

MELISSA LOVE

FEEL GOOD FUNNELS



“

**You're much
smaller in real life.**





THE TECHNICAL



**THE RIGHT INGREDIENTS
IN THE RIGHT ORDER
AT THE RIGHT TIME**



LUCK MARKETING

2008





£30,000



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

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

MARKETING FUNNEL

SLEAZY

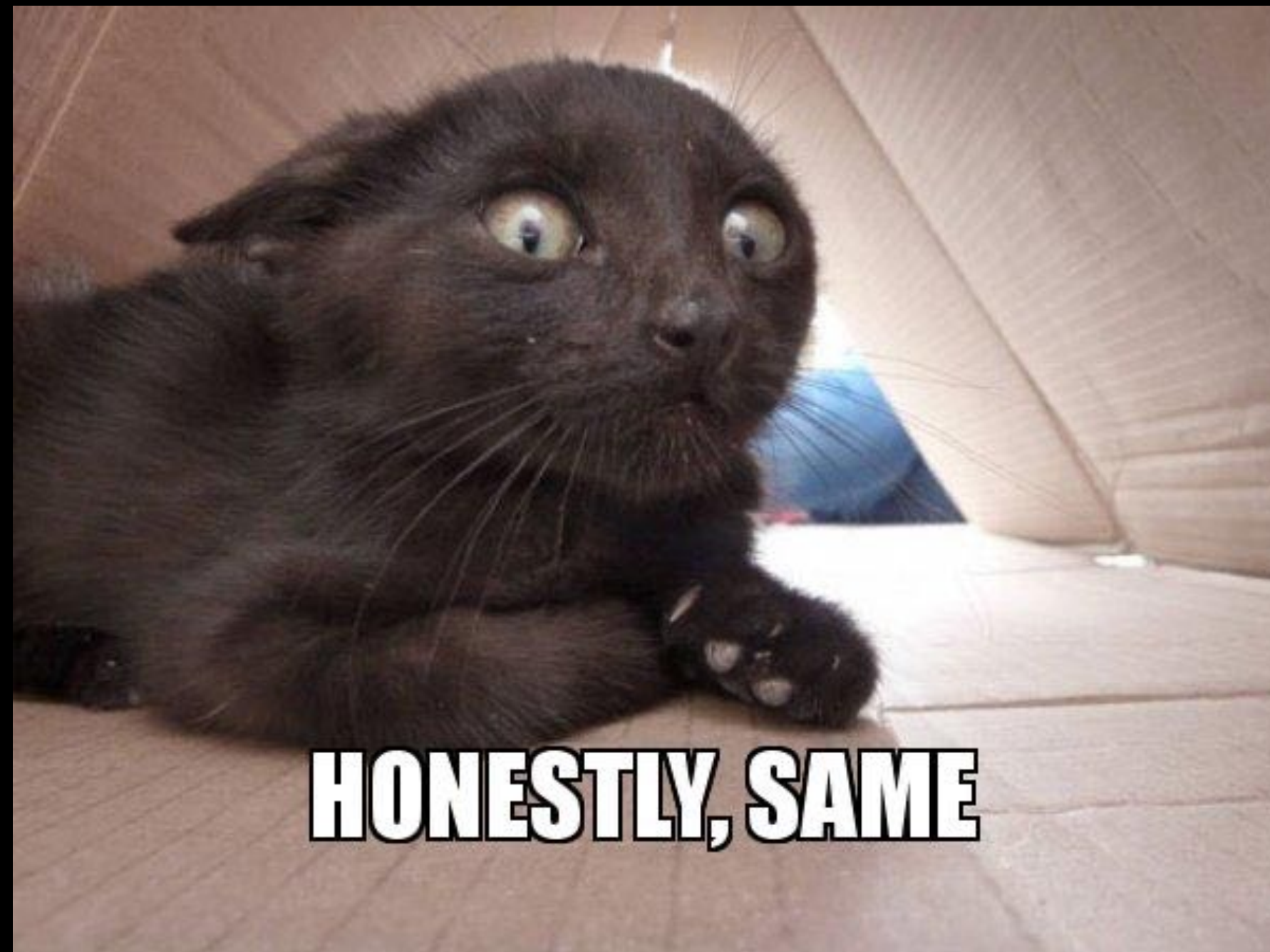
SEND WINE 🍷

COMPLICATED

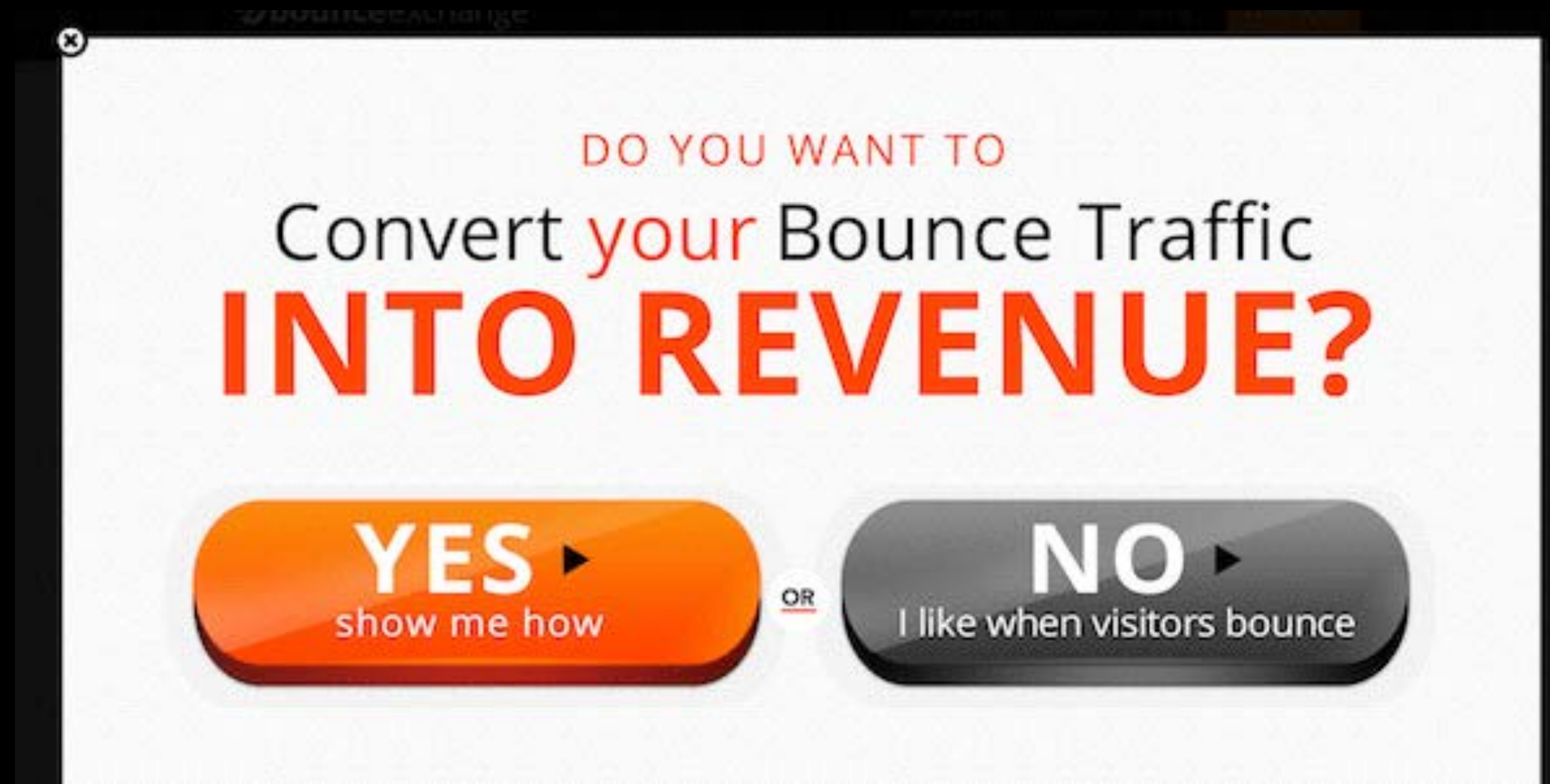
IMPERSONAL

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 (OF THE WRONG KIND)

RETARGETED TO DEATH (EVEN AFTER YOU'VE BOUGHT IT)

THE SELLING NEVER EVER ENDS

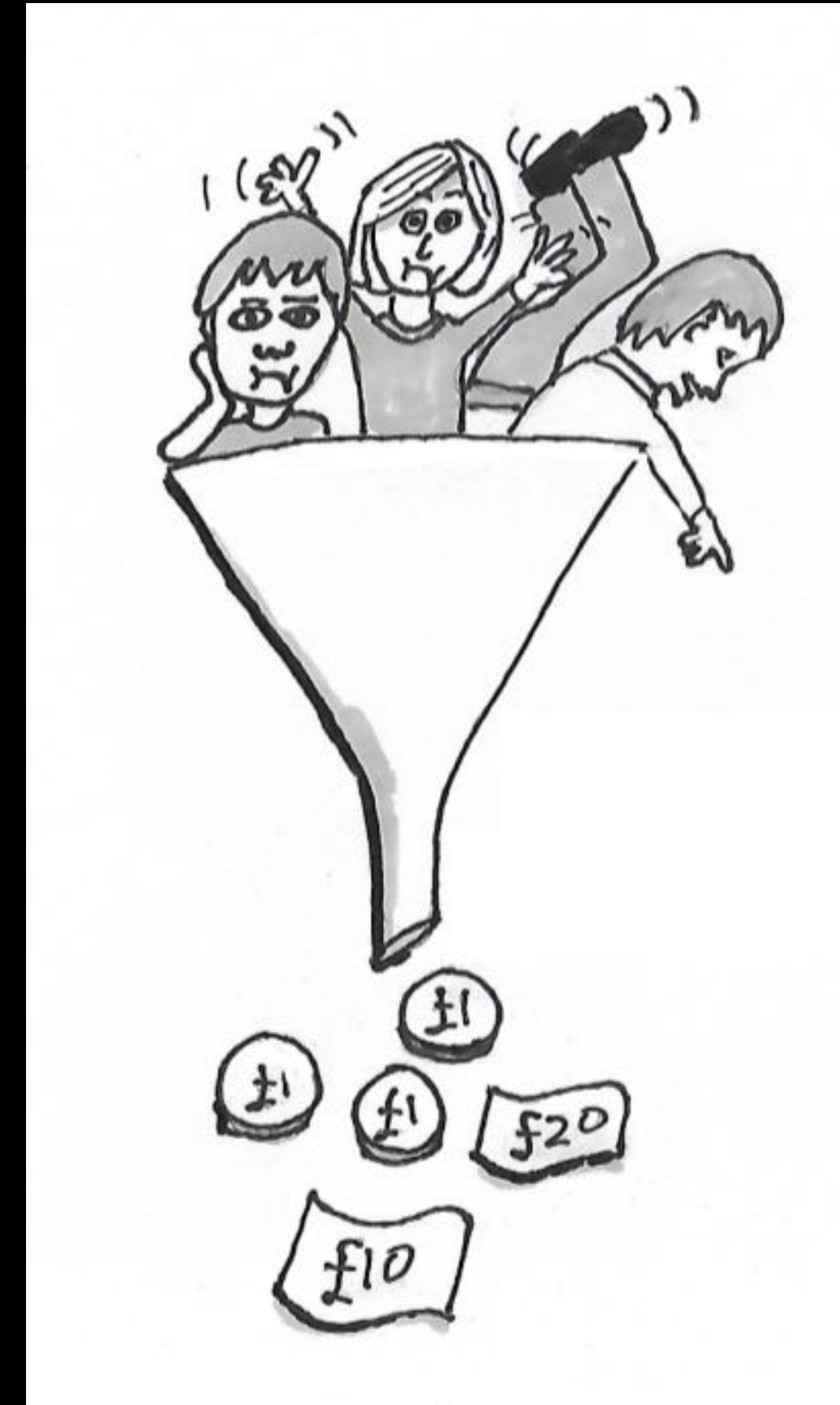
BUT NOT ALL FUNNELS

HUMAN FIRST

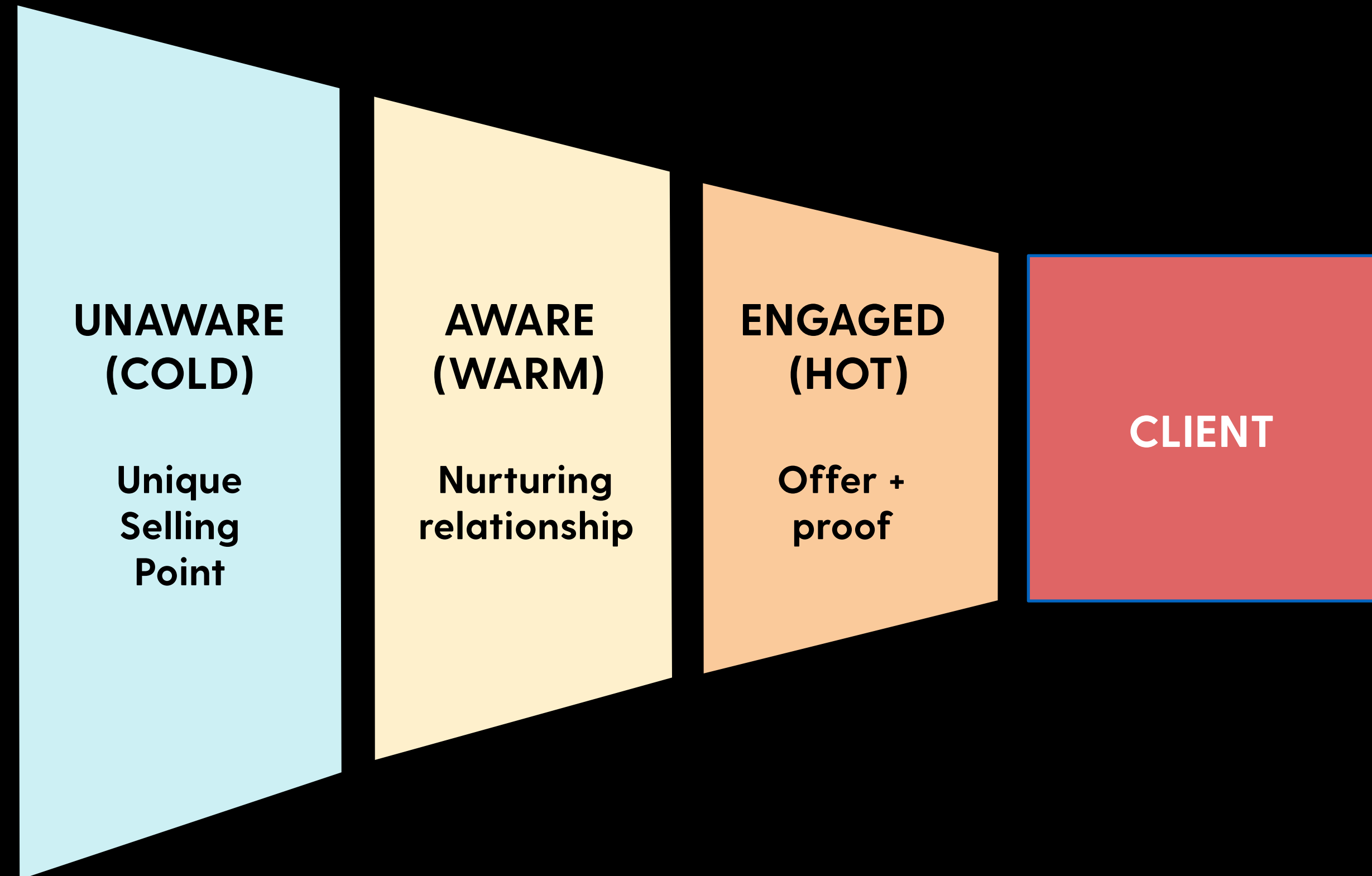


SYSTEM SECOND

WHAT THE HELL IS A FUNNEL?



SEO
SOCIAL MEDIA
WORD OF MOUTH
PAID ADS



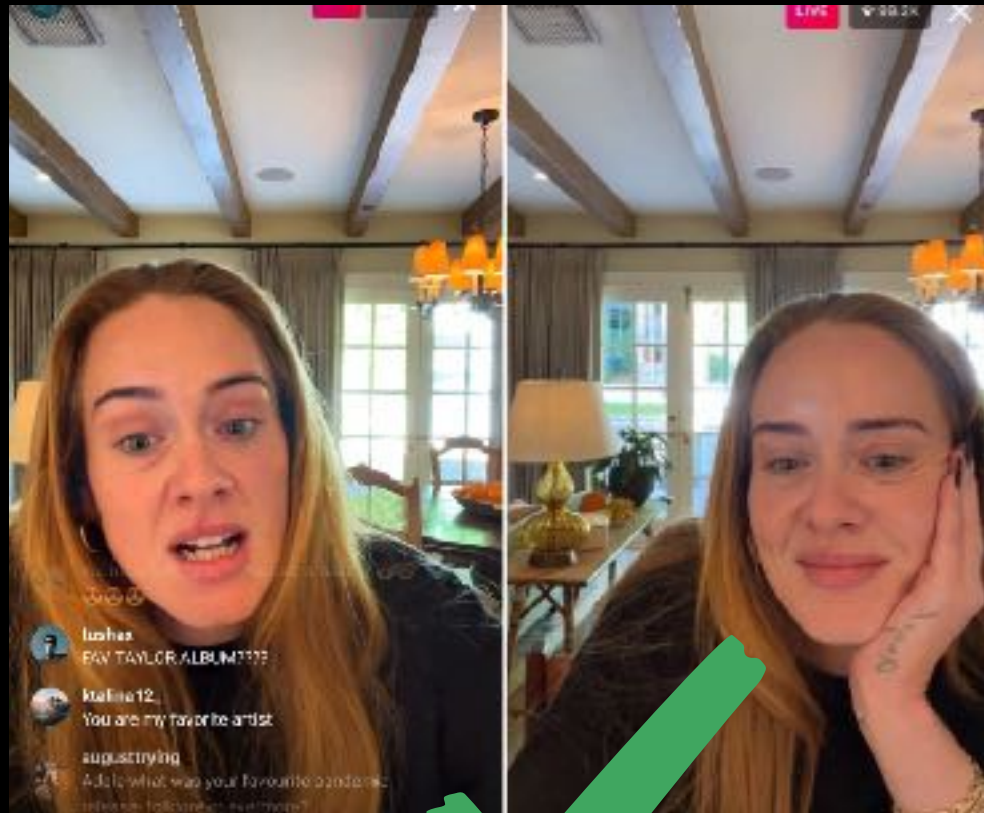


CONTENT

**LOOK AT MY STUFF
BUY MY STUFF**



THE BESTIE

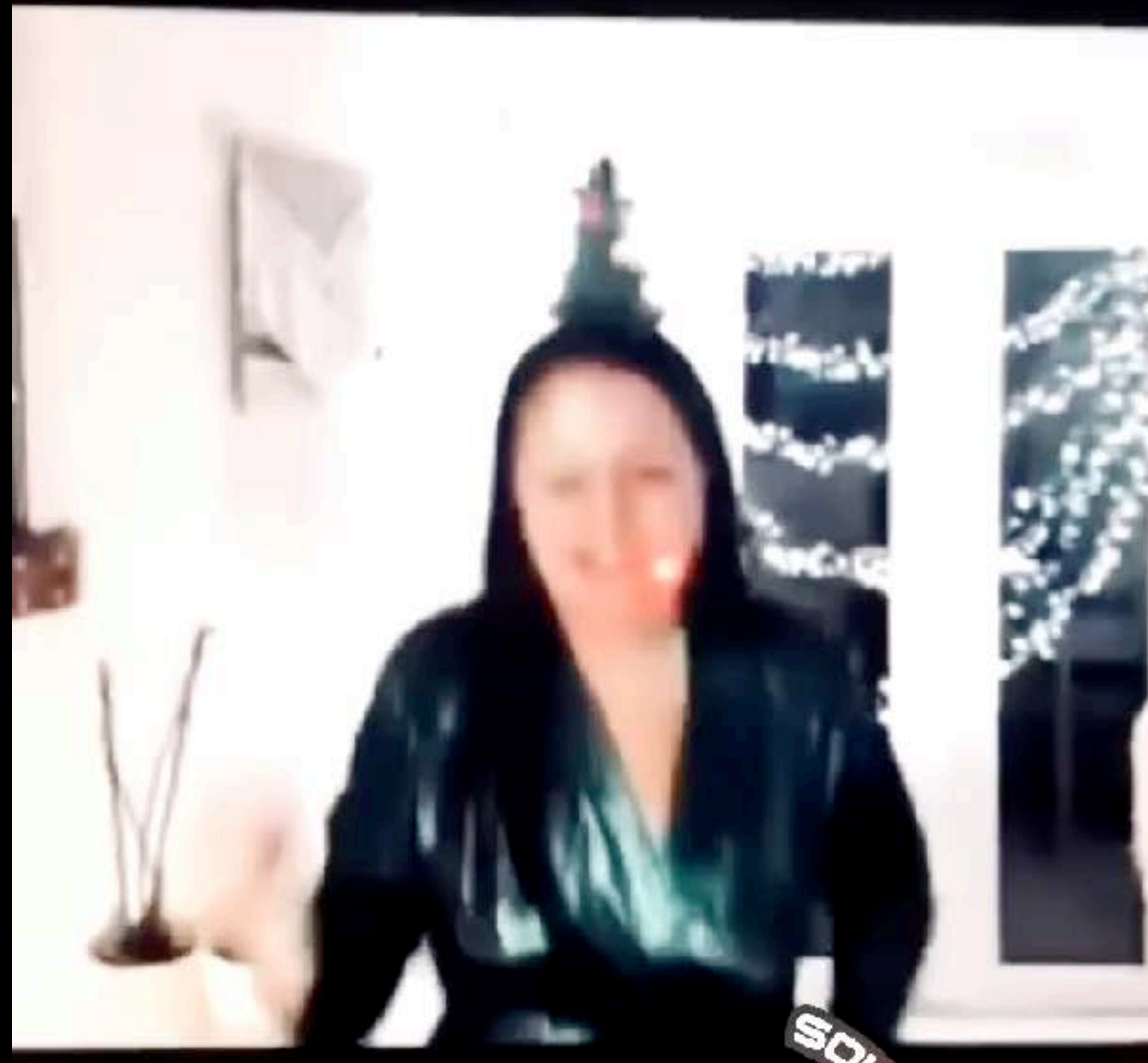


THE FRIEND

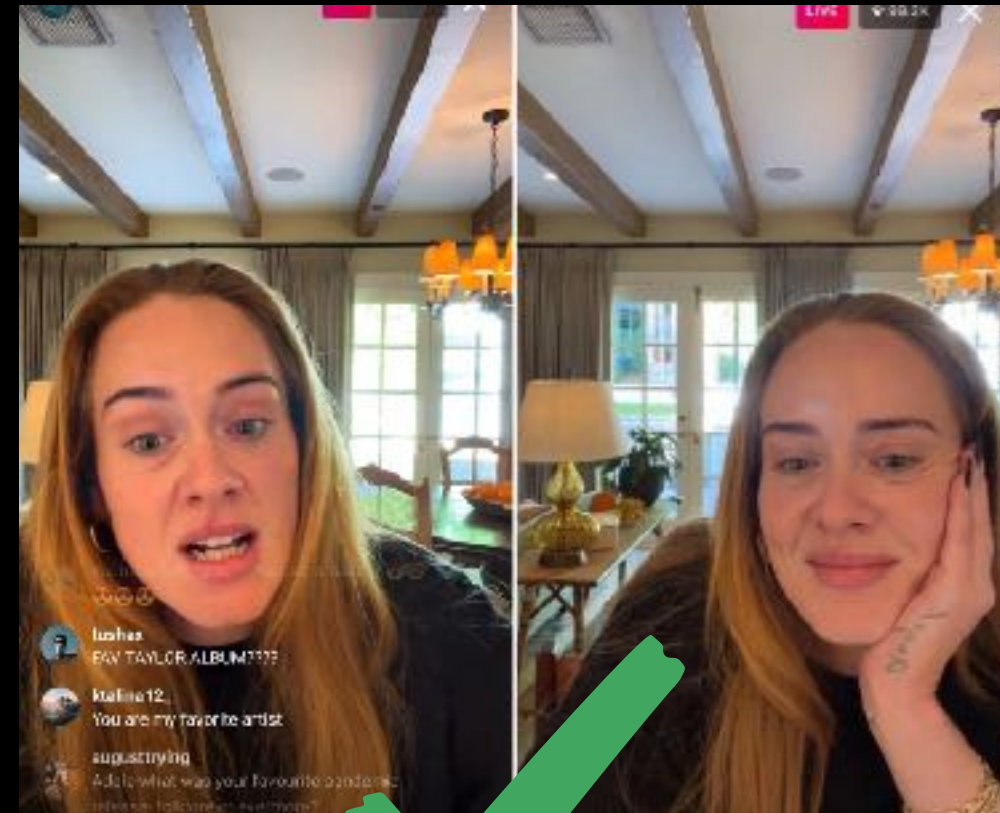


LOOK AT MY STUFF
BUY MY STUFF

HOW IT ENDED



THE BESTIE



THE FRIEND



THE COOLEST KID
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.**

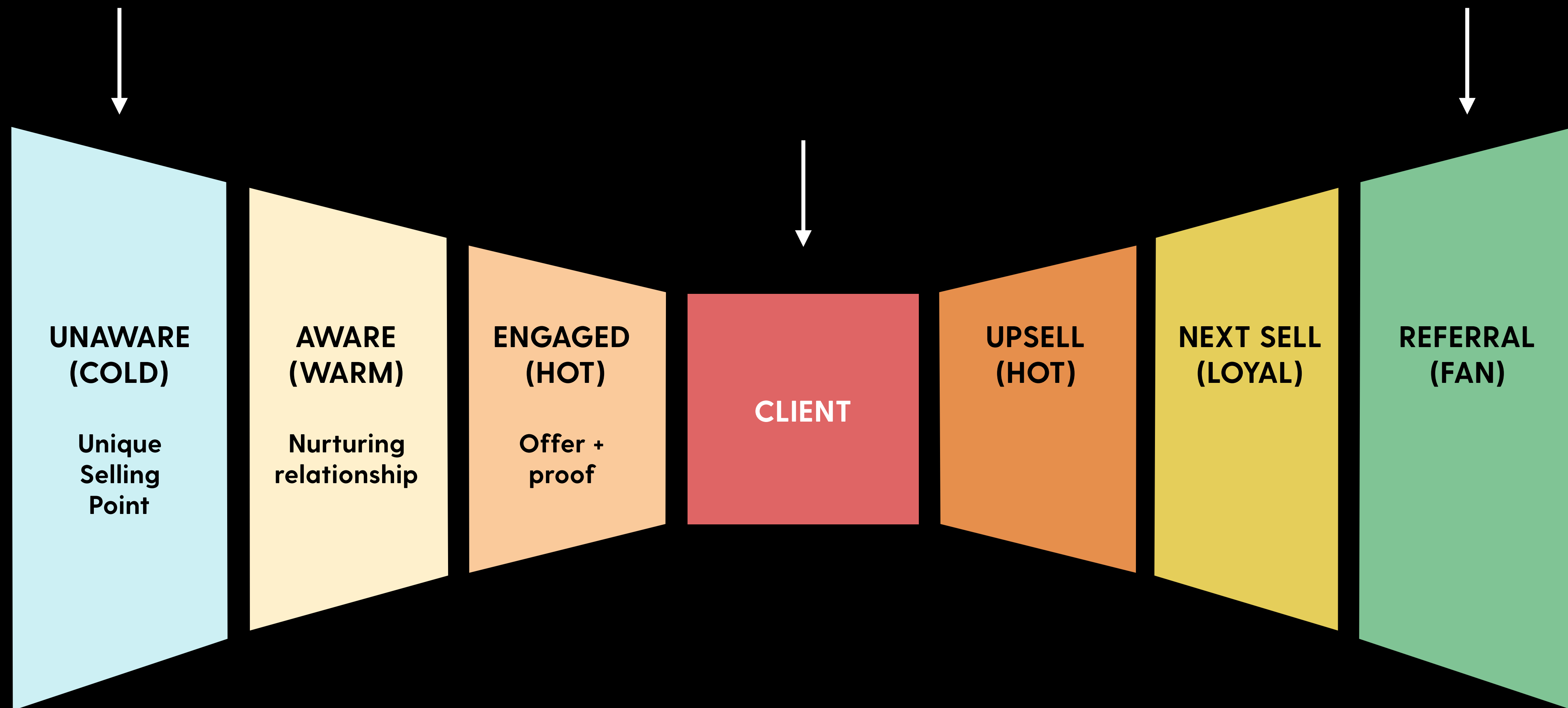
I CAN PROVE IT TO YOU

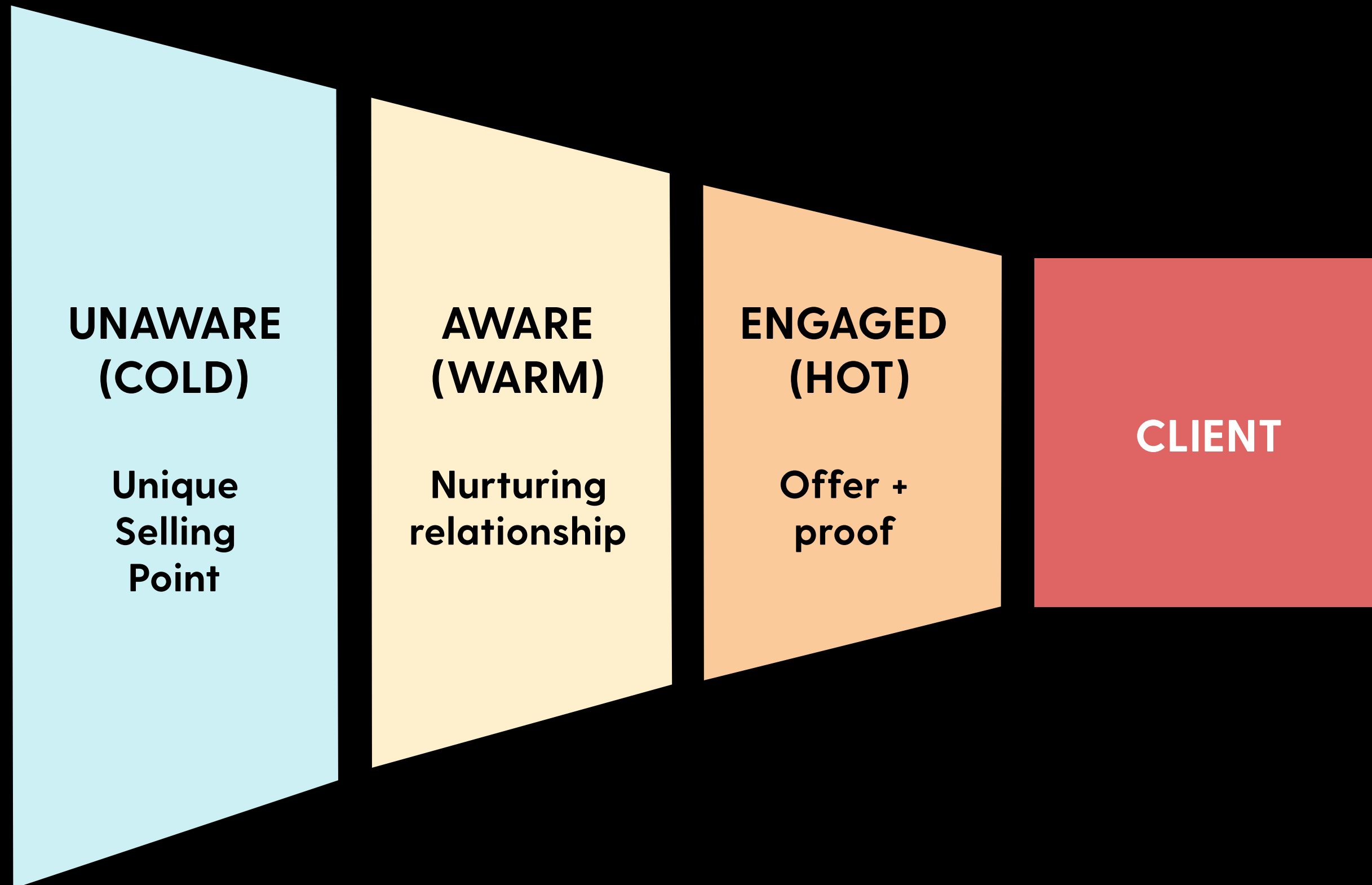


Before someone buys from you, you have to build enough trust to make choosing someone else feel too risky.

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

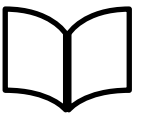


WEBSITE

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 MELISSA. WHERE'S THE HUMAN TOUCH?

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

RESPECT-BASED MARKETING - make opting out easy

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

UNAWARE

LEAD MAGNET AD



SIGN UP

THANK YOU PAGE

DELIVERY EMAIL

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AWARE (EXPERT VALUE) 1 - 9 days

EMAILS

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)

Client = gift

WHAT CONTENT DO I NEED TO CREATE?

What is the most pressing problem, biggest pain point or worry that your product or service can solve?

UNAWARE

What is your scroll stopping USP?

What kind of lead magnet or top of funnel content are you going to use?

Eg. Blog post, video, quiz, checklist, e-book

What is your lead magnet idea?

AWARE

Which 3 things does your ideal client need to know and believe about you before they buy from you?

What kind of content are you going to show them?

Eg. Email content, blogs, videos, Facebook group

Which 3 topics are you going to cover to build on your lead magnet and position you as an expert?

ENGAGED

What pieces of evidence can you offer to prove you can solve their problem?

What kind of content are you going to show them?

Eg. Case study, video testimonial, facts & figures, social media comments and messages

Which 3 specific pieces of evidence do you have and what do they prove?

HELP, HOW DO I BUILD IT?

WEBSITE

EMAIL MARKETING PLATFORM

HELP, I DON'T HAVE AN EMAIL LIST!

**PERSONAL REACH
PARTNERSHIP
PAY TO PLAY**

FORCE FOR
GOOD



UNCONVINCED
YOU ARE



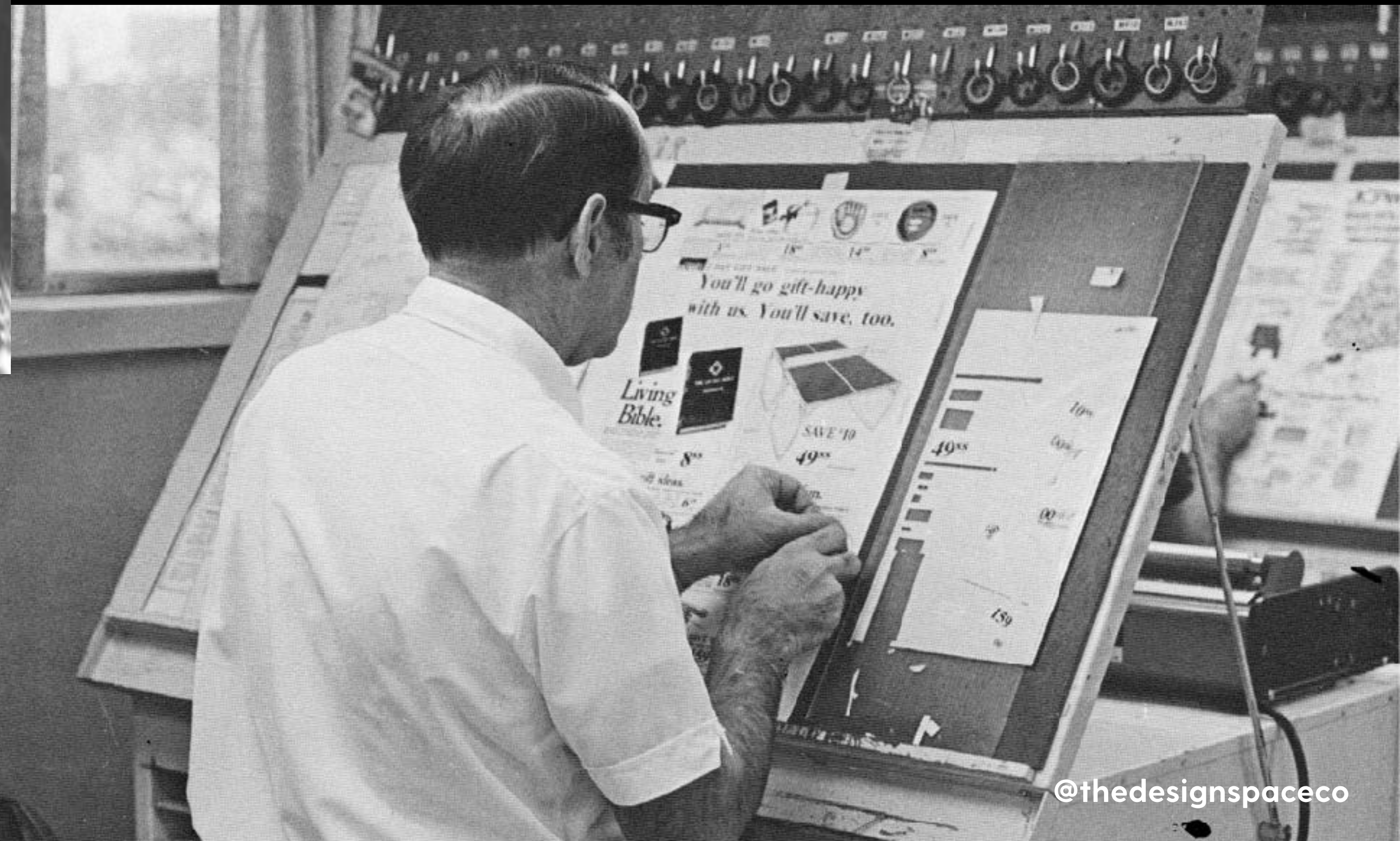


**NOT MY ACTUAL
MUM & DAD**





**NOT MY ACTUAL
MUM & DAD**



1985



1985



1985



**EXPERTS.
WHO KNEW?**

2016.

**ANOTHER GREAT
BUSINESS IDEA**



2016

AUTOMATION IS
THE MUSCLE MEMORY
OF YOUR BUSINESS

AUTOMATION IS
YOUR BEST SELF

AUTOMATION
BUYS YOU TIME

“

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

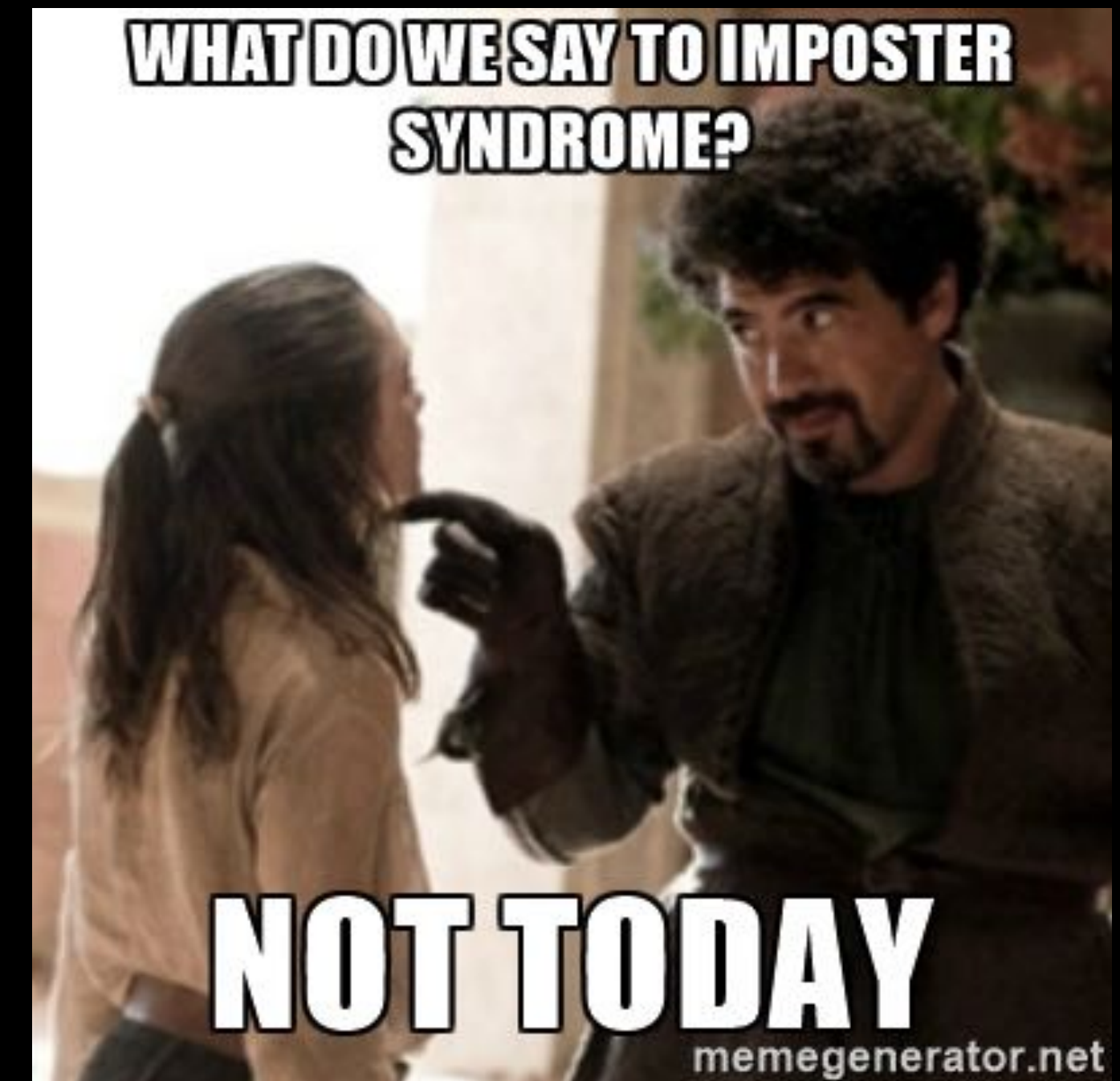
YOU CAN TRANSFORM YOUR BUSINESS

YOU CAN TRANSFORM

WHAT YOU DO

WELL THAT WAS
TOTES EMOTIONAL

The membership for courageous small business owners who are finally ready to build that damn marketing funnel.





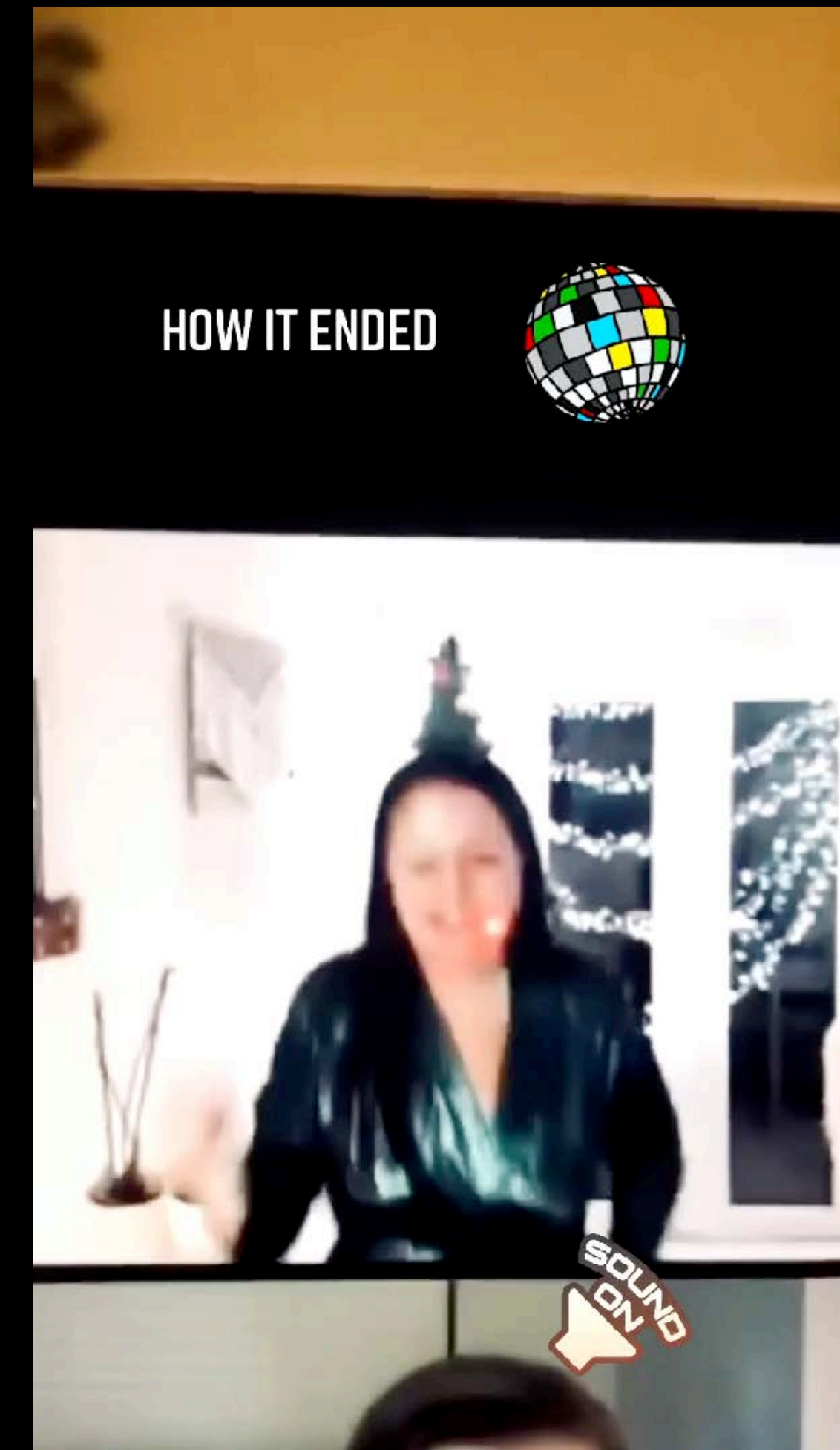
**It's run by me.
We're going to do it together.
We start on the 1st of December.
(You can have next week off.)**



Just in time for our **LEGENDARY**
Christmas party

Order in some tequila*

*Other beverages are available






Follow the Feel Good Funnel roadmap


Take any extra foundation courses you need


Join me & the team every week for live Co-Working
& accountability


Experts join us every month for a live 'Funnel Fix'

Harness the hive mind at Mastermind Calls


 Your Goals For This Quarter

 My main focus goal is:
Generating annual renewals & upgrades

 My 3 key actions to achieve that are:
Make the right offer, prove the value & run the summit

 My biggest roadblock is likely to be:
Not enough time!

UPDATE MY GOALS

 Your Personal Roadmap

Melissa, you're on the planning track!

1

Become An Action Taker

- Log into the members area
- Watch How To Use The Marketing Fix
- Join the Facebook Group
- Join a new member call

2

The Business Blueprint

- The Business Blueprint



ANNUAL

~~£350~~

£315

Save 3 months

45 min strategy call
with me

4 x Quarterly
Planning Sessions

MONTHLY

£35

(Still just as
awesome though).

BUT WAIT, THERE'S MORE.

Just kidding.



ANNUAL

~~£350~~

£315

Save 3 months

45 min strategy call
with me

4 x Quarterly
Planning Sessions

MONTHLY

£35

(Still just as
awesome though).



themarketingfix.co/feelgood

**Offer ends midnight of Cyber
Monday, wherever you are.**

(Expect some emails)

QUESTIONS

**PS. Don't forget about the implementation session
on Friday at 4pm UK in the Design Space Lounge**