

Marketing Jumpstart Workbook

How to increase leads and buyers for your business so that you can reach more people that need your service.



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How to Succeed

There are **three** ways to grow a business.

1. Increase the **number of customers**
2. Increase the **average transaction value per customer**
3. Increase the **number of transactions per customer**

In order to build your list of customers, you have to have a powerful message that **MUST** speak to one type of person at a time. **If you try to speak to everyone, no one will listen.** Create your first **Customer Avatar** and craft your next marketing message to speak directly to that person.

Customer Avatar

Remember, it's a person that buys your products and services. It's important to be clear on the characteristics of that person, so you can find and present them with a message that moves them to action.

Age:	Occupation:	Marital Status:
Gender:	Job Title:	# of Kids + Age:
Annual Income:	Level of Education:	
Location:	Other:	
Goals and Dreams:	Pain Points and Challenges:	
Common Objections:	Favorite Resources:	

Get started right away. Make assumptions where you have no data. As you get more people to come through your business you'll get more data and will be able to build better avatars. Build **MULTIPLE AVATARS**.

Research Survey

Use the following survey to gather even more info from new clients. Ask them these questions:

“What's your biggest challenge/problem when it comes to health and fitness?”

“What is your goal for your health and fitness? What do you want out of it?”

“How would it feel if your health and fitness problem was gone?”

“What have you already tried in this area? What frustrations did you have?”

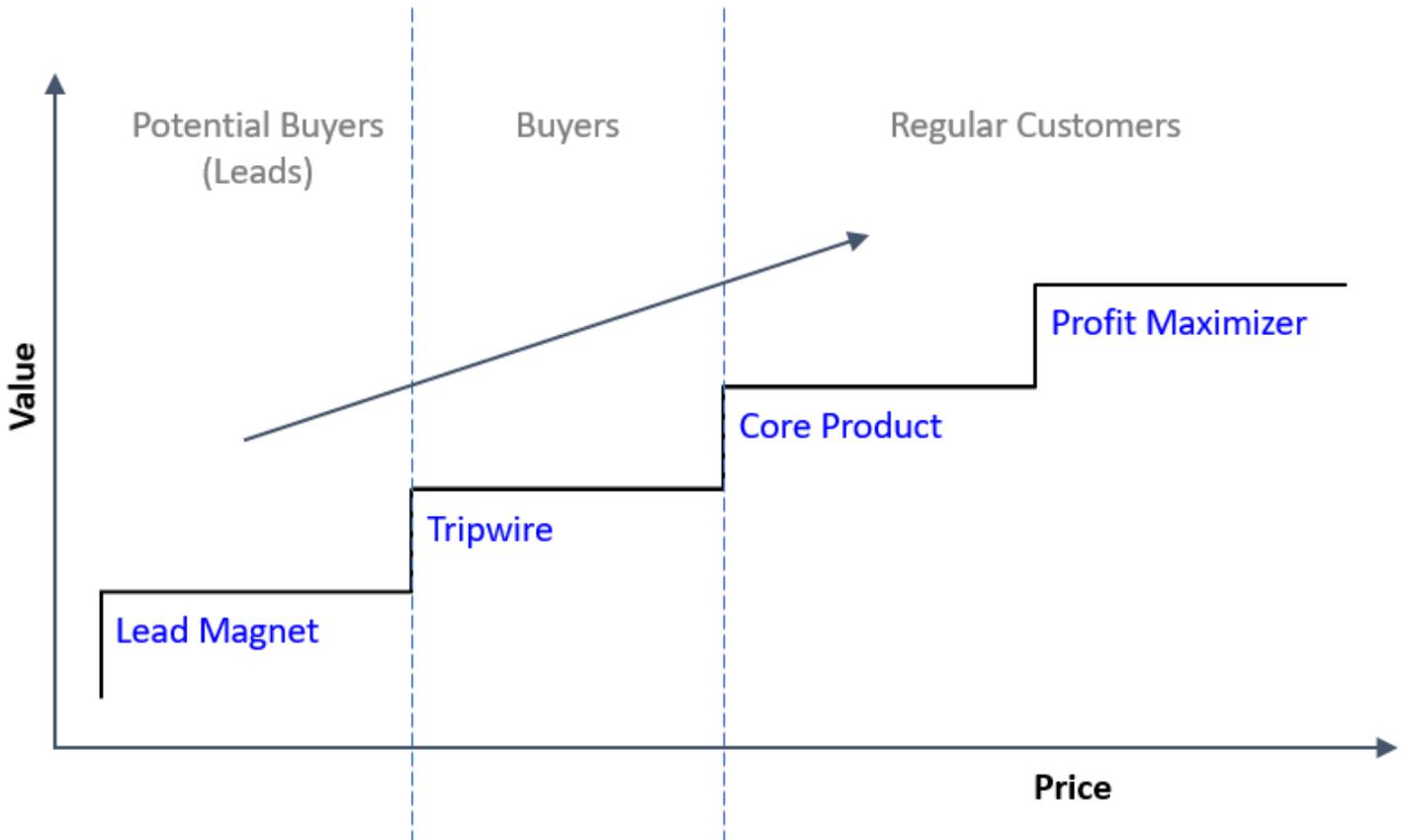
“What are your biggest goals for yourself right now? What do you want to change this year?”

Understanding the Customer Value Ladder

This system helps you achieve the following:

- Increase the **number of Potential Buyers**
- Increase the **number of Buyers**
- Increase the **number Regular Customers**

Here is the **Customer Value Ladder**:



When you're learning Facebook Ads, Google Analytics, or SEO, you'll need to constantly remind yourself of the Customer Value Ladder. Otherwise, you're wasting time and money.

Step 1: Determine the Before and After



Your goal should be to move people from a “Before” state to a desired “After” state. People don’t buy products or services. They buy outcomes. They buy access to the “After” state. Great marketing articulates the move from the “Before” state to the desired “After” state.

	Before	After
Have		
Feel		
Avg. Day		
Status		

Step 2: Choose a Medium

You DO NOT have a traffic problem. It’s most likely a business model problem, an offer problem, or a measurement problem.

These traffic sources are loaded! Pick one and GO!

Facebook Ads	YouTube Ads	LinkedIn Ads	Adwords
Instagram Ads	Twitter Ads		

Step 3: Offer the Lead Magnet

The first way to grow a business is to increase the **number of customers**.

Before you get more customers, you need to grow a list of **potential buyers**.

To create your list of potential buyers, you need to create a Lead Magnet. A Lead Magnet is something of great value that you give away to cold traffic in exchange for contact information. If they opt-in, they become your **leads**.

Most common contact info to ask for is name, email and sometimes phone number.

Lead Magnet Checklist

- | | |
|---|--|
| <input type="checkbox"/> Ultra Specific | <input type="checkbox"/> Shifts the Relationship |
| <input type="checkbox"/> One Big Thing | <input type="checkbox"/> High Perceived Value |
| <input type="checkbox"/> Speaks to Known Desired End Result | <input type="checkbox"/> High Actual Value |
| <input type="checkbox"/> Immediate Gratification | <input type="checkbox"/> Rapid Consumption |

Lead Magnets

- Cheat Sheet
- Checklist
- Step-by-Step Guide/Report
- Case Study
- Template
- Folder of Files
- Quiz
- Survey
- Assessment/Test
- Free Session
- Free Event
- Coupon/Voucher

Your Lead Magnets:

Step 4: Offer the Tripwire

With the Lead Magnet you built your list of leads. The Tripwire helps you build your list of **buyers**.

“The goal of the Tripwire is to fundamentally change the relationship from lead to buyer. The conversion of a prospect to a customer, even for \$1, is magical.”

You are trying to **acquire buyers because there is nothing more valuable than a list of buyers.**

Your Tripwires:

The strategy behind the Tripwire is simple:

Convert the maximum number of Lead Magnet leads into buyers, even at the expense of your profit margin, with the understanding that acquiring a buyer will deliver profit through the next three steps: Core Product, Profit Maximizer and Repeat Buyer's Road.

Step 5: Offer the Core Product

Now that you have a growing list of buyers (people that have given you some amount of money), you want to convert as many of those into regular customers as you can.

Core Product sales can make you profitable, but they don't **have to**. If you follow through on the Value Ladder process, you could take everything you make from the Core Product and reinvest it to acquire more buyers.

This is how you win big. You build a system in which you can spend more to acquire a customer than your competitors.

“He who can spend the most money to acquire a customer, wins.”

Your Core Products:

Step 6: Offer the Profit Maximizer

The second way to grow a business is to **increase the average transaction value per customer**. The Profit Maximizer does just that.

Most businesses don't have Tripwires and they don't have Profit Maximizers. They provide their Core Product, overwork themselves, and barely break even.

The biggest expense your business should incur is the cost of acquiring your customer (which is the job of the Tripwire) and everything else increases the customer's immediate and lifetime value.

Find your Profit Maximizer and you become unstoppable.

Your Profit Maximizers:

Step 7: Create the Repeat Buyer's Road

The third way to grow a business is to **increase the number of transactions per customer**.

The Repeat Buyer's Road is anything you build that brings your customers back to your offers. This includes email broadcasts, social media outreach, loyalty programs, and sales calls.

There are 3 audiences you will want to speak to in order to increase transactions:

Audience 1: People that opted in (Leads) but did not buy the Tripwire.

Audience 2: People that bought the Tripwire (Buyers) but did not buy the Core Product.

Audience 3: People that bought the Core Product but did not buy the Profit Maximizer.

Audience 4: People that bought the Core Product and Profit Maximizer one time only but never bought again.

Remind each audience why they should go back to their respective offer and make a purchase.

Creating Your Sales Funnel

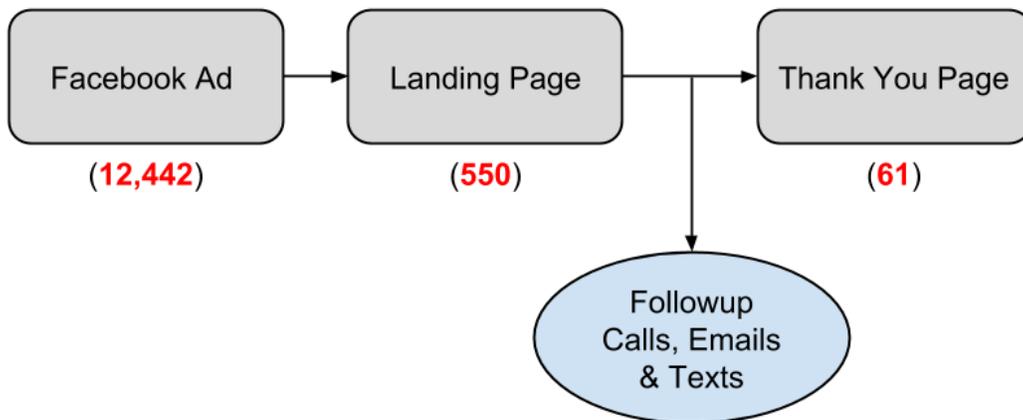
Always remember that a _____ funnel can't do the job of a _____ funnel.

1. "I need to turn cold prospects into leads." Build an Acquisition Funnel.
2. "I need to turn my existing leads into buyers." Build an Activation Funnel.
3. "I need to turn my buyers into regular customers." Build a Monetization Funnel.

Funnel Creation Checklist

- Gather your digital content (images, logo, favicon, audio, videos)
- Build the website pages (landing page, thank you page)
- Create the automation sequence
- Create the Facebook Ad
- Sync It Up

The Sales Funnel is the set of steps you will have cold traffic go through to consume the Lead Magnet.



First, the Facebook Ad reaches people (Reach). Some of those people will click on the ad and land on the Landing Page (Clicks). Out of those people, some of them will opt in for the Lead Magnet and land on the Thank You Page (Conversions).



Launching Your Facebook Ad

Optimizing Your Facebook Page

First, use the [Facebook Page Optimization Checklist](#) in the Appendix to tune up your Facebook Page.

Using the Ads Manager

Follow these steps to create a new Facebook Ads campaign.

1. Create a **custom conversion** (URL of the Thank You Page)
2. Create a new **campaign**. Choose campaign objective (traffic or conversions are most common)
3. Create a new **ad set**. Select targeting features
 - Pick reasonable distance (3-10 Mile radius)
 - Pick gender and age
 - Pick desired income demographic
4. Create a new **ad**
 - Add destination URL (URL of Landing Page)
 - Add image, carousel, or video
 - Create subtitles (if video)
 - Add ad copy and headline

Writing Your Ad Copy

3 Things Every Ad Should Explain

- Here's what I got
- Here's what it will do for you
- Here's what you need to do next

1. Create the Marketing Message

- Talk to a specific segment of the market
- State a specific problem
- State a specific solution
- Move people from the before to the after state

2. Create the Headline. Proven Ones That Work:

- "How to _____ Without _____."
- "If You Want to _____, Read This."
- "For People Who Want to _____, Click Here."

*Refer to APPENDIX for more Headline Swipes.

3. Specify the Call to Action (CTA)

- Write the action that you want the audience to take. Is it to click a link, claim a voucher, book a class, read an article, take a quiz?



The image shows a Facebook advertisement for Carolina Sports Clinic. The ad is dated November 21 at 10:37pm. The text of the ad reads: "Hey Charlotte! Got a 'problem area' that gets tight, stiff, or uncomfortable while you're at work or working out? Dr. Kollman here, owner of Carolina Sports Clinic, and I'm looking for 15 people that want to try an FST treatment for ONLY \$25! bit.ly/CSCFST Act fast to claim one of the 15 vouchers! They won't be around long. We're doing this offer to promote our center in Charlotte and to show you how assisted fascial stretching delivers much more to you than you can achieve by stretching yourself. Here's what to do: 1. Click this ad or this link bit.ly/CSCFST 2. Claim your voucher (click the button on the next page) 3. Select your Problem Area. The three most popular spots are: - Lower Back/Hip Area - Neck/Shoulder Area - Mid/Upper Back Area 4. We'll send you the confirmation 5. You come in and one of our highly trained therapists will treat you. Click to get your voucher right away! bit.ly/CSCFST Can't wait to help you out! - Dr. Kollman". Below the text is a photograph of a therapist performing a treatment on a client lying on a table outdoors. At the bottom of the ad, there is a "Learn More" button and a link to CAROLINASPORTSCLINIC.WAYBEYONDEWDDESIGN.COM. The ad also shows engagement icons for Love, Comment, and Share, and a notification that "i and 14 others" have interacted with the ad.

7 Things to Ask Before Publishing an Ad

Try to have **at least 2 of the 7** in each of your marketing messages for your ads.

- How do we make the offer appear novel, unique and distinctive?
- How can we make whatever it is that we have to offer seem simple and easy to understand?
- What's an opening question I can ask or can be asked in the copy that when answered will trigger a desire for consistency that will drive a sale or action?
- How do we pre-expose our audience to a concept linked to the desired emotional stimulus?
- What mental links and associations, in order words, kind of nostalgia, do we want to tap into and positively associate to our offer?
- How can we use open loops to hold attention and leverage through the close?
- How do you make it seem like you and your prospect are passing into another place together? Take them through portals (visual or audible)

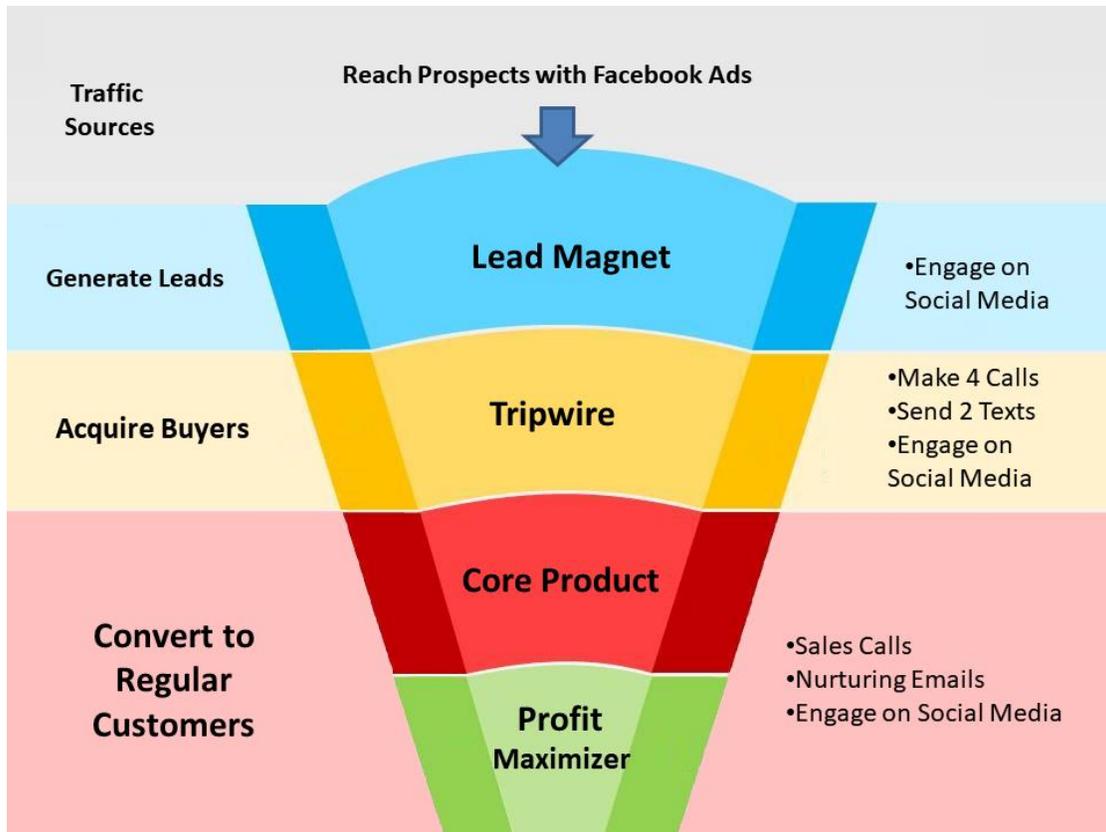
Average marketers only articulate what a customer will **HAVE** if they purchase their product or service. Great marketers speak to how a customer will **FEEL**, how their **AVERAGE DAY** will change and how their **STATUS** will elevate.

Building Your List of Buyers

Important! — you are not trying to make a living from selling Tripwires. You are trying to acquire buyers because there is nothing more valuable than a list of buyers.

Your Lead Magnet produces leads. You then follow up with those leads to transform them into buyers by offering them a Tripwire. This step is critical to increasing revenue in your business.

The harder you work to grow your list of buyers, the more Core Products and Profit Maximizers you can sell to them at a later point.



Follow-up

In our Sales Funnel, we ask people to opt in to receive a voucher they can use. Once they opt in, we have their contact information. We then call the leads to get them to purchase the Tripwire.

You want as many people as possible to buy the Tripwire so that they can become part of your list of buyers. Once they are buyers, it will be MUCH EASIER to sell to them your Core Product.

That's why **follow-up** is a MAJOR part of making the Customer Value Ladder system work.

When someone opts in for your Lead Magnet, follow up with these steps to offer them the Tripwire:

1. Call within 5 minutes
2. Call at the end of the same day and leave voicemail
3. Call after 2 days
4. Call after 4 days and leave voicemail
5. Send text after 5 days
6. Send text after 7 days

Do not feel “pushy” making the calls. You are reaching out to people that have specifically shown interest in your offer. They wanted your “stuff,” it’s now your responsibility to make sure they get it.

There is nothing more valuable than a list of buyers.

Testing Everything

If an ad is “not working,” what do you do? The secret to Facebook Ads is to not know which perfect ad to run, but to rather have a good starting point and through testing, find the “winner.”

It’s usually never a traffic problem. It’s usually an offer problem, a business model problem, or a messaging problem. When deciding what variable to test, the go-to elements to change are:

- The Offer
- The Creative
- The Headline
- The CTA

An online advertisement is ALWAYS a gamble. You are never guaranteed conversions. However, if you follow the strategies in this workbook, you will be able to make far more calculated changes to your ads and eventually you will find the “winner.”

Calculating Your Average Customer Value



Example

After **59 Leads**, we sold **13 Tripwires**, **8 Core Products**, and **2 Profit Maximizers**.

$$13(25) + 8(95) + 2(450) = \$1985$$

We want to know how much the average customer is worth to the company. For every 13 Tripwires, we know we will make \$1985. So that means on average for every 1 Tripwire we sell, we will make \$153.

So we just discovered that whenever a person buys a Tripwire for \$25, we are expected to make \$153!

We now know that we can spend up to \$153 to acquire a Tripwire buyer and still break even.

$$\begin{array}{c}
 \boxed{} + \left(\boxed{} \times \boxed{} \right) + \left(\boxed{} \times \boxed{} \right) \\
 \text{Tripwire Price} \qquad \text{Core Product Price} \qquad \text{Core Product Conversion Rate} \qquad \text{Profit Maximizer Price} \qquad \text{Profit Maximizer Conversion Rate} \\
 \\
 = \boxed{} \\
 \text{Average Customer Value}
 \end{array}$$

Click Through Rate: Clicks/Reach

Conversion Rate: Leads/Clicks

Tripwire Conversion Rate: Tripwires/Leads

Core Product Conversion Rate: Core Products/Tripwires

Profit Maximizer Conversion Rate: Profit Maximizers/Tripwires

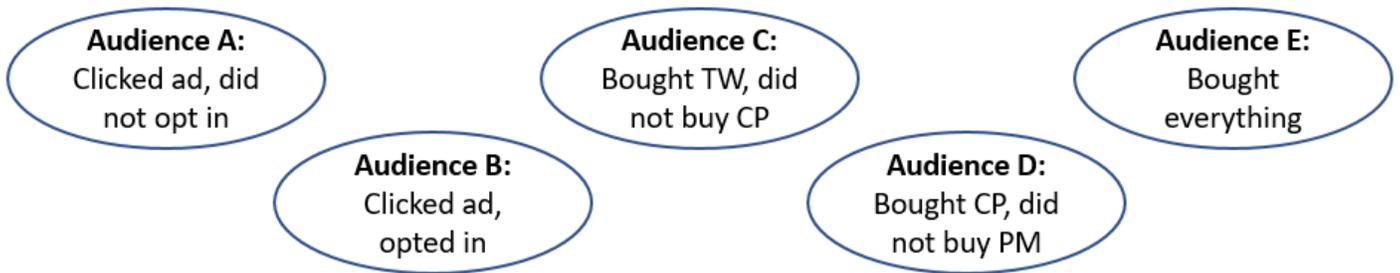
BONUS Lessons

Retargeting Ads

You have a unique audience at every step on the sales funnel. You can create specialized ads that speak directly to people in those unique audiences. If someone opted in for your Lead Magnet, but hasn't come in to buy a Tripwire, they should see an ad from you that reminds them to make the purchase.

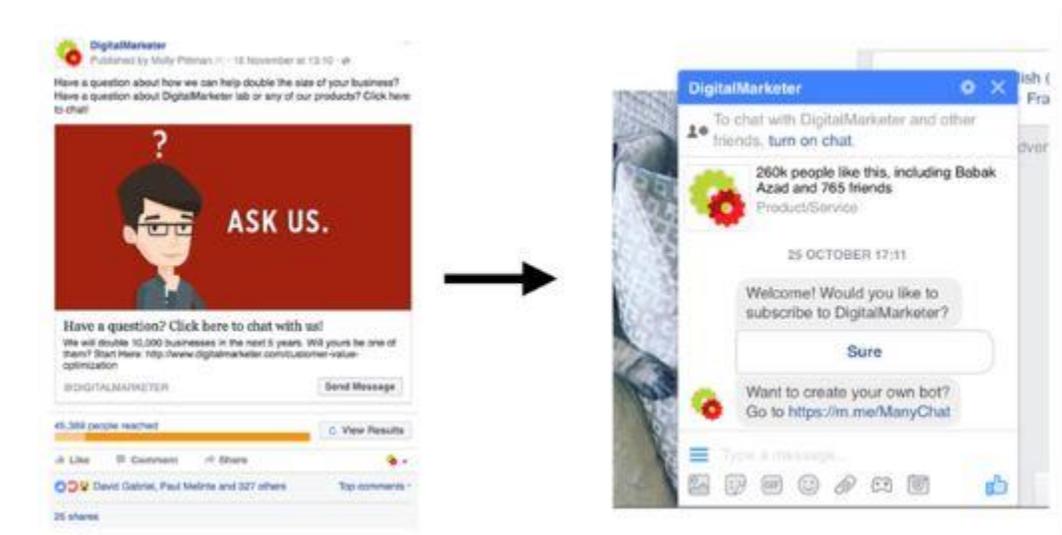
- Create Custom Audience of people that visited specific page
- Create a Reminder Ad
- Target that Custom Audience only

Here are the audiences you want to segment so that you can send them Reminder Ads:



Messenger Ads

You can now create a Facebook Ad such that when someone clicks on it, they automatically receive a Messenger message from your business page. This is huge if you want to use Messenger to field your prospects and direct them to parts of your business that will best help them.



EDIE Formula for Videos

Video is the most engaging ad type on Facebook. They convert better than any other ad type. The problem with video is the effort required to do the recordings. Good news though, if you follow these 4 steps, your video will be much better off than before!

- E** - Educate
- D** - Demonstrate
- I** - Inform
- E** - Entertain

APPENDIX

I. Single Image Facebook Ad

 Carolina Sports Clinic
November 21 at 10:37pm · 🌐

Hey Charlotte! Got a "problem area" that gets tight, stiff, or uncomfortable while you're at work or working out?

Dr. Kollman here, owner of Carolina Sports Clinic, and I'm looking for 15 people that want to try an FST treatment for ONLY \$25! 🙌 bit.ly/CSCFST

Act fast to claim one of the 15 vouchers! They won't be around long.

We're doing this offer to promote our center in Charlotte and to show you how assisted fascial stretching delivers much more to you than you can achieve by stretching yourself.

Here's what to do:

1. Click this ad or this link 🙌 bit.ly/CSCFST
2. Claim your voucher (click the button on the next page)
3. Select your Problem Area. The three most popular spots are:
 - Lower Back/Hip Area
 - Neck/Shoulder Area
 - Mid/Upper Back Area
4. We'll send you the confirmation
5. You come in and one of our highly trained therapists will treat you.

Click to get your voucher right away! 🙌 bit.ly/CSCFST

Can't wait to help you out!

- Dr. Kollman



[Claim Voucher] Get One "Problem Area" Stretched for You. \$25 Special!
15 Vouchers Available

CAROLINASPORTSCLINIC.WAYBEYONDWEBDESIGN.COM [Learn More](#)

👍 Love 💬 Comment ➦ Share

and 14 others

2. Landing Page



✉ GET MY VOUCHER!

Try Our Unique Pain Relief & Mobility Solution Called FST

--15 Vouchers Available--



Let's be real... stretching by yourself SUCKS!

It's boring, it hurts, and it doesn't last long...most people ignore it entirely until they're in pain. Does that sound familiar?

That's why at our center, we stretch your body for you, while you completely relax.

If you're feeling neck, back, hip or shoulder pain, and you want an easy way to get rid of it, then this is for you!

It's called Fascial Stretch Therapy, or FST, and today, I'm looking for 15 people that want to try an FST treatment on one "problem area" for JUST \$25!

Here's what to do:

- ✓ Click the button "GET MY VOUCHER!"
- ✓ Select Your Problem Area
- ✓ Tell Us Where to Send Your Voucher

Limit one per person. For first timers only. Treating one problem area takes on average 15 minutes.

✉ GET MY VOUCHER!

As Featured In:



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3. Landing Page Popup

The image shows a landing page popup for 'STRETCH THERAPY'. The popup is white with a blue border and a close button in the top right corner. It contains two steps for a voucher request:

- Step 1) Choose your problem area. Where do you feel most sore, tight or stiff?**
 - Input field: Select Right or Left Side
 - Input field: Select Your Problem Area
- Step 2) Where should we send your voucher?**
 - Input field: Vlad (with person icon)
 - Input field: vlad@madorskymarketing.com (with envelope icon)
 - Input field: 3526722103 (with phone icon)

At the bottom of the form is a large yellow button with a white envelope icon and the text: **YES! SEND ME THE VOUCHER!** (Offer expires soon). Below the button is a small lock icon and the text: We promise to keep your information secure.

That's why at our center, we stretch your body for you, while you

4. Thank You Page



Thanks! Your voucher is in your inbox!

BUT WAIT! Here's a Bonus!

CALL US to schedule your appointment **NOW**, and get our **Core 4 Stretch Video Series** on us!

CALL US NOW: (480) 243-2555

What the Core 4 Stretch Video Series Is:



(\$67 value)

The **Core 4 on the Floor™** is a short guided program, consisting of four videos that take you through a series of stretches you can do completely on your own while you're at home to help you add mobility to your hips, glutes, and lats.

The program was created by FST expert Chris Frederick, co-director of the Stretch to Win Center.

Do you want this program for FREE?

CALL US to schedule your FST appointment **NOW**, and get the program right away!

CALL US NOW: (480) 243-2555

Where We Are Located:

580 N 54th St, Suite 1, Chandler, AZ 85226



Please help us share the \$25 offer to treat one problem area!



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5. Facebook Page Optimization Checklist

About Section Tasks

- Update address, phone number, enable check in
- Ensure category is correct
- Username (if not set)
- Hours of operation
- Business info (price range, start date)
- Email address
- Additional online platforms
- About – Fill out all characters & add URLs if appropriate
- Story
- Milestones

Other Sections Tasks

- Facebook Cover
- Call to action button
- Removed unnecessary tabs
- Added new tabs

6. Headline Swipes

- Greatest _____ Tips of All Time
- Avoid _____ Disasters
- _____, What It Can Do For You
- # Things You Didn't Know about _____
- # Reasons to Hate _____
- #Amazing Blogs about _____
- # Secrets about _____
- How Does _____ Work?
- How to be Great at _____
- # _____ Myths Exposed
- _____ Myths vs. the Facts
- # Deadly _____ Mistakes You Might Be Making
- # Shocking Facts about _____
- # Questions to Ask about _____
- Everything You Know about _____ is Wrong
- # Amazing _____ Videos
- The Truth about _____
- The Science behind _____
- # Inspiring Quotes on _____
- # _____ Rules You Should Follow
- How I Increased My _____ Success by 200%
- # Cool _____ Tricks You Aren't Using
- What _____ can Teach You about _____

NOTES: