

Your Product Marketing Funnel

The Product Marketing Funnel is the soul of client attraction and manifestation in your business. It is the open channel for people to find you, become emotionally engaged with you, and discover how to dance with you.

The 9-Steps of the Product Marketing Funnel:

1. Shine your light so suspects can find you
2. Give them a profound experience of you that inspires them to want more
3. Make an invitation for them to be your customer
4. Deliver Value Ongoing
5. Serve them
6. Invite them
7. Serve them
8. Invite them
9. And so on...

Thus, our goal in the next 14 days is to map out the systematic channel for the first four steps of the Product Marketing Funnel:

1. *Shine your light so suspects can find you*
2. *Give them a profound experience of you that inspires them to want more (converts them to a prospect)*
3. *Make an invitation for them to be your customer (converts them to a customer)*
4. *Stay in touch with them (prospects and customers)*

In order to effectively do that, we need to understand what you're ultimately going to sell them – your Core Product.

Consider the way people buy. In order for your target market to make the decision to buy your core product, what experiences would they need to have with either you or your product, before they could make a buying decision?

What experiences could help them both rationally and emotionally?

Rational Needs:

- They need to believe that the product/service you offer works
- They need to have confidence in you, the business owner
- They need to feel that the price is reasonable
- They need to feel they are making a smart decision
- They need to believe their decision to purchase is logical

Emotional Needs:

- They need to have a taste of the feeling they will get by using your product or service (the feeling they hope to feel when they receive core benefit of using your product)
- They need to feel a sense of hope (that what they hope to achieve through your product is possible)
- They need to feel relief
- They need to feel safe
- They need to feel excited and motivated in some way

People make decisions emotionally, and then the rational side of them needs to agree. People always buy for emotional reasons. Thus, it is important to satisfy both of these needs in your selling process.

ACTION: Make a list of the emotional needs and the rational needs a prospect will need to have satisfied before purchasing your Core Product.

ACTION: Now that you know the emotional and rational needs you need to satisfy, make a list of possible experiences you could provide in your sales process that would deliver these rational and emotional needs.

Three examples:

Example One – For group coaching, a prospect is unlikely to commit to a long-term coaching relationship (\$800/month for a year) with me until they have:

1. Experiential Needs:
 - a. Experienced me coaching in a group setting before
 - b. Read about the specific results they will receive
 - c. In some cases, they will need a phone conversation with me to make sure they feel clear and certain about their decision
 - d. They will feel more certain about becoming a client if they download and read the WCB starter kit

Example Two – For 1-1 coaching (\$1800+ per month), a prospect is unlikely to sign up for a coaching relationship with me until they have:

1. Experienced a strategic planning session with me one-on-one and discovered the value provided in a coaching session
2. They need to feel like they're going to generate new revenues that exceed what they are paying me – thus I ensure to map out revenue generation ideas in the strategic planning session
3. Recognize me as leader in my field (and understand the higher coaching fees) either by attending a WCB community call, learning about me from a client, or receiving the WCB Starter Kit

Example Three - As a consultant (\$5000+ per month), a company is unlikely to hire me for high dollar services until they have:

1. Met me and seen what I can offer first hand
2. Present a detailed proposal with a very clear list of deliverables and objectives
3. Reviewed my credentials and case studies and feel I can deliver the results promised
4. Had time to sit on it for at least a week and in many cases several months

After you've identified what a prospect will need in order to sign up as a customer, then you can map out the tactics of your Product Marketing System.

Design the First Four Steps

Let's take now to decide on the marketing tactics that will make up the first 4 steps of your Product Marketing System.

STEP ONE - Shine your light so NEW people can find you

To get the biggest and fastest results for the energy expended, I'm going to invite you to select an ACTIVE marketing channel that brings people systematically to your door.

Your active marketing channels are most important. They are from where the majority of your business will come. The active marketing channels enable you to provide the strongest light from you – the lighthouse.

Active Marketing Channels:

- Speaking (talks, workshops, teleclasses) to new groups of people
- Forming Strategic Alliances who can tell their contacts about you
- Structured Networking, like BNI or Le Tip where you meet weekly with the same group of people and work together to develop mutually rewarding business referral relationships
- Articles written for well-known magazines, online forums, and other periodicals
- P.R. campaign that reaches out monthly to 100 or more media channels; generally we recommend hiring a publicist if you intend to make P.R. your primary Step One Tactic
- Being interviewed on radio shows on a weekly or monthly basis (again, the key is to reach new people through different radio shows)
- Website (only if is optimized for web traffic – *otherwise* it becomes passive)
- Strategic Social Media (LinkedIn, Facebook, etc.) – only if it is truly strategic and not just idle, passive hanging around and checking out profiles

Some marketing tactics achieve faster results than others. We that in mind, we recommended that you select one of the following as your primary Step One Tactic:

- Speaking
- Teleclasses
- Strategic Alliances
- Structured Networking
- Strategic Social Media

The key here is that you are marketing to people that don't already know who you are, in addition to your existing prospect/client list.

It is recommended that you select **one active marketing channel** for the next few months, and really develop it really, really well. Once your results are churning, you're used to taking the actions involved, you can add another. Adding more channels tends to be overwhelming and ineffective.

Remember that focus and simplicity are the name of the game.

STEP TWO - Give them a profound experience of you that inspires them to want more (converts them to a prospect)

Depending on the active marketing channel you selected, consider the best way to give your prospects a profound experience of you.

The goal here is to get your prospects to convert to build trust and serve them in a profound and unforgettable way.

Decide here and now, how you can give them a profound experience of you.

Profound Experience Tactics:

- Provide an amazing talk that really gets them wanting more
- An online carrot – eCourse, audio download, worksheet, or some other giveaway
- Monthly teleseminar community calls
- A complimentary session or consultation
- A free service
- A coupon for a free service
- Blog

Your profound experience is the glue to the Marketing System. It is what ensures customers will say yes to being your customer.

STEP THREE - Make an invitation for them to be your customer (converts them to a customer)

Tactics:

- Sales letter that makes the invitation
- Sending them a proposal with pricing and a call to action
- Inviting them to be your customer directly (in person or over the phone)
- An email autoresponder that invites them
- A tele-sales person who asks for the sale
- Announcing an offer at a speaking engagement for back of the room sales

STEP FOUR - **stay-in-touch system?**

It is also important that you develop a strong, **well-coordinated stay-in-touch channel**. Considering that it usually takes repeated exposure to your product before a prospect will buy, you want to make sure that you provide more than one interaction with prospects.

Stay-In-Touch Marketing Channels:

- Ezine
- Printed Newsletter
- Using a carrot – eCourse, free reports, assessments – where you require them to provide contact information in order to get a freebie
- Making regular follow-up phone calls
- Mailing periodic announcements

Setting Goals For Your Product Marketing System

Your Product Marketing System is intended to do two things:

- (1) Attract and enroll plenty of prospects
- (2) Invite and convert plenty of customers

The question is...

What is your definition of plenty?

In 30 days?

In 90 days?

In 12 months?

Most business owners focus only on the number of customers they'd like to enroll. While this is an important number, focusing only on the number of customers you want can often be counter-productive.

That's why we also focus on the number of prospects you'd like to enroll. Why? Because attracting and enrolling prospects feels energetically easier for most people, because you're not asking them to do anything but accept something for free from you, in exchange for their contact information. We are less "hung up" emotionally about giving something away, than we are about asking people to buy from us.

ACTION: Set goals of plenty for yourself. How many prospects and customers would you like to attract in 30 days? In 90 days? In 12 Months?

Next Steps

Over the next week, gather information while listening to your heart about each marketing tactic. Which ones resonate with you? What feels like a natural extension of who you are and you're your natural talents are? What will resonate with your Authentic Customer? Where does your Authentic Customer spend time? And how does that play into selecting the best marketing tactics?

The goal is to have four tactics for each stage of the Product Marketing Funnel.

Also consider your 30-, 90-, and 12-month goals for your Product Marketing Funnel.