

From:



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# 101 Funnel Building for LOCAL Businesses



This is a short guide created EXCLUSIVELY. **This is FREE for you, but you are not allowed to share it with anyone else!**

Hey there!

We've been exploring a lot of possibilities of staying afloat in this time of crisis.

A couple of days ago, we've shared **10 services that you can help your LOCAL businesses** with while the whole world is in Lockdown mode.

If you missed it, you can download it for free from the link below:

>> <https://x360bonus.com/10Services-Lockdown>

Since we shared that with our community, a lot of you guys have asked us to expand on this '**whole LOCAL funnel building thingy**'

It sounds super advanced and complicated, but I promise you... **It isn't.**

Just to show you I mean it, I've put together a PDF guide that will walk you through **the most important steps when building funnels for Local Businesses.**

If you can pick up this craft NOW that everybody is on Lockdown and small businesses are struggling to survive...

This could be the biggest opportunity for LOCAL consultants since the Dot Com BOOM. (...I'm serious)

**BTW...**

I managed to secure you an exclusive invite to a PREMIUM Funnel Builder + over the shoulder training walking you through the whole thing.

You can try it out for free by following the instructions below:

>> <https://x360bonus.com/Get-MaxFunnels>

**And now let's get down to business...**

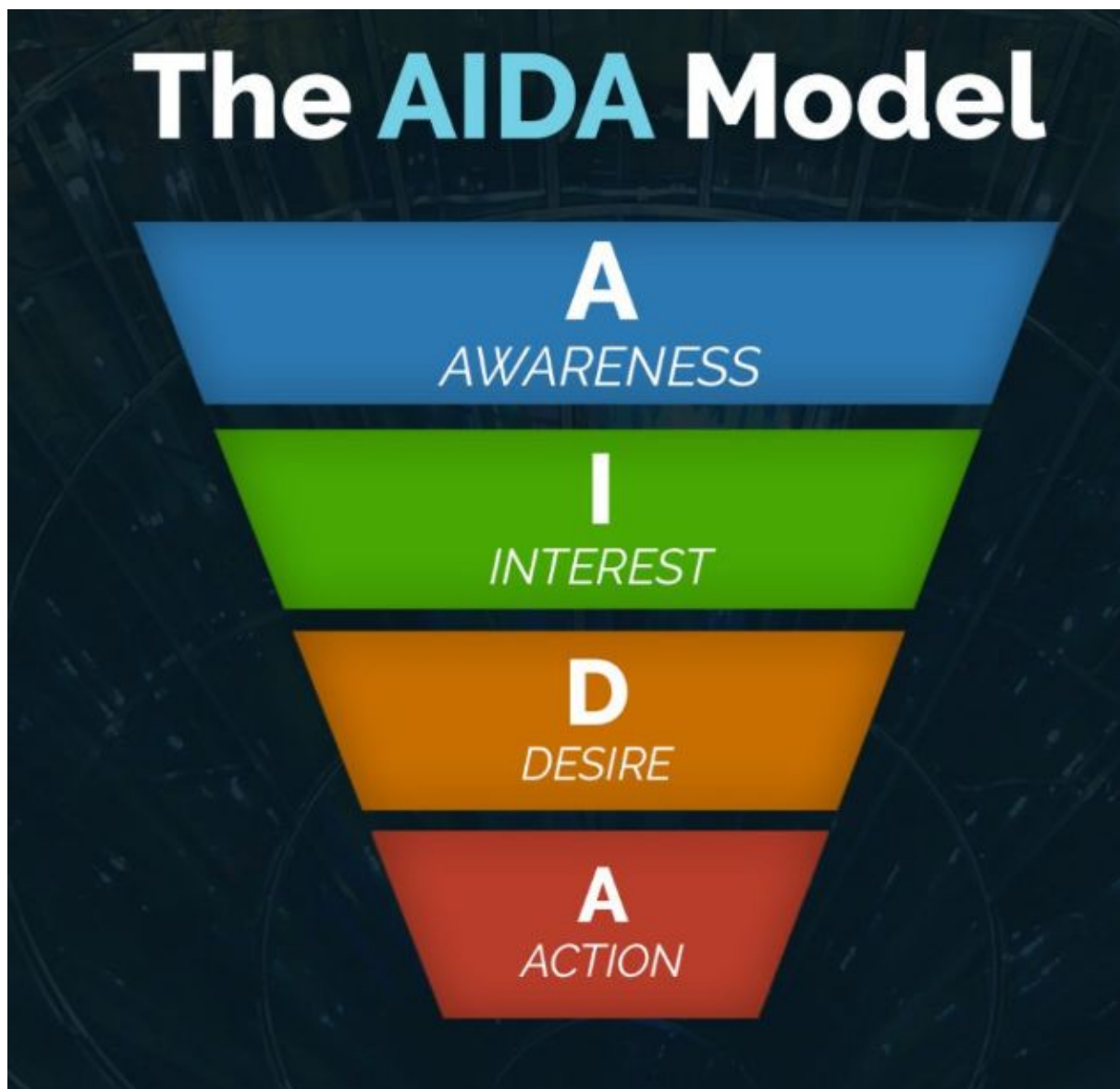
Let's start simple by defining this thing...

**What is a sales funnel for LOCAL?**

A sales funnel refers to the buying process that a commercial entity (**You or Your Clients**) uses when leading customers through when purchasing products.

We've been focusing on building and optimizing sales funnels for Local businesses since 2010, so I can vouch for their effectiveness.

When done correctly, sales funnels can dramatically increase the results from a marketing campaign for a business, product or service.



It involves taking a systematic and strategic approach to designing a digital marketing campaign and automating as much of it as possible.

No matter the size of your business or the industry you're in, you actually already have a sales funnel.

Whether you're aware or not, from the moment someone steps foot in your business, all the way until they buy from you, they pass through different stages of your sales funnel.

Say you offer a professional service (dentist, chiropractor, mortgage broker, etc.)...When the person walks into your office he/she effectively enters your sales funnel.

A similar sales process happens in the online world, just at a much larger scale.

Instead of your office, the entire funnelling process plays out on your site. And unlike your receptionist or sales agent, your online marketing channels (website, social media, email, ads, etc.) can attract and funnel immense numbers of prospects through their buyer's journey.

Does it make any sense?

## 4 Elements for a Perfect LOCAL Funnel

- **Build Awareness:** First you must find ways to get your business or brand out there, both online and offline. (We've covered this in our previous guide)
- **Generate Interest:** Now that you've got their attention, you must maintain their interest—make them want to learn more.
- **Get Them To Consider YOU:** Wanting to learn a bit more about a company after an initial introduction is one thing, now it is time to win them over. How can you inspire them to consider your client over the competition? Even if they were not originally planning to buy?
- **Take Action Or Make A Purchase:** This is the place where you get a lead to opt-in, or convert.

## The Average Buyer's Journey

Any sales funnel that you build takes potential customers along the buyer's journey and in general, it consists of three stages:

**Awareness** – The prospect becomes aware of the problem (e.g. back pain, needs a mortgage, wants to renovate home) and is trying to learn more about the solution.

**Consideration** – At this stage, the prospect knows about the solution and is considering his options. Prospects could compare products, brands, prices, features, etc.

**Conversion** – This is the decision-making stage, where the prospect chooses a solution and takes action.



Furthermore, the buyer's journey doesn't have to end once the prospect converts to a customer.

If you design your client's funnel well, you can build a lasting relationship and gain loyal customers or even brand advocates.

The simple buyer's journey model can be expanded to include the later stages:

**Loyalty** – Customers are happy with your product/service and keep buying from you on a regular basis.

**Advocacy** – Loyal customers are delighted and actively promote your business through word-of-mouth (in person, on social media, etc.).

The truth is that most prospects aren't going to buy products or services from first glance.

That's why a sales funnel have multiple touchpoints intended to lead potential customers towards the purchase (conversion).

## How to Build a Small Business Sales Funnel for LOCAL

Now that you know the theory, let's build this thing already.



Here are 5 Steps that we always use when we need to build a LOCAL funnel for one of our clients:

## **STEP 1: The Strategy**

WHAT IS THE END GOAL OF YOUR FUNNEL?

Every effective funnel has an end goal.

When building your sales funnel, this is a pivotal decision: **define your end goal.**

It doesn't have to be a sale, either.

Maybe you run a consulting business, and you want prospects to 'book a call' or 'schedule a consult.'

Or maybe you run a service business like a martial arts school, and you want prospects' emails.

Whatever the goal is, define it.

Then underline it. And bold it. Your end goal is that important to this process.

That brings to mind an interesting quote by Scott Adams that is important to reiterate here:

"Focus on creating systems, not goals.

Goals are for 'losers' because you are literally failing 24/7 until the moment you reach the goal. . . .

Systems, on the other hand, are strategically designed to output a consistent result—achieving an objective in a predictable and repeatable way."

So while your end goal is paramount in designing the system, you're not chasing that goal alone.

You're focusing on creating a system.

Your goal will be the 'north star' in building the perfect sales funnel, because every future step you implement will direct traffic toward this end goal.



So before you continue down the list in planning the rest of your sales funnel, determine and write down the end-result you want to accomplish with your sales funnel.

## **Step 2: The Tweaks**

This is when you start laying the groundwork.

In the same way you mapped out your current sales process, now map out the basic structure of your future sales funnel.

Don't worry...We'll lead you through what that means.

For some guidance, take a look at our master sales funnel template.

Start at the beginning... with your website (or your client's website)



Look at the structure of your existing website for leaks:

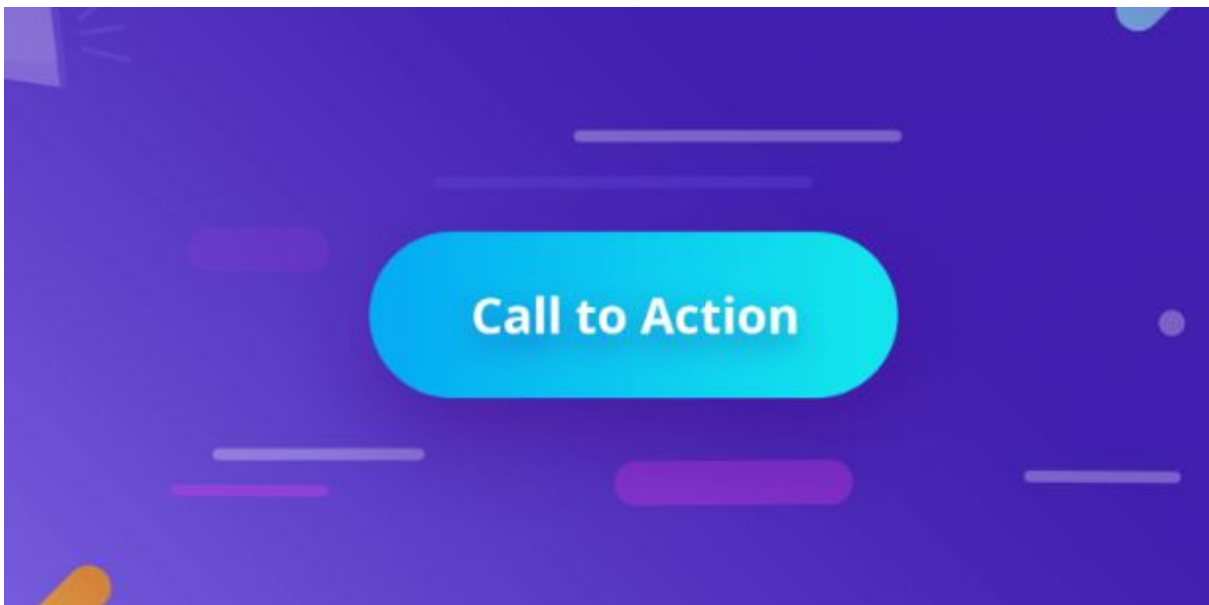
- **What does the homepage accomplish?**
- **Where could it be losing customers?**
- **Where does it lead prospects?**

As the first step in your online sales funnel, is your website designed to convert customers to the next stage in their decision?

Now, plan the middle stages—the acquisition, the onboarding.

Analyze how one page flows into the next, if at all.

Follow your Call To Action (CTA) buttons—if you have any—and see where they lead. Do those transitions make sense?



Now, reflect on your end goal from the last section.

That is your **“conversion goal.”**

You’re starting to learn some fancy marketing words now, huh?

This second step in building your sales funnel. Planning what it looks like and how you’ll convert customers at every stage, isn’t an easy feat to do alone.

There are a lot of things you'll need to do: copywriting, list building, follow-up emails, ads, retargeting ads, building CTA buttons—to name a few.

Which leads us to the next point.

### **Step 3: Setting your priorities first**

You should now have a basic sales funnel plan and can start putting the pieces together.

To get results fast, you need to install the highest priority items first, according to what category they fall under:

- **Foundation:** Make sure all pages of your website have the right content, CTAs, and logical flow to convert prospects to the next step.
- **Follow-Up:** After you have a strong foundation, use it to build your follow-up strategy (re-targeting, email autoresponder sequences, etc.).
- **Fuel:** after you have the foundation and the follow-up items implemented, you need the fuel to put in your engine that will make it all 'go'—paid advertising or inbound traffic.

And here's a few tools to save you time for each stage:

- **[WordPress](#):** A great platform for creating a website if you don't have one yet, because it has wide support among developers and makes it easy to manage pages and blog content.
- **[Active Campaign](#):** A great for the follow-up stage with email marketing tools, marketing automation tactics, and a built-in sales & CRM system.

Feeling good? You're almost there 😊

Now, let's talk about how to track your results.



It can save you from some costly mistakes. For example, finding out, after already spending a few hundred dollars on ads, that changing the CTA button's color to yellow would substantially drive up your conversion rate.

Just make sure, before you turn on the traffic, you have a solid foundation and all your tracking is in place.

## **Step 5: Switch it ON**

Now that your engine is built, there's only one thing left to do: **fuel up!**

You need to get traffic so that you can convert it. This next step is about getting eyes on your website.

To get traffic to your sales funnel, there are two paths you can turn down:

1. **Paid Advertising:** this includes Pay-Per-Click advertising, display advertising, or Facebook Ads. Facebook advertising is a common choice. While this will get you leads quicker, it will cost more in the end.
2. **Content Marketing:** this means publishing interesting content (through a blog) to direct more traffic to your website. This will pay off more in the long run, but will take longer to build.

Using either of these options will work to drive your sales engine and propel you forward.

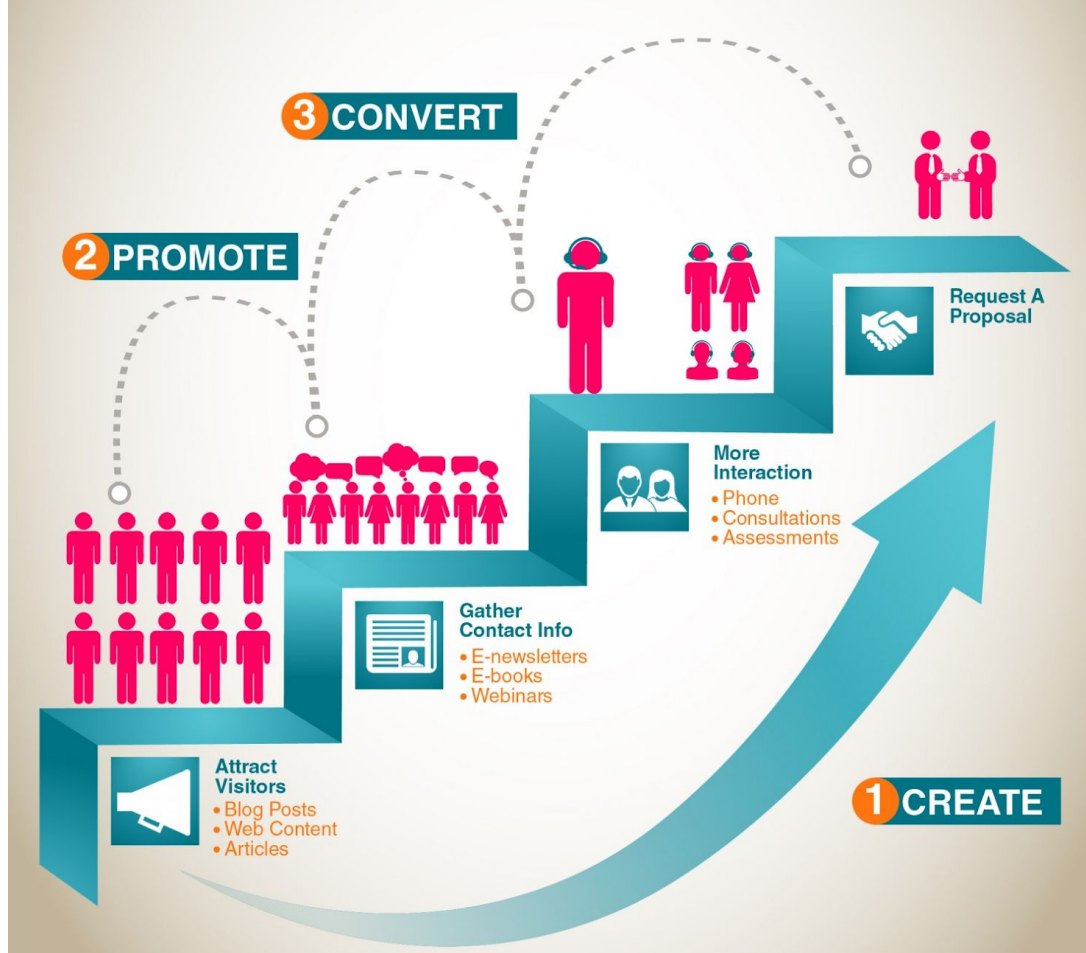
But, as I said in step 4, whichever way you choose to attract traffic, first make sure you have tracking in place so that you can measure it.

And remember, never stop looking at the numbers!

The trick is to analyze the collected data and capitalize on its evidence. Use the numbers like a compass.

Remember those gaps we discussed earlier? The data will always reveal where they are.

# CONTENT MARKETING STRATEGY



It will also give you opportunities to improve your funnel. A quick look at your business's Google Analytics page can be a lightbulb moment.

But don't get down if the data doesn't look great in the first few weeks. Massive growth won't happen overnight. It rarely ever does.

## Stay Tuned

That's it for now.

Stay safe, keep fighting, stay in the trenches and this whole thing will be over before you know it.

And if you haven't already, register for the live training session below:

>> <https://x360bonus.com/Get-MaxFunnels>

But make sure you're not missing out on any future free materials that we are going to release. We are working on some absolute gems at the moment, and I'll hate to see you miss them.

To ensure that doesn't happen, go to your email account and drag any of our emails from **Updates / Promotions** to **Primary**. Then, click **Yes** to ensure that you make our future emails as visible as possible.

Stay safe.

