goals and unlock your greatest possibilities and are eager to know how to tie it all together—keep reading.

CHAPTER 5. BRINGING IT HOME

I have a program called The Fletcher Method Community. This is a private membership created with one goal in mind: to provide you with the perfect amount of Mentorship, Accountability, Peer Support and Systems required for success.

Let's talk about how the program works.

First off, I cannot stress enough that this program requires no background in marketing, web design, blogging or any of that technical stuff.

It is a start from scratch, paint by numbers approach. Think of it as a digital oasis, designed to walk you through the right steps, in the right order, without any frustration or unnecessary marketing noise. You show up, implement the systems and frameworks provided and get immediate help if needed.

That's how easy it works.

Let's talk about how I apply the M.A.P.S Environment to this new community site starting with Mentorship.

MENTORSHIP

By now, you know with certainty that you have to have access a mentor or coach who has been where you aim to go.

If you believe I could be the mentor for you (and if not me, please find somebody that suites you best), The Fletcher Method Community provides direct access to me through my live coaching webinars and real time support within the community forum.

1. **Live webinars:** The live webinars (held biweekly) are great because they not only consist of detailed training but its also an opportunity for you to get unstuck if you're having trouble on something. Show up with an issue or confusion and leave feeling confident and clear on the next step you should be taking. Really powerful stuff.
2. **Real time support:** I'm in the community daily, answering questions and adding feedback. I will personally examine what you're building and make sure that you're staying on the right track.

ACCOUNTABILITY

Accountability in our community is key. It's not only encouraged, it's required. You're asked to state what you're currently working on and what you're going to launch each week. You must do your absolute best to follow through.

PEER SUPPORT

As I've emphasized previously, success depends on who you surround yourself with.

Seek to surround yourself with people that are creative, positive-minded, innovative and who share the same entrepreneurial desires as you.

The caliber of people who are part of The Fletcher Method Community have absolutely blown me away. Their level of engagement, ability to implement and commitment to helping others has been second to none. They're like a positive tribe, a family, who are moving in the right direction – together.

SYSTEMS

We've spent the majority of this book discussing frameworks and systems required for success. By now, you know that The Fletcher Method is a series of proven and simplified systems.

It's a step-by-step model combined with training videos and frameworks to help you get where you're trying to go. When you add these systems and frameworks with the right Mentorship, Accountability and Peer Support – the rest is gravy.

Inside the community you'll find frameworks on just about everything regarding to growing your business. How to find your perfect avatar so you're confident that your focus and messaging is spot on. Your signature system so you're uniquely positioned to take your clients from their greatest frustrations to their greatest success. How to develop products and leverage your time (automate) so you're not stuck with low margins and a handful of clients you don't want. How to use Facebook advertising effectively and get leads for less than a dollar. How to syndicate your content and position yourself as an authority across your market.

The list goes on.

Along with the frameworks, there's a growing library of step-by-step training videos where I walk you through what you need to do from point A to point B.

MY LIFE'S WORK

This is my life's work. I created this community because I struggled with my own entrepreneurial journey. When working as a VP in a day job that I hated (despite my lucrative six figure income) I tried to learn online marketing on my own with any

free time that I had. I was overwhelmed with all the misinformation out there. And when I did come across quality material (usually through paid courses and events), I found myself even more confused thinking, *"how do I piece all this information together so it works cohesively?"*

I continued to learn, consume, implement and attend events. I just kept thinking *"It doesn't have to be this hard. Why do I have to spend so much time on something that should be so simple?"*

Once I realized that, I put my heart and soul into creating The Fletcher Method Community. My mission in creating this community has been to help you avoid the countless hours of stress, doubt and struggle that I endured on my journey.

It's about doing the right things, in the right order. It's about simplifying. It's about following a proven and effective model. It's about looking at the picture as a whole, not just learning bits and pieces here and there.

Most importantly, it's about being a successful entrepreneur so we can have the balance we're seeking and the opportunity to live this short life - *to the fullest*.

To learn more about how you can use The Fletcher Method to grow a successful online business with zero tech overwhelm, sign up for our next live coaching webinar here:

fletchermethod.com/webinar

To access printable frameworks and book bonus, visit:

fletchermethod.com/bonus

I hope to see you in the Community!

ABOUT THE AUTHOR



AARON FLETCHER is the #1 Amazon best-selling author of *Stand Out: A Simple and Effective Marketing Plan for Your Small Business* among others.

While most digital marketing and social media consultants focus on discreet and desperate pieces of the business growth puzzle, Aaron's unique ability is to help his clients define and build *the puzzle itself*.

He lives in Encinitas, CA with his wife and 2 kids. Aaron loves educating and inspiring other authors and entrepreneurs to succeed and live the life of their dreams.

Learn more about Aaron at fletchermethod.com