

100k VA

Market Day Funnel Filler  
Package Pack



# Introduction



If you are a part of any Facebook biz group then you would have seen that most offer a “market” or “pitch” day of sorts. A day where members can advertise freely without getting in trouble. However most members never really leverage this opportunity correctly. They sell their big ticket items. They never share throughout the group on other days to build credibility. They don’t have a clear funnel or nurture sequence for those that do opt in OR the biggest one, they miss the day entirely due to their busy schedules! This month’s package is designed for members to fill their funnel correctly by taking advantage of these market days – never missing an opportunity to fill their funnel AND also keeping things fresh and interesting (rather than sharing the same thing week in, week out).

Donna

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# Sales Funnel Overview

FREEBIE

Market Day  
Funnel Filler  
Planner



LCC

Market Day  
Planning  
Session



Package

Market Day  
Funnel Filler





# Freebie

***Market Day Funnel Filler Planner: Refer to attached template that you can use in your funnel.  
I encourage you to add your own flavour!***

- People buy from people that they know, like and trust. Therefore, “market day” in your favourite Facebook group is the PERFECT platform for you to build trust by sharing your credibility boosting gifts! Are you leveraging the group like the pros? Download my Market Day Funnel Filler Planner so you can map out your plan.
- Its 10pm at night and you just realised that your scrambling to come up with an offer for “Market” or “Pitch day in your group. SHIT why did you leave it so late?? Having a clear plan is imperative to success (and ensures you’re not flapping about like a headless chook). Spend an our filling our my Market Day Funnel Filler Planner (free gift for you!) so you can implement your plan with a clear head.....oh and at a better time of the day ;-)
- Stuck for new ideas on what to share on Market Day in your favourite biz Facebook groups? Check out this list attached to my free funnel filling planning – and pick the ones that fit your business <3 *(make sure you include a list specific to your niche)*

*Example Posts To  
Generate Interest!*



LCC

Your Low Cost Conversation (LCC) is the perfect step between the free Market Day Funnel Filler Planner and your package offering.

It's a chance for you to help them MAP OUT at least 4 weeks of offers. The key with LCC's is to make sure the client is aware how much work they have to do....these gives you the chance to step in and save them.

The beauty of this package as it's a soft sell (very affordable) and is the perfect lead in to bigger social media packages. Because you and I both know that **posting once a week on "market day" is not enough**. They have to be consistent in their actions to build true credibility – so be sure to discuss this in the LCC session. Get them to understand that this is just a stepping stone or one element of a larger strategy for success.

I suggest an investment of \$29 would be sufficient for this kind of LCC. When you have someone sign up for this offering be sure to obtain their website and social media links so you can do some homework see how "famous" they currently are. This will enable you not only tailor their session (softer or harder depending on where they currently are at) BUT it means you can brainstorm example market day offerings before hand (no more than 5min of your time) so there is no stalling during the session.

If a client doesn't sign up for your package be sure to stay in touch and wait to see if they implement the plan you designed on their own. If they don't – get in touch with them again. Some will have to feel pain (not just imagine it) before they are willing to release 😊

Remember after EVERY LCC...**ASK FOR A TESTIMONIAL**

# Package

## **Market Day Funnel Filler**

- ✓ Monthly Planning Of Market Pitches: Mapping out which offers will be shared which week.
- ✓ Custom Automation Trigger: Setting up delivery of offer upon opt in and linking to existing main funnel.
- ✓ Custom Tracking Links: Trackable links to analyse where your leads are coming from.
- ✓ Custom Image To Use On Post: One image per offer.
- ✓ Reminder To Post: Different reminders on different days for different groups.

Your Investment (starting from): \$97 per week.

## **Bonus**

- ✓ Review of results monthly to see which groups at what time of the day are the most effective.

*Notes: To boost speed, create 4 rotating image templates, create one Automation Trigger you can replicate/clone (simply change one or two words) and use a sms or email reminder services to set up the client reminders in one hit.*



# Revenue

## Breakdown: Monthly Chunking

Benefit	Time
Monthly Planning Of Market Pitches	45min
Delivery Of Offer Set Up (x4)	45min
Custom Trackable Links (x4)	15min
Custom Images	30min
Reminder To Post	15min
Results Review	10min
<b>TOTAL TIME: 2.6 Hours</b>	

## Breakdown: Theoretical Hourly Rate

Income	Time vs \$\$
4 Instalments Of \$97	\$388
Total Time	2.6 Hours
Theoretical Hourly Rate	\$149

## Breakdown: Monthly Income Potential

Income	Time vs \$\$
10 Recurring Clients	\$3,880
Total Time	26 Hours
<b>= 3 Days For \$3,500+</b>	

# Donna Brown

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Use your judgement when designing your package. This is a guide to help you design something more specific to your business. Adjust the inclusions, pricing and LCC to suit your business where necessary but **ALWAYS** work out your theoretical hourly rate to ensure that its profitable.

