

SIMPLIFY & SCALE

THE 6-FIGURE FUNNEL PLAYBOOK: THE TWO FUNNELS YOU NEED TO SCALE

Map out the two funnels you need
to take your business from
struggling to successful!

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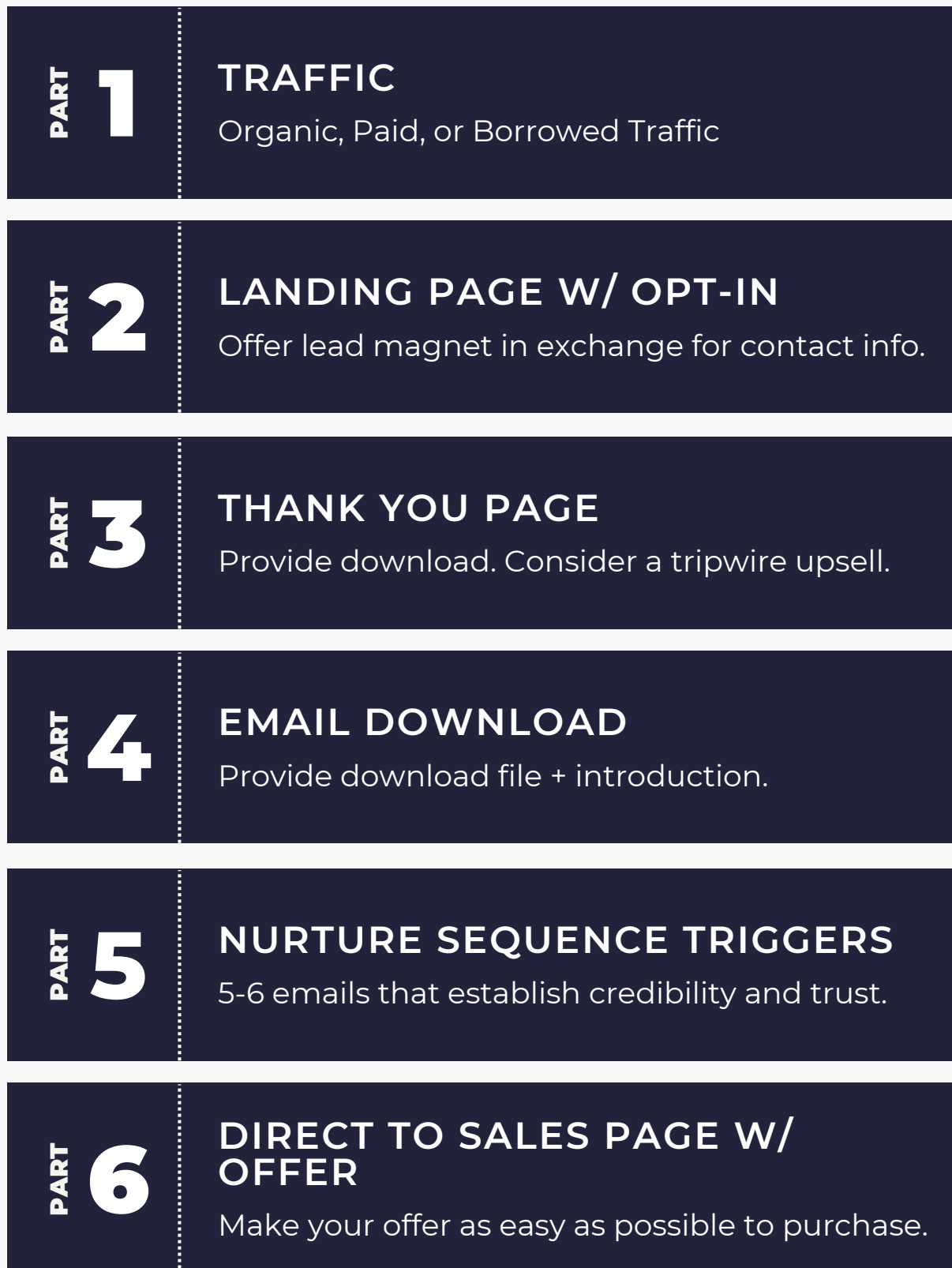


First, watch the video so you exactly how to use these bonus resources to help scale your business.

[**Watch Now**](#)

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LEAD GENERATION FUNNEL BLUEPRINT



BRAND FOUNDATIONS WORKSHEET

Question 1

Who is your dream client?
Write all the details below.



Question 2

Where can you conduct
market research to learn more
about them?



Question 3

What are their biggest pain
points and challenges?



Question 4

How can you solve their problems
and provide solutions through
your products/services?



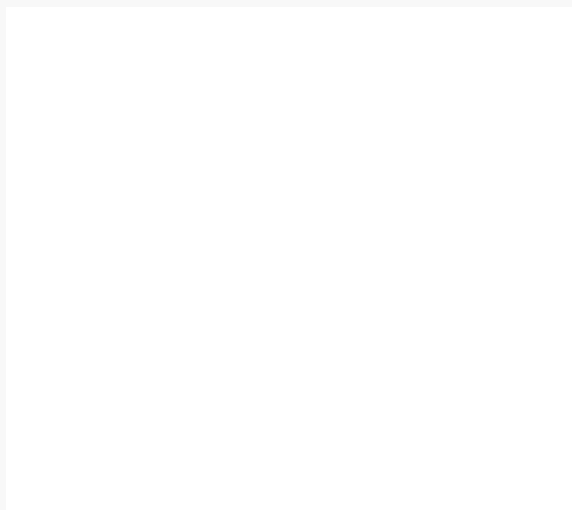
Also, consider:

What are your brand values and how do they align with your dream client's values?
What is your brand voice and tone, and how will it be reflected in your messaging?

MARKETING STRATEGY WORKSHEET

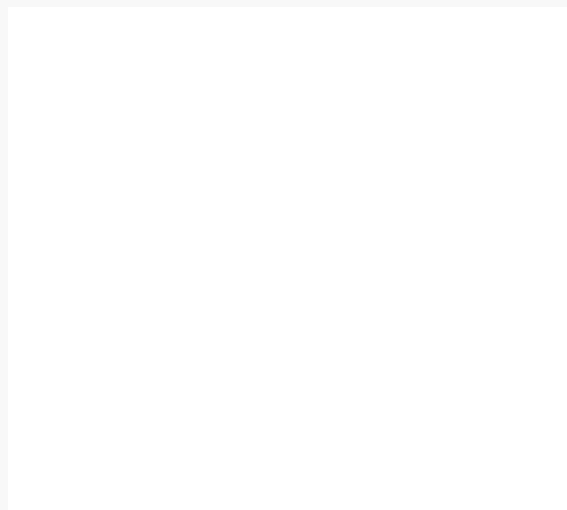
Question 1

What are your marketing goals?



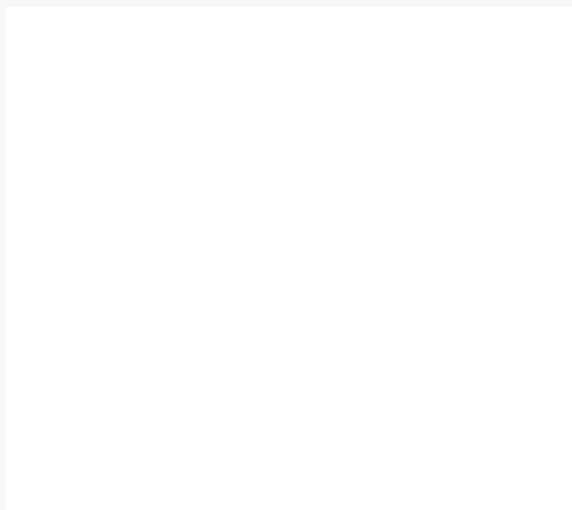
Question 2

How will you engage and connect with your audience?



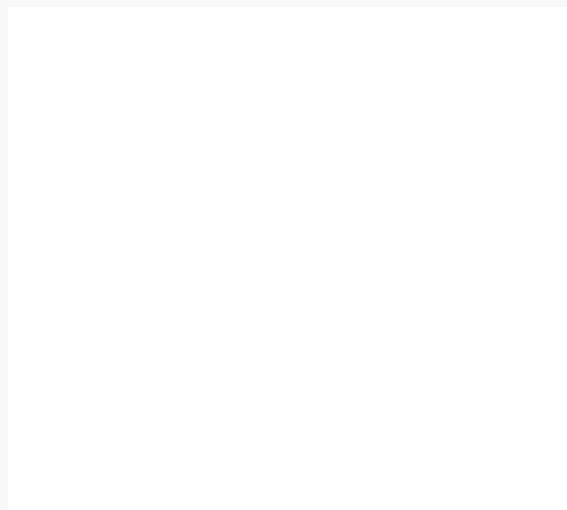
Question 3

What channels and tactics will you use?



Question 4

How will you measure success and track progress?



The most important question to ask when creating a marketing strategy is: "Who is our target audience?" Understanding your target audience is crucial because it forms the foundation for all your marketing decisions.

PROCESSES WORKSHEET

Question 1

Which processes are repetitive and time-consuming?



Question 2

Which processes are essential for delivering a consistent customer experience?



Question 3

Which processes are prone to errors or inconsistencies?



Question 4

Which processes can be delegated or scaled effectively?



LEAD MAGNET + OFFER WORKSHEET

Question 1

What type of lead magnet would be most appealing to your audience?



Question 2

What is the specific problem your lead magnet solves for your dream client?



Question 3

What is your core offer and how does it benefit your dream client?
What is the price point?



Question 4

What is the goal and the call to action for your lead magnet?



Also, consider:

What makes your offer or lead magnet unique compared to your competitors?
How will you deliver your offer or lead magnet to your audience?

NURTURE + SELL WORKSHEET

The nurture sequence helps build trust and authority with your audience, while also providing them with valuable content that keeps them engaged. This layer is also where you can showcase your products or services and guide your leads toward making a purchase.

What specific steps can you take to build trust with your audience?

What strategies will you use to ensure that your sales pitch feels authentic and not pushy?

What types of content will you create to nurture your leads and build relationships with them?

What objections might your leads have to your offer, and how can you address them in your email sequence?

What is your ultimate goal for your nurture sequence?
What action do you want your leads to take?

How will you continue to add value to your prospects?



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HOW TO GENERATE MONEY WITH A SIMPLE EMAIL SEQUENCE

When constructing a sales funnel, email plays a pivotal role in shaping your conversion rate.

Instead of solely concentrating on nurturing your audience through content marketing, email marketing empowers you to connect with individuals who have explicitly opted in for your offerings. This not only enables you to establish trust and foster relationships but also provides a platform to effectively sell to them, ultimately leading to revenue generation.

Here's an effective 5-email sequence you can use to your prospects into clients.



EMAIL ONE

Send Resource & Say Thanks Creatively

Goal: To start the engagement and offer value upfront.

Reason: Beginning with a freebie provides immediate value to the subscriber and encourages goodwill. It sets a positive tone for the rest of the sequence.

Include a Personalized Greeting: Address the subscriber by their name to make the email feel more personalized.

Express Gratitude: Creatively thank the subscriber for being a part of your community.

Explain the Value: Highlight the value of the freebie and how it can benefit the subscriber.

Include a Direct Link or Attachment: Make it easy for the subscriber to access the freebie.

Invite Feedback: Encourage the subscriber to share their thoughts or questions about the freebie.

Set a Positive Tone: Ensure the tone is friendly and welcoming.



EMAIL TWO

Your HERO Story to Create a Relationship

Goal: To build a personal connection and establish trust.

Reason: Sharing your personal journey makes you relatable and helps subscribers connect with you on a more emotional level. It humanizes your brand.

Share a Personal Story: Narrate a relatable story about your journey, challenges faced, and how you overcame them.

Relate to the Audience: Make sure the story includes elements that the audience can connect with.

Highlight Transformation: Emphasize how your experiences have shaped your passion for helping others.

Invite Sharing: Encourage subscribers to share their own stories or experiences.

Maintain a Relatable and Inspirational Tone: Keep the tone conversational and inspiring.



EMAIL THREE

Pressure on Pain Points & How We Can Help

Goal: To address common pain points and introduce your product or service as a solution.

Reason: This email identifies a shared problem and provides a bridge to what you're offering. It prepares the subscriber for the upcoming pitch.

Address a Common Pain Point: Identify a pain point that your product or service can solve.

Show Empathy: Express understanding of the subscriber's challenges.

Tease the Solution: Provide a hint of how your product or service can alleviate their pain points.

Call to Action (CTA): Encourage the subscriber to look out for the next email for a solution.

Maintain a Supportive and Problem-Solving Tone: Show that you're here to help.



EMAIL FOUR

Build Trust with Customer Story and Testimonials

Goal: To showcase social proof and build trust.

Reason: Real success stories and testimonials prove the value of your product or service, helping to build trust and credibility with the subscriber.

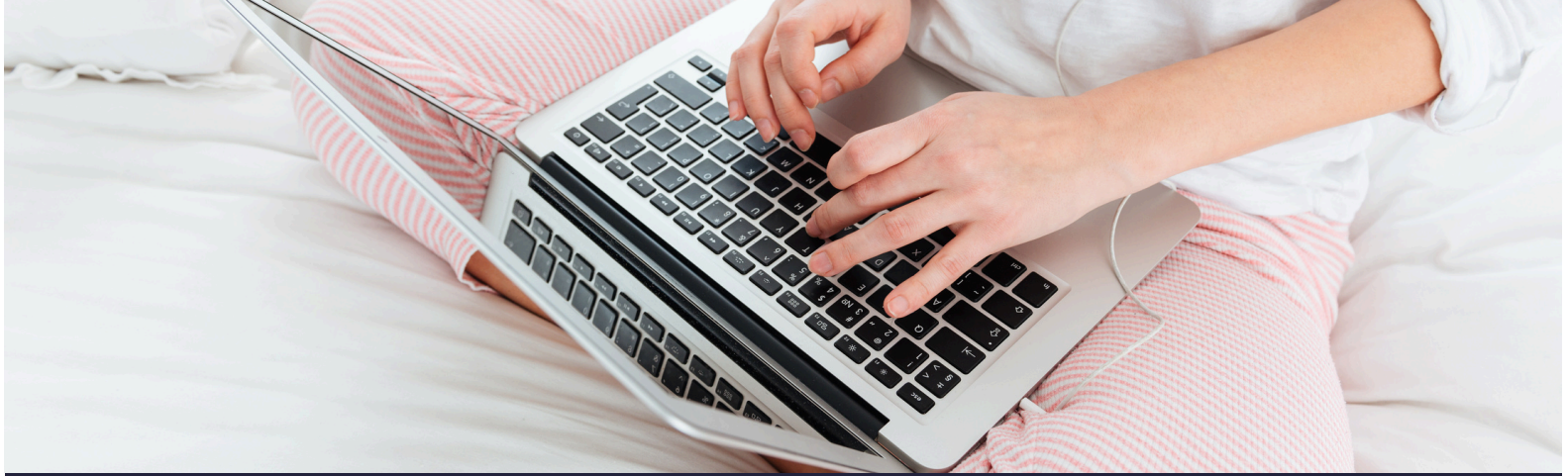
Present a Real Customer Success Story: Share a story of a customer who achieved great results using your product or service.

Include Quotes: Add impactful quotes from the customer that highlight their experience.

Highlight Stats: If possible, showcase relevant statistics that demonstrate the success.

Include a Call to Action (CTA): Invite the subscriber to explore your product or service.

Maintain an Inspirational and Trustworthy Tone: Show that your product or service delivers results.



EMAIL FIVE

Security + Urgency, Guarantee, and Bonus

Goal: To showcase social proof and build trust.

Reason: Real success stories and testimonials prove the value of your product or service, helping to build trust and credibility with the subscriber.

Direct to Sales Page!

Emphasize Security Measures: Highlight any security measures in place to protect the subscriber's interests.

Create a Sense of Urgency: Use compelling language to convey that the opportunity is time-sensitive.

Share Your Personal Success Story: Briefly mention your success with your product or service.

Explain Your Guarantee: Detail the guarantee or assurance you offer to reduce the subscriber's risk.

Present the Time-Sensitive Bonus: Describe the additional incentive for acting promptly.

Include a Strong Call to Action (CTA): Encourage the subscriber to take the desired action.

BOOK A CALL FUNNEL BLUEPRINT

PART 1

TRAFFIC

Organic, Paid, or Borrowed Traffic

PART 2

LANDING PAGE W/ SHORT VSL

Add a short video explaining your magic.

PART 3

CALL TO ACTION WITH DIRECT BOOKING LINK

Add Calendly Link for Direct Booking Options

PART 4

EMAIL AUTOMATIONS

Send a meeting confirmation and reminders before your call.

PART 5

TAKE THE CALL & CLOSE THE DEAL

Use the sales call to address objections.

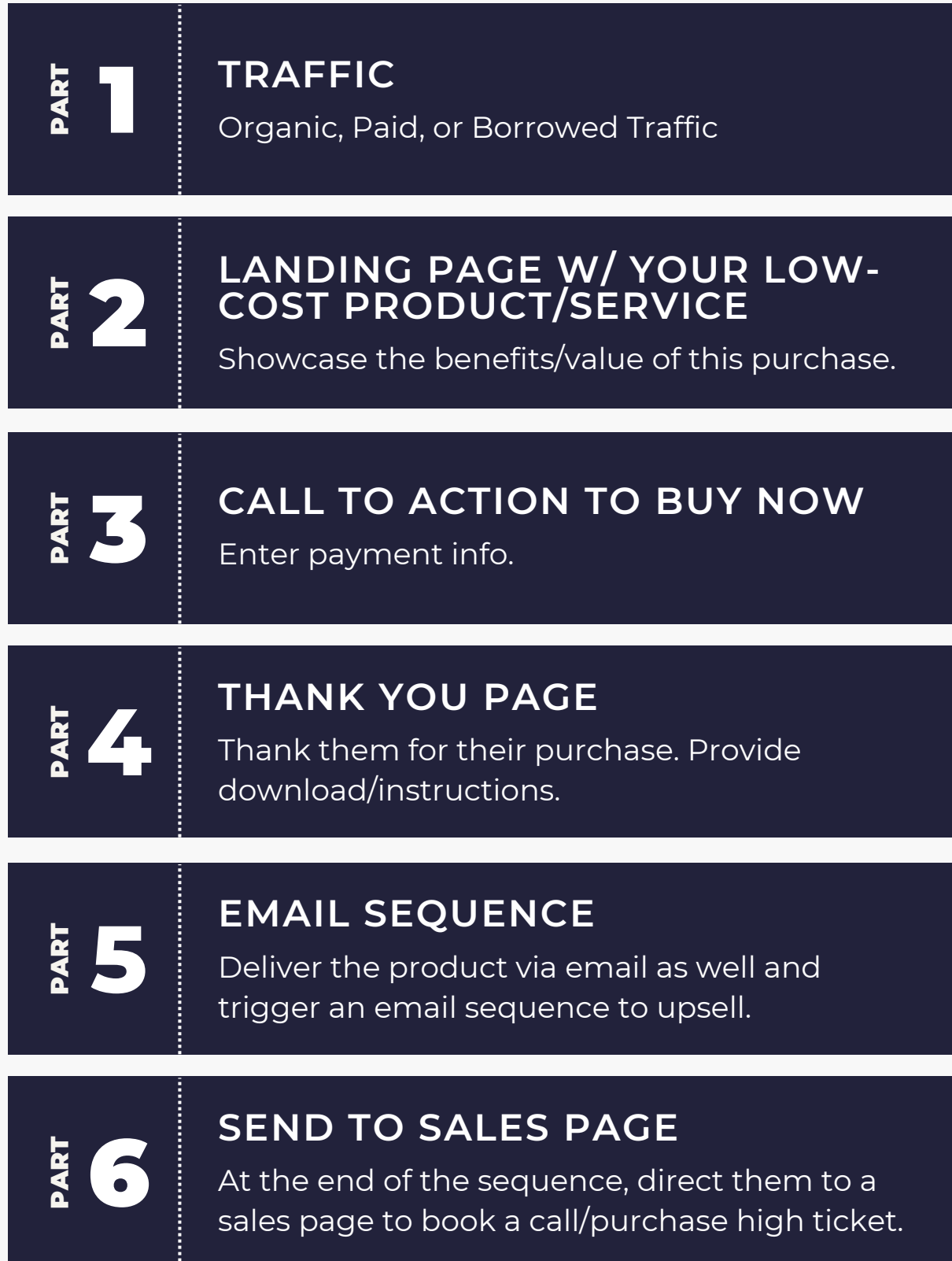
PART 6

ONBOARD YOUR NEW CLIENT

Trigger your onboarding series.



LOW-COST PRODUCT SALES FUNNEL BLUEPRINT





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HOW TO WRITE A HIGH-CONVERTING SALES PAGE: 12 MUST-HAVE COMPONENTS

Have you ever wondered what makes a sales page that converts? Contrary to what you might think — it's not about the visual design. In reality, it's all about the words on the page.

The most important aspect of a sales page that converts is that it's designed to convert from the very start. It needs to provide the viewer with enough information about your products or services that they feel comfortable purchasing from you rather than someone else without overloading them with too much detail.

The 12 components we'll discuss here are all aspects of a well-designed, persuasive sales page that will have more people clicking "buy" than "back."



THE OFFER

Let's kick things off by talking about the offer itself – it's kind of a big deal, and it needs to be crystal clear and super enticing.

So, here are the key questions to address:

- What's this offer all about?
- What's in the package?
- Any cool bonuses thrown in?

Your potential customer should know exactly what they're getting when they hit that "buy" button, without having to play detective. And remember, this rule isn't just for physical stuff; it applies to services bundled with products too. For example, if someone grabs a software package, should they expect customer support to come with it? And what's the deal with warranties? Let's make it clear!

THE SPECIFICS

Now, let's dive into the nitty-gritty details about your offer. We're talking about the stuff that leaves no room for confusion.

Here's what you should cover:

- Is this offer available all the time, or is there a deadline to grab it?
- How and when do they get access to it?
- Any special promotional period with discounts or bonuses that expire?
- What's the next step after they hit that "buy" button?
- If it's a product, how do they go about installing it?

Make sure all of this, and any other relevant details, are laid out clearly. Your buyer should have all the info they need to make a confident decision.



THE PRICE

When it comes to a long-form sales page that actually works, the price is a major player. But simply stating the cost isn't enough; you've got to be ahead of the game and address any questions your ideal customer might have about it.

Here's what you should tackle:

- What's the investment required for this offer?
- Is it a one-time purchase or a monthly subscription?
- Are there any extra upgrades available in the future at an added cost?
- Will those charges pop up on your credit card statement every month like clockwork, or can you cancel them whenever you fancy?
- Can you think of any other price-related questions or details that should be included? Cover it all!

THE PERFECT FIT

Ever heard the saying, "If you're trying to talk to everyone, you're essentially talking to no one"? Well, that's the name of the game here.

It's absolutely vital that your ideal customer can look at your description and think, "Yep, that's me!" You need to paint a vivid picture of who benefits most from your offer, what challenges they face, and the glorious outcomes they can expect.

If your message is too vague, you might lose them before you even begin. So, dive deep into their world and give them a crystal-clear view of their current life situation.

- Why do they crave your offer?
- What's at stake if they don't grab it?
- Make it unmistakably clear what your ideal customer's life looks like without your product or service.



THE WHY

Now, let's get into why your ideal buyer absolutely needs this offer. How is it going to be their secret weapon in conquering their challenges?

Dive deep into the specifics of why your potential customer should choose you:

- What makes your offer stand out from the crowd?
- Identify their reservations about making a purchase, and explain how your offer will tackle these concerns or render them irrelevant.
- Share success stories from previous customers who have reaped the benefits of similar products (case studies work wonders).
- This is the moment to shine a spotlight on what makes you a standout player in your market. Is it your unique process, top-notch customer service, or something else altogether?
- Let's make it clear why your offer is a game-changer they can't afford to miss!

STATE OF MIND

Now, let's dive into the emotional landscape of your ideal buyer in their current situation, before they discover your solution. What's running through their mind? What obstacles are they up against?

We're talking about using their own words, no industry jargon here, to depict their challenges. Be incredibly specific about how these hurdles impact their daily life and hinder them from achieving their desired outcome.

Illuminate the precise ordeal your ideal buyer is enduring and the distress they're feeling without your offer to alleviate their problems.

Paint a vivid picture of their pain points and struggles.



BRIDGE THE GAP

Now, let's unveil the magic of your high-value offer and demonstrate how it will transform their life.

- What's in the package for them?
- Which specific problem will it tackle?
- What incredible outcome awaits the buyer?

Guide your ideal buyer through how they can leverage your offer to reach their goals and solve their problems. Provide them with all the essential insights and craft a tone that instills confidence in your offer.

Describe in detail how your offer will help them achieve the outcome they desire.

ADDITIONAL PERKS

We all love a fantastic deal, right? So, if your offer packs more punch beyond resolving their main concern, you'll definitely want to highlight that.

- What extra benefits are in store for them, in addition to the core solution?
- Does your offer extend a helping hand for other issues connected to the primary one?
- If it does, what are these issues, and how does your offer come to the rescue?
-

This is yet another chance to stir up the discomfort your ideal buyer is experiencing without your offer and present the remedy.

It's an opportunity to share information on how you can assist with secondary problems or gently guide them toward a purchase decision by showcasing the multitude of issues it can resolve for them.



THE FACE BEHIND IT

Now, it's time for you to step into the spotlight and share your story. People are going to be wondering why they should put their trust in you to deliver on the promises they've made.

Introduce myself and give them a glimpse of your credentials and experience. How many others have you helped tackle this very issue?

If possible, weave a personal story into this narrative – one where you either conquered this problem yourself or assisted others in overcoming it. Such stories are a powerful way to forge a connection with you and establish the trust that I genuinely understand what I'm talking about.

This sets the stage for how you too can resolve this problem by making a purchase right now.

SOCIAL PROOF

If at all possible, include detailed testimonials from real people about your product or service.

Ask your existing customers for a review of this product or service you can use on the page if that's an option for you. And if you can get a video customer testimonial — even better!

However, if needed, you can use testimonials about working with you in general, if you have them. Or consider recruiting a few trusted friends or clients to use the product or service for free in exchange for real testimonials.



FAQ

List out the most commonly asked questions and answers about this offer. This is also a great place to address any potential customer objections.

Whether you've actually received any questions or not, try to come up with any questions you can imagine people might ask. And then answer them.

Again, your goal is to provide every bit of information your buyer might need or want to overcome any hesitation about buying.

This is a great place to proactively address any common objections as well!

PAYMENT

Have an easy, clear process for checking out.

Be sure to include your terms of sale on the page. Be specific about anything that might cause hesitation, such as your refund policy (or no-refund policy, if that's the case).

Make it very clear what your customers can expect and what they cannot.

Do your best to anticipate any concerns or doubts your buyer may have when crafting the terms of sale for your sales page and provide an answer that alleviates each one.

By providing a high level of transparency to potential customers from start to finish with no questions left unanswered in between, you're paving the way for a high conversion rate. This is how you craft a sales page that converts.

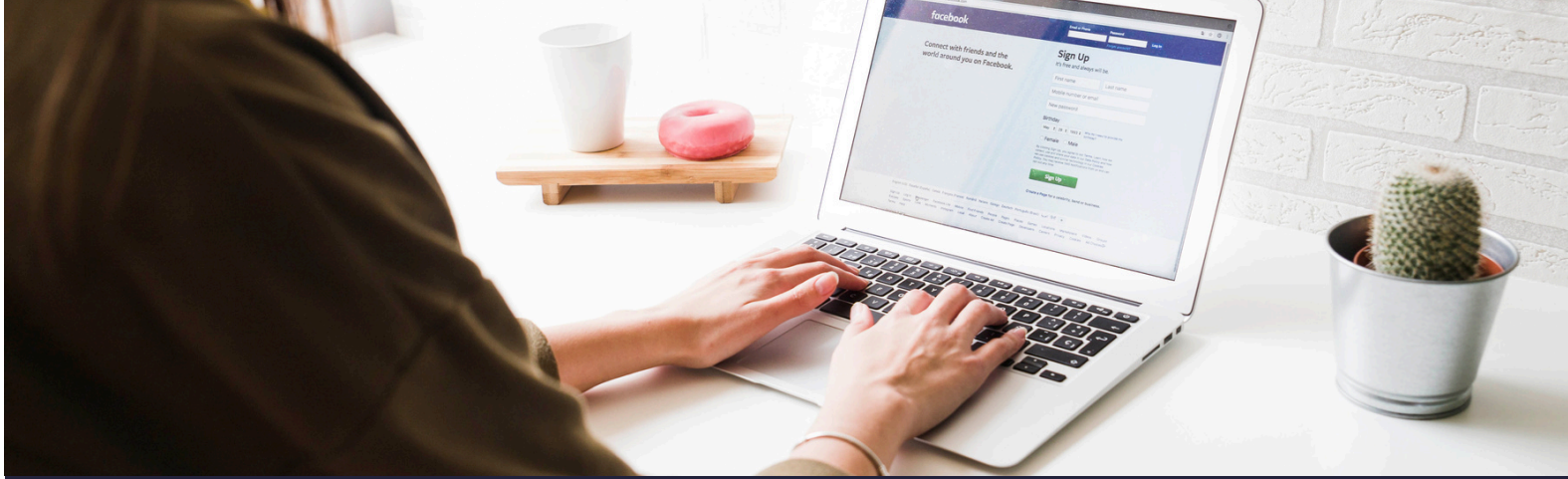


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MY FAVORITE LOW-COST FB/IG AD SEQUENCE ESTABLISHING TRUST AND GROWING A WARM AUDIENCE FAST

Having a low-cost ad strategy is a game-changer for swiftly filling your funnel with qualified leads. While organic content is fantastic, the growth can be a bit leisurely. Our winning approach involves running a REEL ad to a cold audience, captivating their attention. We then strategically retarget those who've watched our video for at least 15 seconds, presenting them with a fresh ad.

But here's the magic – we don't stop there. We repeat this process with multiple ad styles to maintain a top-of-mind presence in front of our ideal clients. It's all about guiding them down the path to purchase, ensuring we stay in sync with their journey, and giving them the touchpoints they need to get to them to a YES.



STEP 1

Introduction Reel

REEL #1: Introduction

Craft a reel, whether new or from your existing Instagram content, that adds value, informs, or inspires your audience. Infuse personality and fun while calling out your ideal client. Allocate a budget of \$5-\$10 per day and let it run for 24-48 hours.

\$5-10/Day

Objective: Attract your dream clients and repel those who aren't the right fit.

Other effective variations for this ad:

- Share a key piece of advice crucial for your ideal client.
- Debunk a common industry myth to set yourself apart.



STEP 2

Transformative Social Proof

REEL #2: Transformative Social Proof

Ideas: Transformational, heavy social proof, how you helped yourself or your audience create massive results

Objective:

Engagement + Messaging
OR Leads + Conversions

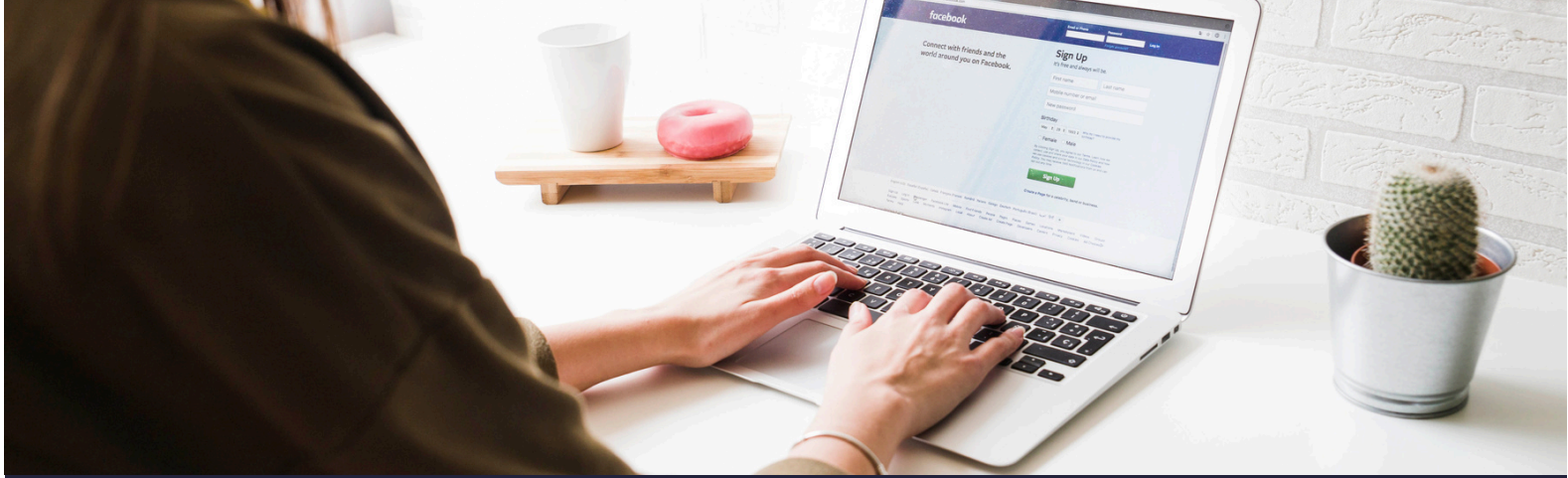
Build Trust

Develop a custom audience comprising individuals who watched at least 15 seconds of your first reel.

Choose a 30-60 day timeframe.

Launch your second transformative ad with a clear call to action, promoting your freebie or a low-ticket offer to draw people into your funnel.

Bonus points if your freebie landing page includes an upsell to your low-ticket offer



STEP 3 | OPTIONAL

Additional High Converting Ads

You can stop at step 2, or you can create 3 additional ads using another new retargeting audience who watched 15 seconds of your 2nd reel video.

These people should be WARM to your brand now and starting to trust you.

Stay Top of Mind

REEL #3: Storytelling | Craft a storytelling reel illustrating how you helped a client grappling with the same pain points your prospects are currently facing. Showcase the transformation and positive results achieved.

REEL #4: Video Testimonial or Results | Feature a video testimonial or clips of you speaking on a podcast or stage, showcasing your expertise and credibility.

REEL #5: Book a Call Ad | Create a short ad inviting your audience to take action and book a call. This serves as a direct call to action for those ready to engage further.

I wanted to take a moment to personally thank you for downloading "The 6-Figure Funnel Blueprint". I know there are a lot of resources out there, and I'm grateful you chose to spend your time with us.

My passion is bringing the strategies that big brands use to help small businesses grow. I believe all businesses, no matter the size, should have access to these proven marketing strategies.

I truly believe that funnels and automations are the keys to thriving and longevity in business and I would love to support you along the way.



**ONLY
\$97!**

I'm offering a limited number of 60-Minute Marketing Roadmap Calls at a DISCOUNTED price of \$97!

This is not your average call – it's an intensive session to craft a POWERFUL marketing plan that'll skyrocket your success.

Don't miss this once-in-a-lifetime opportunity to build a DYNAMIC marketing machine for your business.

Spaces are LIMITED, and this offer won't last forever. ACT NOW and secure your spot for MASSIVE growth and profitability!

CLAIM your Marketing Roadmap Call today!

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