



FRESNEL EVERGREEN



THE GROWTH FUNNEL JOURNEY

THE 3 CORE ELEMENTS OF A LEAD MAGNET
STRATEGY THAT GENERATES HIGHLY QUALIFIED
SALES LEADS AND PROFITABLE SALES

TABLE OF CONTENTS

01 THE WELCOME

02 ELEMENT 1 - DIGITAL MARKETING

03 ELEMENT 2 - SALES MARKETING

04 ELEMENT 3 - DIGITAL SALES & MARKETING

05 BOOK YOUR AUDIT & MAPPING CALL



FRESNELEVERGREEN

**BEFORE WE START, I HAVE A
QUESTION FOR YOU:**

**IS YOUR CURRENT LEAD
MAGNET ATTRACTING
ENOUGH NEW SALES
LEADS TO YOUR COMPANY
AND ARE THEY
CONVERTING INTO
PROFITABLE SALES?**



FRESNELEVERGREEN

**GENERALLY, WHEN I ASK
BUSINESS OWNERS THAT
QUESTION...**

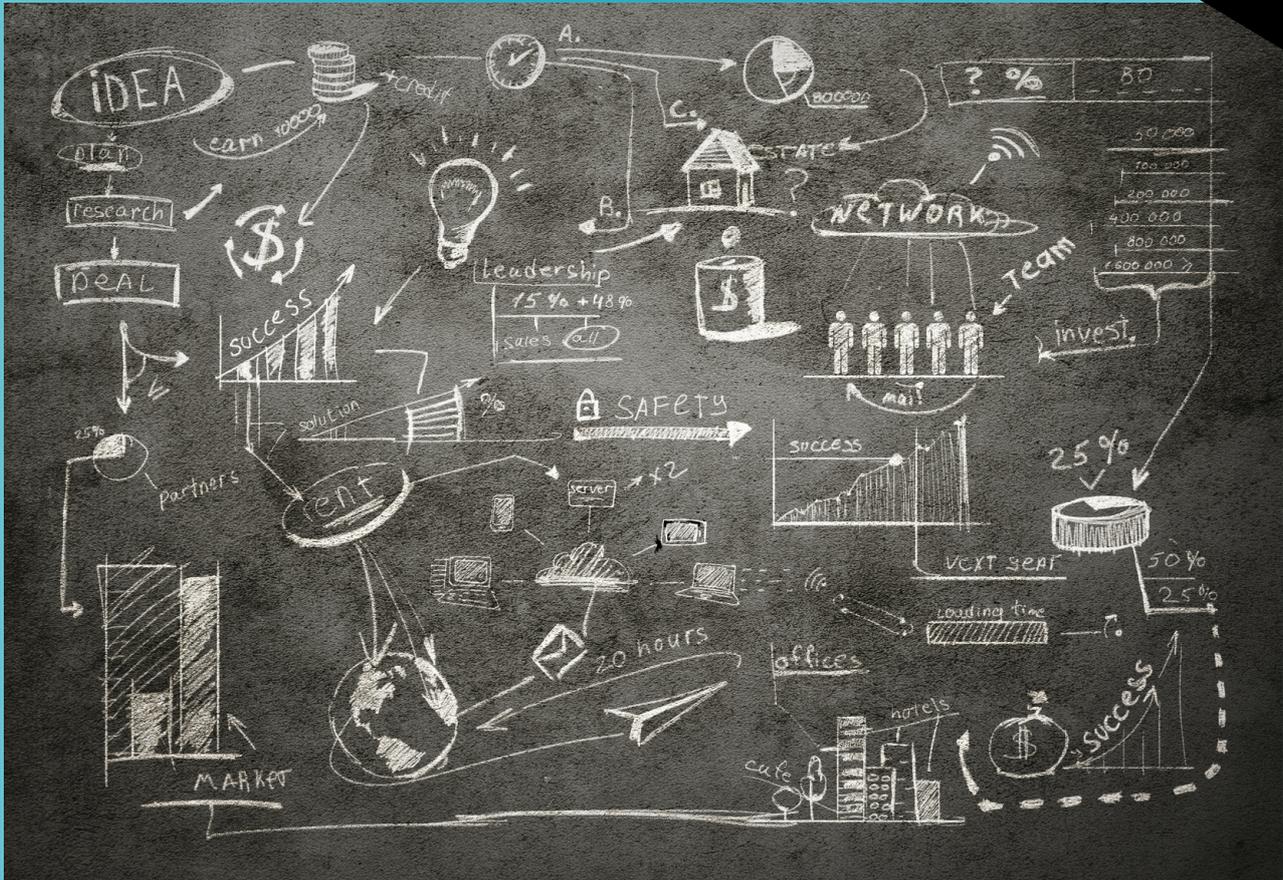
THEY SAY NO!

and that's a shame because...

IT DOESN'T HAVE TO BE THAT WAY



This guide will outline exactly what it takes to create a lead magnet that attracts new sales leads into your company, converts them into interested email subscribers, and gets them consuming all of its content, so you can generate consistent, predictable and highly qualified sales leads that can be converted into profitable sales.



Sales lead generation is always a challenge for any business, and that's why your lead magnet is such a critical business asset. It needs to be taken very seriously and it also needs to have 53 x social media posts, 14 x blogs, 25 x emails, 2 x very special webpages and even a supporting webinar - yes - that's right your lead magnet needs a webinar. More on that later.



So if you want your lead magnet to build trust, develop relationships and prove that you are an authority within your chosen field of expertise - you are going to need all of that foundational content supporting it.



Without having all of this foundational content supporting your lead magnet, you are simply asking too much from it and that's why more and more business owners are starting to realise that their lead magnets are not converting anymore.



The online digital world is changing at a such rapid pace and if you don't change your lead magnet strategy to keep up with it, well, you're simply going to be left behind.



FRESNELEVERGREEN

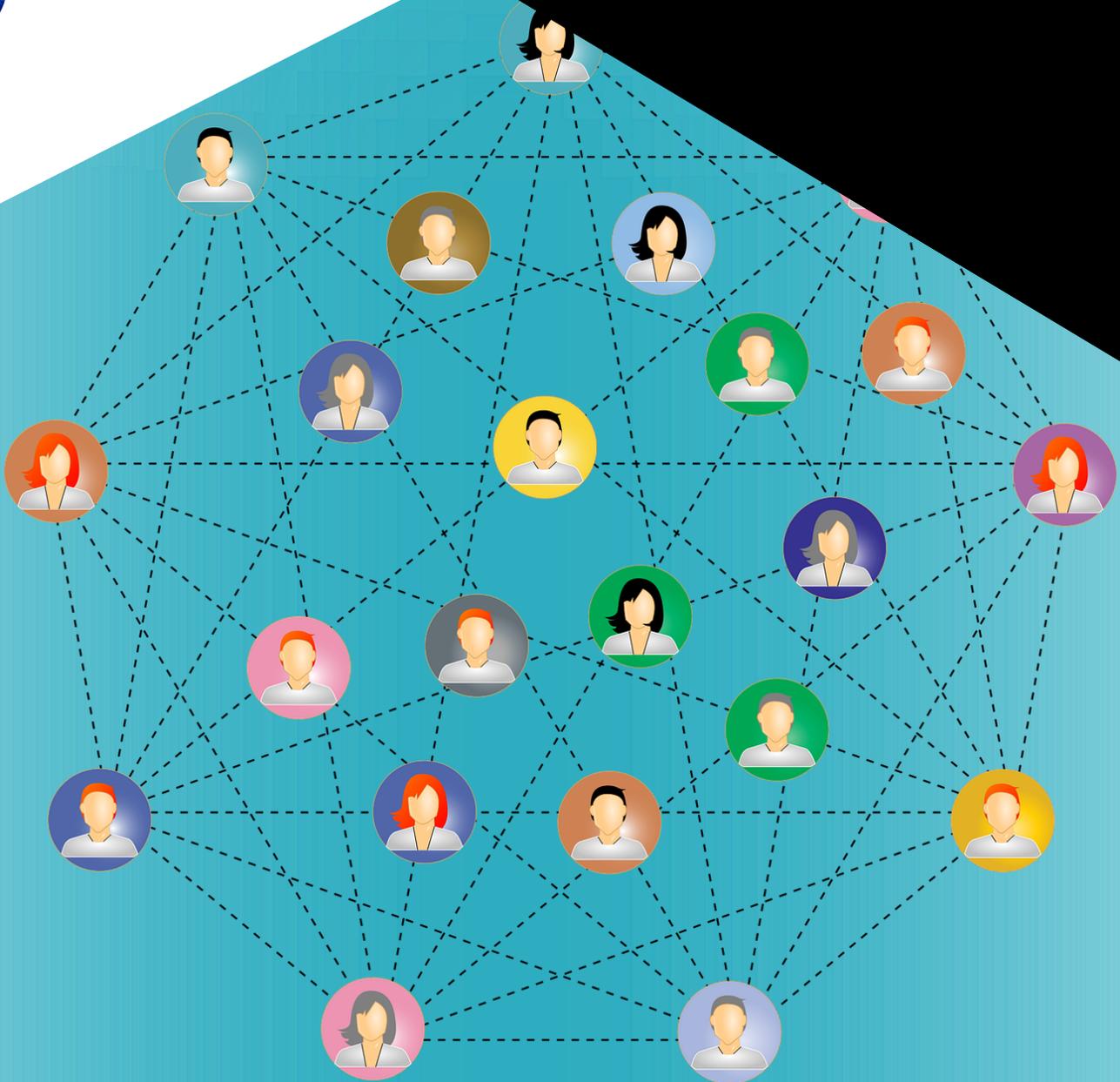


Hi my name is Christian Fumic and I'm the owner of Fresnel Evergreen which is a digital SALES and marketing agency that specialises in designing a custom built Lead Magnet via our done for you service.

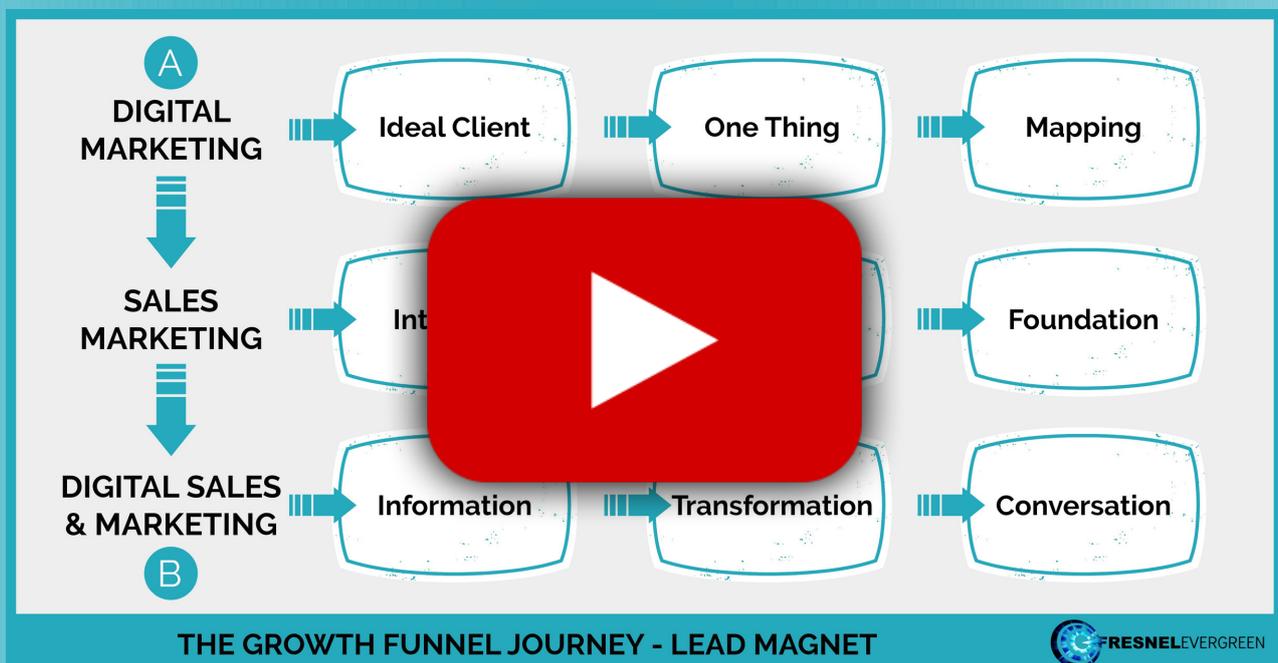
We call ourselves a sales agency because we are very focused on generating sales.



Which means if you want your lead magnet to generate sales, and help your business reach its full potential - you are going to need a different type of lead magnet that generates a consistent, predictable and highly qualified flow of new sales leads that can be converted into profitable sales.



As business owners we all know that the easiest and fastest way to win new clients is through word of mouth and that's because referrals costs nothing but you can't rely on them as the only way to grow your business.



We generate our own sales leads with this exact Lead Magnet framework and we build these same lead magnets for our clients.

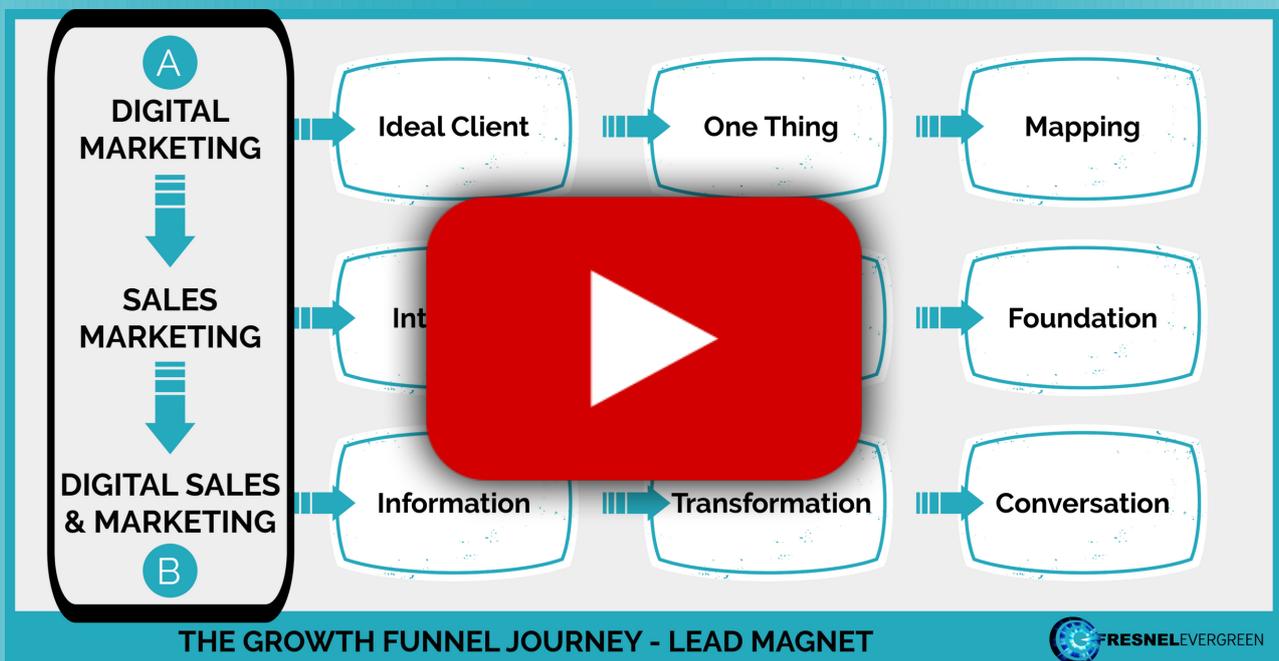
Which means we fully appreciate and understand the challenges that are involved when it comes to converting cold sales leads into profitable new ideal client.



There's nothing complicated about Sales, it's a numbers game, it's a function of volume and conversion, the more sales leads you generate, the greater your chances are of closing more sales, and without talking to more sales leads, you can't win new customers and when you stop winning new customers, your business grinds to a halt.

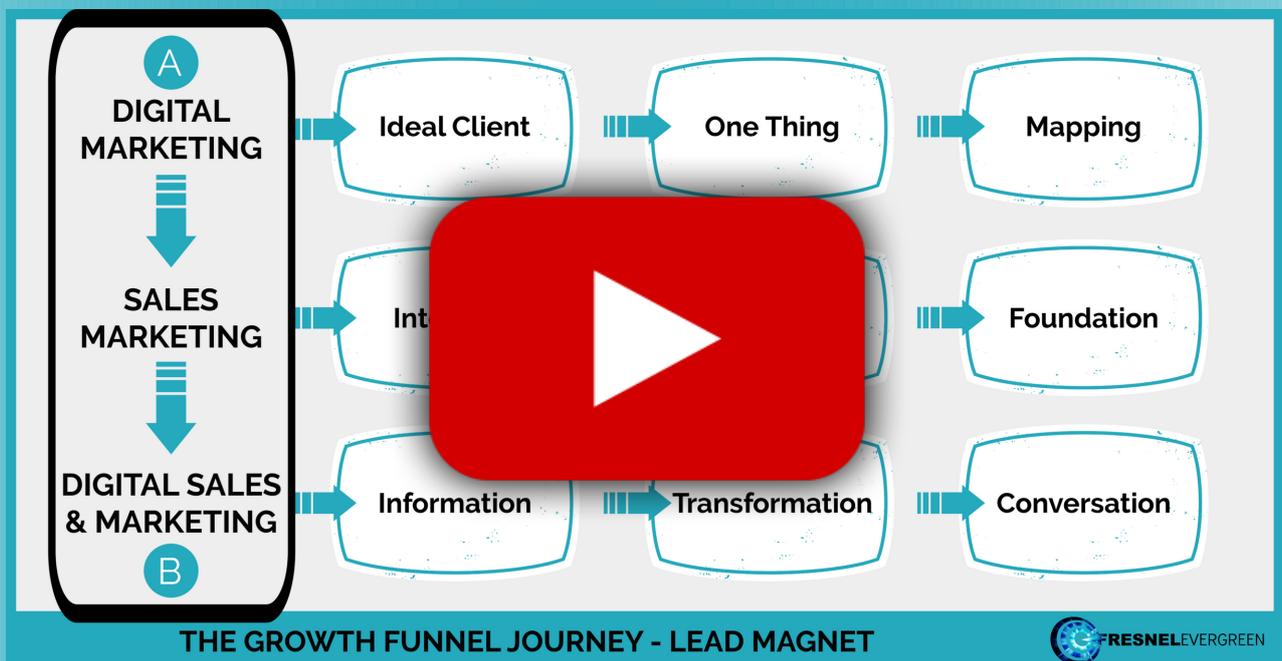


No matter what your business model, you will always need to win new customers to grow and be successful.



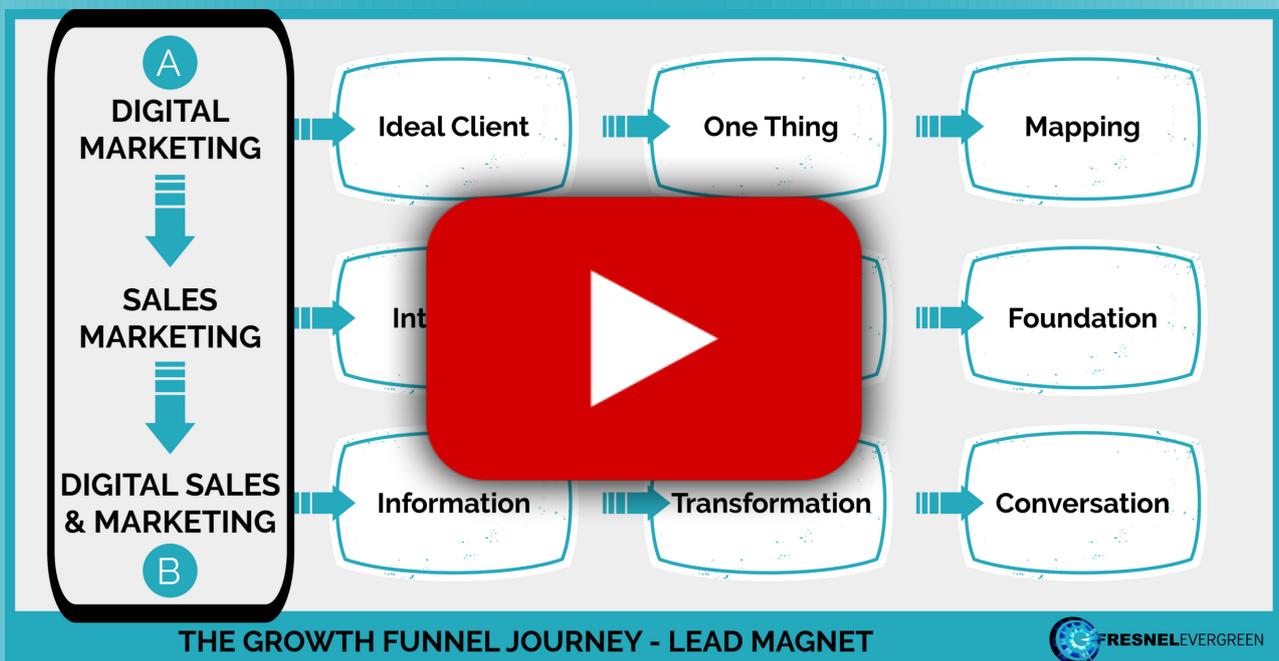
Which is why we focus on 3 core elements that make this possible.

In element 1 we focus on your Digital Marketing - that's where we make sure your product or service fits into our signature lead magnet framework. And if it does, we create the structure that will attract your ideal clients.

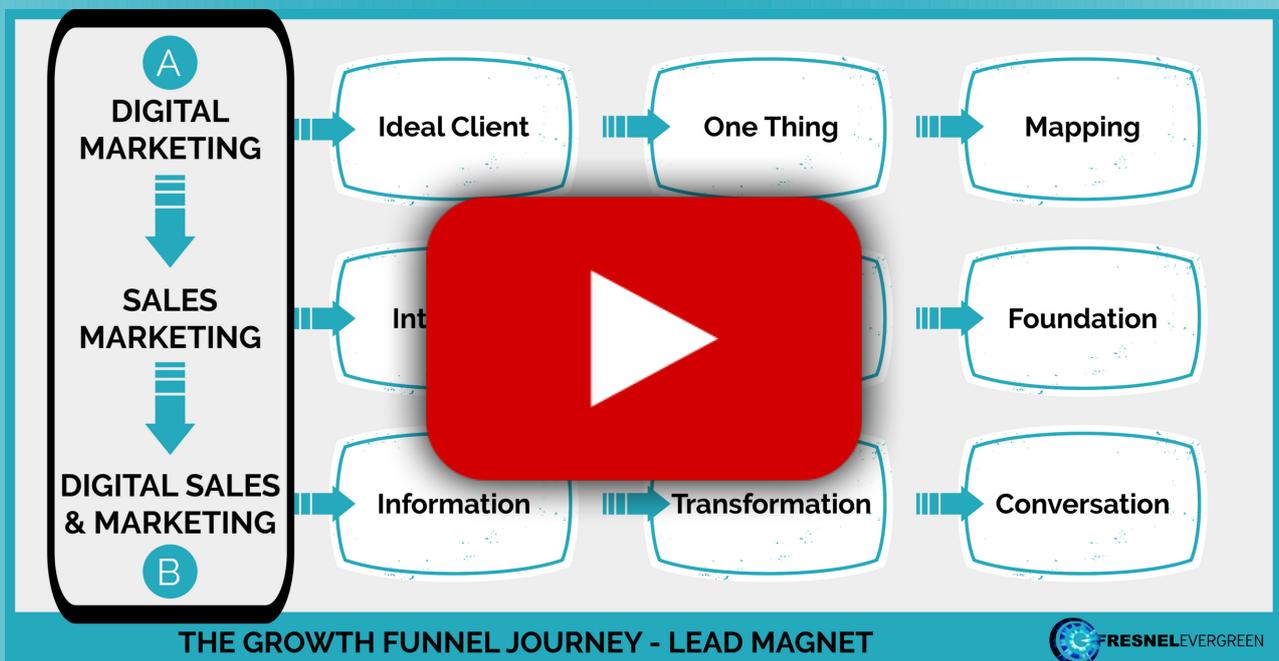


In element 2 we focus on your Sales Marketing and create your lead magnet content and all of its surrounding foundational content.

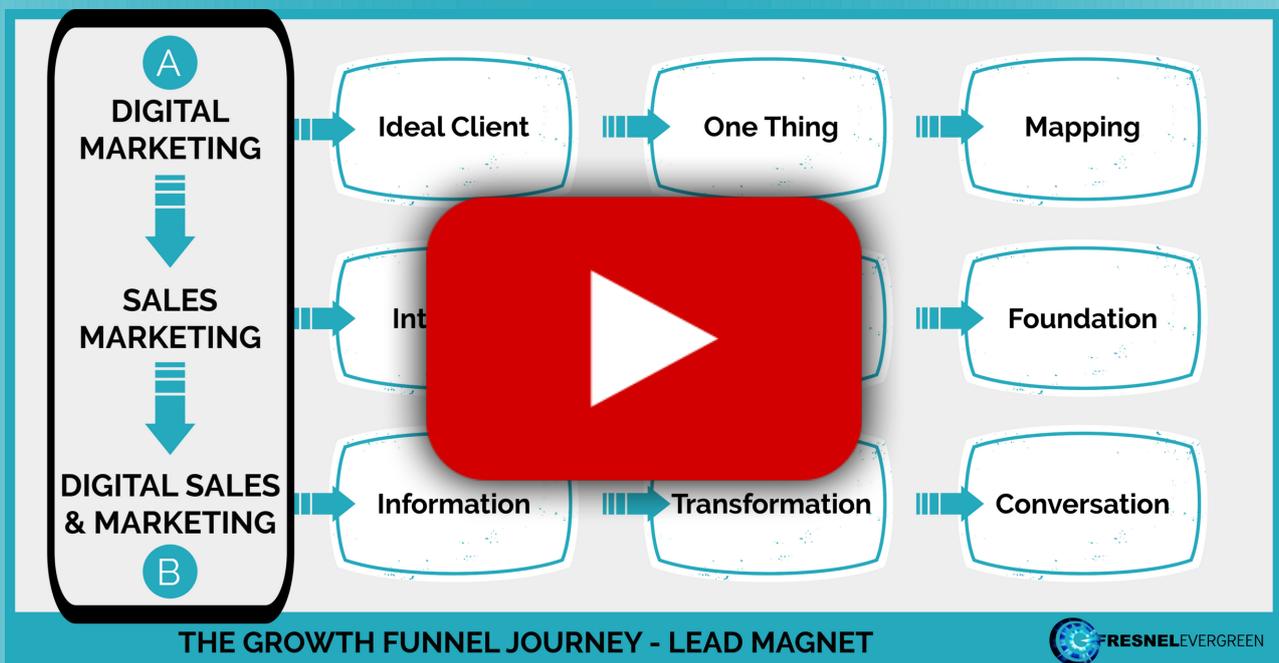
Now if you are a busy business owner - we know you don't have the time to create the amount of foundational content that is required to dominate your chosen field of expertise. So rather than argue with that fact - we created a work around.



We simply do this by interviewing you and asking specific questions about your product or service. We record your answers and convert them into your content that is going to convert your email subscribers into qualified sales leads.



And in element 3 your Digital Sales and Marketing, this is where we use your answers from the interview to populate your lead magnet, and it's 53 x social media posts, 14 x blogs, 25 x emails, 2 x very special webpages and of course your lead magnet webinar.



Then you are ready to launch a lead magnet that will help you stand out, get noticed and start generating a consistent, predictable and highly qualified flow of new sales leads that can be converted into profitable sales.

Element 1

OK, SO THEY ARE THE 3 CORE ELEMENTS THAT'S GOING TO MAKE THIS POSSIBLE, LET'S JUMP INTO EACH ONE AND FIND OUT HOW IT'S DONE. STARTING WITH ELEMENT 1 YOUR DIGITAL MARKETING, THIS IS ABOUT FOCUSING ON YOUR DIGITAL MARKETING STRATEGY AND PLANNING THE STRUCTURE OF YOUR LEAD MAGNET THAT WILL ATTRACT CUSTOMERS INTO YOUR BUSINESS AND CONVERT THEM FROM CASUAL VISITORS TO EXCITED NEW EMAIL SUBSCRIBERS.



Ok, Element 1 has 3 main areas we work on. The first is your ideal client. After all, the whole objective of your lead magnet is to attract more ideal clients into your business, so we need to know exactly who they are.



Your Ideal Client is someone who finds the perfect solution to their problems or needs in your product or service. They are going to be loyal to your company, and frequently use or buy your products or services, and more likely they will become a brand ambassador who will recommend you to their friends and colleagues.



If you want to convert your cold traffic into interested email subscribers, and then into sales leads who convert into ideal buying clients, then you can only achieve that, by attracting your exact ideal client. If you can describe your ideal clients pain state or current problem better than they can, they will automatically and unconsciously credit you with knowing the solution.



When you know exactly who to attract with your lead magnet, you will attract more sales leads and convert them at a higher percentage. As a business owner, you already know who your ideal clients are, they are the clients you meet and as soon as you start talking about your product or service they want to know more.



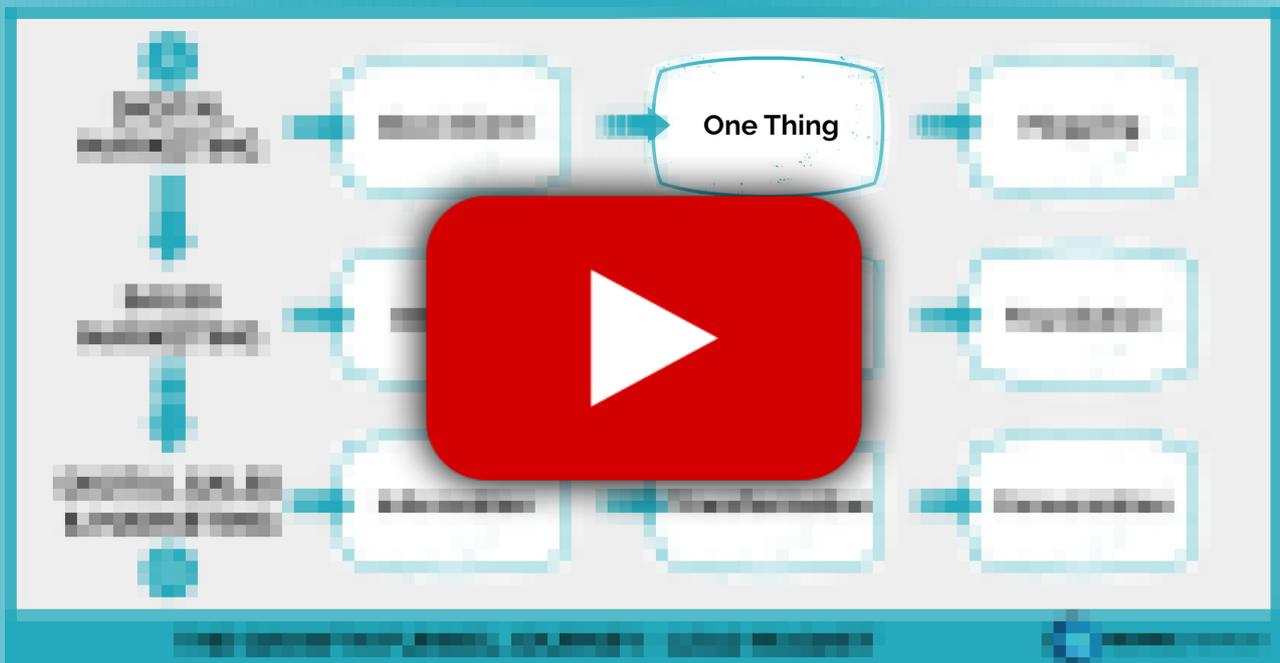
You don't have to chase after them and they simply 'get' what you do and you 'get' them. Your product or service is exactly what they have been searching for and you are able to help them resolve the exact pain or problem and achieve the results they need and want.



The benefit of dealing with just your ideal client is, it's ideal, it's a whole lot easier. They're going to, as Simon Sinek says, "Not buy what you do, but buy why you do it." The point of your lead magnet is not to just attract anyone that might need your product. The point of your lead magnet is to do business with people who believe in what you believe in.



Your lead magnet highlights their priorities, addresses the problem they are currently focused on, and delivers the solution they are searching for. When your lead magnet attracts your ideal client, everything falls into place and converting cold traffic into ideal buying clients, becomes so much easier.



Next we move onto Your One Thing. This represents your product or service and what your lead magnet will be focused on. Which means your One Thing messaging needs to use the same words your ideal client would use when they think about their own pain state or problems. That way it stands out and resonates with the solution they are searching for.



Your 'One Thing' is the essential element that makes everything fall into place. Even if your product or service is made up of many parts, when you create a lead magnet, you can only talk about one thing. Otherwise you risk diluting your core message and blending in with all the other lead magnets out there.



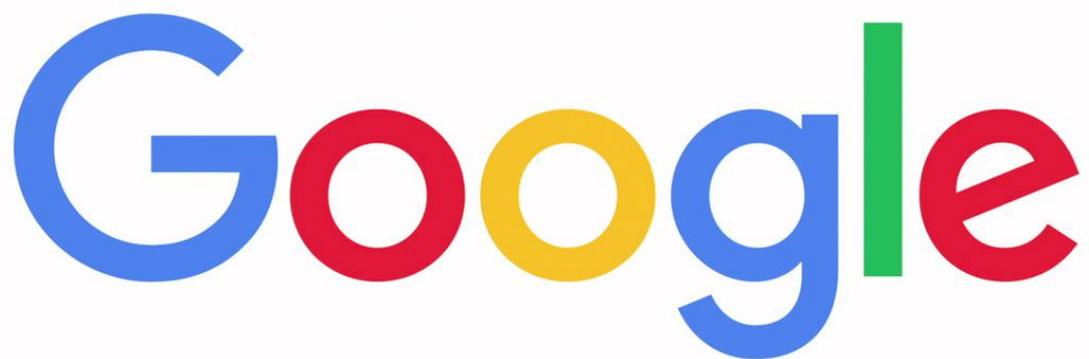
We keep it simple and narrow your lead magnet to the One Thing that is at the forefront of their minds. Allowing you to present an all-inclusive laser focused solution that is exactly what they want and need. So that's why we interview you with a specific set of section and topic questions that help refine your product or service messaging into just one thing that is aligned to the solution your ideal clients are looking for.



Sometimes our clients initially think “if I narrow my product or service messaging down to just one thing, I’m going to miss out on all kinds of opportunities that I can also help other ideal clients with, and therefore my business is going to suffer.”

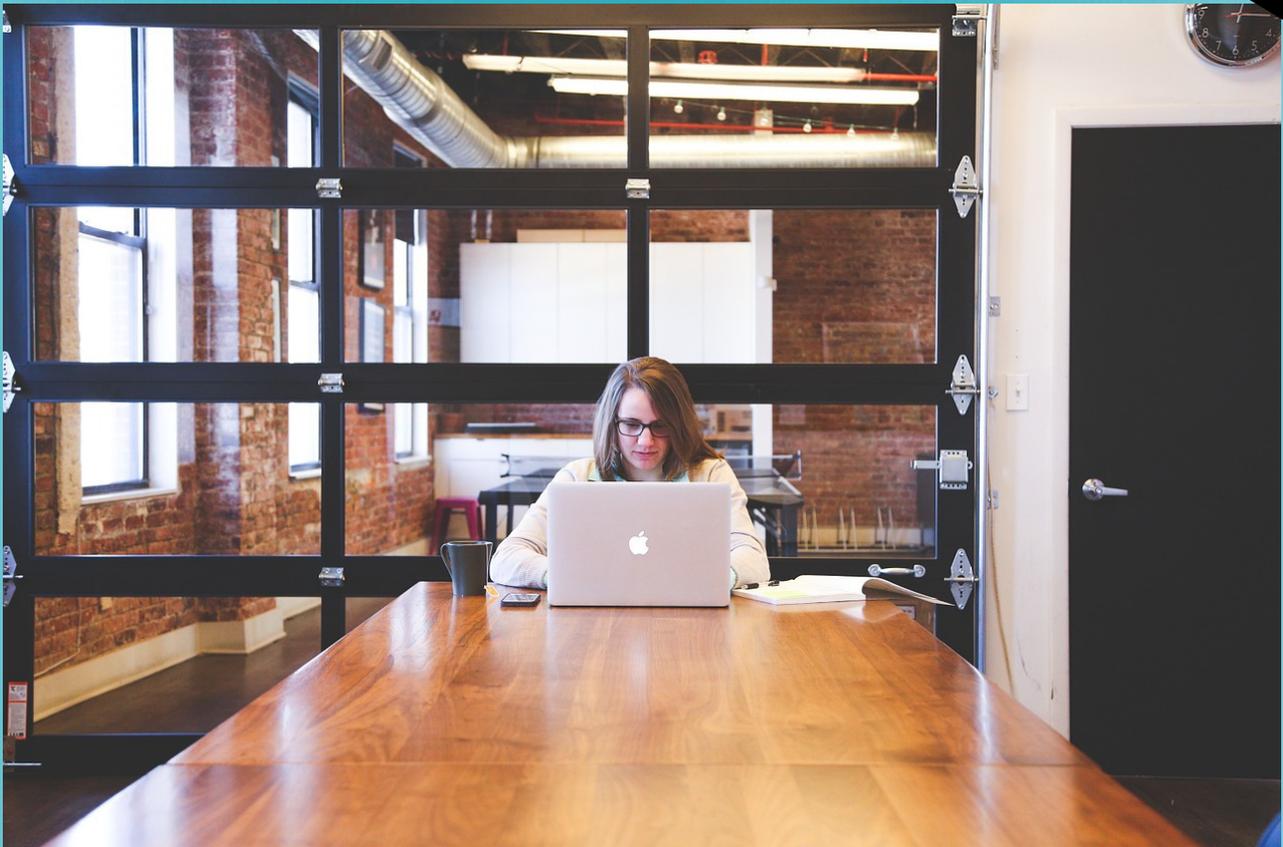


Well when it comes to digital marketing and standing out amongst the millions of other lead magnets, the truth is actually the more you focus your lead magnet on one thing, the more you are considered as an expert within your chosen field of expertise. The more your an expert, the more ideal clients you will attract.



Google

When your lead magnet attracts an ideal client who is searching for a desired solution, they will instantly recognise you as an expert in the one thing that they need and want. Which means they will expect you to have a unique way of helping them achieve their results. So it's important to focus your marketing communications on one thing so that it's more relevant to your ideal clients.



So we make sure your lead magnet is talking about the things that benefit your ideal clients and the things that really bring them in. So they can actually see themselves in your marketing communications, and that's what drives higher loyalty towards your solutions, versus your competitors.



And in every communication, we talk about the benefits because your ideal clients don't really want to buy what you sell, they want to get the benefits from what your one thing product or service delivers.

Which brings us onto the last focal point -
Mapping.



The main reason why we use an interview - is to use a specific structure that makes it possible to position your answers into bite sized pieces that makes it easy to digest. We know that your ideal client is probably going to skim read your content, and only stop to read it fully, if it captures their full attention.

This means we break your lead magnet content up into subheadings and subsections, your subheadings are your sections and your subsections are your topics. And when we get onto element 2 - it's all going to make sense because that's why we call your interview - the section and topic questionnaire - but more on that in a minute.

This helps to avoid having a lead magnet that delivers one massive block of text. We also create your lead magnet content as a script rather than focusing on the grammar that we were all learned at school.



That way it feels more like a conversation, and by breaking each subject and topic into bite size chunks and giving each one its own heading, it increases the skim-ability of the content, meaning more of your sales leads will quickly see it's value and stop to read it.

Each of these heading names quickly addresses the “what’s in it for me” question and we use a very simple visual map that allows your ideal client to see exactly what they are going to discover.

Which means, if they're the wrong sales lead and your product or service is not for them, they're going to quickly unsubscribe. Which helps to eliminate the time wasters who were never going to purchase from you anyway.

This is very important because it's pointless having a large email list if no one's going to buy from you.



The main benefit of using a physical map that shows exactly what steps are required to get from point A to point B, is that your ideal client get to see how your product or service is going to work for them. It always helps to give examples of what you will be doing for them, so they can associate with it, if you talk more on the theory side, your ideal clients are more likely to forget about it within a few minutes.



But when you turn your product or service into a map that quickly shows what your product or service does, they're going to remember it. And of course, we always leave your ideal clients with just one concrete call to action that they can take away and put into action. This closes your lead magnet in a positive and beneficial way in the eyes of your ideal clients and shows them that you are serious about helping them achieve results.

Element 2

SO NOW WE MOVE ONTO
ELEMENT 2 - WHICH IS YOUR
SALES MARKETING. THIS IS
WHERE WE CREATE YOUR LEAD
MAGNETS SALES CONTENT THAT
IS HIGHLY ACCOUNTABLE,
DATA-DRIVEN AND FOCUSED ON
GENERATING MORE EFFICIENT
AND PROFITABLE SALES. TO
MAKE THIS FASTER AND EASIER,
THIS IS WHERE WE USE OUR
SIGNATURE INTERVIEW SYSTEM
THAT CREATES THE CONTENT
THAT'S GOING TO CONVERT
YOUR SALES LEADS INTO IDEAL
BUYING CLIENTS.



Within element 2, we have another 3 areas that we focus on. The first one is your Interview.

To make this faster and easier, we use a signature interview system that uses your answers to create the content that will help influence your sales leads buying behaviors and convert them into ideal buying clients.



We all know about the many amazing benefits of blogging, social media posting, creating actionable content, creating YouTube videos and other forms of content marketing. But one of the hardest parts is actually finding the time to sit down, write, film, and create content!



In today's busy workplace, the quantity of work that needs to be completed and the speed at which it needs to be done at, is far greater than what it was just a few years ago. We need new tools and systems that help us to keep up. Or in this scenario, you simply need us to do all the work on your behalf. That's why we created this interview framework for managing time and maximising content creation.



This system helps us to (1) create content faster, (2) avoid mistakes and wasting time staring at a blank screen, and (3) feel less stressed and overwhelmed when we start creating your 53 x Social Media Posts, 14 x Blogs, 2 x Website Pages, 35 x emails, your webinar and of course your Lead Magnet.



This allows you to provide a lead magnet that consistently delivers your content and builds trust.

It also makes you credible. Because the more content you produce, the more search queries you start ranking for, so when they're ready to purchase, they will be more inclined to purchase from you.



Next we move onto creating your Lead Magnet. There are so many online gurus who will insist that you need to create a lead magnet that is easy and fast to consume, one that doesn't give away too much, yet still leaves your ideal clients wanting more. We don't find that to be true at all - these types of simple lead magnets are great to use - if you want to drive traffic to your main lead magnet - and that's what they don't tell you.



So when you use them to drive traffic to your main product, it simply does not convert. And that's because your lead magnet is the most critical component of your entire online digital marketing strategy. Which means it requires the most focus and the highest quality of content, that builds trust, develops relationships and proves that you are an authority within your chosen field of expertise. And that's simply not possible to do with just a basic infographic.



Your lead magnet is the start of building a very special relationship. You have to work hard at building relationships, you need to put a lot of time and effort into them. And if you stop putting effort into your relationships, they start to break down. Which means if you want a relationships to work - you are going to have to put in the effort.



And the same goes for your lead magnet. It needs foundational content to support it, it needs social media posts to drive traffic to it, it needs blogs to help it get found in google searches, it needs emails to make sure your sales lead are consuming it, it needs its own web pages that strengthen its features and benefits and delivers your call to actions. And it even needs a webinar to help increase conversions and build closer relationships with your sales leads. So you can convert them into ideal buying clients.

And that's why we do all of this for you, because we know your not going to put in all that effort. And that's why we created a content framework that uses specific algorithms to build trust, develop relationships and prove to your sales leads that your product or service is exactly what they've been searching for to solve their problem.

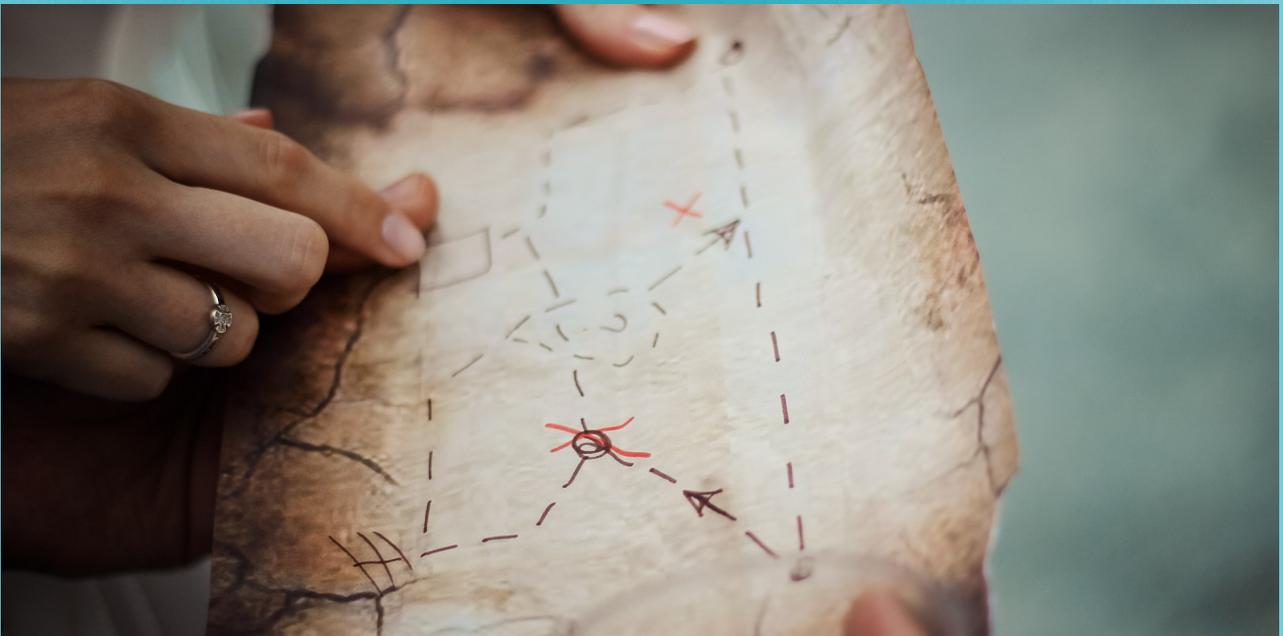


The truth is, it doesn't matter how short or how long your lead magnet is. If it's easy to understand from the very first moment they see it, (hence the map we use) And it covers the core features and benefits that resonate with their exact pain and gain states - (that's your sections and topics) Then your sales leads will know it's exactly what they're searching for, and they are going to consume it.



If you broke your arm and went to the doctors and the Dr started talking to you, you don't get bored and just leave. And that's because the doctor is talking about a subject that's completely relevant to you, and they get straight to the point, and they outline exactly what's happened and what needs to be done to achieve your end desired result - and that's the map of point A to point B.

Which means you concentrate and you listen to every word that they're saying because it's a subject that's at the forefront of your mind and it's exactly what you're searching for. The Map your doctor outlines is easy to understand and your not going to forget it. Which means they have set their authority, installed trust and you know you can rely on them to get the job done - which is the start of a relationship.



And that's why we create a lead magnet, that resonates with your ideal clients problem state - gets them from point a to point b in the fastest time period. It shows them the perfect map so they can easily consume it, trust you and see you as an authority within your chosen field of expertise. Then we provide your ideal clients with their next logical step - which is contacting you so you can convert them into an ideal buying client.



Which brings us onto the last part within element 2 - your Foundation. This is all about the foundational content that supports your lead magnet so you stand out and gets noticed. Which means your sales leads will consume its content and be converted into interested sales leads who will be more likely to contact you and purchase from you.



We repurpose your answers into specific pieces of content. We build a lead magnet map, and 3 different versions of your Lead Magnet. Your Lead Magnet Signature Map is a simple graphic that represents your entire Lead Magnet customer journey. So your sales leads can instantly see what you do and that you have a structure to your product or service. This shows your sales leads that each step builds upon the next and gets them from Point A to Point B within the most efficient timeline.

Then we convert your script into a short powerpoint presentation. This is where we add in images to your script so it influences the emotional selling triggers that help influence your sales leads buying behaviours. This provides additional power to your words and increases your conversions even more.



Then we simply record your script over the presentation and provide it as an additional option for your lead magnet. Some of your sales leads will prefer to watch a quick video rather than read an entire eBook.



Next we design your eBook and use all of the images from the presentation. This helps to make your eBook look like a professional book, instead of just a large block of words. Each of your sections become the eBook chapters and each of your topics become your subsections within the chapters. This is for your sales leads who prefer to download an eBook and read.



Next we create an audio download, allowing your sales leads to listen to your lead magnet while on the move. This is a great option because it can be listened to from anywhere, which means if your sales lead gets one of your reminder email and they have a spare moment, they can quickly listen to your lead magnet and decide if your product or service is the perfect fit for them.



So now your sales leads have 3 different ways to consume your lead magnet, meaning you have increased the probability of your sales leads consuming it's content.

And lastly we create a webinar foundation for you to use, with the quizzes added in so you can start collecting feedback from your sales leads and use their answers to refine your lead magnet messaging. This is one of the most powerful tools you will ever use to make a lead magnet generate a continuous flow of highly qualified sales leads that can be converted into profitable sales.

This is why we call your lead magnet a Trojan Horse. Because on the surface it looks like a normal lead magnet but as soon as your ideal clients let it into their computer, it starts to open up and become a huge amount of value and additional content that they weren't expecting.



By offering your lead magnet in these 4 different formats and then integrating them into your emails, social media posts, and blogs, you know that your lead magnet is going to be consumed now.

Which means your sales leads will be influenced by your key emotional selling triggers and that's going to help increase your conversions.

So when it comes to creating a Lead Magnet another big mistake we see business owners doing, is they create just a lead magnet and nothing else. We have discovered that a lead magnet needs a lot of supporting content. It needs a foundation - it has to have emails to get your sales leads returning back to consuming it. It needs help from your social media posts to get new sales leads finding it or existing sales leads back into consuming it.



It needs help from your Blog posts so they can be found with organic or paid traffic. And it needs to be hosted on a very special opt-in page and a specific lead magnet landing page. Which means once we create all of this for you, so you launch your new lead magnet, you can feel confident that it will generate consistent, predictable and highly qualified sales leads that can be converted into profitable sales.

Element 3

THEN WE ARE READY TO MOVE
ONTO ELEMENT 3 - YOUR
DIGITAL SALES AND MARKETING.

THIS IS WHERE WE CUSTOMISE
YOUR LEAD MAGNET AND
LAUNCH. YOUR LEAD MAGNET
WILL AUTOMATE THE
CONVERSION OF INTERESTED
EMAIL SUBSCRIBERS INTO A
STEADY STREAM OF NEW SALES
LEADS FOR YOU TO CONVERT
INTO IDEAL CLIENTS.

AND ELEMENT 3 HAS ANOTHER
SET OF 3 FOCUS AREAS

THE FIRST ONE WE FOCUS ON IS
YOUR INFORMATION.



This is where we repurpose your information into specific pieces of foundational content. We call this foundational content because it supports your lead magnet and gives it its conversion strength.

The first thing we launch are your social media posts, these are to be scheduled into Facebook, LinkedIn and all your other social platforms.



We split your information into 53 x social media posts that are focused on your lead magnet, which means it will attract new sales leads into your lead magnet and remind your existing sales leads to click back over and continue consuming your lead magnet. Next we repurpose your information into your foundational blogs. We use specific algorithms that mix and match your answers into 14 x Blogs. You can either use them as they are, or add additional content to them.



BLOG

The bottom line is, you will have 14 x done for you blogs. Which means no more staring at a blank piece of paper. You can optimise them and post them on a regular basis. The benefit is, they will have the same effect as your social media posts. They will all attract new sales leads into your lead magnet and they will remind existing sales leads to jump back into your content and start taking action.



Then we use your information to create your 35 x emails. These are designed to create a regular flow of consistent emails that all offer value because they are talking about your product or service and the content that is within your lead magnet. These emails are going out to your sales leads who have already opted in to receive your lead magnet.



Then we use your information to create your 35 x emails. These are designed to create a regular flow of consistent emails that all offer value because they are talking about your product or service and the content that is within your lead magnet. These emails are going out to your sales leads who have already opted in to receive your lead magnet.

Which means they're expecting you to provide them with the solution they were searching for.

These emails will really help to build your relationships that will ultimately increase your conversion percentages. And lastly we provide you with the content for your opt-in page and your specific lead magnet landing delivery page.

We also provide you with the format of these pages, so that you can build them or get us to build them for you.



The opt-in page is your most critical conversion point within the lead magnet journey. This is where your advertising - social posts and blogs will send your new sales leads. Which means it needs to convert cold traffic into interested email subscribers. So you have to get this page right and we provide you with an outline that converts anywhere from 25% to 70%.

And your lead magnet delivery landing page is your next most powerful page for conversions. We use some unique call to action techniques on this page that sends your conversions through the roof.

This is where we complete the customisation of your lead magnet so you can launch. Your lead magnet will automate the conversion of your sales leads into Ideal buying clients, helping you to generate a consistent and predictable monthly revenue for your business.



Which means we are ready to move onto your Transformation. Now that your lead magnet is attracting new sales leads who are consuming your information, you've earned the right to transform them into Ideal buying Clients. It's important to strike while the iron is hot. You want to find the action takers and get in contact with them, either on a webinar or on a call.



This is all about focusing your efforts on selling your product or service and generating a Return On Your Marketing Investment. Let's face it, a digital call-to-action is needed if you want your ideal clients to take the next step. A digital call-to-action is the most important factor when it comes to your lead magnet content.



People buy from people they like, people they trust and know can deliver results, act professionally, and demonstrate value from the get-go. And that's why it's important to deliver webinars, because they help build trust and developing your relationships, and they are the most efficient way of transforming away from the "old limiting" model of trading your time for money, and moving over to a leveraged 1 to many model, that gets you in front of hundreds of sales leads.



Your sales leads won't buy anything from you until you've earned their trust. You need to prove that you're an authority within your chosen field of expertise. As soon as you've achieved that, you will be able to generate a consistent, predictable and profitable revenue growth.

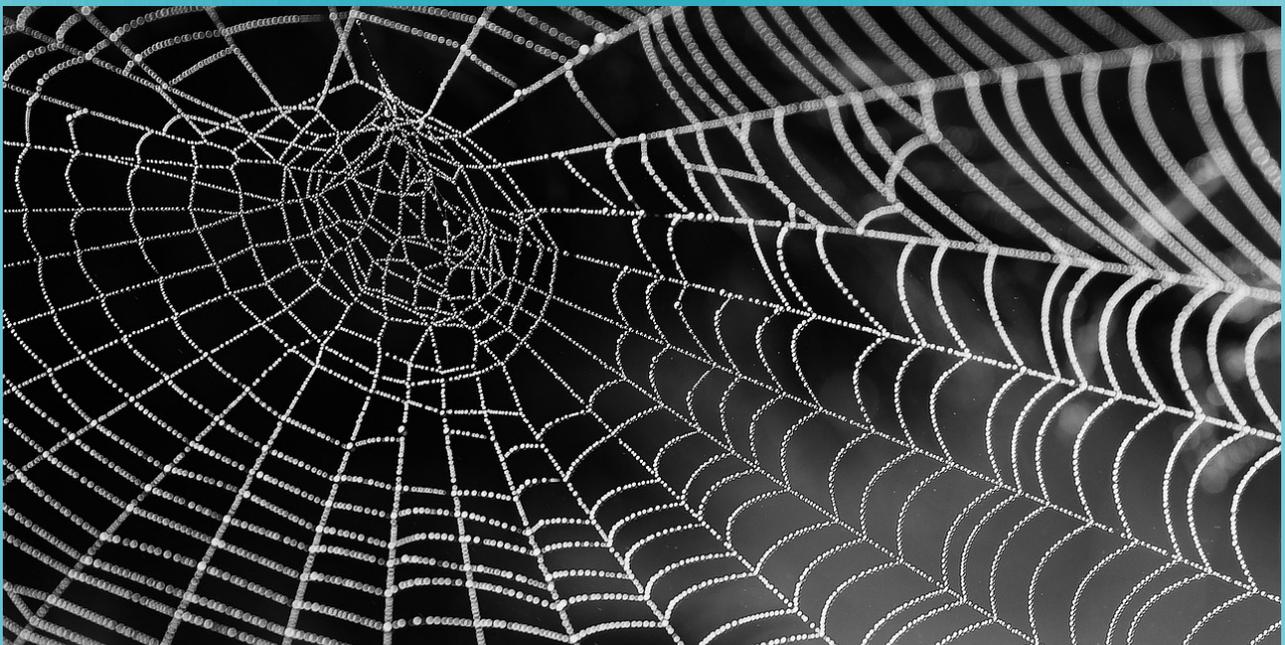
The fact is, generating highly quality sales leads that convert into sales, is constantly getting harder in the online digital world.

Now that your sales leads have consumed your lead magnet and started their learning experience, they are more open to advancing towards purchasing your product or services.

And if your One Thing product or service has successfully resonated with them and connected to their pain state, you have created the perfect synchronicity, of the Right Content, at the Right Time, delivered to the Right Person. Which means selling your one thing product or services becomes significantly easier.



This is why we create your social media posts and blogs, so you can prove how serious you are about your lead magnet. When a sales lead sees that you are active on your social media platforms, it builds credibility and shows that you care. Each post will lead them into your lead magnet or an associated blog post. All of your blog posts will have at least 3 places that promote your lead magnet.



This is how we create your own content spiders web, that's centered around your lead magnet. Everything is connected together and everything is linked directly into it you lead magnet. You can run adverts directly to your lead magnet or directly into your blog posts because you know that they all are directing traffic back into your lead magnet.



The amazing thing about your blogs posts is that they are directly related to your lead magnet content, which means when they do sign up and start consuming your lead magnet, it will continue the same messaging and be exactly what they want to know.



As soon as you start getting more and more sales leads consuming your lead magnet, it's time to educate your sales leads on the importance of jumping onto one of your live webinars or getting on the phone and talking to you. Currently, more than 60% of marketers are using webinars as part of their content marketing strategies. Webinars have exploded in growth over the past few years. And this is why the Growth Funnel Journey Lead Magnet takes full advantage of them.



Which brings us onto the last focus area within your entire map - and that's your conversations. Now that your lead magnet is attracting a steady flow of sales leads, it's the perfect opportunity to give them more of your personal time, experience and knowledge.

SALES IS A NUMBERS GAME AND A CONVERSION GAME

**“You can please some of the
people all of the time, you
can please all of the people
some of the time, but you
can’t please all the people
all of the time” (Poet John
Lydgate)**



Which means as your community is growing in numbers, you need to make sure you are talking to all of them on a regular basis. Otherwise they will just slip away and forget about you.

This is why it's critical to leverage your emails, blog posts and social media campaigns. The most effective way of getting in front of all your sales leads and ideal clients is through webinars.



Webinars also make it very easy to deliver your call to actions. You can get sales leads to purchase your product or service directly from the webinar, or you can get them to book in a call with you - so you can start generating more profitable sales.

It's a simple function of scale, volume and conversion. The more you leverage your time and get your product or service messaging in front of the right sales leads, the easier it becomes to convert those sales leads into ideal buying clients.

So I encourage you to take your Lead Magnet very seriously.

And If webinars aren't already part of your content marketing strategy, it's time to make sure they are.



Webinars provide your ideal clients with more interactive content, as well as enabling you to get their feedback and answer their questions in real time. The more conversations you have with your ideal clients, the higher your ROI.

Your webinars are not only a great opportunity to share tips and tricks that will benefit your ideal clients, but it's also a time to show them how your product or service can help solve their problems and give them a sneak peek of how you can do that for them.



OK, SO THAT'S IT..

**I HOPE NOW THAT YOU CAN SEE
WE'VE TAKEN A LEAD MAGNET
THAT'S INCREDIBLY COMPLEX AND
OVERWHELMING, AND SIMPLIFIED
IT INTO A PROCESS, A SYSTEM OF
3 SIMPLE ELEMENTS, THAT HAVE
AN UNDERPINNED QUANTIFIABLE
RETURN ON INVESTMENT.**

WE WANT YOUR LEAD MAGNET TO MAKE YOU MONEY

**By giving more value to more
clients, and automating it all,
so that it's scaleable and
provides you with a
measurable return on your
marketing budget.**

EACH ELEMENT MAY
SEEM LIKE A BIG CHUNK

**But they're just a series of
simple steps within a map
that's gets your ideal client
from point A to point B.**



AND WHEN WE
INTEGRATE THEM INTO
YOUR LEAD MAGNET

That's when your lead magnet will start generating a consistent, predictable and profitable revenue flow for your business.

THE GROWTH FUNNEL
JOURNEY IS
AFFORDABLE

**Won't take a long to
implement and we do it all
for you.**

IT PUTS A LONG TERM
ONLINE BUSINESS
ASSET IN PLACE FOR
YOUR BUSINESS

**That's a true selling machine,
an automated asset that
leverages a 1 to many model
and when you have that level
of accountability, you know
your lead magnet is going to
convert.**

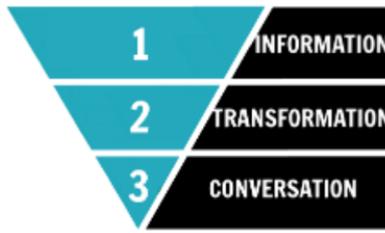
SALES LEAD
GENERATION AND
ONLINE SALES, ARE
ALWAYS A CHALLENGE
FOR ANY BUSINESS

**But, having a growth funnel
journey Lead Magnet system
that's only focus is to
generate your business's
profitable and Predictable
sales - changes everything.**



So, I encourage you to click the button and learn more about our Audit and Mapping call that we offer - it's a fast track solution:

LEARN MORE



THE GROWTH FUNNEL JOURNEY

INTRODUCTION COURSE

Or check out our FREE Sales Funnel and Lead Magnet Introduction Course.

This is our premium service.

Thank you for your time and I look forward to connecting with inside the course...

LEARN MORE