

## Tune Your Product Marketing Funnel

With one week left in the program, it's time to **turn up the volume of flow and abundance** in your system.

The way to do that is **NOT by doing more, more, more.** The ways to do that is by honing and tuning your system.

During the past several weeks, we've been focused on implementing your Marketing Funnel with the first 5 steps:

- 1 – Shine your light so new prospects can find you
- 2 – Give a profound experience
- 3 – Make an invitation
- 4 – Your Core Product
- 5 – Stay In Touch

Pat yourself on the back for taking the time to consider and implement a strategic, integrated, customer-focused system of attraction.

Hopefully you've made great leaps forward in demystifying the process of bringing people into your funnel and converting them to customers.

Without a clear marketing funnel, marketing is unpredictable. However, by having marketing funnel, you have a system that continuously brings new people into your funnel and converts them to qualified prospects, and eventually onto becoming customers, and later onto becoming clients.

A well-executed Marketing Funnel is driven by consistent, repeatable actions.

### **Here's the thing to understand:**

**If you do what's on your list, you will get results you can predict.  
If you don't, your results will be unpredictable.**

Now that you've started using your Product Marketing Funnel, you might have started to run into challenges, or noticed some bottlenecks.

**Today we want to release those challenges and bottlenecks,** so your funnel can start flowing.

To do this, we are going to review the Product Marketing Funnel for each of you. Specifically, let's look at the **Funnel Activation Matrix**.

**Our aim today is five primary things:**

- 1) Take a look at your current Funnel – look at the Funnel Activation Matrix document
- 2) Identify your abundance sweet spot
- 3) Eliminate anything unnecessary, extraneous, or that can wait until later
- 4) Re-Clarify what you do when
- 5) Measure and hone results

**Step One - Take A Look At Your Current Funnel**

Take out the Funnel Activation Matrix. It has three important pieces of information that you need today:

1. The first 5 steps of your funnel
2. The list of preparatory actions needed for your funnel to function
3. The list of ongoing actions needed to keep your funnel flowing

**Step Two - Identify Your Abundance Sweet Spot**

There is likely one or two key places in your Product Marketing Funnel that, when you focus on them, will bring easy and abundance to you naturally. These are your Abundance Sweet Spots.

**Your Abundance Sweet Spot is where you are able to stand in a place of abundance while asking the universe for more.**

Let’s determine where that sweet spot is for you. It’s usually has something to do with the Second Step of your Product Marketing Funnel.

Let’s look at the three examples listed in the Funnel Activation Matrix document.

**Example #1**

- Step One - Teleseminar Swaps with Partners
- Step Two - Free Introductory Teleseminar entitled, “Be Debt Free in 12-Months”, that includes a 10 page follow-along workbook with 3 follow up exercises (digital download)
- Step Three - Verbal invitation at the end of the Free Introductory Teleseminar
- Core Product - The “Be Debt Free in 12-Months” Program – membership program with 2 group teleseminars monthly for \$59/month

- Step Four - Free “Be Debt Free” Checklist and Community with weekly free teleseminar calls featuring a guest expert addressing the topic of money

The sweet spot in this example is focusing on giving “Be Debt Free in 12-Months” teleseminars. For this client, let’s call him Joe, I would recommend shifting almost all his focus on reaching out to partners to schedule as many of these teleseminars as possible.

There are two reason why this is Joe’s Abundance Sweet Spot:

1. He’s offering his partners something that will help them – an opportunity to speak to his community and reach new prospects
2. He’s creating the opportunity for Joe to do what he does best – shine his light

If Joe’s primary focus is scheduling teleseminar swaps, he is golden!

### **Example #2**

- Step One - Structured Networking for Referrals - Every month, referral partners hand out “Free Thriving Goddess Home Assessment” cards to their customers. To entice new partners, Olivia gives 3 Free Thriving Goddess Home Assessments to potential referral partners
- Step Two - “The Free Thriving Goddess Home Assessment” to reveal her specific Goddess Influence and explore the types of objects, colors, fragrances, and textures their goddess type needs to thrive. The prospect completes a written assessment before hand. At the 1-1 meeting to explore the findings, the prospect also receives a small gift – a particular stone – representing the specific goddess energy needed in her home. Olivia gives three of these sessions to new prospects each week.
- Step Three - Written Proposal presented during a follow up meeting
- Core Product - Goddess Home Decorating Service for \$2500-10,000
- Step Four - Goddess Home Ritual – A free 5-page instruction guide via opt-in on the website; also signs them up for a weekly eZine giving goddess at home tips

For this client, we’ll call her Olivia, where is her Abundance Sweet Spot?

That’s right! Giving six Free Thriving Goddess Home Assessments per week – 3 to referral partners and 3 to prospects.

### **Example 3#**

- Step One – Social Media – Maria reaches 138,000 people per month by offering them support on whatever they’ve expressed need (in her market, of course) and by subtly inviting people to receive the free carrot on her website. To do this she makes 17 touches daily (comments in large groups, status updates, new friend invites, comments at Centers of Influence) ; 3 specific touches weekly (RSS feed blogs and new pictures); and 1 additional touch monthly (video)
- Step Two - Online Free Carrot – “Top 10 Mistakes People Make When Selecting A Niche” - it contains 3-4 links to the sales page
- Step Three - Sales webpage where someone can buy
- Core Product - “Niche And Prosper: 5 Steps To Discovering Your Niche and Attracting 10 New Customers in 60 Days” 3-CD Audio Program- \$89
- Step Four - Blog connected to RSS feeds that go into Facebook, etc.

For Maria, where is her Abundance Sweet Spot?

That’s right! The touches she makes daily, weekly, and monthly. By doing these touches, everything else takes care of itself.

**ACTION: Identify your Abundance Sweet Spot.**

### **Step Three - Eliminate Anything Unnecessary**

First off, I invite you to go through the list of Preparatory Actions you have listed. Check off all of the items that are complete.

Take a moment and acknowledge yourself for this.

Now, let’s take a look at the incomplete preparatory actions on your list.

Sometimes when we start with the Product Marketing Funnel, we are overly ambitious about what we can reasonably accomplish. We think we need more bells and whistles than we actually do.

- ***Ask yourself, which of these remaining preparatory actions is truly essential. Is there anything you can remove from the list, or push it off to later? What is non-essential?***
- ***Look at the Preparatory Actions you have left. How can you simplify them? Trim off any bells and whistles? Have fewer moving parts?***

Now look at the list of Ongoing Actions. Which actions are you already taking consistently? Circle them.

- **Ask yourself, which actions will give you the most powerful results? Put an asterisk next to them.**
- **Notice if there are any actions that have an asterisk, but no circle. What would you need to do today, to start doing these critical actions this week?**
- **Now ask yourself what can be eliminated from your Ongoing Actions? Any actions that have no circle and no star? Any actions you circled but see aren't really that important? What could you take off the list for now, and perhaps add back in later?**
- **Look at the remaining actions and see if there is anything you can do to simplify them? Fewer bells and whistles? Fewer moving parts?**

## Step Four - Re-Clarify What You do When

Now that you've identified where your Abundance Sweet Spots are and you've eliminated anything unnecessary, it's time to re-clarify what you do when. Update your Funnel Activation Matrix so that it works for you.

## Step Five - Measure And Hone Results

Once you get your funnel up and running (or even parts of it up and running), it's important to see how it's going. Remember that in Module 6 you estimated the effectiveness of each step of your Funnel. Now it's time to find out what the actual effectiveness rates are.

Use the last column of the Funnel Activation Matrix to capture data.

**ACTION: Go down the "Track Your Results" column of the Funnel Activation Matrix now, and write down the results you've seen thus far. Measure the # of times you do each of the Ongoing Actions Listed. Determine your effectiveness rate moving from one step to the next.**

As you do this, you'll be able to do two things:

- (1) improve your estimated rates of success, which will help you determine if more activity is needed to meet your product sales goal
- (2) Identify ways to improve your success rate by honing what you do – improving the elements of each step of your Product Marketing Funnel

- **What are the observations you can make right now about your funnel? What's working what's not?**

- ***What simple adjustments can make to improve your success rate?***