



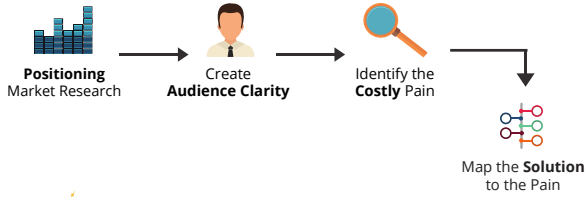
THE PERFECT **SALES FUNNEL** CHEAT SHEET

THE PERFECT SALES FUNNEL

A customer-centric sales funnel focuses on attracting the right customers through paid advertising. Tested and proven by LYFE Marketing.

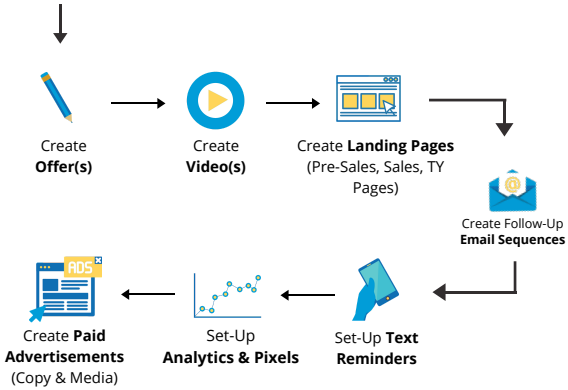
START
HERE

**Brand Story
& Positioning**



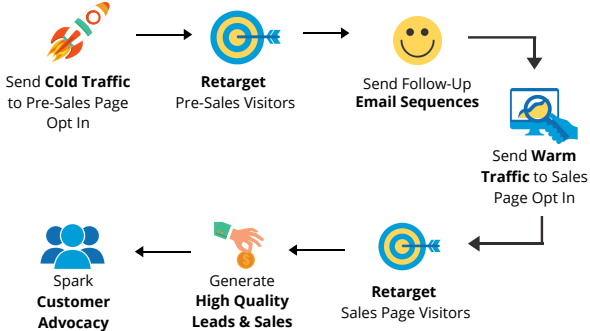
Phase 1:
**Create Your
Digital
Assets**

Target
Deadline
1 - 2 Months



Phase 2:
**Launch
Your Initial
Campaign**

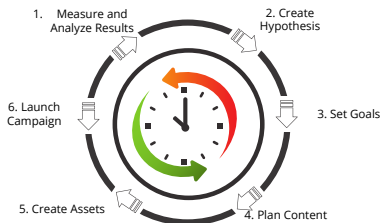
Target
Deadline:
1 Month



Phase 3:

**Measure &
Optimize
Campaign
Performance**

Target
Deadline:
**Ongoing
Monthly
Basis**



DEFINITIONS & CLARIFICATIONS

Brand Story & Positioning

- 1. Positioning & Market Research:** Review your competitive landscape and determine how you will fit amongst the crowd.
- 2. Create Audience Clarity:** Based on the market and competition, who specifically will you target with your brand?
- 3. Identify the Costly Pain:** What are the top two pain points or challenges your audience faces within your business category?
- 4. Map the Solution to the Pain:** How will you solve that costly pain?
- 5. 80/20 the Delivery Operation:** What can you do to solve the pain that will attribute to 80% of it being solved?
- 6. Systematize the Solution:** How can you solve the problem every time?
- 7. Attract Ideal-Fit Clients:** The steps will help you attract more ideal fits.

Creating Your Digital Assets

- 8. Create Offer:** Your value offer, cheap offer, core offer and up-sell offer.
- 9. Create Video(s):** Visualization of how your offers identify with the audience's problems, promise a solution and prove it works.
- 10. Create Landing Pages:** Pages that will host offers & conversions.
- 11. Create Follow-Up Sequences:** An automated approach to following up with prospects' conversations.
- 12. Set-Up Text Reminders:** Reminders for appointments & abandoned carts.
- 13. Set-Up Analytics & Pixels:** A proper way to track all activity including traffic, leads, sales and conversion rates.
- 14. Create Paid Advertisements (Copy & Media):** Your ads that will help communicate your overall solution.

DEFINITIONS & CLARIFICATIONS

Launch Your Initial Campaign

15. Send Cold Traffic to Pre-Sales Page Opt-In: Starting sending cold traffic (people who haven't heard of you before) to a value driven page and collect their email address.

16. Retarget Pre-Sale Visitors: Retarget visitors who haven't taken action and send them another value driven page to collect their email address.

17. Send Follow-Up Email Sequences: Send emails to people who have taken action and send them to a warm sales page.

18. Send Warm Traffic to Sales Page Opt-In: Send warm traffic such as top 25% of visitors to a sales page

19. Retarget Sales Page Visitors: Retarget people who did not take action with more proven case studies and reviews.

20. Generate High Quality Leads & Sales: Everything combined should start generating leads and sales for your brand.

21. Spark Customer Advocacy: Introduce loyal and affiliate programs for your raving customers.

NEED HELP? CONTACT US

Digital marketing can be both confusing and time consuming. That's why our agency offers consulting and done-for-you services. If you need help then simply click the button below to contact us and schedule a call

or visit www.lyfemarketing.com/contact-us.

We'd love to help you grow!

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