

MELISSA LOVE

FEEL GOOD FUNNELS





THE TECHNICAL



THE RIGHT INGREDIENTS
AT THE RIGHT TIME
IN THE RIGHT ORDER



LUCK MARKETING

2008



**YOU CAN'T JUST WORK HARDER
AND HARDER.**

**THE NEXT STEP IS ALWAYS
BUILDING A MARKETING FUNNEL.**

MARKETING FUNNELS

SLEAZY

SEND WINE

COMPLICATED

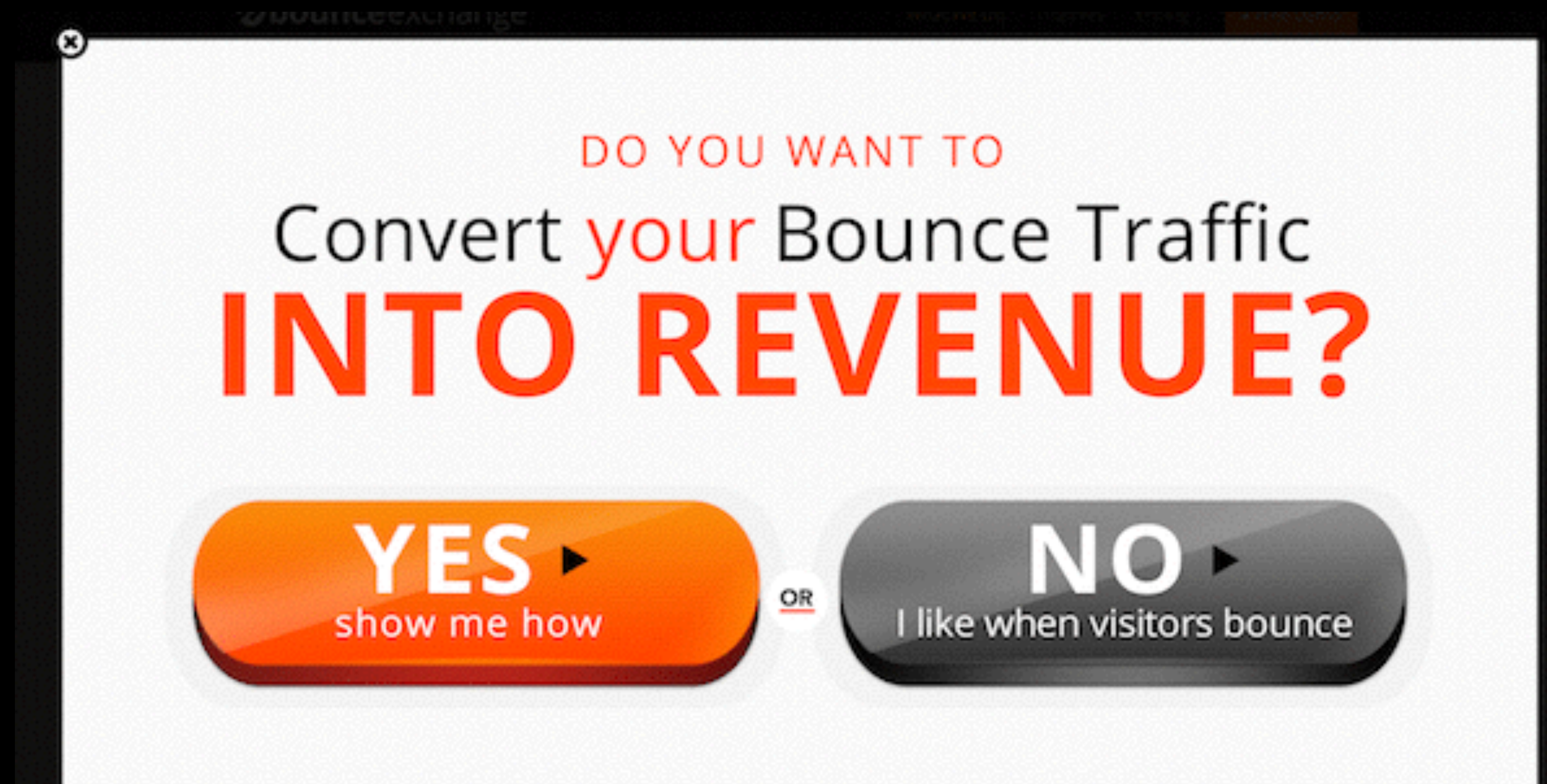
IMPERSONAL

MYSTERIOUS
HOLY GRAIL

MANIPULATIVE



HORROR FUNNELS



“No thanks, I’m an idiot”

YOU DIDN'T KNOW EXACTLY WHAT YOU WERE SIGNING UP FOR

FAKE CONCERN

FAKE SCARCITY

TOO MANY EMAILS

RETARGETED TO DEATH

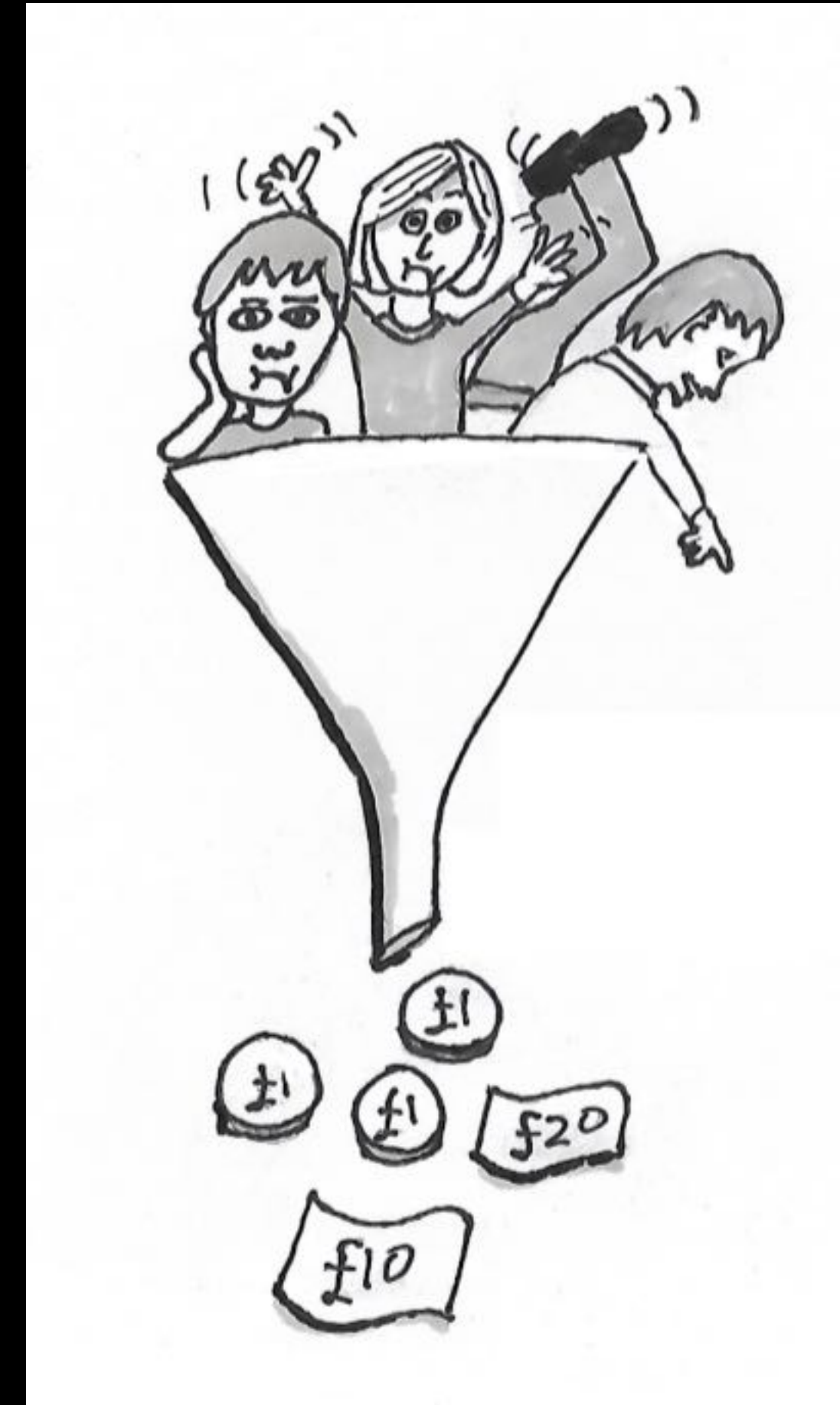
IT NEVER EVER ENDS

BUT NOT ALL FUNNELS

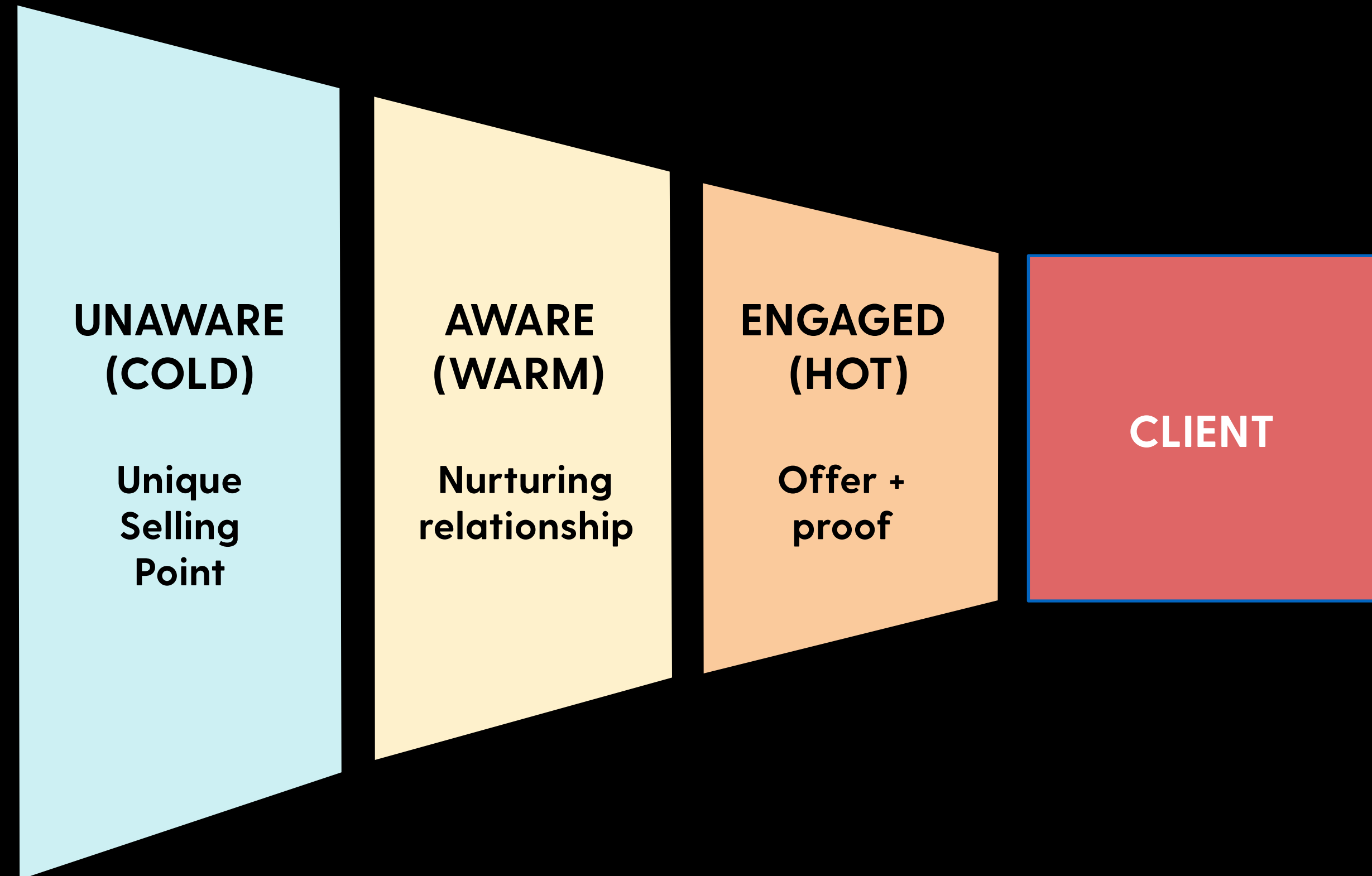
HUMAN FIRST

SYSTEM SECOND

WHAT THE HELL IS A FUNNEL?



SEO
WORD OF MOUTH
SOCIAL MEDIA
PAID ADS





CONTENT

**LOOK AT MY STUFF
BUY MY STUFF**



THE BESTIE



THE FRIEND



THE COOLEST KIDS
AT THE PARTY



LOOK AT MY STUFF
BUY MY STUFF

DIFFERENTIATED CONTENT

UNAWARE - hook (moment of realisation / USP)

AWARE - trusted expert / guide delivering value

ENGAGED - offer & evidence

THE HERO'S JOURNEY

“

**The only job you have to do,
is convince people you are the
expert who can help them get
the result they need.**

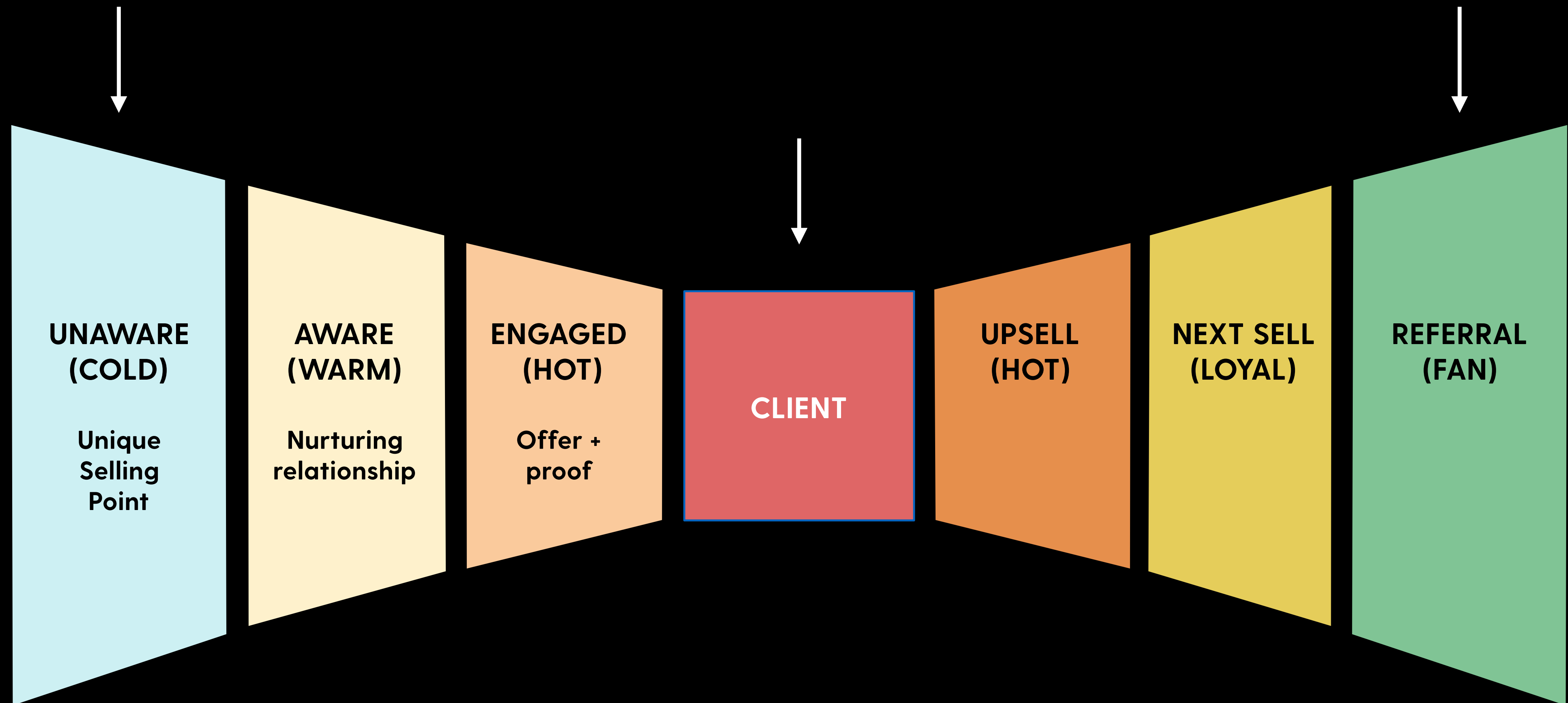
I CAN PROVE IT TO YOU

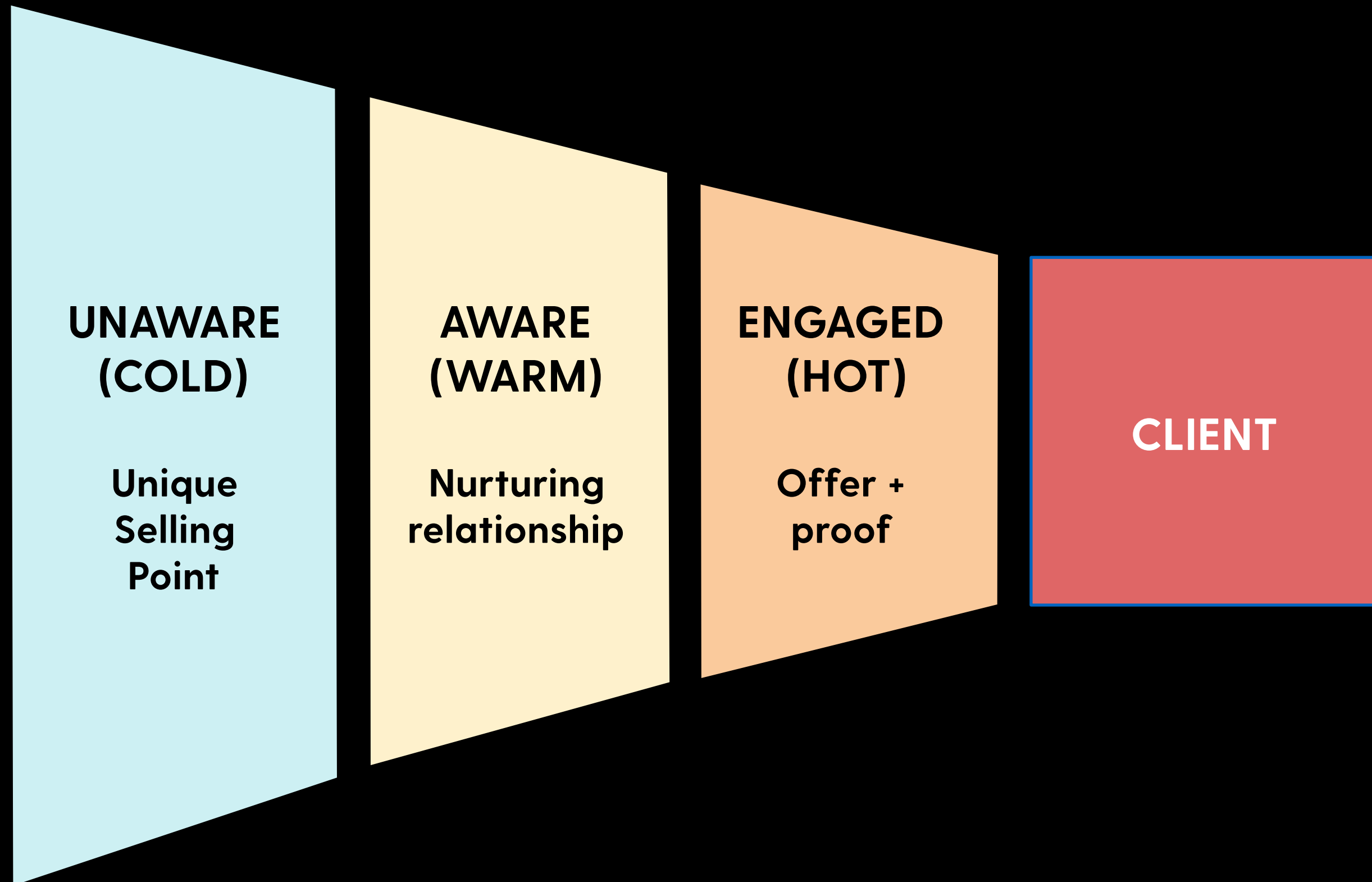


Before someone buys from you, you have to build enough trust to make choosing someone else feel too risky.

IF YOU DON'T DO THIS...

**You will have to prove
yourself again and again
with every new lead and
they will keep making
decisions based on price.**





UNAWARE

LEAD MAGNET AD



SIGN UP

THANK YOU PAGE

DELIVERY EMAIL

Facebook group
SEO
Blog posts
Organic social

AWARE (EXPERT VALUE) 1 - 9 days

EMAILS

Value
Email



Value
Email



Value
Email

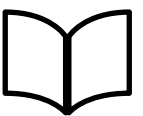


WEBSITE

Video
Lesson



Blog Post



About
Page



PAID ADS



ENGAGED (OFFER / EVIDENCE) 10 - 17 days

Email Series
Offers, testimonials,
behind the scenes



Sales Page



Webinar
or
Call Booking



DIDN'T BUY (DOWNSELL) 18-21 days



STILL NO

New
Email
Sequence



BUT WHERE'S THE HUMAN TOUCH?

YOU ARE THE CONCIERGE - your automated system is the 'VA'

HIGH IMPACT PERSONAL TOUCHES - include at every stage

BE GENEROUS - almost impossible to give away too much for free

UNAWARE

LEAD MAGNET AD



SIGN UP

THANK YOU PAGE

DELIVERY EMAIL

Facebook group
SEO
Blog posts
Organic social

AWARE (EXPERT VALUE) 1 - 9 days

EMAILS

Value
Email



Value
Email



Value
Email



ENGAGED (OFFER / EVIDENCE) 10 - 17 days

Email Series
Offers, testimonials,
behind the scenes



Complete transparency

No selling at all

Paid content doesn't look like an ad

Also seeing organic content

Tagged in Facebook group

Invited to message me on Facebook

Have a great week and see you soon.

If there is anything I can do for you, hit reply, call me on 07976917363 or [chat to me right now on Messenger](#).



Melissa x

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LEAD MAGNET AD



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EMAILS

Value
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Value
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Value
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ENGAGED (OFFER / EVIDENCE) 10 - 17 days

Email Series
Offers, testimonials,
behind the scenes



Invited to book a personal call

Invited to a high value event

Interacting with regular prompts and live
events in the Facebook group

Personal video message (if appropriate)

HELP, I DON'T HAVE AN EMAIL LIST

PERSONAL REACH

PARTNERSHIP

PAY TO PLAY

FORCE FOR
GOOD



UNCONVINCED
YOU ARE



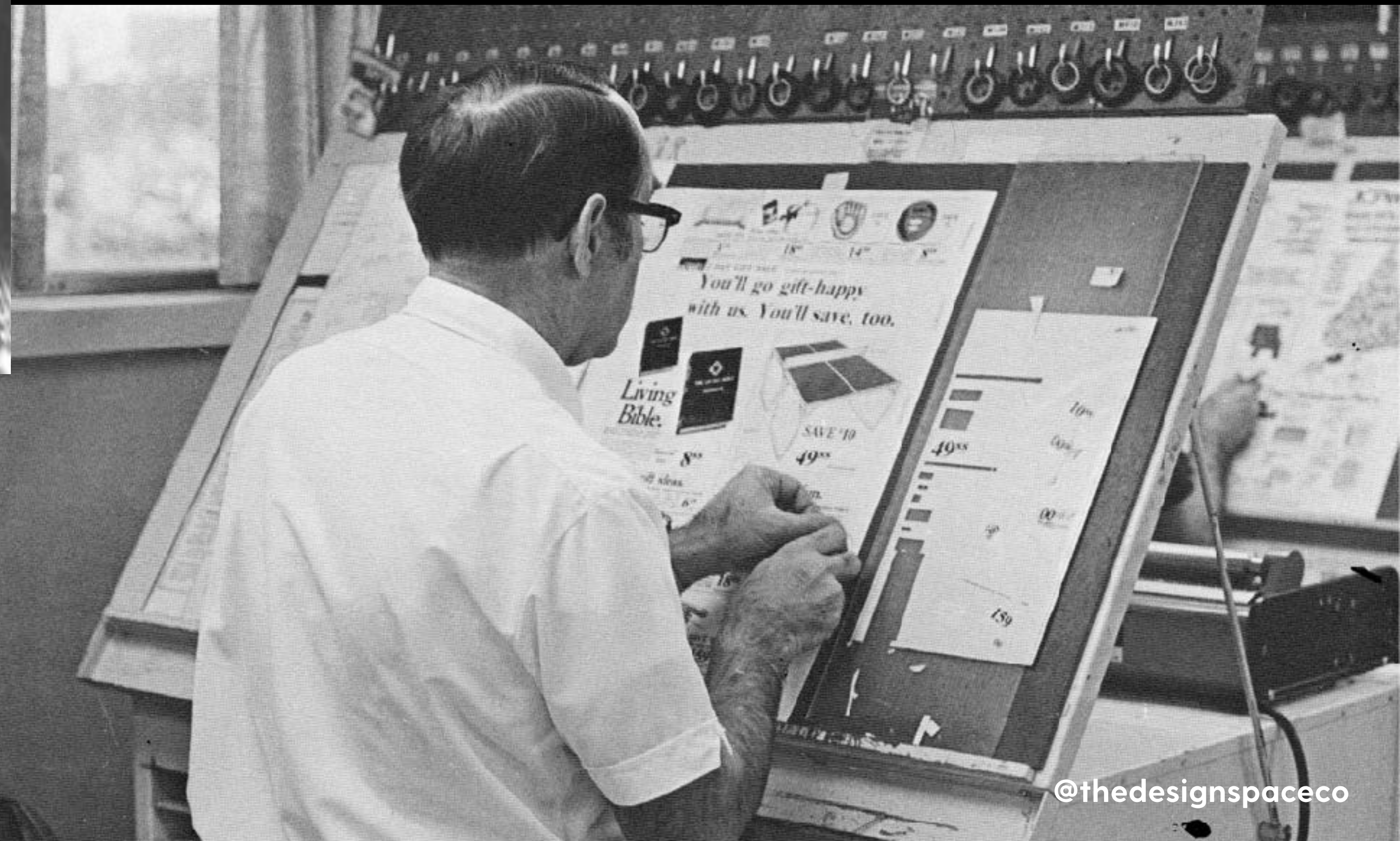


**NOT MY ACTUAL
MUM & DAD**





**NOT MY ACTUAL
MUM & DAD**



1985



1985



1985



**EXPERTS.
WHO KNEW?**

2016.

**ANOTHER GREAT
BUSINESS IDEA**



2016

“

**AT SOME POINT YOU’LL
HIT THE LIMIT OF WHERE
YOUR TALENT ALONE CAN
TAKE YOU.**

YOU CAN TRANSFORM YOUR BUSINESS

YOU CAN TRANSFORM

WHAT YOU DO

themarketingfix.co/human



THANK YOU