

# AUTOMATE THE EXTRAORDINARY

Funnel ideas for  
*Super Humans*



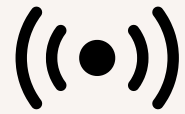


# It's time to put the fun back into building funnels!

Sales funnels don't have to be sleazy and automation doesn't have to be boring. Really great automations can act as a prompt to help you show up as your best human self and start meaningful conversations.

The ideas in this file are easy-to-implement, scaleable and designed to help you stand out to your ideal client and become famous in their feed and their inbox.

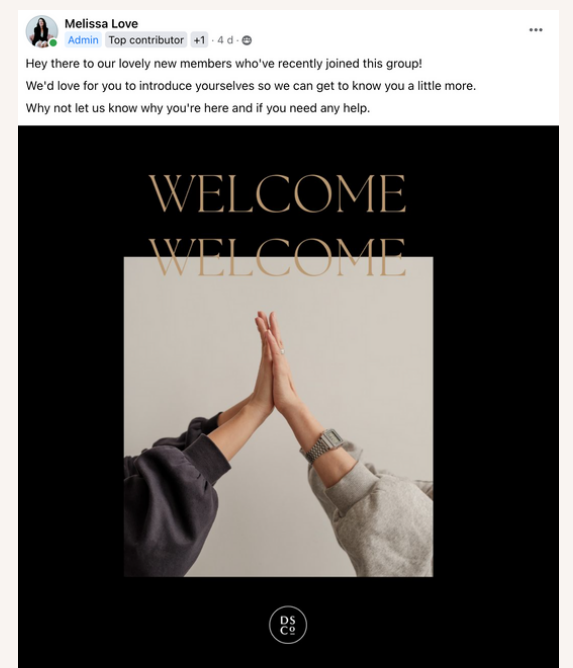
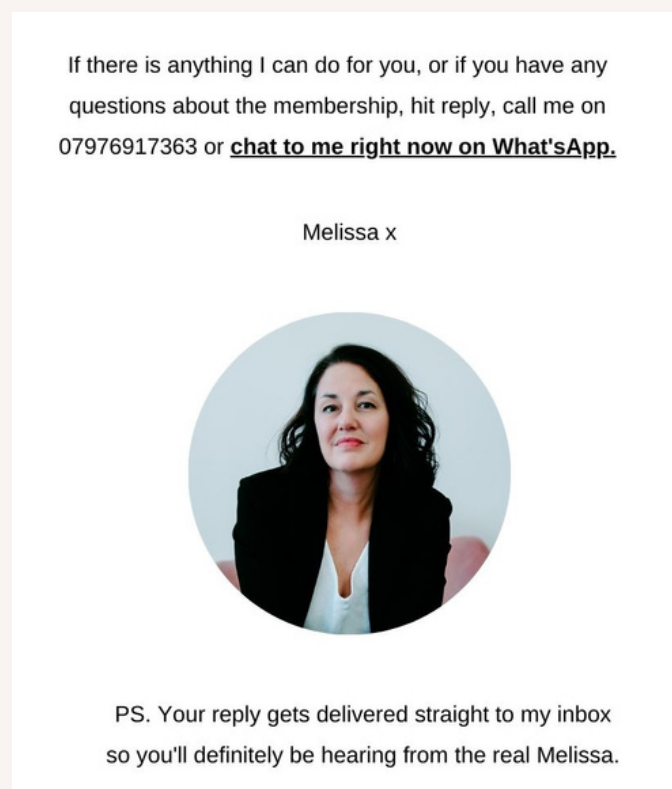
*Melissa*



# AWARE

At the awareness stage (eg. they have joined your email list or Facebook group), you're looking for scalable quick & easy conversation starters that don't take up too much of your time.

- Encouraging conversation in your email sign off
- Embed asynchronous video on your website (VideoAsk)
- New member shoutouts in Facebook groups
- Segmented conditional content in emails (ask what they are most interested in when they join your list and tag them for later)







# ENGAGED

At the engaged stage (eg. they are interacting with your content), you can afford to invest a little more time with personalised messaging.

- Creating Ask Me Anything chat groups on your preferred social network
- Asking segmentation questions to access a free Facebook group and sending an automated, personalised welcome message
- Sending personalised videos to anyone who views your sales page more than once (Bonjoro or Loom message)
- Behind-the-scenes personality-driven retargeting ads to deepen the relationship
- 'Crowdsourcing' tips/quotes for a blog post and linking back to their own website or social profile
- Capturing Instagram details and following and commenting



# CLIENT

- Handwritten post cards
- Gifting a business book
- 'I saw this and thought of you' swipe file on Trello
- Creating the beginnings of a case study by benchmarking their current KPIs (website traffic, email list) to generate excitement about your process
- Member of the Month inside communities



## Simon Sinek's Start With Why TED Talk

in list [BUSINESS READS](#)

### Notifications

👁 Watch

### ☰ Description Edit

Just dropping by to share one of my favourite business talks because I know you're working on your positioning statement right now.

Understanding why do you what you do can really unlock some of the descriptive language we're going to need for your home and sales pages.

[▶ Start with why -- how great leaders inspire action | Simon Sinek | TEDxPugentSound](#)

Let me know what you think. (I think it will really resonate with you).

Melissa x

PS. I've taken the liberty of sending you the book, because I know you'll want to read it as soon as you've watched this!

### Add to card

👤 Members

🏷 Labels

☑ Checklist

🕒 Dates

📎 Attachment

📁 Custom Fields

### Power-Ups

+ Add Power-Ups

### Automation





# Got a *Question?*

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Join the friendliest Facebook group around, to get even more support with building your feel good funnel.

[JOIN THE GROUP](#)

