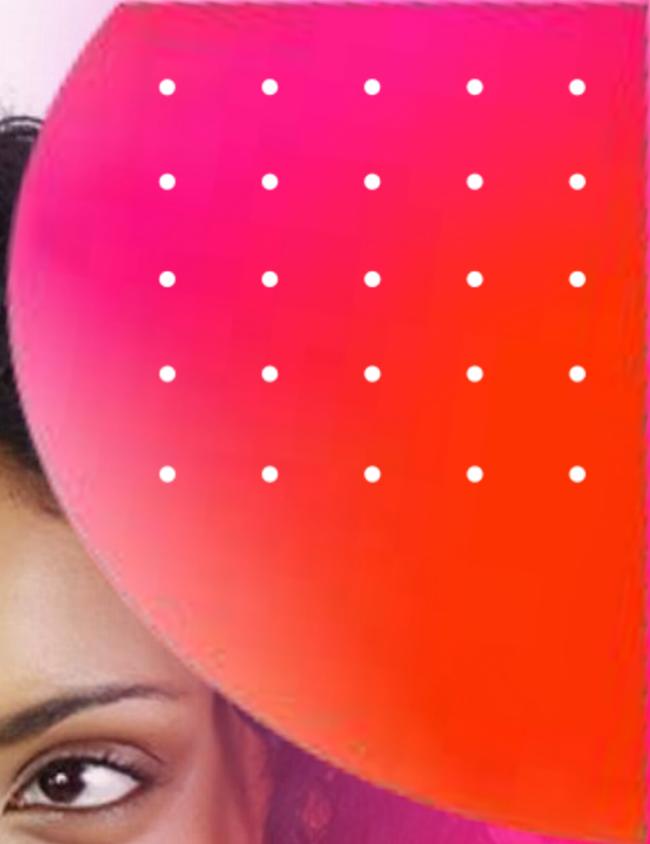


7 STEPS FOR ONLINE BUSINESS GROWTH



Join us for a FREE
Live'inar
Learn Tools &
Processes for Scaling





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Facebook/WomenInConnection



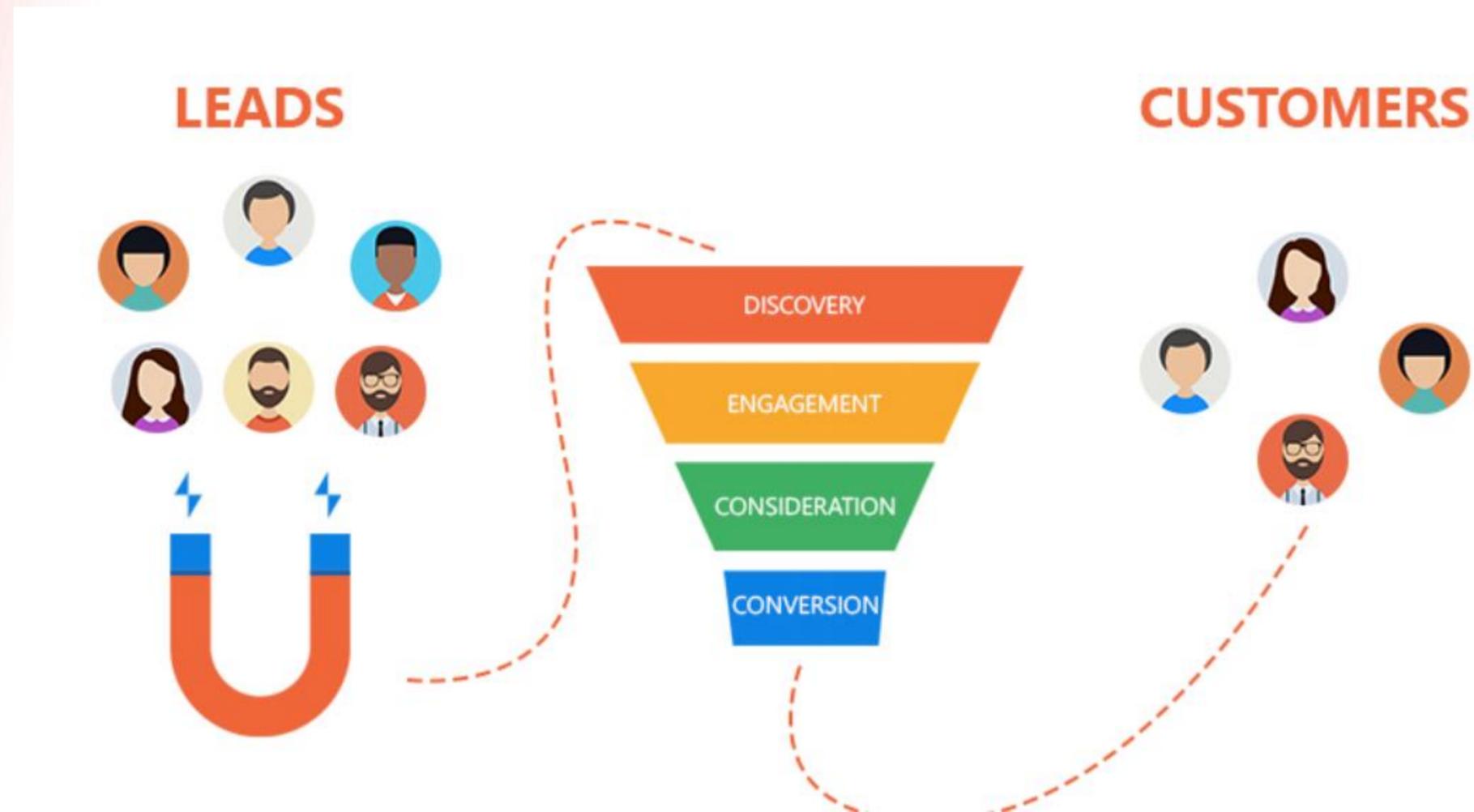
Corp PR & Communications



International Promotions



1. Create an easy path for your ideal clients to follow
2. Gain visibility with massive brand expansion
3. Lead ideal clients gently to your sales funnel
4. Reduce your time spent on marketing and gaining sales
5. Learn automation tools that are easy and affordable
6. Build relationships based on what your ideal clients need
7. Increase sales with ads, automation, and knowledge



Learning Objectives

REMOVE CONFUSION

Remove chaos and confusion for yourself and for your potential clients on knowing what steps to take.

SAVE TIME

Quickly and easily understand which tools are effective and lowest priced for business growth.

IMPLEMENT & GROW

Use this training to set up your own process and programs or to confidently join our implementation plan.

1) Create an easy and enticing path for your ideal clients to follow -- It All Starts Here!

Who is your ideal client

Critical so you can target messages

Where do you find them?

What do they need from you?

How do you help them?

What keeps them up at night?

How do you solve their problems?

Building Relationships

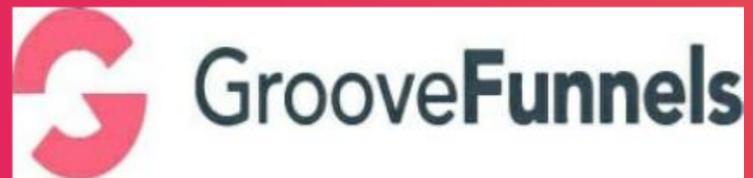
Segment current lists so you can send them messages that will encourage them to act!

Examples:

- Requested Free Marketing Tips
- Current Client
- Took My Class
- About to be a Client Again

Landing Pages -- the easiest tool for gaining sales

Funnel
Experience
Easy
Focused
Critical



2) Gain visibility with massive brand expansion

Pick 2

Share
Knowledge

Content
Calendar

Use Video

Build
Relationships

Build
Database



3) Leading ideal clients gently to your funnel

MESSAGES THAT RESONATE

IT'S ALL ABOUT THEM - NOT YOU

What will they receive from you?

How will they receive the services?

Why they need your knowledge?

How will they feel after they use your services?

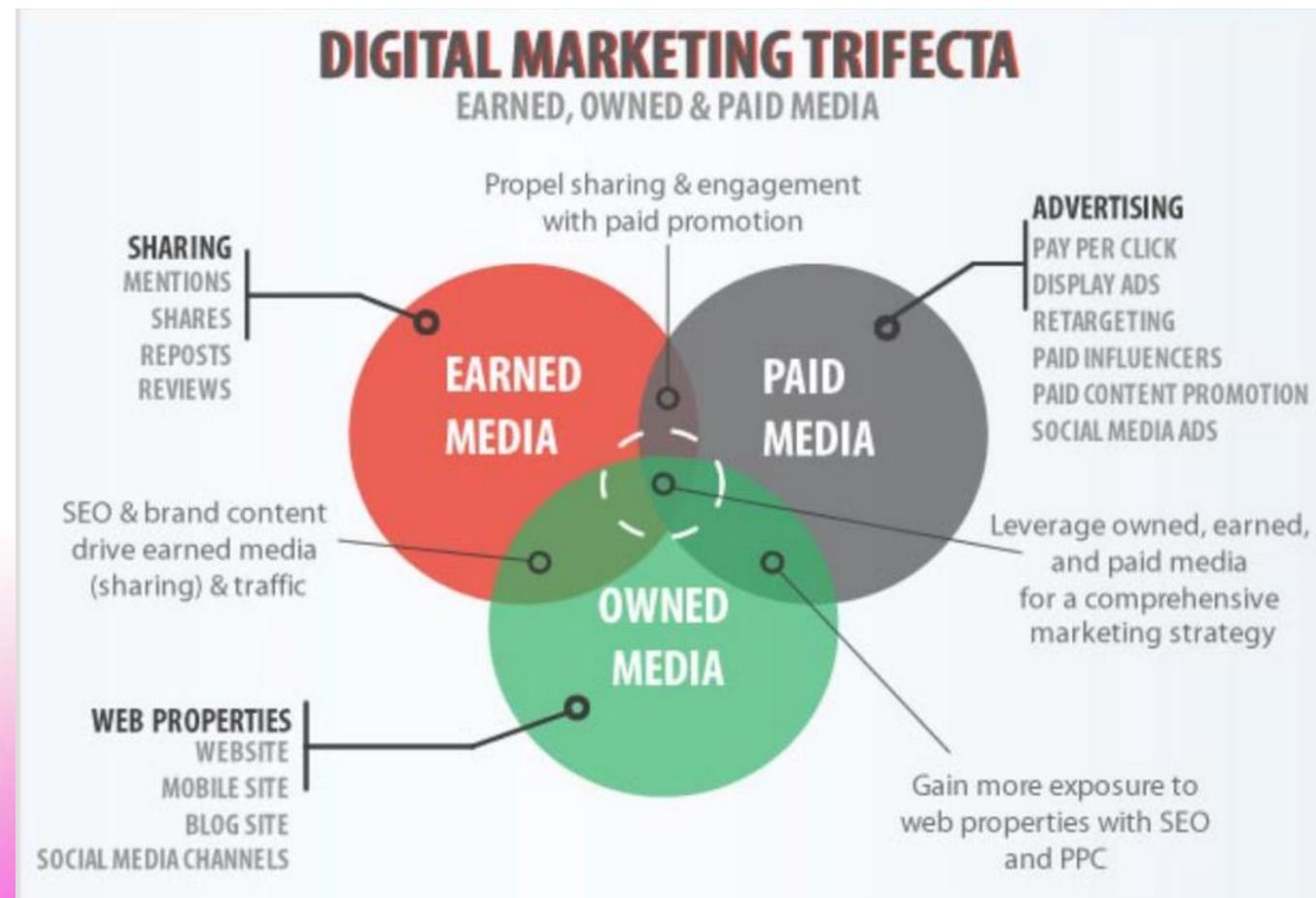
Phrases like: This is for you if you want.....

4) Reduce your time spent on marketing and sales

Repurpose Your Content

38 Touchpoints!

Create the Plan



Create the Content



5) Implement automation tools that are easy and affordable



5) Implement automation tools that are easy and affordable

— Create the customer's pleasant journey

38 Touchpoints

Think about how YOU respond to things

Curate curiosity and engagement

They need to know, love, and trust you - nothing else matters

Everything points people to your funnels

Leads them to pay or learn more, join more, receive more

6) Gain Attention and Build Relationships with Your Ideal Clients

Examples:



Share Your Knowledge
Free Service(s)
The Checklist
The Templates
The Workbook
The Planner/Calendar
The Free Trial
The Guide/Blueprint
The Value Saving Book
Resources/Tool Kit

7) Increase sales with knowledge, automation, and ad campaigns



Marketing to Sales Funnel Recap

● IDEAL CLIENT & MESSAGES THAT
ATTRACT THEM

● SHARE KNOWLEDGE IN SEVERAL
WAYS & BUILD RELATIONSHIPS

● INVITE PEOPLE TO YOUR LANDING
PAGES AND SALES FUNNELS

● REPEAT

Thank you!
If you have questions
please type in the chat box

RESOURCES

- Sign up to get updates and news from SBDC West Michigan!
<http://bit.ly/WMSBDCnewsletter>
- [Guide to Starting and Operating a Small Business](#)
- Facebook - @SBDCWestMichigan
<https://www.facebook.com/SBDCWestMichigan>
- SBDC LinkedIn -
<https://www.linkedin.com/company/sbdc-west-michigan-region/about/>

Upcoming Workshops:

- **Entrepreneur's Toolbox: How to Do Social Media for Sales**
 - Tuesday, February 16, 2021 10:00 AM
- **Entrepreneur's Toolbox: Resources for Funding Your Business**
 - Thursday, February 18, 2021 10:00 AM
- **First Children's Finance & SBDC CARES Act Services**
 - Thursday, February 18, 2021 6:00 PM

[SBDCMichigan.org](https://sbdcMichigan.org)



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Phone: 616-331-7370

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