

# OUR MISSION

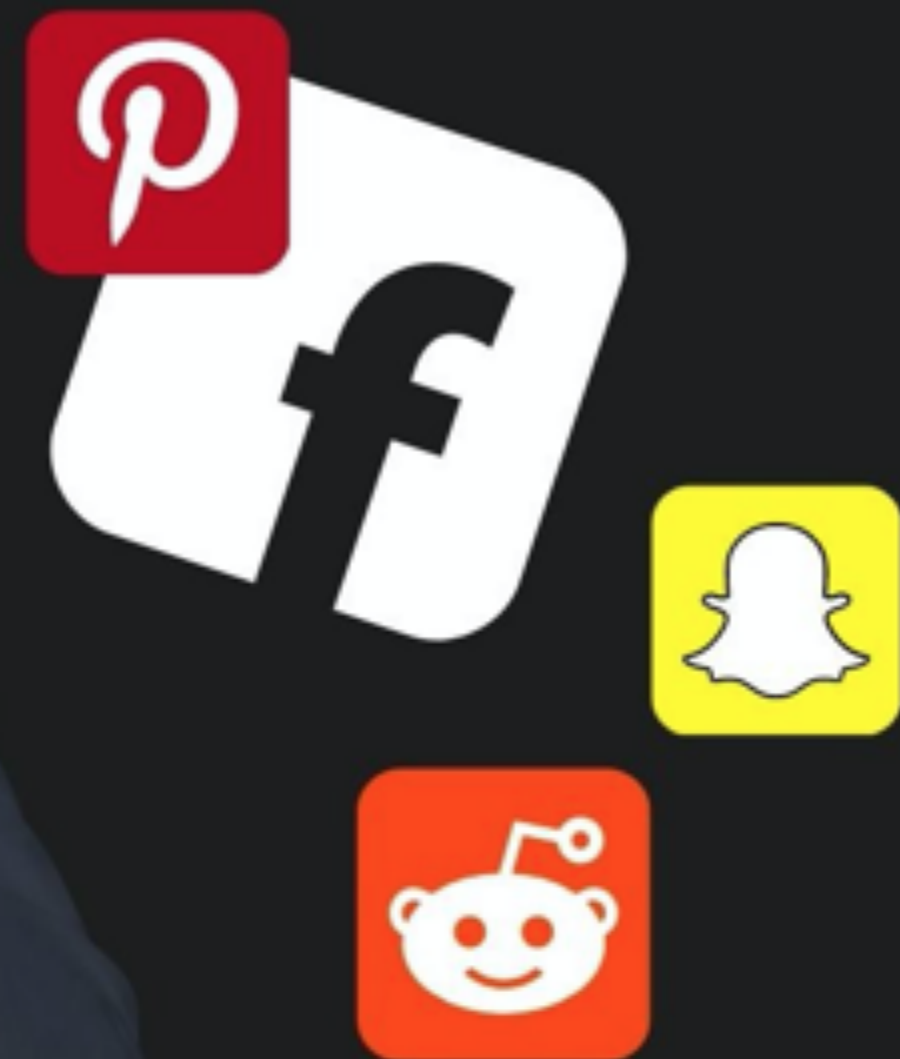
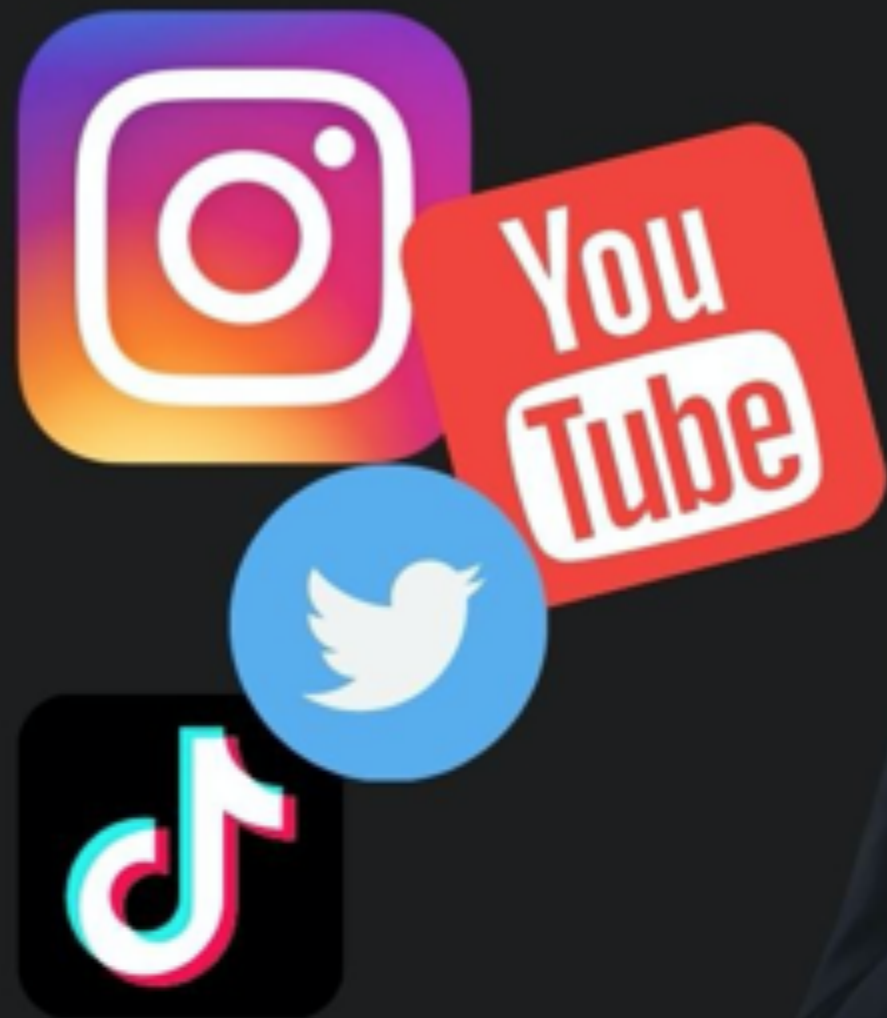
Most businesses (85%) struggle to get the visibility they need.

How to drive visibility to YOUR brand?

Part One

# HOW TO SELL ONLINE?





Marketing is  
getting a little  
ridiculous...



A photograph of a crowd of people at night, likely at a public event or concert. The image is dimly lit with a blueish tint. In the foreground, several people are visible, mostly from the chest down. They are wearing dark jackets or coats over light-colored shirts. Many of them are holding and looking at their smartphones. The background is blurred, showing more people and some light sources, creating a bokeh effect. The overall mood is one of a busy, modern social gathering.

The person you're  
selling to spends  
11 hours  
consuming digital  
media. Every.  
Single. Day



# Consumer Behavior

Google processes 63,000 search inquiries/second

YouTube is the second largest search engine (2.3B users)

The only way to find you organically is through:

- Search engine

Or convert via:

- Digital ad
- Social media posts
- Niche traffic

OLD MARKETING	NEW MARKETING
<p>You look for customers</p> 	<p>Customers look for You</p> 

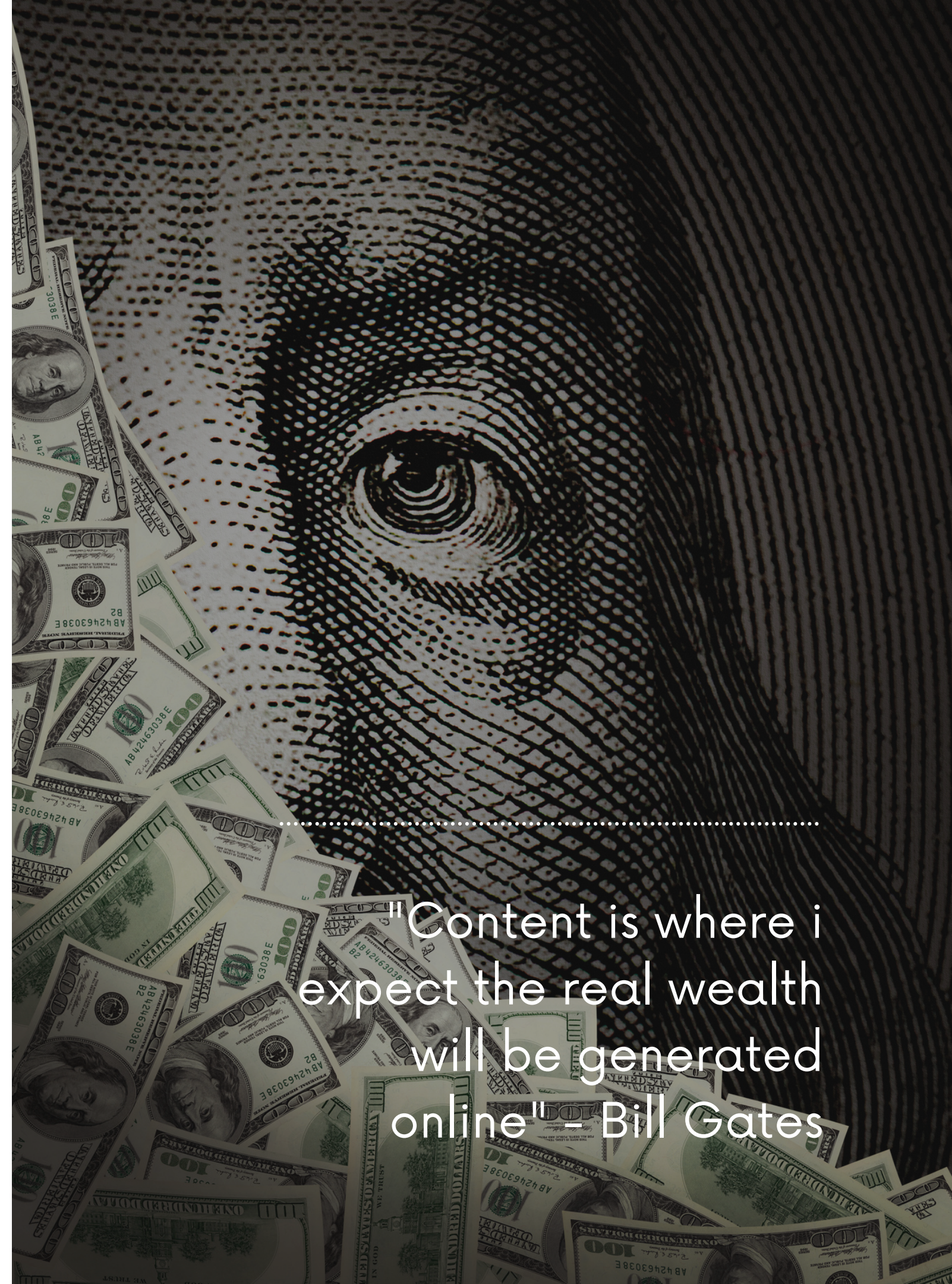


# Content as a Sales Funnel

Stop interrupting the content your consumer wants. Create content that solves their biggest problem.

All your content should funnel people to take action on their goal.

"Content is where i  
expect the real wealth  
will be generated  
online" – Bill Gates





# Dominate Your Category

Search engines no longer look at just specific keywords and have gradually altered their algorithm(s) to favor topic-based content or more accurately, **TOPIC CLUSTERS**.

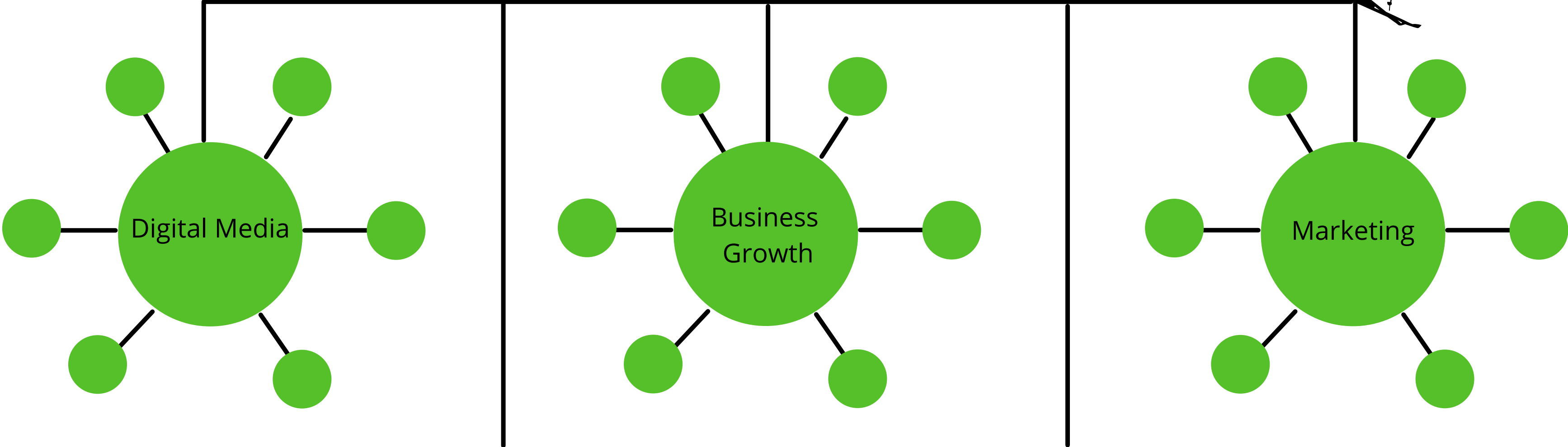
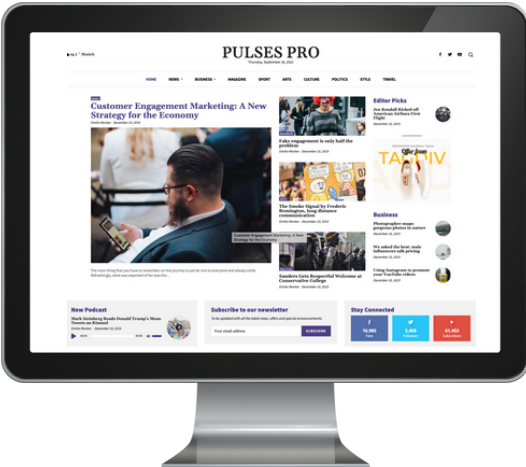
Search engines  
changed consumer  
behavior







# 3 PHASES OF YOUR SALES FUNNEL



SEO articles



Lead Magnets



Case Studies/  
Success Stories

CASE STUDIES/STORIES



LEAD MAGNETS

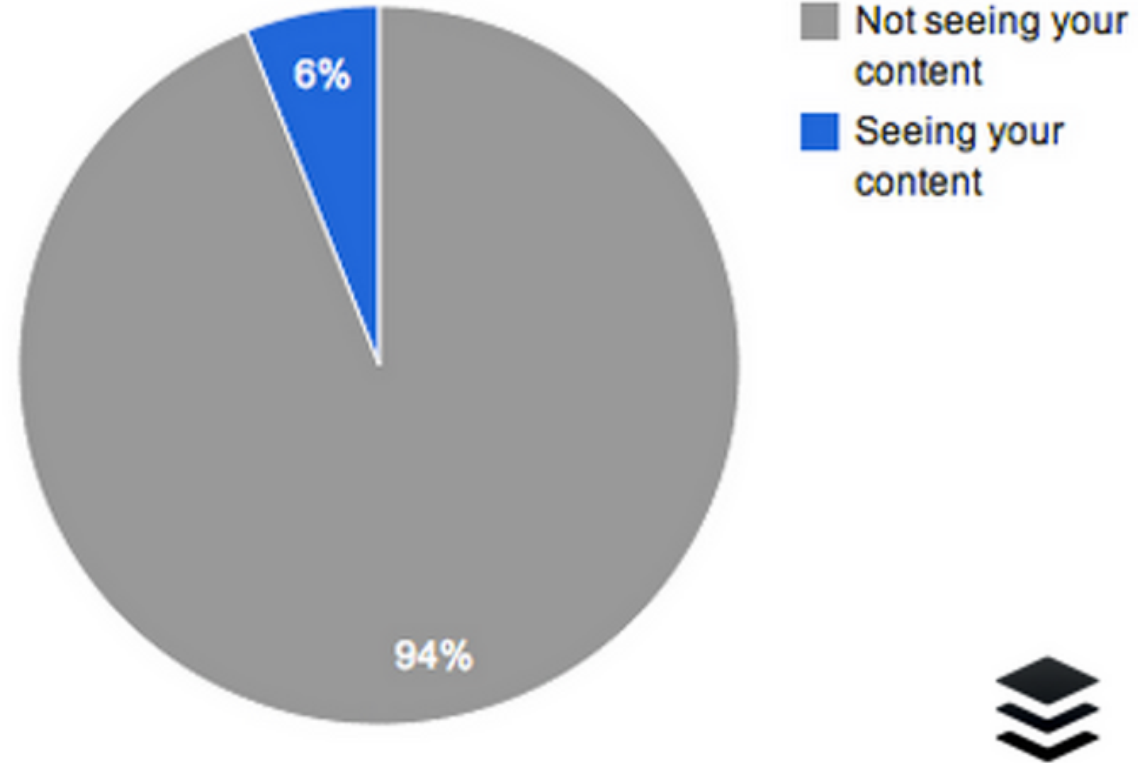




1	<b>CSN Pillar Pages</b>	
2	Digital Media & Tech	
3	Marketing	
4	Business Advice	
5	Sales	
6	Operations	
7	Personal Development	
8	Trends	
9	Growing Wealth	
10	Trending Business Books	
11	<b>Green Circle Content (Digital Media)</b>	<b>Content Type</b>
12	Is Your Brand Ready For the New Normal?	Article
13	Why every business is now a media company	Article
14	Mistakes I made as a CMO	Article
15	The #1 reason no one follows you on social media	Article
16	Dirty little secrets marketers don't want you to know about	Article
17	Why You Shouldn't Start a Podcast	Article
18	<b>Blue Square Content (leadmagnet / Resources / Events)</b>	<b>Content Type</b>
19	Step By Step Guide to Launch a Podcast for Your Business	Article
20	Audience Builder Blueprint - How We Drive 30k People to Our Site Every Month	Video
21	The Network eBook	eBook
22	How to List Your Podcast on all the Directories	Article
23	Marketing Forum	Event
24	How John Lee Dumas Makes \$150k/m doing this	Interview
25	<b>Black Diamond Content (Ecommerce Case Studies)</b>	<b>Content Type</b>
26	How Sam Walton Built the World's Largest Brand	Case Study
27	How a HitchHiker and a Hippy Created a \$1B Brand	Case Study
28	How 2 Brothers From Texas Built the Yeti Brand	Cse Study



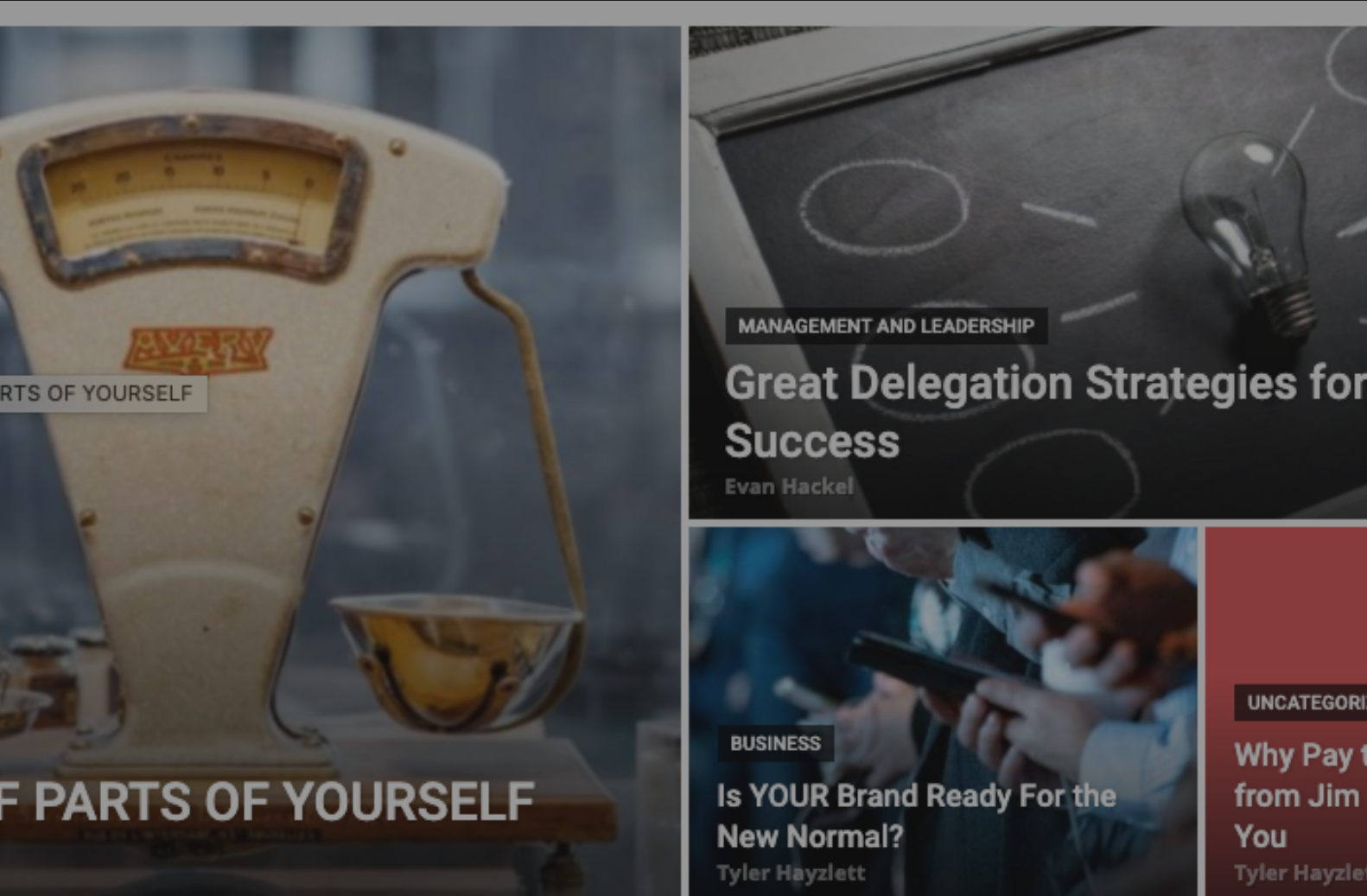
Facebook Organic Reach



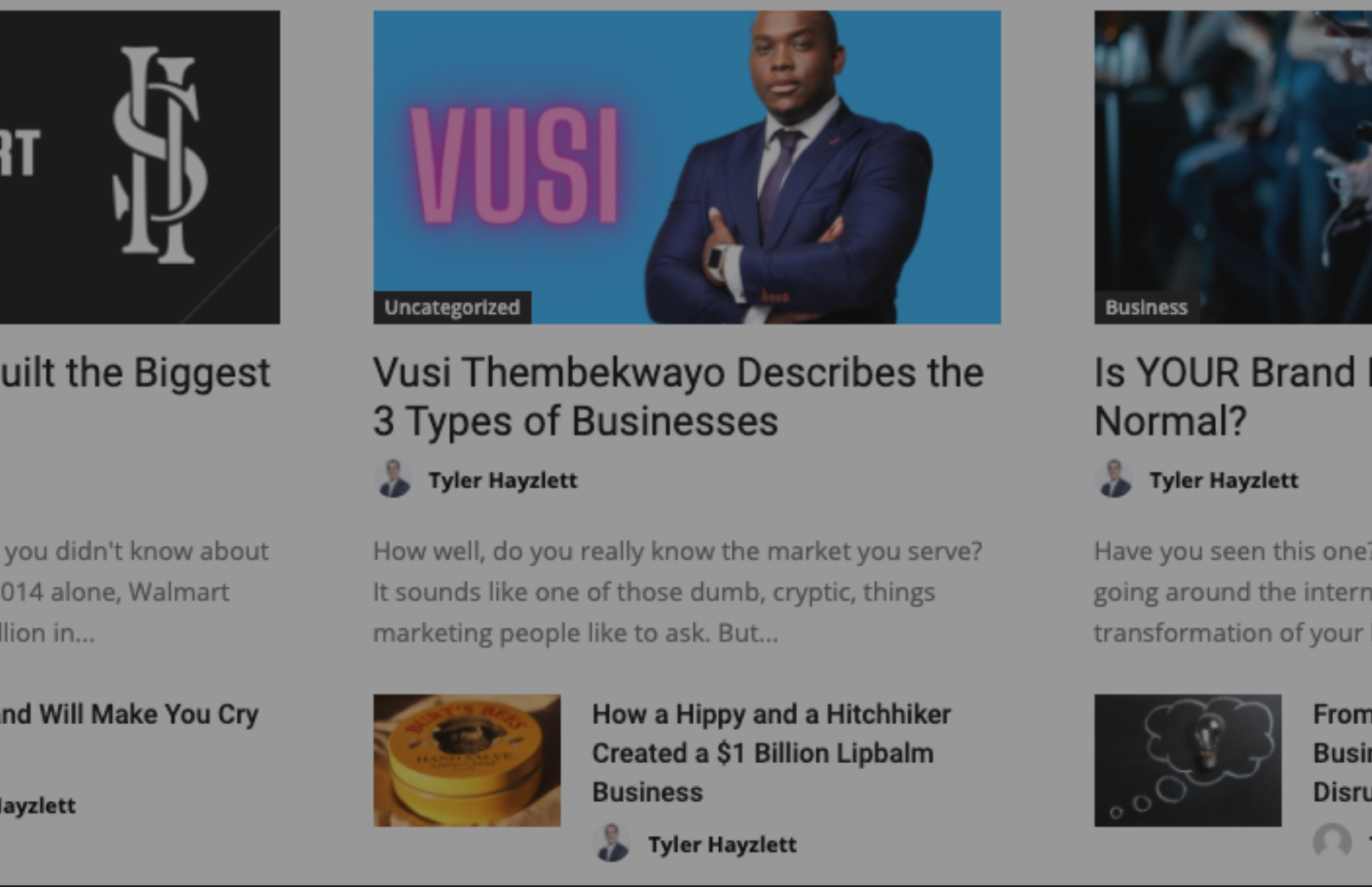
# Don't Build on Rented Land

Where are you funneling your traffic?





# Create Your Media Platform



45% website visits are organic inbound from content/SEO.

Themeforest.net. Buy the "newspaper theme"



# How to Drive Brand Awareness Online?

98% of the internet is cold traffic. They don't know what the problem is yet.

Create content to educate what the problem is and how to overcome it.

1. Message 2. Funnel





# Hero or Guide?

## **The Attractive Character/ The Guide**

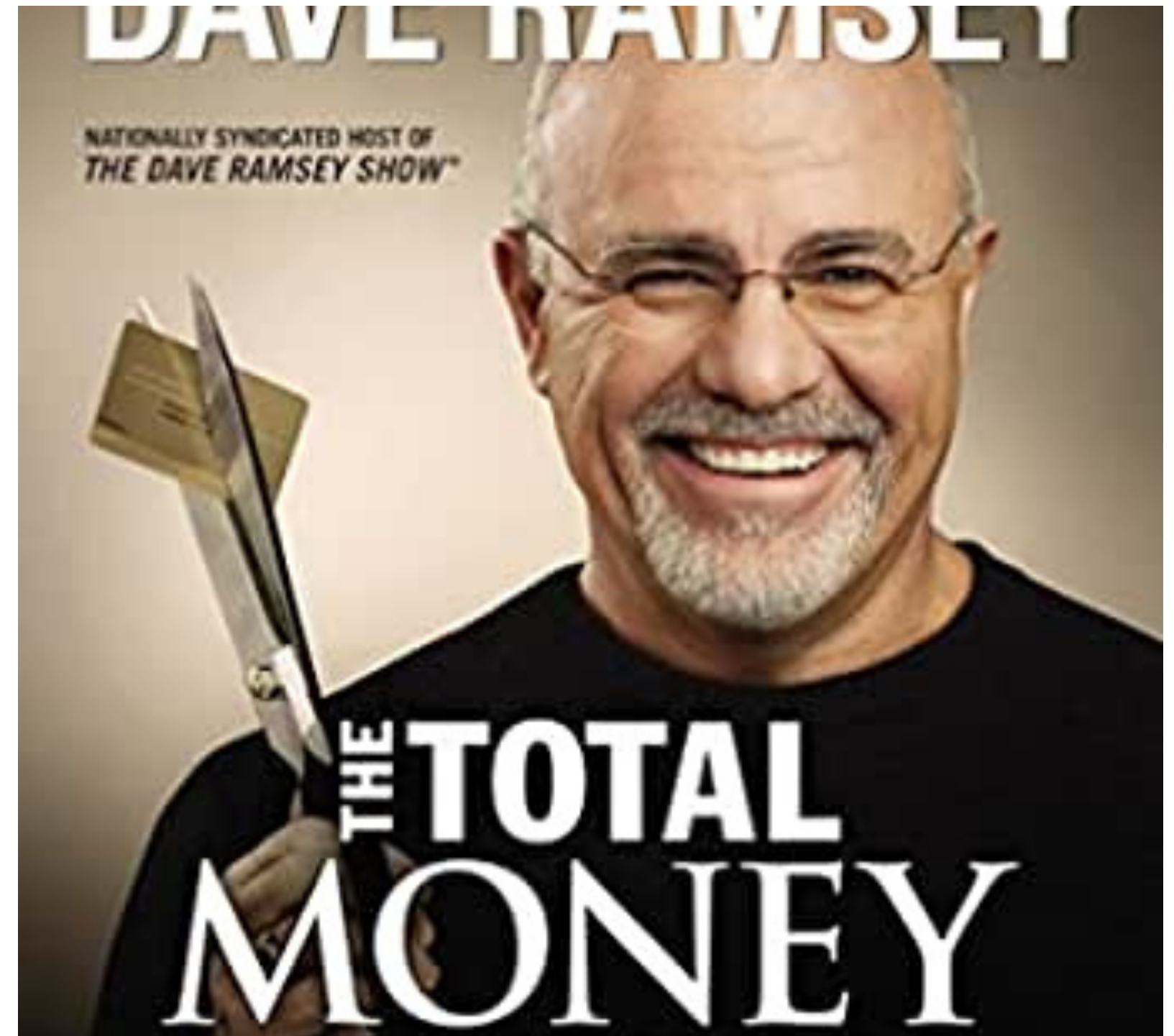
Dave Ramsey built a \$55 million dollar business teaching finance...after loosing it all.

## **Take Action Offer/Lead Magnet:**

Stop living in fear of your financial situation.  
Become debt free and transform your life.

## **Product Offer/Customer:**

Financial Peace University





# Latest Articles

## Filter By

### Topic

- ☒ All Topics
- ☐ Debt
- ☐ Budgeting
- ☐ Saving
- ☐ Retirement
- ☐ Home Buying
- ☐ Home Selling
- ☐ Insurance

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### Author

- ☒ All Authors
- ☐ Dr. John Delony
- ☐ Anthony O'Neal
- ☐ Ken Coleman
- ☐ Christy Wright
- ☐ Rachel Cruze
- ☐ Dave Ramsey

[Filter](#)



### 15 Ways to Save Money for Christmas

BUDGETING



RAMSEY SOLUTIONS

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### How to Move to Another State

HOME BUYING



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### A Complete Guide to Landlord Insurance

INSURANCE



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### Budget Travel: What Are the Cheapest Days to Fly?

SAVING



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### 7 Ways to Enjoy Sporting Events on a Budget

BUDGETING



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### What Is an Online Will?

RETIREMENT



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[Tax Pro or Self-File? Quiz](#)

### Insurance and Protection

[Coverage Checkup](#)[Term Life Insurance Calculator](#)[Online Will vs. Lawyer? Quiz](#)

### Business and Leadership

[Business Health Quiz](#)[Profit Potential Tool](#)

### Career

[Career Clarity Guide](#)[Resumé Guide](#)[Interview Guide](#)

### College

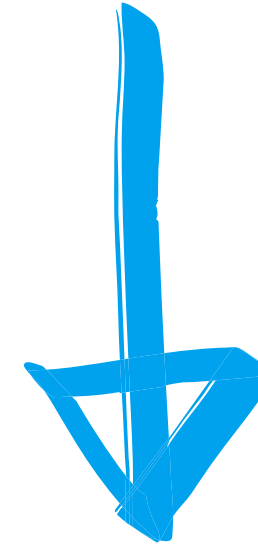
[College Savings Calculator](#)

### Personal Growth

[Life Balance Quiz](#)[7-Day Time Finder](#)



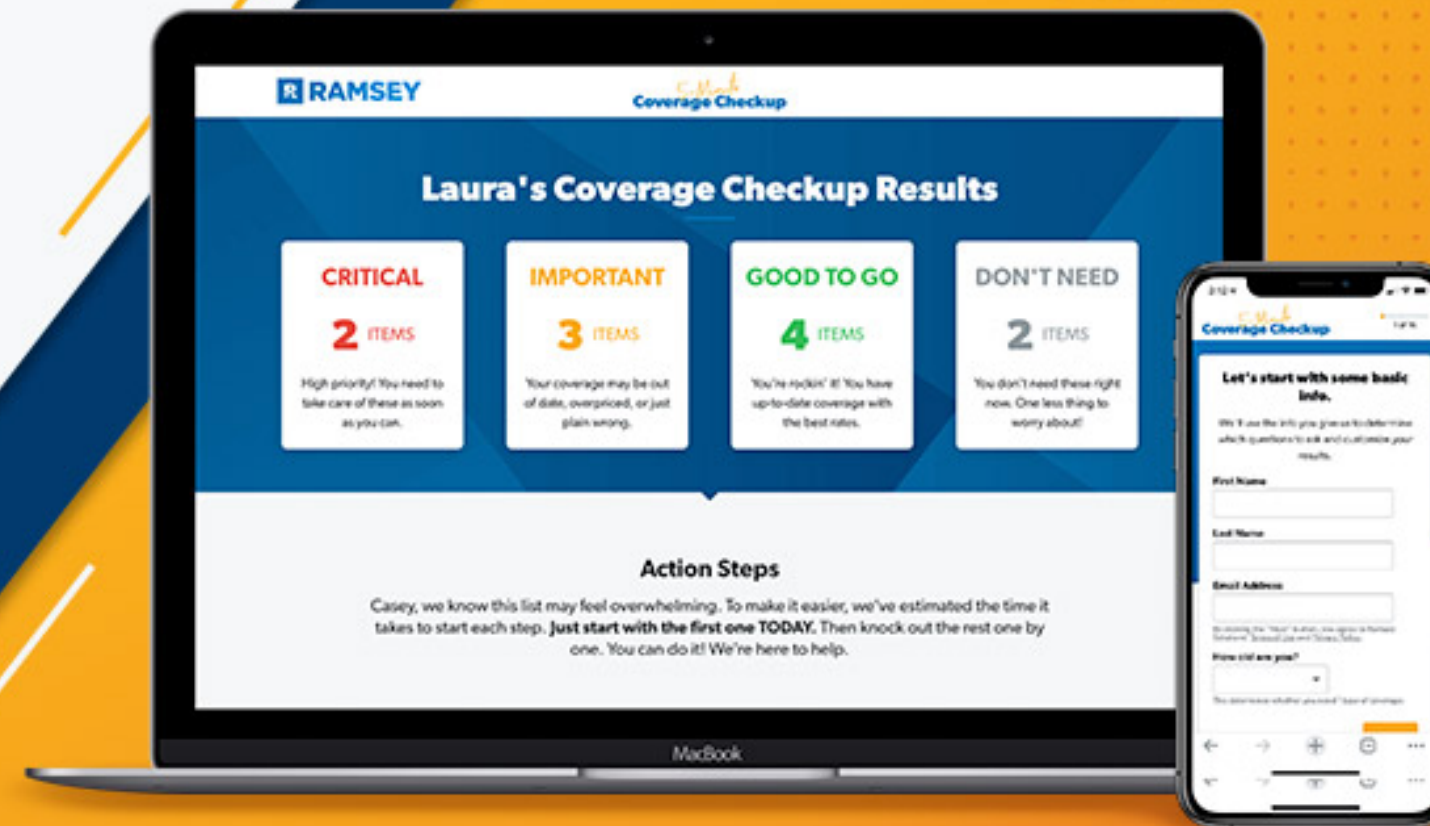
# Lead Magnet



## 5-Minute Coverage Checkup



We'll show you exactly which coverages you need!



[Take the Coverage Checkup](#)





Actions

Drag these into your campaign

 Send a Message 

 Wait 


 Apply Tag 

Tip: Double-click to add to bottom


1

Start Campaign: On Subscribe

Trigger campaign for All subscribers


 Replace Trigger

2

 Send Message: Welcome, let's get started


Copy | Remove

3

 Wait: 1 day before performing the next action


Copy | Remove

4

 Send Message: Using your blog in new ways


Copy | Remove

5

 Wait: 1 day before performing the next action


Copy | Remove

6


 Send Message: The most important tips to get...

Copy | Remove

7

 Wait: 1 day before performing the next action

Copy | Remove




On Subscribe

Start a campaign when someone is added to your list

Use the filters below to narrow down which subscribers are added to your campaign.

Your campaign will be triggered for all subscribers.

 Add filter



Part Two

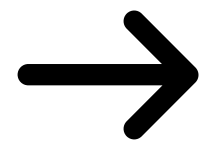
# TRAFFIC SECRETS



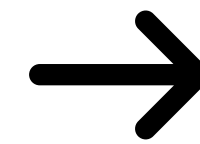
# The Offline Method

- Gas stations only make 1% of the sales price
- 4k gallons/day
- Only \$100 day net profit on gas

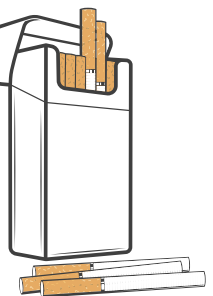
**Traffic**



**Marketing**



**Sales**

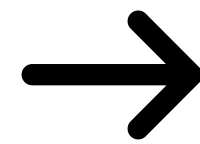




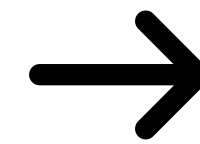
# The Online Method

- Create a lead magnet or "take action offer"
- Average touch points required to sell online? 29-70
- Qualify your prospect

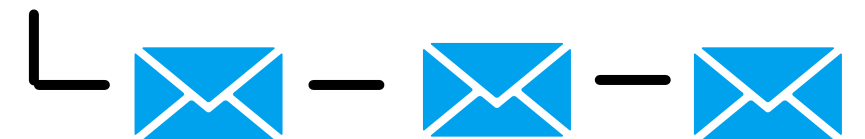
**Traffic**



**Subscription/  
Lead Magnet**



**Sales**



# Lead Magnets Turn Prospects into Leads



DIGITALMARKETER

FREE DOWNLOAD

## The Facebook Ad Template Library

Copy & Paste These 7 Proven Facebook Ad Campaigns To Create Low-Cost, High-Converting Ads On-Demand...



GET YOUR TEMPLATES

### What You'll Learn:

11

The **11 word ad that netted \$208,485 in sales** using one simple principle of buyer persuasion. (This formula works in ANY market.)



The **"You Forgot" reminder trick that brings in tons of new customers and leads**, even after they've already said NO to your offer! (We use this one over and over... and you should too.)



The **"Use \_\_\_\_\_?" question formula that drives down click costs and sharply increases conversions**. (Just fill in the blank and watch your clicks soar and costs plummet.)




Plus... we'll reveal **our Top 3 Facebook ads that generated a combined 110,422 leads for just \$1.76 a piece**. (And how we made our money back quickly.)

GET YOUR TEMPLATES



# Curated Example



[FREE DOWNLOAD:](#) The Giant Guest Blogging Index

All the **best** blogs to write for. **All in one place.**

[ACCESS THE GIANT GUEST BLOGGING INDEX](#)

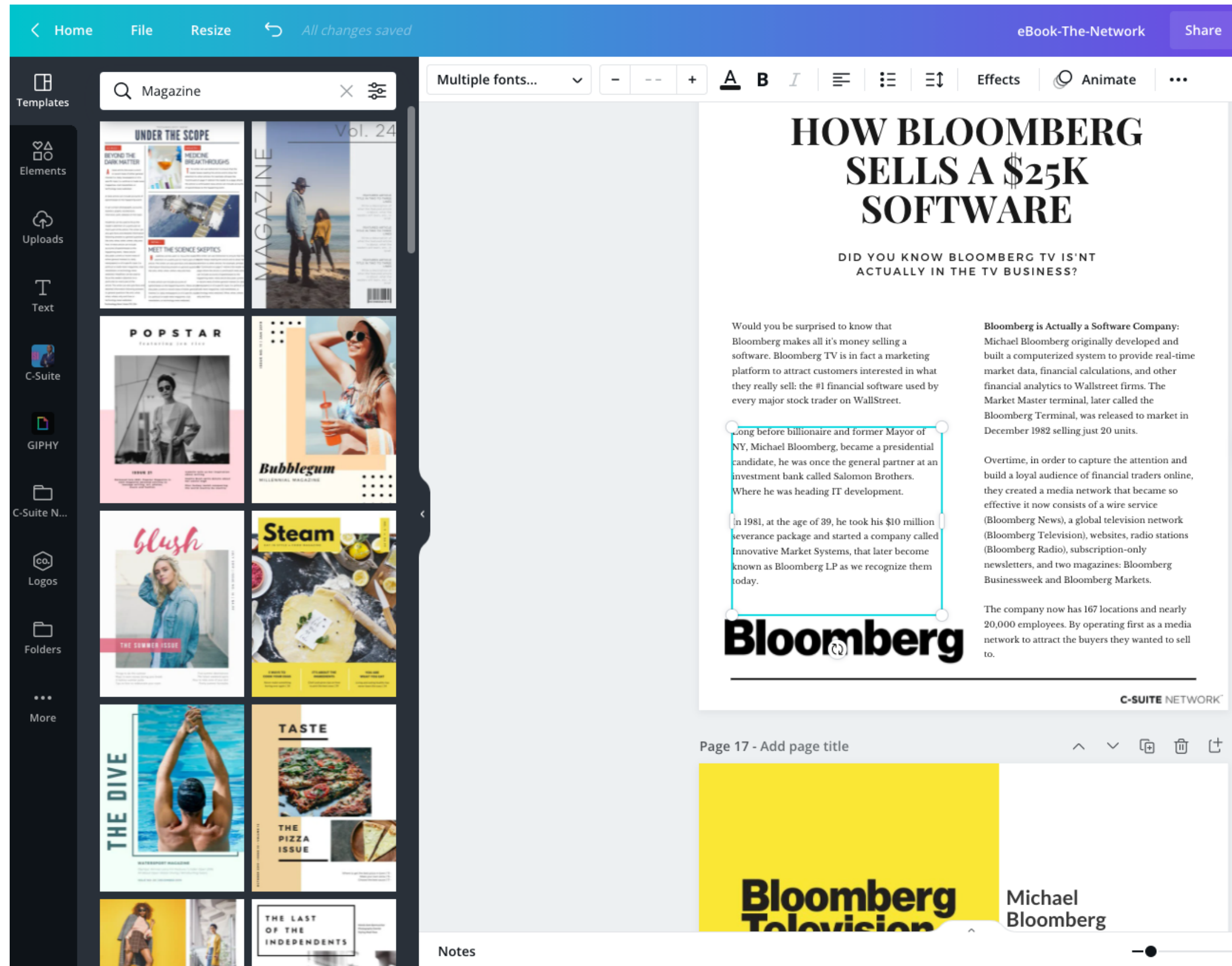
Used by **2K+** entrepreneurs & counting!

[i](#) [Twitter](#) [Facebook](#) [Google+](#) [300 SHARES](#)

Made in  
*Canva*



Must Read!





# Turn Traffic into Qualified Leads

- If you don't capture someone's contact - you don't have a marketing plan

## Traffic



## Lead Magnet



- Event invite
- eBook
- Newsletter
- Webinar
- Guide
- Course
- Subscription

# What Platforms Should I Use?

1. Talk about your big idea

2. Tell them where to take action  
(Squeeze page)



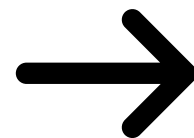


# Move People Down Your Pipeline

An about page isn't going to instantly convert a b2b buyer

You have to demonstrate how to solve a challenge for your audience and move them down your pipeline.

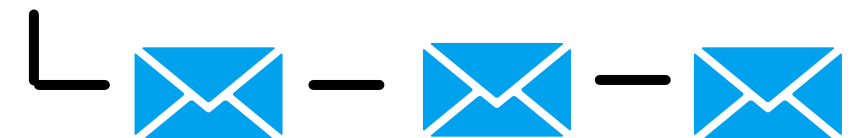
## Traffic



## Subscription/ Lead Magnet

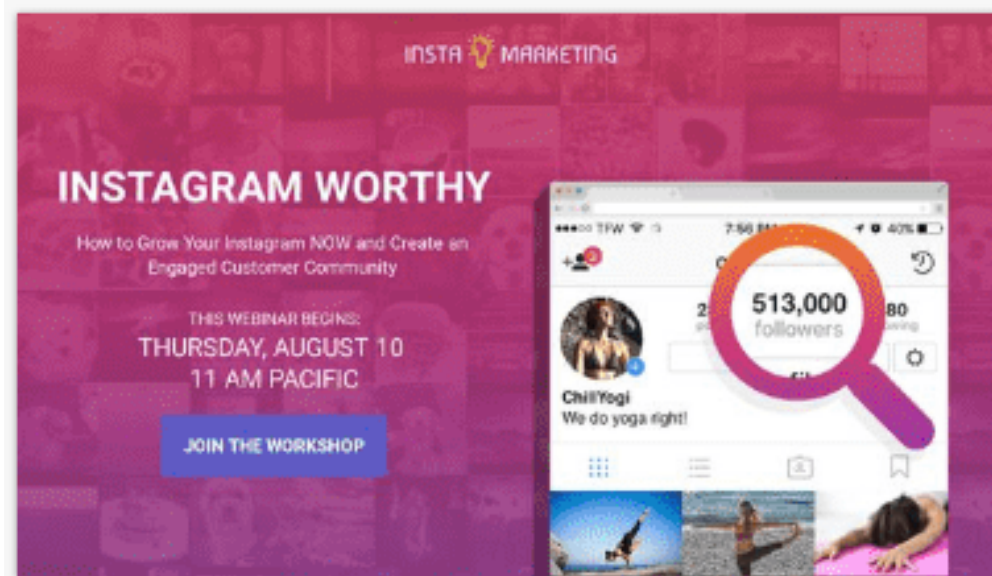


## Sales

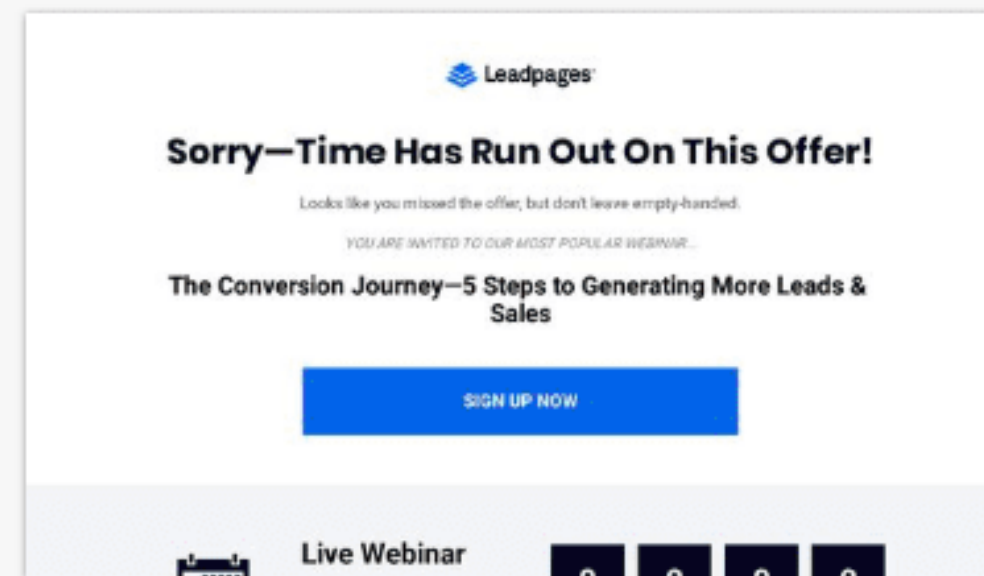




Lead Pages



Webinar Complex



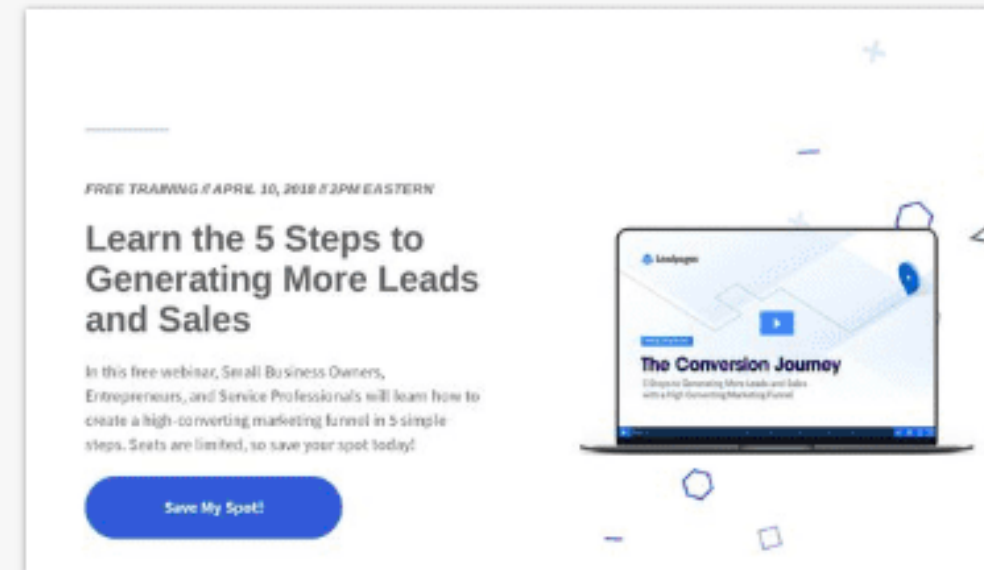
Offer Ended



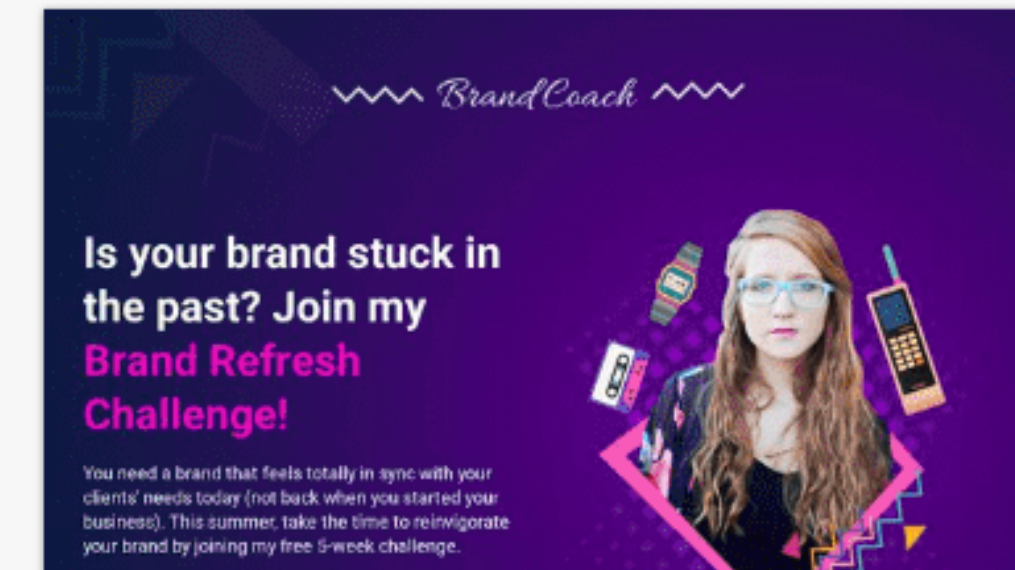
Business Training Class



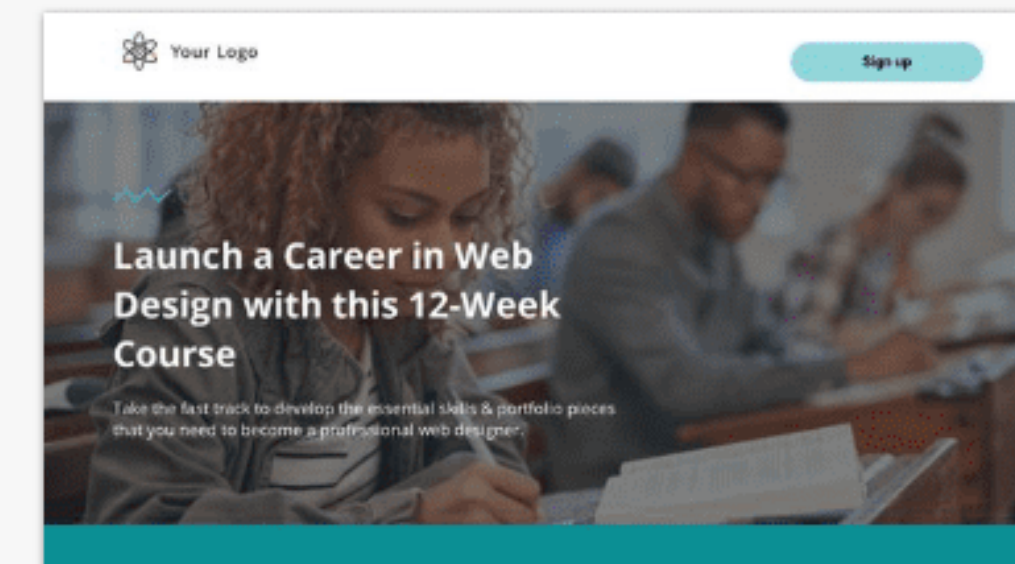
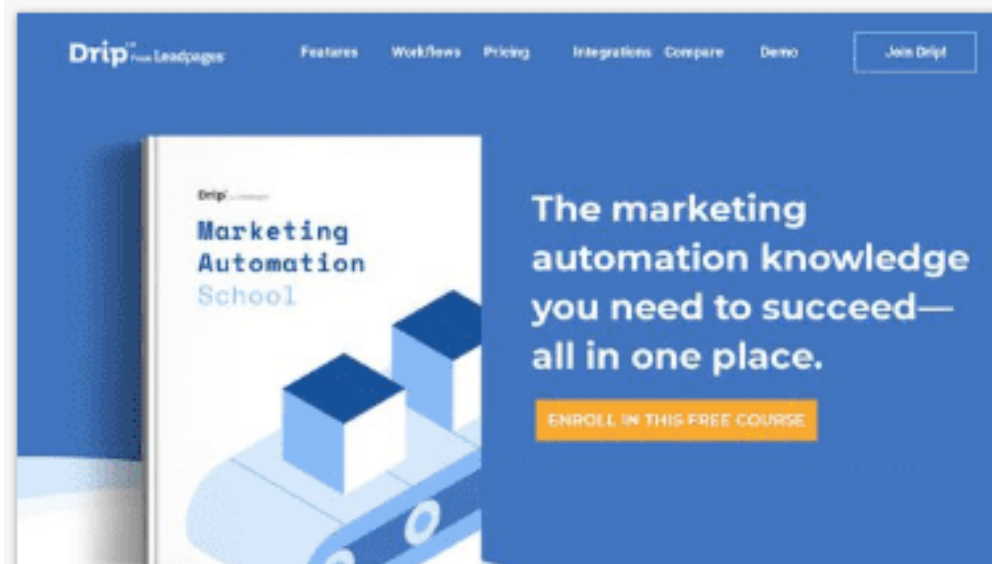
Master Class Page



Lead Generation Webinar



Challenge Invitation Page





# Build Your Email List



 TechCrunch

## HubSpot acquires media startup The Hustle

Marketing software company HubSpot is acquiring The Hustle, the business and tech media startup behind the popular newsletter of the same...

Feb 4, 2021



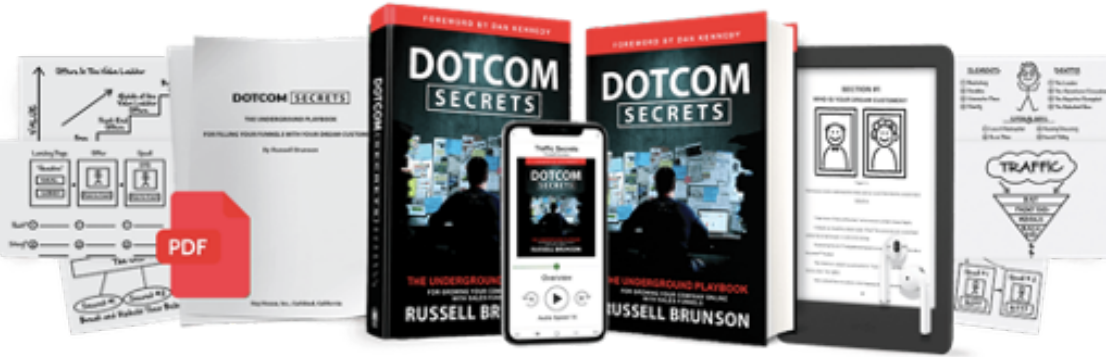


# ClickFunnels made \$360 million doing this...

1

Define the Problem

Want to know what digital marketing experts know?



2

Content Sales Funnel

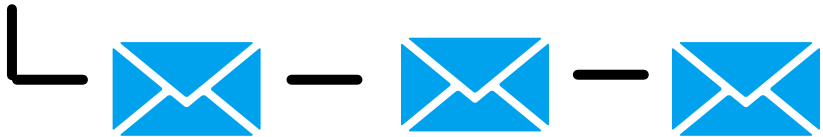
1 million entrepreneurs



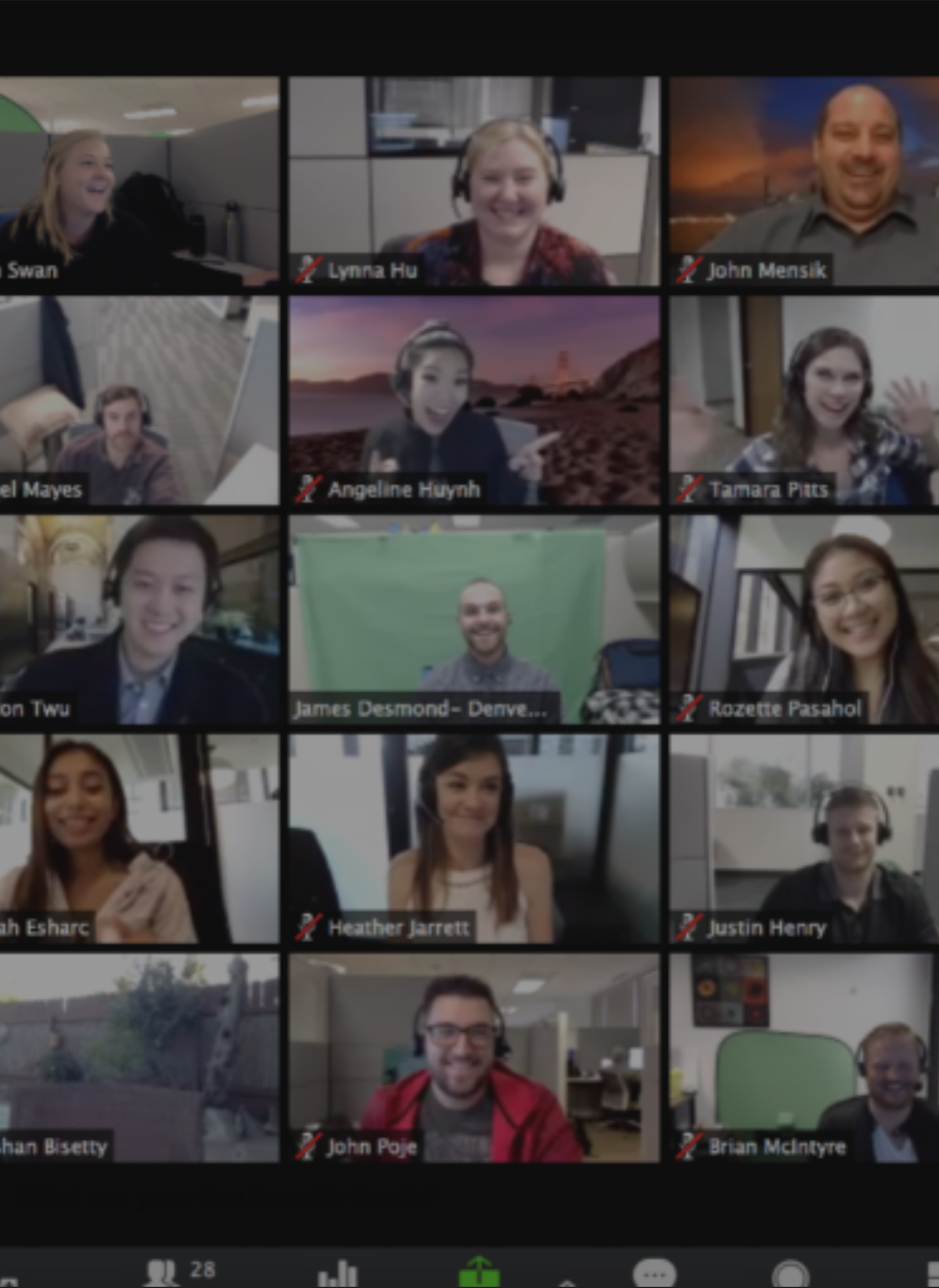
3

Up-sell Your List

If you want to learn how to do this in less time, contact me.







# You Have Information Others Need

80% of the US economy is in services.

The End

THANKS FOR  
LISTENING

