



AUTOMATE

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TO BE WORKED THROUGH IN CONJUNCTION WITH VIDEO:

[HTTP://TINYURL.COM/AUTOMATEVA](http://tinyurl.com/automateva)

AS MENTIONED IN THE VIDEO, THIS MODULE HAS TWO COMPONENTS.

1. DEVELOPING YOUR SALES FUNNEL AND 2. THE TECHNOLOGY TO MAKE YOUR LIFE EASIER!

SO LETS WORK ON PART ONE FIRST. YOUR SALES FUNNELL. REMEMBER IN THE VIDEO WE MENTIONED THAT THE TOP IS A FREE GIFT TO SHOW PEOPLE THAT YOU ARE AWESOME, KNOW YOUR STUFF, GENEROUS AND A CHANCE FOR THEM TO GET TO KNOW YOU. BUT IT HAS TO BE OF VALUE TO YOUR TARGET MARKET. MANY VAS WORRY AT THIS POINT ABOUT GIVING AWAY FREE STUFF THAT WILL ENABLE TO THE CLIENT TO NOT USE YOUR SERVICES.

SURE THERE MIGHT BE THE RANDOM PERSON WHO WILL USE YOUR VALUE AND EDUCATION AND GO AND MAKE PROGRESS IN THEIR OWN BUSINESS (WHICH IS FANTASTIC - YOU HELPED THEM! YOU MADE THEM FEEL GOOD!) BUT MOST PEOPLE WON'T DO ANYTHING OR NEED MORE HELP.

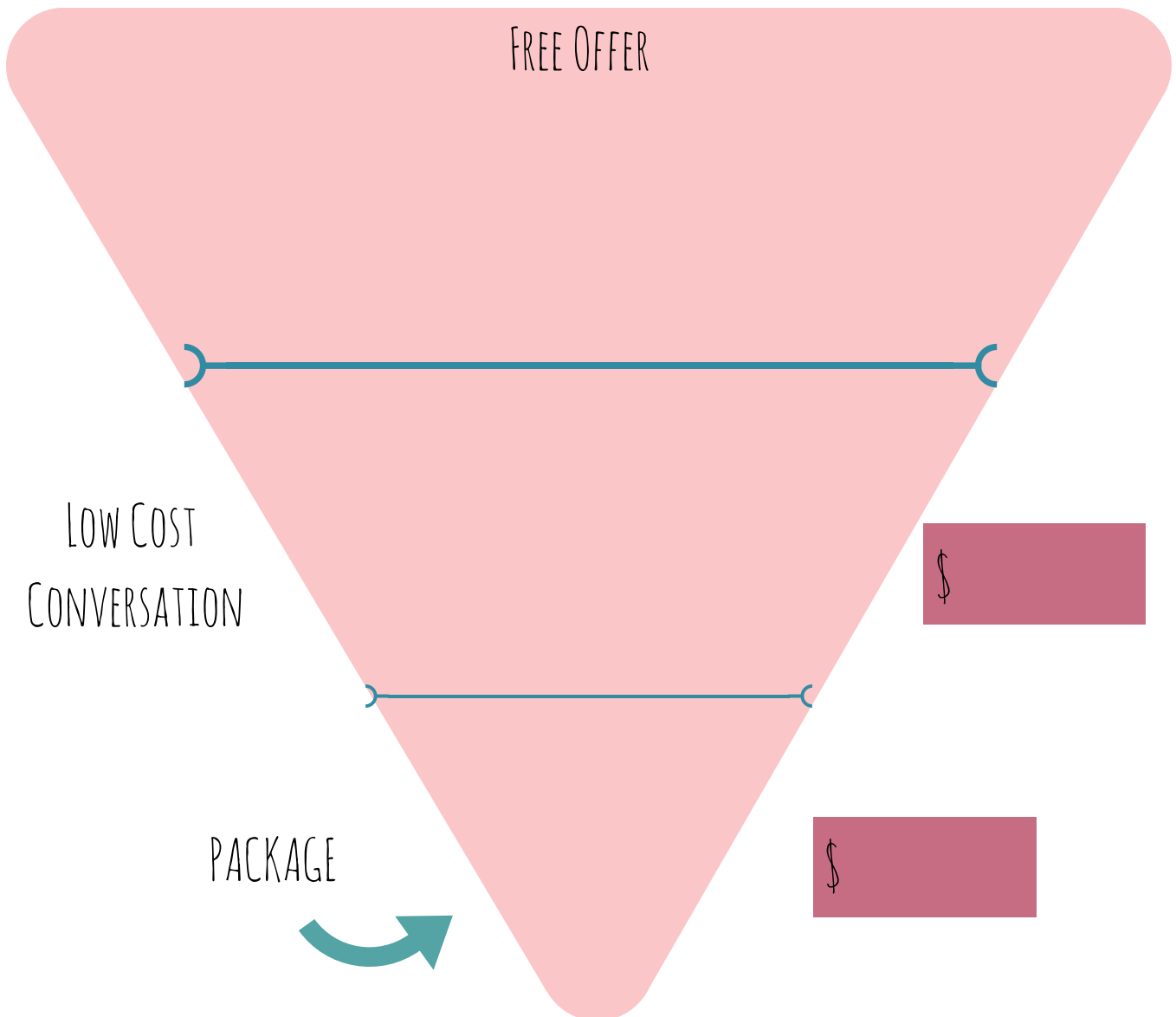
SO DON'T TRY AND BE SECRET AND SNEAKY. GENUINELY EDUCATE YOUR CLIENT AND WATCH THEM COME BACK TO YOU TIME AND TIME AGAIN :)

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1. DESIGN YOUR FUNNEL

REMEMBER THE POINT OF THE FUNNEL IS TO GET PEOPLE DOWN TO YOUR PACKAGE. PEOPLE WILL ENTER FROM ANY LEVEL AND EVERYTHING HAS TO BE OF VALUE.

WE WILL EXPAND ON EACH LEVEL ON THE FOLLOWING PAGES.



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FREE OFFER: GOING BACK TO YOUR CLIENTS BRUISES, WHAT FREE OFFER CAN YOU CREATE. THINK ABOUT HOW THEY LIKE TO LEARN AND WHAT YOU CAN HELP THEM WITH QUICKLY!

PROBLEM YOU ARE SOLVING:

PRODUCT TITLE:

MEDIUM (IE VIDEOS, WORKSHEETS ETC):

DATE YOU WILL FINISH IT BY:

REMEMBER THIS PRODUCT WILL BE ELECTRONIC AND DELIVERED ONLINE SO ENSURE THAT IT HAS THE RIGHT BRANDING AND LOOK. ENGAGE IN THE SERVICES OF ANY PROFESSIONALS YOU NEED TO MAKE IT LOOK PROFESSIONAL.

FREE OFFER

TITLE:

INVESTMENT: \$

WHEN DECIDING ON YOUR TITLE, SUBTITLE AND ANY OTHER PROMOTIONAL TEXT AROUND IT - TRY AND USE HYPNOTIC LANGUAGE TO EMOTIONALLY TRIGGER YOUR CLIENTS COUPLED WITH THEIR BRUISES. REFER TO YOUR HYPNOTIC WORDS LIST INCLUDED IN YOUR EMAIL FOR MORE HELP.

AND PLANT THE SEED FOR YOUR NEXT STEP. ENCOURAGE THEM TO TAKE UP YOUR LOW COST CONVERSATION OFFER SO THEY MOVE DOWN THE FUNNEL.

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LOW COST CONVERSATION: AFTER YOUR CLIENTS LEARN AND USE YOUR FREE GIFT, WHAT WOULD BE A LOGICAL CONVERSATION YOU WOULD HAVE WITH THEM?

PROBLEM YOU ARE SOLVING:

PRODUCT TITLE:

EXTRAS INCLUDED WITH CONVERSATION (IE TEMPLATES, SOCIAL MEDIA POSTS, RESEARCH ETC.)

I WANT YOU TO TALK TO THEM AND GIVE THEM SOMETHING MORE TO SHOW YOUR AWESOMENESS:

DATE YOU WILL FINISH IT BY:

THIS PRODUCT INCLUDES SOME OF YOUR TIME SO BE STRATEGIC ON HOW YOU CAN LEVERAGE YOUR TIME TO DELIVER THIS TO THE MASSES. LET ME KNOW IF YOU NEED HELP!

CONVERSATION

TITLE:

INVESTMENT: \$

AS YOU CAN SEE YOU ARE STARTING TO TAKE YOUR CLIENTS ON A JOURNEY THROUGH YOUR BUSINESS AND YOUR OFFERING...ULTIMATELY TO BRING THEM TO YOUR PACKAGE THAT YOU WANT TO OFFER THEM. THIS KIND OF BUSINESS APPROACH AND SALES IS SO VERY DIFFERENT FROM THE STANDARD VA BUSINESS.

INSTEAD OF JUST NETWORKING AND MEETING PEOPLE AND WAITING FOR THOSE WHO NEED VA HELP, YOU ARE GOING OUT THERE AND SHOWING THEM THEIR PROBLEMS AND HOW YOU CAN FIX THEM. YOU ARE BRINGING THEM INTO YOUR WORLD AND TAKING THEM ON A JOURNEY TO YOUR PACKAGE.

IF YOU HAVEN'T DONE IT ALREADY MAKE SURE YOU DESIGN YOUR PACKAGE NAME USING HYPNOTIC LANGUAGE. IT'S BEST TO WRITE MANY NAMES OUT AND TEST A FEW TO SEE HOW THEY ROLL OFF THE TONGUE.

DON'T STRESS ABOUT SELLING YOUR PACKAGE FOR NOW, AS WE WILL WORK ON IT NEXT WEEK FURTHER. LETS JUST GET THIS PROCESS DOWN PAT AS YOU HAVE A LOT OF WORK TO CREATE THESE PRODUCTS AND DEVELOP THE PROCESSES. SPEND SOME TIME THINKING ABOUT HOW THE PROCESS WILL WORK TAKING A CLIENT FROM YOUR FREE PRODUCT TO YOUR PACKAGE. WHEN WILL THEY BE ADDED TO YOUR DATABASE OR NEWSLETTER LIST? WHEN WILL YOU INVOICE THEM?

START TO DOCUMENT THE PROCESS EVEN IF ITS ON A WHITEBOARD SO YOU ARE VERY CLEAR ON YOUR RESPONSIBILITIES AS SOMEONE ENTERS YOUR FUNNEL. IT WILL MAKE IT EASIER WHEN YOU HAVE HUNDREDS OF PEOPLE ENTERING. ON THE NEXT PAGE IS AN EXAMPLE OF THE THINGS YOU NEED TO CONSIDER WHEN DOCUMENTING YOUR PROCESS.

SOMEONE ENTERS YOUR FUNNEL AND COULD TRIGGER THE FOLLOWING OPTIONAL STEPS:

- * ADDED TO DATABASE
- * TAGGED OR SEGMENTED SO YOU KNOW WHERE THEY CAME FROM (SOURCE)
- * FREE GIFT SENT/WELCOME EMAIL
- * FACEBOOK FRIEND REQUEST
- * LINKEDIN CONTACT REQUEST
- * EMAIL INVITING LOW COST CONVERSATION (LCC) AFTER A FEW DAYS
- * CHECK IN HOW THEY ARE GOING WITH FREE GIFT
- * IF LCC IS TAKEN UP - THEN WHAT? NEW TAG OR SEGMENT?
- * CONVERSATION SCHEDULED

I AM SURE YOU ARE STARTING TO SEE THE FOCUS OF SYSTEMISING YOUR BUSINESS SO WHEN YOU HAVE MANY PEOPLE ENTER AT THE SAME TIME YOU CAN COPE WITH THE GROWTH.

SO HOW CAN YOU MAKE IT EASIER ON YOURSELF? WITH THE USE OF AUTOMATED TECHNOLOGY! THIS STUFF ISN'T FREE, BUT IT'S SOMETHING YOU CAN EITHER INVEST IN NOW OR HAVE ON YOUR "TODO" LIST AS YOU BUILD YOUR BUSINESS UP.

THINGS THAT WILL AUTOMATICALLY ADD PEOPLE TO CERTAIN LISTS/TAGS, SEND OUT FREE GIFTS WITH LINKS TO DOWNLOAD YOUR GIFT, AUTOMATIC EMAIL SENT OUT A DAY LATER WITH INVITE TO FRIEND REQUEST ON FACEBOOK ETC. THESE ARE THE THINGS YOU NEED TO CONSIDER.

YOU WILL NEED TO DO SOME RESEARCH ON YOUR FAVOURITE PRODUCT ON EASE OF USE VS COST FROM THE MOST EXPENSIVE SUCH AS INFUSIONSOFT DOWN TO AFFORDABLE AS MAILCHIMP AND AWEBER.

SO YOUR ACTIONS FOR THIS WEEK SO FAR ARE TO:

1. DESIGN YOUR FUNNEL
2. CLARIFY YOUR PROCESS
3. CREATE YOUR PRODUCTS.

NEXT YOU WILL NEED TO SPEND SOME TIME DETERMINING WHERE YOU ARE GOING TO SHARE YOUR FREE GIFT SO PEOPLE CAN OPT IN AND START THEIR JOURNEY WITH YOU. TRY AND PICK PLACES WHERE YOUR PEEPS ARE HANGING OUT.

THE OBVIOUS ONES ARE:

- * YOUR DATABASE
- * YOUR FACEBOOK PAGE
- * YOUR LINKEDIN PROFILE
- * LIVE NETWORKING EVENTS
- * FORUMS
- * AS AN OPT-IN ON YOUR WEBSITE

AND OF COURSE THERE IS ALWAYS FACEBOOK AND LINKEDIN ADVERTISING AS WELL.

DEPENDING ON THE TYPE OF FREEBEE YOU OFFER WILL DETERMINE HOW YOU ADVERTISE IT. A WEBINAR WILL COLLECT EMAILS AND NAMES FOR YOU....WHERE AS A FREE EBOOK WILL NEED A LANDING PAGE DEVELOPED SO YOU CAN DIRECT PEOPLE TO (OR YOUR WEBSITE DIRECT IF YOU HAVE AN OBVIOUS OPT IN BOX).

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LIST WHERE YOU ARE GOING TO OFFER YOUR FREEBEE AND START SHARING!