

What's Working Now...

The New Rules To Getting High Quality Leads Online

JEFF SHERIDAN

The Old Way Of Just Throwing An Add To Cart Button Or



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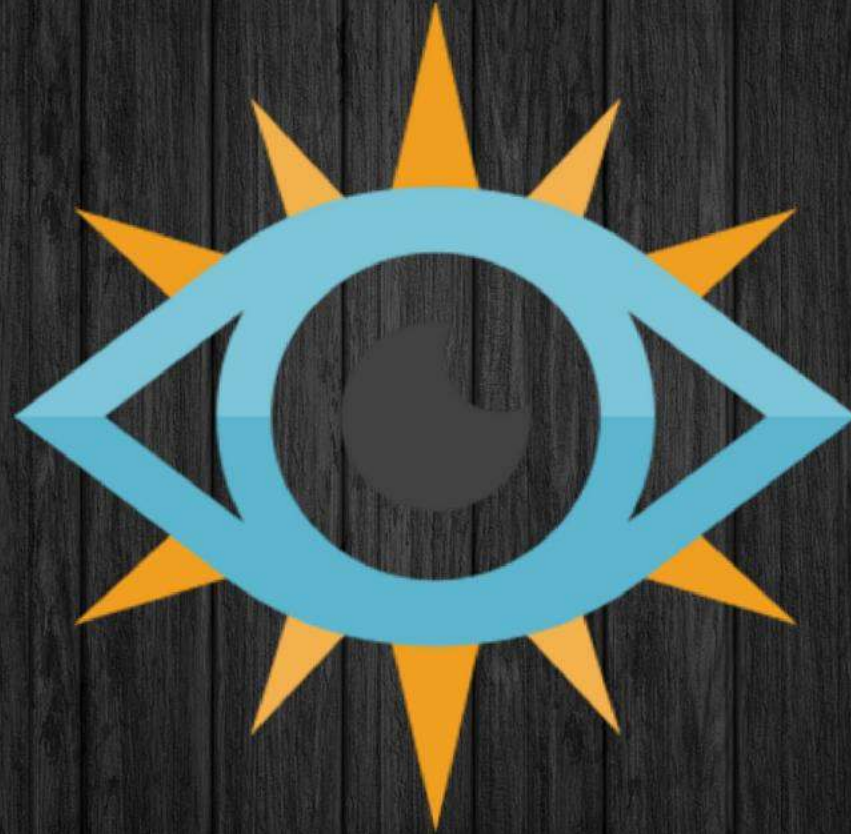
It's Called...

Market Sophistication

8

**Steps To Leveraging Each Lead
And Turning Them Into A Long
Term Client Who Pays, Stays, And
Refers Their Family And Friends.**

Step 1: Awareness



Step 1: Awareness

- **Boosted Content**
- **SEO (Googe, Yahoo, Bing)**
- **Facebook Live**
- **Facebook Like Campaigns**
- **Facebook Ads**
- **Articles/Blog Posts**
- **Lunch And Learns**

Step 1: Awareness

- **Sponsoring Events (5K's)**
- **Charity Events**
- **Networking Groups**
- **Grocery Store Tours**
- **Community Events (Ex. Running Club, Obstacle Course Races)**
- **Branding**

Step 1: Awareness

In this step, the only thing you should be measuring is your reach...

How many eyeballs are you getting on your business on a weekly basis?

Step 2: Engage



Step 2: Engage

- **Facebook Messenger Ad**
- **Clicks Through On Your Ad**
- **Comments On Your Blog**
- **Comments/Likes On Social Media**
- **Watches Your Video**
- **Asks You A Question At An Event**

Step 2: Engage

The main goal is here is getting them to take some form of action.

Measure this by how many likes, comments, messages, and inquiries/questions you are getting on a weekly basis.

Step 3: Subscribe



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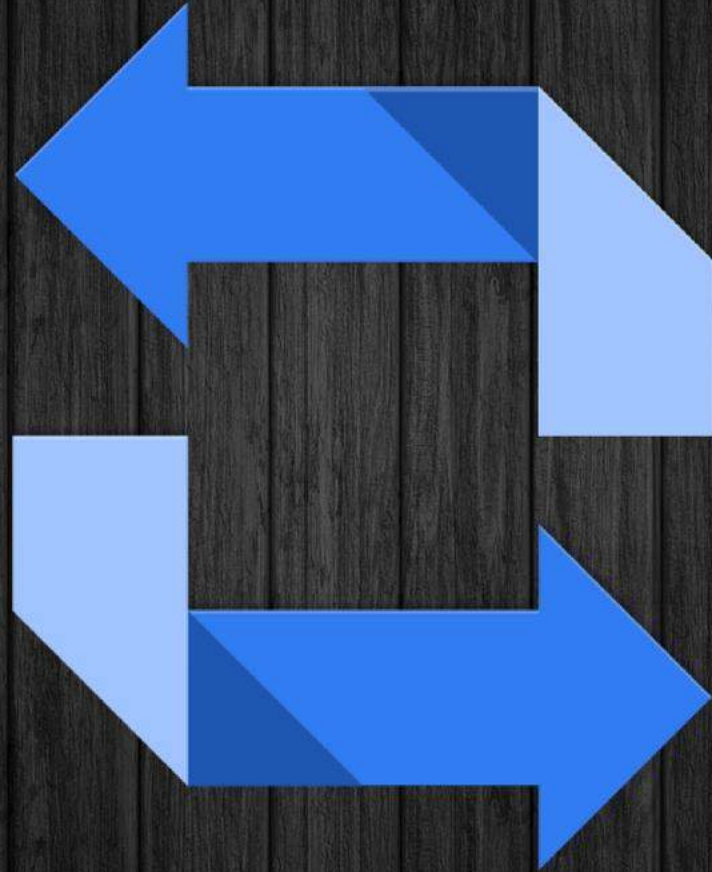
- **Leads (Contact Info Collected)**
- **Email Opt Ins**
- **You Tube Channel Subscribers**
- **Webinar Registrations**
- **Workshop Registrations**
- **Grocery Store Tour Registrations**

Step 3: Subscribe

In Step 3 you are collecting their contact info in exchange for gated content.

Measure this by how many new leads / opt ins you are collecting on a weekly basis.

Step 4: Convert



Step 4: Convert

- **Trial Memberships**
- **Low Barrier Offers**
- **3 Day Passes**
- **Free Week**
- **Transformation Contests**

Step 4: Convert

Here you are measuring how many trial memberships you are getting on a weekly basis.

Step 5: Excite



Step 5: Excite

- **Show Them Value**
- **Show Them You Care**
- **Get Them Results**
- **Give Them A Great Experience**
- **On-boarding**
- **Love Them Up**

Step 6: Sell



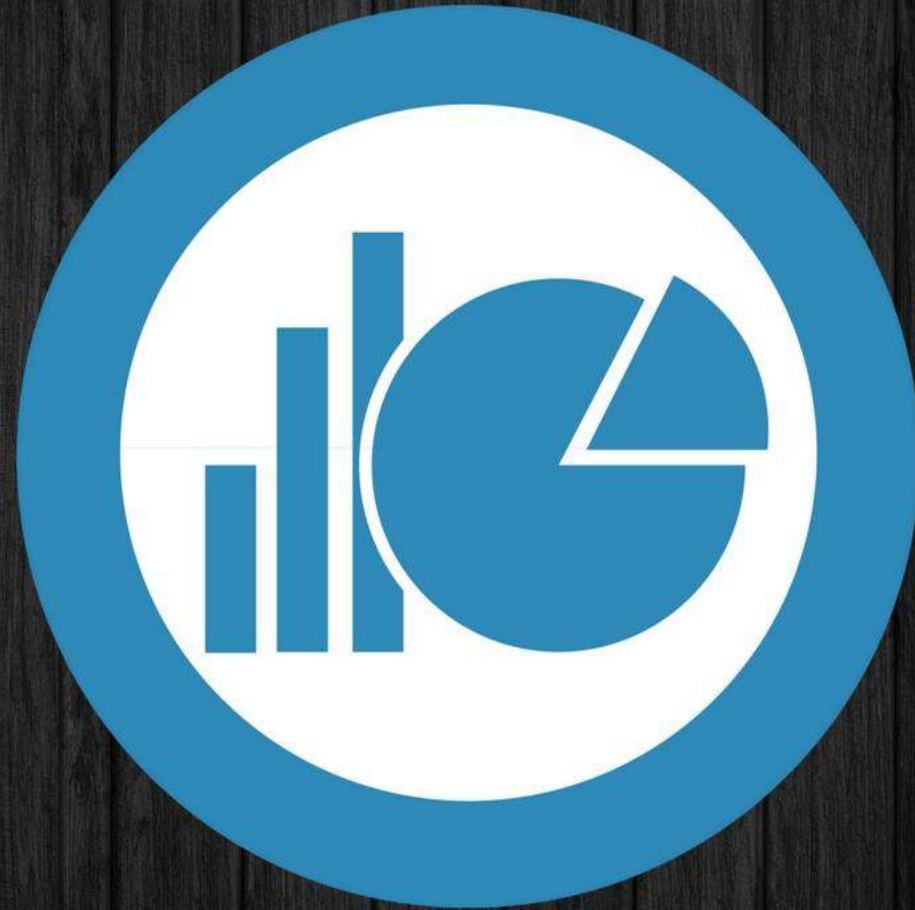
Step 6: Sell

- **Main Offer (Memberships)**
- **Upsell**
- **Supplements**
- **Retail (T-shirts, Water Bottles, Towels)**
- **Higher Level Of Service**

Step 6: Sell

You track sales by increase in EFT/Memberships and total Gross Revenue And Increase In Net Profit On A Weekly Basis.

Step 7: Results



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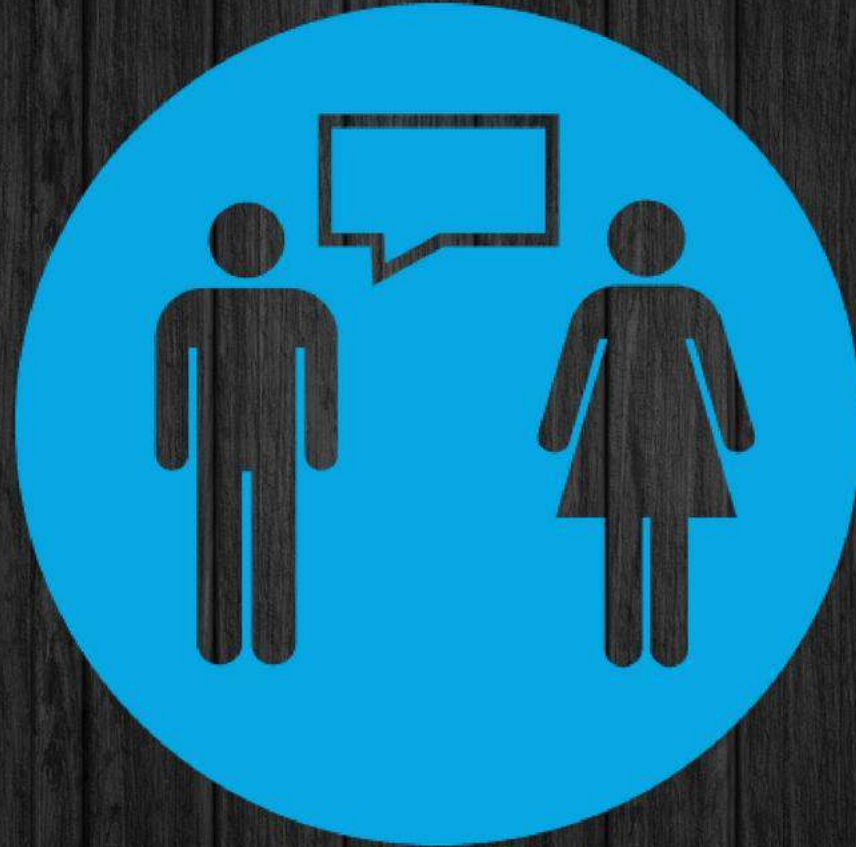
- **Accountability**
- **Follow Up Consults**
- **Weekly Weigh Ins/Photos**
- **Testimonials/Social Proof**
- **Contests And Challenges**
- **Reviews**

Step 7: Results

Measure results by how many clients are reaching their goals and giving you testimonials.

Nothing Sells Better Than Social Proof.

Step 8: Referrals



Step 8: Referrals

- **Results Get Referrals Automatically**
- **Ask For The Referral**
- **Referral Contests**
- **Make It Part Of Doing Business With You**

Step 8: Referrals

Keep track of how many referrals you are getting on a weekly basis.

Thank You!