**Creating a Sales Funnel to Increase Revenue**

Hi everyone, my name is Tracy Allen and I'm an impact strategist will with TVA consulting and also a SCORE mentor. We will be talking about creating a sales funnel to increase your revenue so before we actually get started, I want to save that by the end of this, I hope you are realizing that every single day you are being put through a funnel, whether or not you know it in your daily interactions, you are being put through some form of a sales funnel when you interact with retailers or looking at ads on TV or walk into a store. By the time you walk into a store, you are in a sales funnel. Take everything that I say and put it in perspective of your everyday life and you will see funnels are not as abstract as we think. Let's talk about the overview. What are we going to be talking about today? What is a sales funnel and how it works and why. How does that optimize a sales funnel? How to convert prospects into buyers with the final? How to measure the success of the funnel? So, what is a sales funnel? A sales funnel allows you to attract potential customers and bring them into a step-by-step system to get them one step closer to making a buying decision through a series of well orchestrated marketing tactics like automated emails, videos, articles, landing or squeeze pages that do the work for you. Basically, a funnel is something that attracts to check out what you are offering further and once you have their attention, it is up to you to make sure that they understand the value perspective of your particular brand and that you can help them and you provide them with the steps necessary. Once they know that you are the authority and what you are talking about, they can click the button and buy whatever product or service you are selling and increasing revenue. So, how and why do you need a sales funnel? You need a sales funnel to number one, solve a problem like I said before. It can be a product that you need to make your life easier or a service that we need for a business to make something go smoother. We have a problem and we are looking towards other businesses and people that will provide those services to help with that problem. Sometimes we have a problem that we don't even know it's a problem because we think it is annoying until it is identified by another business person and we don't realize it's not something I need to have but I can literally get someone else to do that so your job is to identify problems and to make sure they know how to solve that problem for them. The next thing you want to do is you want to gather leads and leads of people that potentially would want to buy from you in the long term. They don't necessarily want to buy from you right now but there is something in their business that they may want to have salt eventually but because of financial reasons or maybe because the growth scale is not where they wanted to be, they are not in the brine buying process but they can be nurtured into becoming buyers essentially with the right sales funder. The prospect that you are going to get are the people who are getting ready to buy and are looking for whatever you will be selling. If you are able to attract these prospects, it is easy to put them in a sales funnel and by the end of your funnel, get some buyers. The quality of the prospects that you want to attract depends on the lead generating that you create and the quality of the process are the people that actually have the money and are ready to purchase immediately. These are the people that are easier to comfort and convert with the funnel. Gauge the commitment. This allows you to gauge people's commitment to the buying process. Depending on the lead when you actually create your funnel, you can gauge what type of commitment your prospects have to making the purchase. Creating increased revenue like I said before. You have a good lead magnet and at the end of your funnel system, you will be able to get people to put that button and ultimately increasing the amount of revenue that your business will be able to bring in. So, the stages of the sales funnel, the stages are awareness and then we have interest and decisions. Awareness, when we talk about awareness, it is when we create that lead so what is a lead magnet? It can be a free checklist or a video or a blog particle. It is just something that draws that potential client and is something that allows them to see that you are the expert in the area you work in and you can solve the problem that they have so that is what awareness is, bring that client in to seeing that your brand or business has the ability to solve a problem that they are having. Then, once you have them in the awareness stage, you want to wrap up the interest and whatever it is that you are selling and in order to do that, you will do that by educating them and making sure they have all the necessary information that they need to make an informed decision about purchasing from you. By creating the awareness and giving interests, then you want them to make a decision and with decision you are actually making the sale. What is it that you want them to do? You have to tell people what to do or they are not going to do it. If you don't tell people you need to purchase this particular product than they are not going to purchase it. They will just deal with the free information you're giving them without taking the ultimate step of purchasing so the decision stage, you want to make sure they were actually asking for the sale directly and that is not the point or time that you want to be Kurt about what you are asking for. Ask for it directly. That is the action. After the action and after they have made the decision that they want to buy from you and that is the action where they will actually purchase the product and after the action, you want to be able to retain these people so when someone purchases from you, that is not the end of the relationship. The end of the relationship, the relationship never ends. You always want to follow up with these people on your email list. You will take them off the sales funnel list and put them in the general email list where you can continue to nurture them and to stay in contact with them and keep building that relationship so that they can become customers by sending them out in newsletters or a weekly blog post. What is the structure of the sales funnel? The first thing you need to do is know your audience. A lot of people take that for granted and I actually have a blog post about getting to know your audience. You get to know your audience by doing market research. Market research is pivotal to the success of any business. You need to know exactly who you are selling to and why you are selling to them and also why they will buy from you. The way to do this is to conduct market research. It will take a whole lot of work and you can do market research with surveys at working events by asking your client direct questions about what made them choose you and what made them stay with you and most of all, when you are finished with whatever you are doing, you want to have exit surveys so they can figure out what you can do better but you need to do market research so you know exactly who you are selling to and why. The demographic of your target audience is important and you need to know the educational level and what types of jobs they have and how much money they have to spend. All of this is to improve your targeted audiences because you can't sell to someone you don't know. I talked about lead magnets that are things that will attract your client to come in and actually get into your funnel. A lead magnet that you can cut out is a challenge so I currently have a challenge going on on how to make $10,000 in seven days and this is for a nonprofit so that is something for people that are in the nonprofit industry that they can actually sign up for these magnets because they want to know how to make money. Getting them into that funnel is easy and something that is attracted to them and it is solving a problem. Remember that the lead magnet needs to attract people by helping them to solve a problem and giving them something tangible that they can use and implement right away. Creating that squeeze page or landing page. After you have created your lead magnet with video and finding out what is the challenge or the worksheet or checklist, whatever it is, you now need a landing page and that will be a page on your website or through your mail. It doesn't matter what you use but it will be a simple copy that you put on that page and a really nice attractive picture and you just want to ask that person to give you their name and email address. If you can just ask and answer the first thing, go ahead and do that and the least amount of information that the person is due, the more it will be to sign up for the lead magnet. You need the name and email address and that goes into your CRM and then whatever the magnet is is automatically delivered to the clientele. After that lead magnet has been delivered to that process, you will capture the audience information like I said with the name and email address. Nothing else. Please don't answer telephone numbers or email address or anything like that. People will not fill it out. Even if they want it, they won't fill it out. Once you have their name or email address, they should automatically be put into your funnel and you do it on the back and of your CRM. If your lead magnet leads to something that you want to purchase and you deliver that lead then you can decide to upsell or down sell. Up selling and down selling, here is how this works. Let's say I offer a checklist on how to make a cake. Let's just say that. It is a checklist on how to make a cake. You sign up and give your email address and your name and then you go into the funnel and the next thing I will try to sell you is probably a set of cake pans. They cost $45 and that is the sale. You decide that you don't want to buy the cake pans for $45 you declined and you say no or you exit that page and the next email that goes out to you because you declined the initial sale will be a down sell. Maybe $45 because I will program the system to say if that person did not purchase the $45 product then let's down sell them and ask for something at a cheaper rate. Instead of offering a set of cake pans, I may offer you towels that will be sold for $10. That is the down sell and if you did by the cake pan at $45 and you are already showing me or showing the system how I programmed it in the back office that you are willing to spend that $45 or $49 so now I will try to upsell you. You have the cake pans so let's sell you a mixer and the mixer may cost $299. The fact that you are willing to spend the $45 tells me that you may be willing to spend more money so I will try to upsell you. When I offer you the $299 product and you don't buy that, I may down sell you back to the towels that cost $15 so that is how up selling and down selling works. Creating and email drip campaign through automation. The upsell and down so is one form of the sales funnel and the other thing you can do is to create a drip campaign or automation system. When you sign up for the checklist, I will send you a series of seven emails that will take you on a journey, like a customer journey to actually buy the product and you should already have a handout so when you are doing your drip campaign, you will give educational information and things that are of value to that particular clientele so that we can establish your presence as an expert and you can help them to solve a problem. Usually, you need seven contacts for a person to trust you and want to buy from you so you will send out a series of seven emails to the clientele so that you can gain the trust and actually help them to solve the problem with the tips and tricks in that particular area. Then, of course, at the end of your automation, your last two emails will be asking for the sale. Usually the first two emails will be informational and by the third, you are doing a soft offer so you are giving information and asking for the sale which is not a hard sell. It is a very soft sell in the next two emails, you will get information again and the number six and number seven, you will definitely be asking them to buy something. After they have bought or have not bought, you will follow-up on a regular basis to make sure that you continue to nurture your relationship so that they can become repeat customers. Okay, optimizing sales funnel. In optimizing the sales funnel, the sales funnel has three quadrants we like to call it. The first one is the top of the funnel. The top of the funnel is a generation where you will get your lead. Know the problem. What problem are you trying to solve? Before you do anything else, you have to first know who you are selling to and what you are selling and what you are solving. Know the problem that you are selling. In my case, I know when I have nonprofits and social entrepreneurs that I am stuck trying to solve the problem of them creating revenue so that they can create impact so a lot of my lead generations will be about helping them to create revenue. When they see anything that has to do with money, they will click on it and that can carry them through the funnel to get them through the end so they can learn more about whatever it is that you are trying to solve so at the end of the 70 funnel, with the lead generation, my ask is going to be for them to sign up for the course which is called fundraising everything. So, that will be my lead to solve an immediate problem and it will generate 10 in seven days and then I will take them through the process of the sales funnel and giving them valued information and teaching them how to actually generate that in seven days through peer-to-peer fundraising and then once they have been able to achieve that, I have already established the trust and that I have a system that works so here you can buy a more high-end product that will allow you to make even more money. The middle of the funnel is the conversation and this is where you are building up that trust. Again, you will educate them and give them valuable information that they can implement and execute immediately. You will provide that value through video or podcasting or however you want to deliver it. You need to be able to give valuable information that will educate them and allow the implement immediately. We live in a society where we want instant gratification but you have to provide that instant gratification and the comp for station stage and it allows you to build the relationship with the prospect because you will be reaching out so often and they will begin to feel like they know who you are on a personal level. On your blog post, if you decide to use videos, just make sure you have a comment section so they can leave comments and you can respond to them. That will solidify the relationship that you are trying to build with them. Social truth, if you sold the product of service or have had other people use your services before and you have testimonial from them, this is a good way to showcase that by putting some of the testimonials in your emails to these people and let them know that other people respond to these processes and they have come out with positive results. Whether that is to your Facebook feed or whatever it is and wherever you have people that are talking positive about you, you want to be able to direct them to that so they can see what you are selling actually works. Then, you want to convey a certain amount of urgency. People tend not to act unless they have to act. If I'm trying to sell you something in a funnel and I'm telling you you can purchase it whenever you want, that is exactly what you're going to do. Because we live very busy lives, that is when you can decide to purchase the product and you may never because you keep forgetting to. I want to have a sense of urgency and give a timeframe in which you are to purchase whatever it is. So, making sure that you have 72 hours to purchase it or 24 hours to purchase it and make sure you put something like a test top on the backend of your CRM to prevent people from purchasing beyond the date that we set for your end date. At the end of your funnel, this is the acquisition like we talked about before and we had to make sure that we had a clear call to action. This is what I'm selling this is the price of what I'm selling and this is when you need to purchase it by. Make sure the call to action is clear and concise and easy to navigate. Making sure that if I click the button, it takes me directly to the page where I need to put my credit card information into and I have to do is press one other button in the purchase is complete. If people have to go through too many steps to get to the purchase, they tend not to purchase. You want to make sure that the whole system is as easy as possible because if it is complicated in any way, people tend to not press the buy button or they will abandon the cart midway and you will be able to get that sale. At the end, you want to make sure you say thank you. A lot of us tend to forget that so make sure you say thank you for the purchase and that you follow-up again after the purchase and send out surveys maybe about two weeks later to find out if you are selling a product and how people enjoy the product or if they have any suggestions for making that product better or making the service better. Okay, converting prospects into buyers. How do we convert prospects into buyers? The first thing we do is show them that you are the only solution to their problem. We talked about the problem before so what problem are you solving? Is it someone that has acne and they need to get it cleared up? Why should they buy your product over someone else's and the best way to do that is to have that competitive analysis and find out who the competitors are and what they are selling and what price point they are selling at and what the value proposition is. A lot of people think this is underhanded but that is the only way you can stand up from the crowd. Making sure that I understand what you are selling and why I should purchase from you versus the competitor. If you can't make that distinction clear then you will be losing prospects and even if you get them in the funnel, they will not buy from you even though you take them to the funnel system, they will not buy from you because they will not be able to see what your value proposition is and why they should purchase your product over someone else's product. Especially if your services are very closely related to your competitor. Creating a sense of urgency around the offer. Again, making sure that you have the clear act and you are putting a timeframe on it. When you are doing a sales funnel and you put up the lead magnet and you are putting them through the email automated funnel, you want to actually in most cases have some type of sale on your product so whether it gets 20% off for the next five days or 20% off, sometimes people put an even stronger sense of urgency on it so this will only last for the next 24 hours or once you put in your information and there is a countdown timer that may come up and it gives you 15 minutes to make a decision. After that, you will not be able to purchase a product at the sales price anymore. There are different ways to create a sense of urgency and if you look at infomercials, that is a clear way to understand the sense of urgency and a lot of times they will tell you if you don't purchase this product or if you purchase this product within the next 10 to 15 minutes, you can get an additional bonus or at the sales price or whatever it is. That creates a sense of urgency and you want to do the same exact thing within your email funnel. When you have your first two, the first emails you will send out will be educational emails in the form of maybe you doing a live video that you will be purchasing but it has to be informational and it must give something that your customers can implement so that they can make a change in their business. We want to make sure the first two emails are extremely impactful. Again in the third email, that is where they will ask for a soft sale and they will give information and then you will actually ask for that sale. Okay, measuring the success of the sale funnel. How do you measure success? The first thing you will do is average the size of the sale. How much are people spending after you take them through the funnel? The sales cycle and how long it will take from the clientele. How many people were buying the purchase and you have to take it through another sales cycle for them to purchase it and the conversion rate, how many people go through your funnel are actually purchasing whatever it is that you are selling. The closing rate and how many people are you closing within the first half of your funnel or the last half of your funnel because remember halfway through the funnel you are doing a soft sale so get the first two emails to sell people on whatever it is you are trying to sell or do they need to go all the way to the end of your funnel which is the sixth or seventh email in order to actually purchase your product or services? Are people buying your upsell and how many people are buying the upsell? Return buyer rate with the purchase and they keep in contact through the newsletter and the weekly posts and how is it returning and purchasing from you again? With the newsletter and the weekly email if you are setting out weekly emails like everyone does, you are promoting some type of product or service and how many people are actually returning and buying from you again? You need to know your buyer return rate and how many of your sales are actually coming from referrals? After people have gone through your email sales funnel, how many of those people are so satisfied with whatever it is that you offered that they actually want to head and they referred other people to your business in order to get the products and services that you are offering. That is basically it. Again, let's recap. In the sales funnel, you are going to create a lead of magnets to bring your clientele in and after you have brought them in with the lead magnet, you will have them go to the landing page or squeeze page where they will put in their email address, their name and email address. After they put their name and email address or whatever it is that you promised to send them, usually it is an additional product that will be delivered automatically because you will have them in the back office of your CRM so the product will be delivered and then the sales funnel begins. So, they will send out a series of eight emails with seven contacts for them to know they can trust and people have been watching you on social media and following your business for a while. The first two emails will be educational and the third one will be educational and soft act and the fourth will be an educational email again and then the fifth email, the fourth and fifth email will be educational and the sixth and seventh will be you asking for them to purchase some type of product or service from you. That is the general basic bill. You can get them to purchase from you and increase your sales and remember that no matter whether they buy something from you or not, you always want to follow up with your clientele to make sure that you continue to build and nurture that relationship. I am ready for some questions.

 Sounds great. We will go ahead and move into the Q&A portion of this webinar. In this time remaining, we will do our very best to address as many questions as possible. We do typically have more questions than time allows us to answer so in the event that we are unable to address your question during this live webinar session, we recommend that after the session, to connect with your SCORE mentor who can assist you further with your questions and business needs if you are not already working with a SCORE mentor , all you need to do is go to www.score.org/findmentor. With that, let's go straight to the questions. The first question comes from Dan and he is asking if the sales funnel would look different in the tidbit environment?

 It would look different in the part of what you are putting in the funnel itself. That is the only part that would actually look differently. You still need a lead magnet to get them into your funnel because you are still trying to sell them something and you still need to create value within the actual funnel for them to be converted into clients.

 Okay, Tracy, our next question is from Tracy. Tracy is asking if it is risky to cut a customer by time off especially if they may come back later to purchase and then cannot?

 It is risky but creating that sense of urgency, think about yourself. When every week, different retailers have sales and they have deadlines because they want you to come in and buy immediately, they have sales goals that they need to meet to reset week and that is the reason for the sale. If they get a sale go on forever and ever, that becomes the actual price and no longer a sale price. It is risky to have deadlines but people know if they don't do something in a certain amount of time that there are penalties to be paid and that just means that yes they will come back, it doesn't mean that they won't come back but when they do it will not be at the price that you offered the first time around and if they really want the product, then they will buy it at the original price if they missed the sale time and that happens all the time.

 Next question is coming to us from Shaundia asking if it is necessary to have a website.

 Absolutely not, you should have a website. You really should have a website but you don't have to have a website in order to have a sales funnel. So, if you use a free platform like Milton, they have beautiful landing pages and you would have to pay for the automation like $15 a month that they have beautiful landing pages that you can create and have people go there. They can put in the information and that can automatically get put into the funnel.

 All right, next question is from Mikeeva. She says people are inundated with emails so is there a way to make sure that hers doesn't get buried?

 There really is no real way to make sure that yours doesn't get buried. One of those things that I do is when people come into -- let me back up. When people accept the lead magnet and put their information in, they are expecting that they will be sending them something via email immediately so they will be looking out for it and most people look in the junk mail to see if it doesn't come into the box immediately and one message you can put is please add us to the contact list so that we do not miss any of the emails and if they really want to interact with the business, they will add you to the contact list and that will guarantee your emails not going through different inbox.

 The next question is coming from Ricardo and Ricardo wants to know if you can suggest the best tools or best ways in finding leads?

 The best tools and the best way, so, the best way to find leads is like I said in the presentation knowing clearly, sorry, my voice is cracking, knowing clearly what the problem is that you are solving. Once you know what problem you are solving, then you need to create a lead magnet around that problem. Making sure that the lead magnet is going to solve an immediate issue. Like I said, checklists are a great thing and people love checklist because it is not a lot of reading and they can go through it and get things done immediately. You are not giving them the whole thing but literally giving them a piece of the pie and if they are satisfied with that then they will keep coming back for more. The point is to give them something that they can implement immediately and once they get that instant gratification, they are going to be more apt to listening or absorbing whatever it is that you are talking about within the email funnel and then they are going to buy it.

 Okay, this next question is by Olbayalou wondering about the campaign and if this is weekly or what is the time interval?

 There is no steadfast rule for the campaign. I can tell you what I like and what I have seen that has been very successful to me. When I do a lead magnet and someone comes in, they can put in their email and offer is sent out immediately with a thank you and telling them to make sure they add it to the contact list so that they don't have any of the emails that will be coming later on. For instance, they will get their first email which is an introductory email and then they know they will get seven more emails after that with videos teaching them the process to get to the 10K and I like to send those out on a daily basis. I find if you put people through that funnel and put them through a funnel one email per day or no more than one email every other day. You don't want to prolong the funnel over a long experience of time.

 Okay, Tracy, we had a lot of questions come in regarding CRM's. Some asking what is a tram for others asking if you could provide options that you know about that are extensive or that they can use.

 CRM is a customer relations management tool. It is the system that most companies use and not most companies but all companies used to keep in contact with you via email. Some of these CRM's are very popular especially for entrepreneurs because you are able to use it free of charge up to 2000 email subscribers and once you get into wanting to do automated systems, you will have to pay a price for that. Right now, I don't know of any CRMs that have free automation anymore. Milton had it for a while and they put it back to their paid. Punjabi is another one that is pretty good but it is expensive. Convert tip has another and report is another one. Converted is very good because it is easy to use. They already have all of the built-in templates but so does Milton. What is another one? I can't remember but those are the ones that I would recommend. Either using a convert kit or a Weber or Milton and to me that is the best to use. It is easy to use and the least expensive ones you stay under 500 email subscribers. After that, it becomes very expensive.

 Okay, that is great information. Thank you, Tracy. This next question is from Karen and Karen says that during the presentation you were referring to seven emails and in the handout it shows six emails and Karen is just wondering what the seventh email is.

 The seventh email is the very first email where you vet people for signing up for your emails and your email list. You send them whatever it is that you promised you would send them and you let them know to look forward to the other six emails. That is why I put that when they are. It is the initial email.

 Okay, this next question is from Tammy asking if there's any software that exist to assist with creating and maintaining sale finals?

 Yes, the convert kit does that very well. Convert kit is just for that sales funnel. It is set up to be a funnel system but almost every single CRM system out there now has some type of automated sales funnel system built into it. You just have to sit down and look and see what works for your business and what price point more than anything else because some are very expensive. Like I said before, what price point works for you at this point.

 Okay, Tracy, or next question is from Karen and Karen is asking after the third email, you can offer a soft ask or soft sale, can you offer and what might that be?

 Whatever it is that you are trying to sell at the very end of your sales funnel is what you will ask them to buy on the fourth email. You will ask them to purchase it but you will not say by now. You will have your content in the email and really navigate around the soft offer. In the last two emails, there are hard offers. You are saying this is what I'm offering and this is the Pro of getting this offer. This is what you will learn and this is what you will be able to do so here are the objectives and the goals and the outcomes of whatever it is you are selling and here is where you buy it. In the soft offer, you will not be that forward. You are going to kind of come around it sideways and ask them to purchase without asking them to purchase. You are going to be putting a link in the soft offer that takes them to probably a landing page that explains more about what you are going to sell. When they go there, if they want to purchase at that point in time, they will go ahead and purchase it but you will not say by now.

 Okay, next question, what if your lead magnet isn't receiving any traffic?

 If your lead magnet isn't receiving any traffic, that is because the copy is not attractive to the restrictive client so you may need to go back and change your copy to be more enticing to the people that you are going to be trying to sell to. Another problem is that you probably have some gaps in knowing who you are actually selling to. When I talked about market and doing market research and really getting to know who your target audience is, if the lead magnet does not appeal to the target audience than they are not going to click on it.

 Okay, this next question is from Eva and this is about the seven follow-up emails. How do we decide on these? Are there packages that you can choose from or must we create these?

 The seven follow-up emails will be things that you're going to create yourself on your offer. Some people do offer sample emails that you can tailor to your specific business and product but I think it is best to create them yourself so you can use a blog post if you are blogging on a certain topic and you have a service that is related to that topic and you want to include those because they are informational and they will give you more information to actually make that final decision. Say you are selling soap which helps with acne, you want to give information in email number one about some of the properties of tumor again maybe email number two, you want to tell me how it is good for the skin and maybe an email number two or number three, you want to tell me about turmeric being added with some herbal substance and how it helps with acne and you want to send me to your page. I hope that helps.

 Okay, our next question, this is from Holly and Holly is asking if there should be a timeframe to run a funnel and then stop or is it something that is constantly evolving?

 You definitely want to have a timeframe in running your funnel. That is why I suggest the seven emails because of the psychology behind seven contacts being how long it takes people to know I can trust you. If you run one funnel and let's say 1000 people signed up for that and you ran it and maybe 100 people actually bought the product, you want to take those 100 people out of that funnel and put them into the general email list and maybe they can put the 900 people that didn't buy anything back to another funnel but it should always have a timeframe of seven emails or eight emails or nine emails. It has to have a timeframe.

 This next question is from Leeanna asking if you can have multiple funnels at once.

 Absolutely, you can have multiple funnels at once, especially if you have multiple products or if you want to test to see which one works better.

 With the tools that you mentioned earlier for sales funnels, do the tools and resources allow for multiple funnels at the same time?

 Yes, they do. They do, you just have to set it up correctly. That is getting to know what other CRM system you choose, getting to know the backend of the CRM so you can set up your testing . Most of them do. I know for sure I can do that in the Milton and you can do it and convert kit.

 Okay, we had several questions from consultants in the audience asking if you can give any insights about how consultants can use the sales file. Is it any different?

 I am a consultant and I use my sales funnel to sell my service list. I have a lot of courses for most of my services and they have a course that goes along with it. People can choose to work with me on a one-to-one basis or they can go through one of my courses so the sales funnel that I set up takes them in either direction. My call to action at the end gives them the option and in the sixth email I will give them the option to work with me on a one-to-one basis with consulting and in the seventh email I will give them the option to actually take the course. For some people, working with you one on one is not ideal. They can just take a course and go back and listen to it later on and whatever. That is a good way as a consultant to use your sale funnel.

 Okay, next question, this is from Robert asking if you can discuss using this process for a service business versus a product based business? Tracy?

 Hello? Hi Tracy, are you there? Did I cut off? It cut off for just a minute but we can hear you now.

 Okay, just making sure that your lead magnet relates to one of the services that you offer and your whole entire funnel is surrounding that problem and then sending that direction with the consulting services. So, booking an appointment with you. I have funnels that are two step funnels. I just want you to give me your email and your name and then the next step is me asking for a sale. It depends on what the lead magnet is and how strong the lead magnet is but my next step would be asking for the sale because I need to take you through the entire funnel to get the particular sale. You can play around with it. Do a lot of testing. Your copy is what you write to get people to read what you have and actually sign up. There will be a lot of data testing with your copy and a lead magnet and your actual funnel.

 Okay, so those are all the questions that we have time for today. If we did not have a chance to address your question during this live webinar, we recommend connecting with your SCORE mentor were going to score.org to assist a mentor with your business needs. The SCORE mentor program is a free service for the license of your business and as a reminder, a link to the recording of this session, the presentation slide deck and the bonus handout, sales funnel handout will be provided and sent to you all in a postevent email. We will send that out just after the webinar ends today so be on the lookout there. On behalf of SCORE, I would like to thank you all so much for taking time out of your day to attend today and I would like to give a very special thank you to Tracy Allen as well for your time and volunteering for SCORE and presenting with us. Tracy, thank you so much.

 You are welcome, thank you for having me.

 Thanks again everyone and we hope you have a great rest of your day. We look forward to seeing you next time.

 [ Event concluded ]