

UNSLEAZY FUNNELS

MELISSA LOVE



£30,000

1982



1982





MY FIRST LEAD MAGNET

1982

1991



MAGIC MIKE





Lead
magnet

+

Upsell

+

Scaleable
offer



1982

1991

2008





£30,000



Luck marketing



You can't just work
harder and harder.

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

Marketing Funnel

SLEAZY

COMPLICATED

IMPERSONAL

MANIPULATIVE

**MYSTERIOUS
HOLY GRAIL**

SEND WINE





HORROR FUNNELS

DO YOU WANT TO
Convert **your** Bounce Traffic
INTO REVENUE?

YES ▶
show me how

OR

NO ▶
I like when visitors bounce

“No thanks, I’m an idiot”

- ✓ Fake concern
- ✓ Fake scarcity
- ✓ The selling never ever ends
- ✓ Retargeted to death
- ✓ Who the hell are you?

BUT NOT ALL FUNNELS

REAL HUMAN

SYSTEM

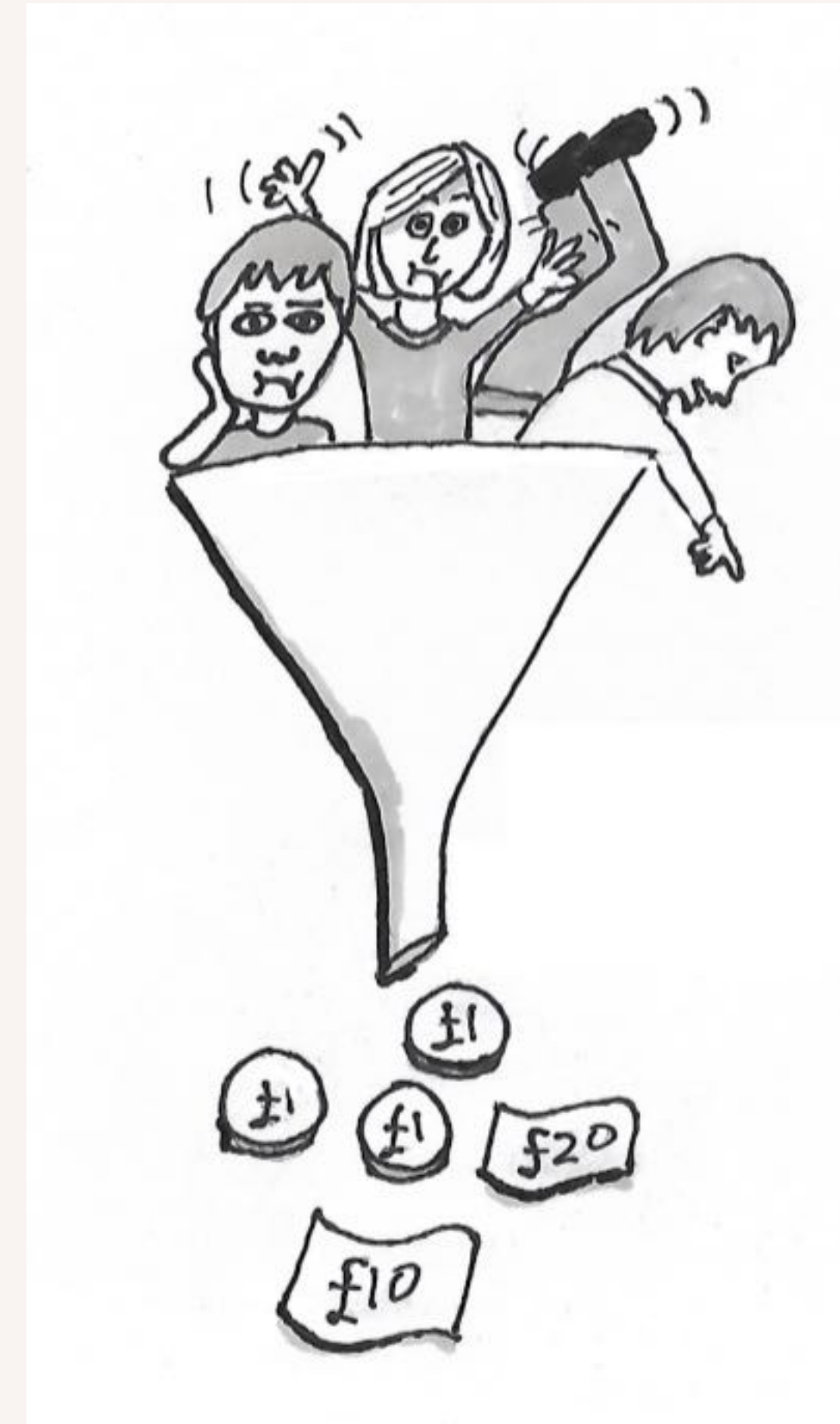


SUPER HUMAN

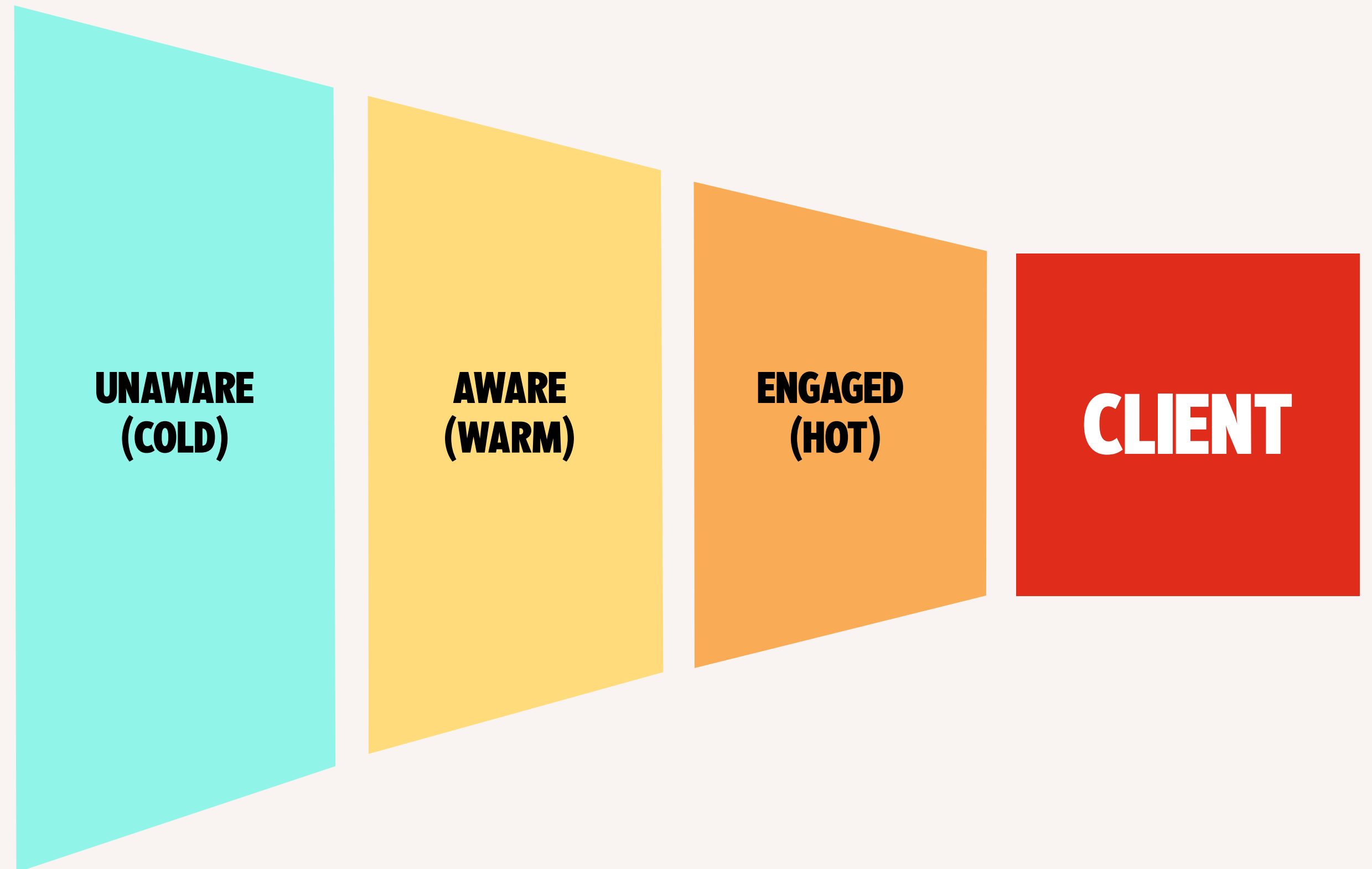
SYSTEM



Smarter than the **AVERAGE FUNNEL**



SEO
Social media
Word of mouth
Paid ads





Content

**LOOK AT MY STUFF
BUY MY STUFF**



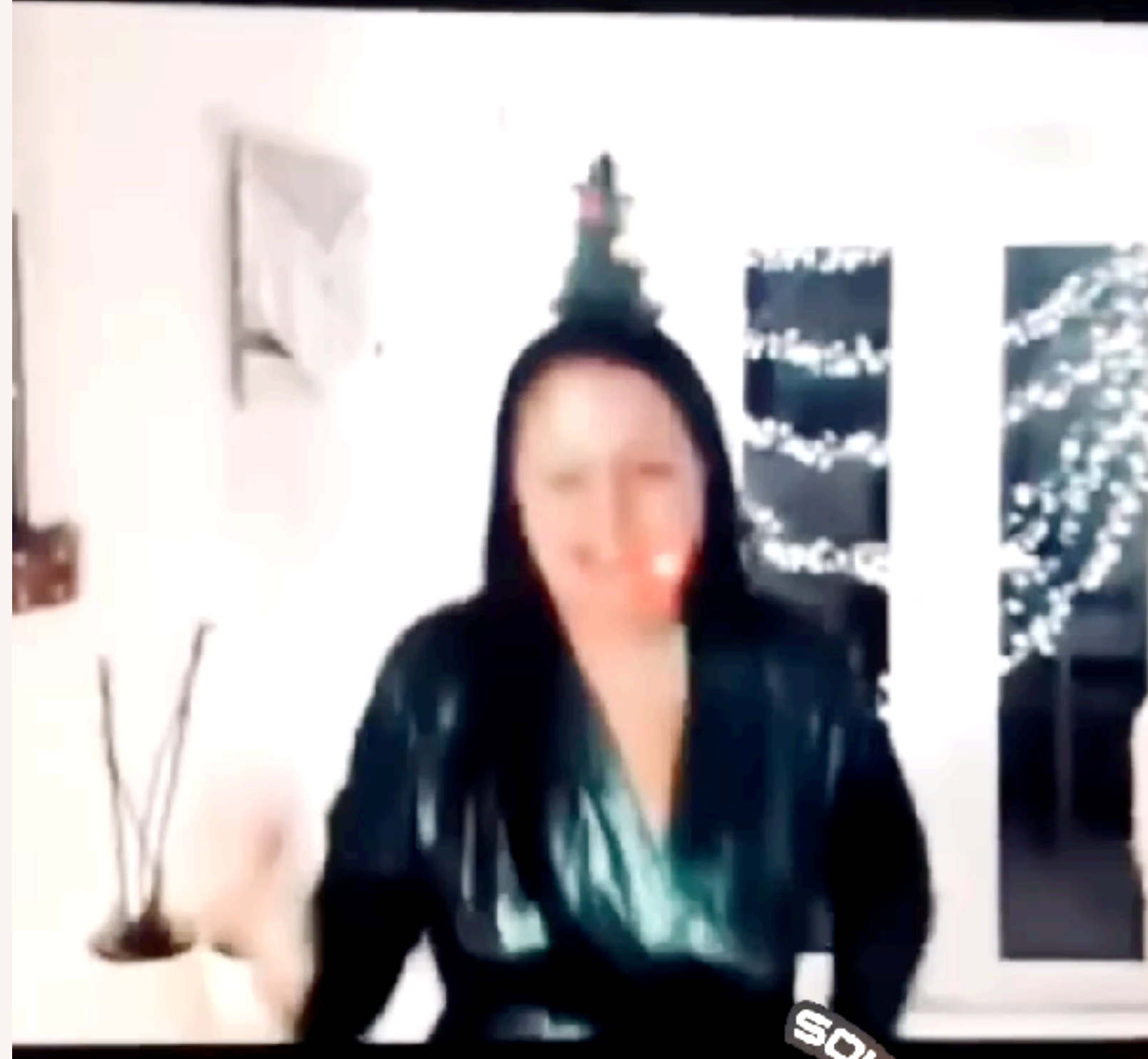
The Bestie 🍷



The Friends 🎤



HOW IT ENDED



The Bestie 🍷



The Friends 🎤



The Cool Kids 🍴



Differentiated Content

UNAWARE → AWARE → ENGAGED → CLIENT

Catchy lead magnet

Expert Content

Offer + Proof

Rewards

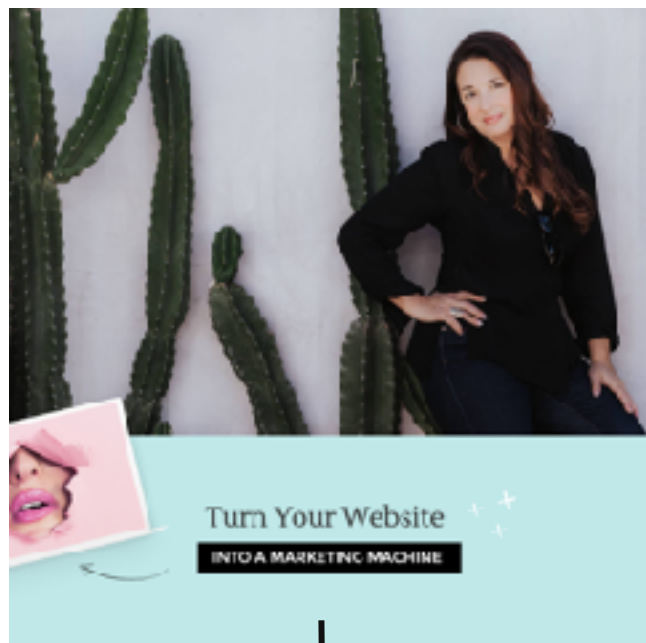
**UNAWARE
(HOOK)**

**AWARE
(EXPERT VALUE)
1 - 9 days**

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

**DIDN'T BUY
(DOWNSELL)
18-21 days**

LEAD MAGNET AD



SIGN UP

THANK YOU PAGE

DELIVERY EMAIL

Facebook group
SEO
Blog posts
Organic social

EMAILS

Value Email



Value Email



Value Email

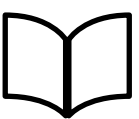


WEBSITE

Video Lesson



Blog Post



About Page



PAID ADS



Email Series
Offers, testimonials,
behind the scenes



Sales Page



Webinar
or
Call Booking



Marketing. Sorted

JOIN FOR £1

STILL NO

New
Email
Sequence



AUTOMATE THE **EXTRA** ORDINARY

✓ **LEAD MAGNETS**

✓ **EMAILS**

✓ **RETARGETING**





AWARE

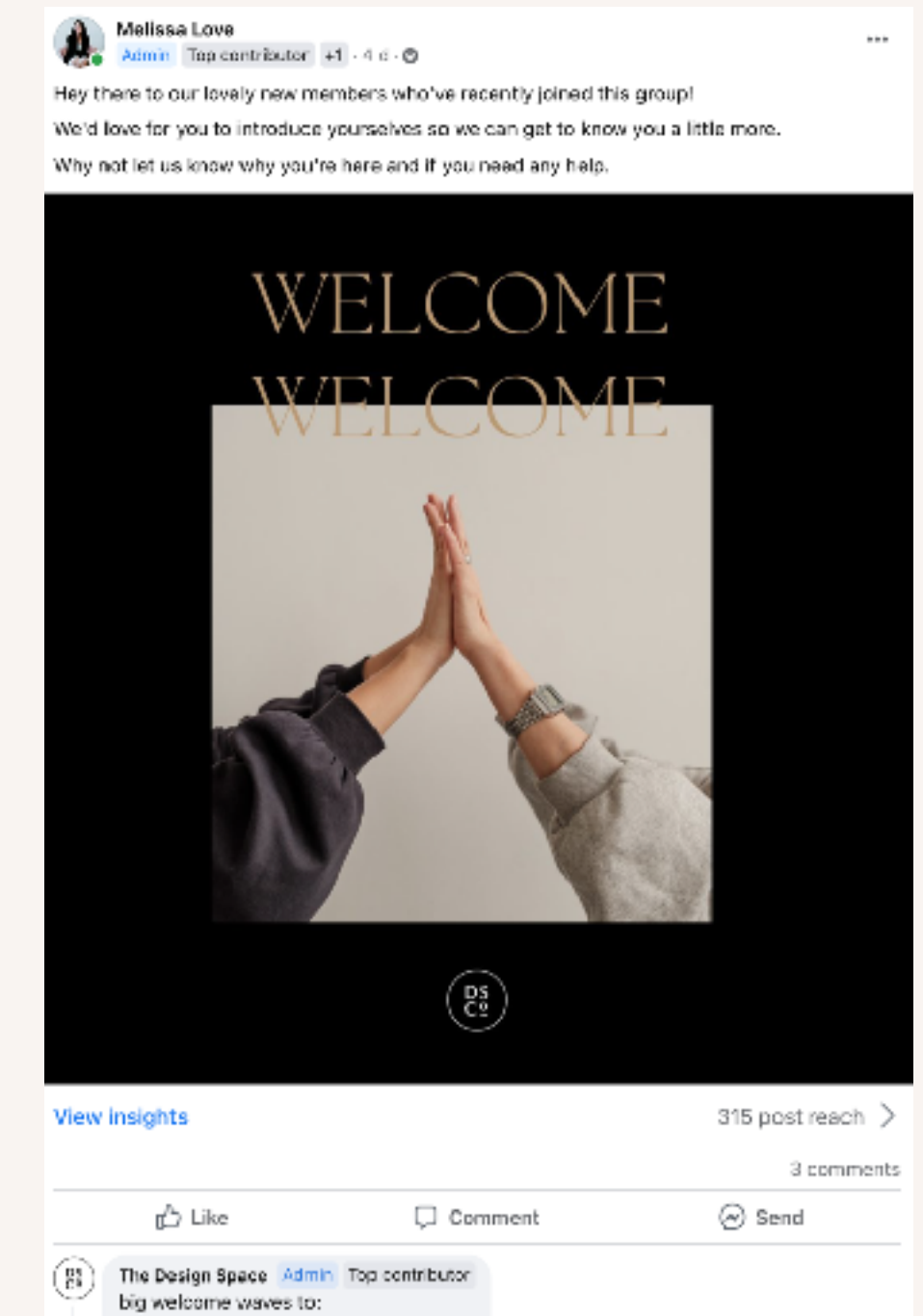


If there is anything I can do for you, or if you have any questions about the membership, hit reply, call me on 07976917363 or chat to me right now on What'sApp.

Melissa x



PS. Your reply gets delivered straight to my inbox so you'll definitely be hearing from the real Melissa.



👍 **ENGAGED**

9:05 am



11:23 am

OMG, yes of course I'd love to know how you did that.

Kind of freaky but in a good way, ha ha. 🙄

Annie x

11:29 am

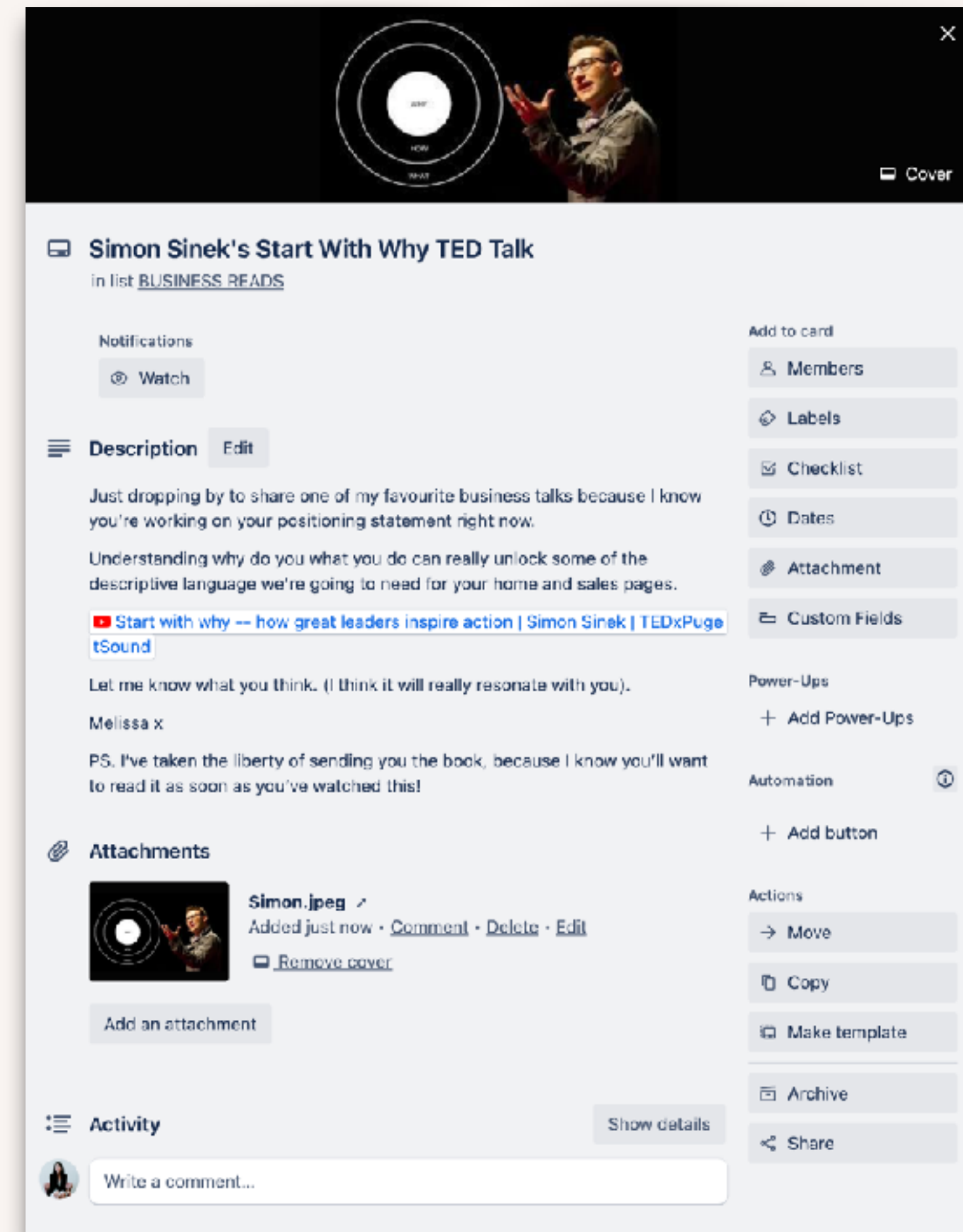
New Order: #34452

[Order #34452] (May 16, 2023)

Product	Quantity	Price
The Marketing Fix Membership 2023 - Annual <small>Plan: Annual</small>	1	£450.00
Subtotal:		£450.00
Payment method:		Credit Card (Stripe)
Total:		£450.00



“I saw this and
thought of you.”



Famous in their inbox
Famous in their feed



FEEL GOOD FUNNEL



**FORCE FOR
GOOD**



**UNCONVINCED
YOU ARE**



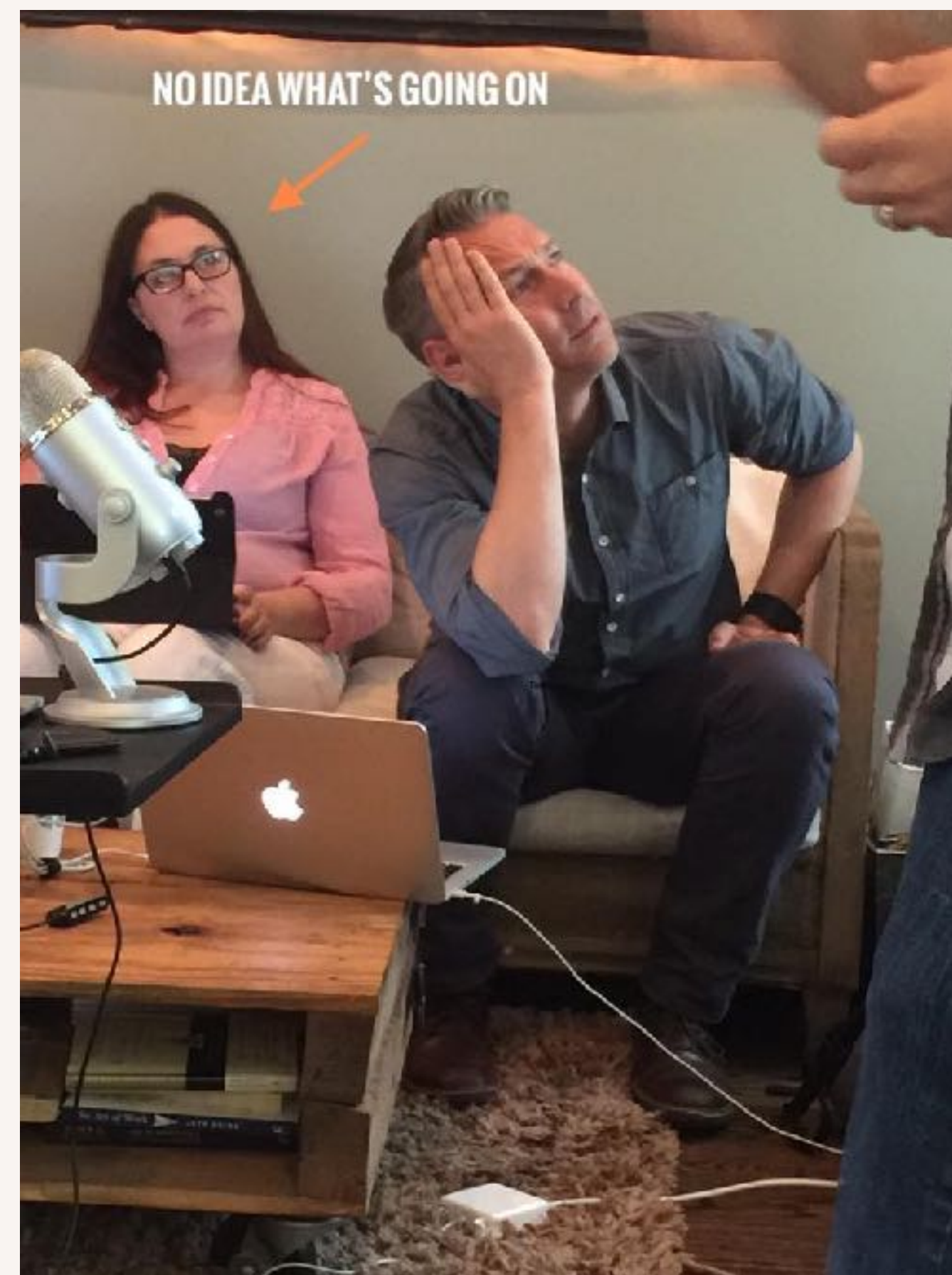
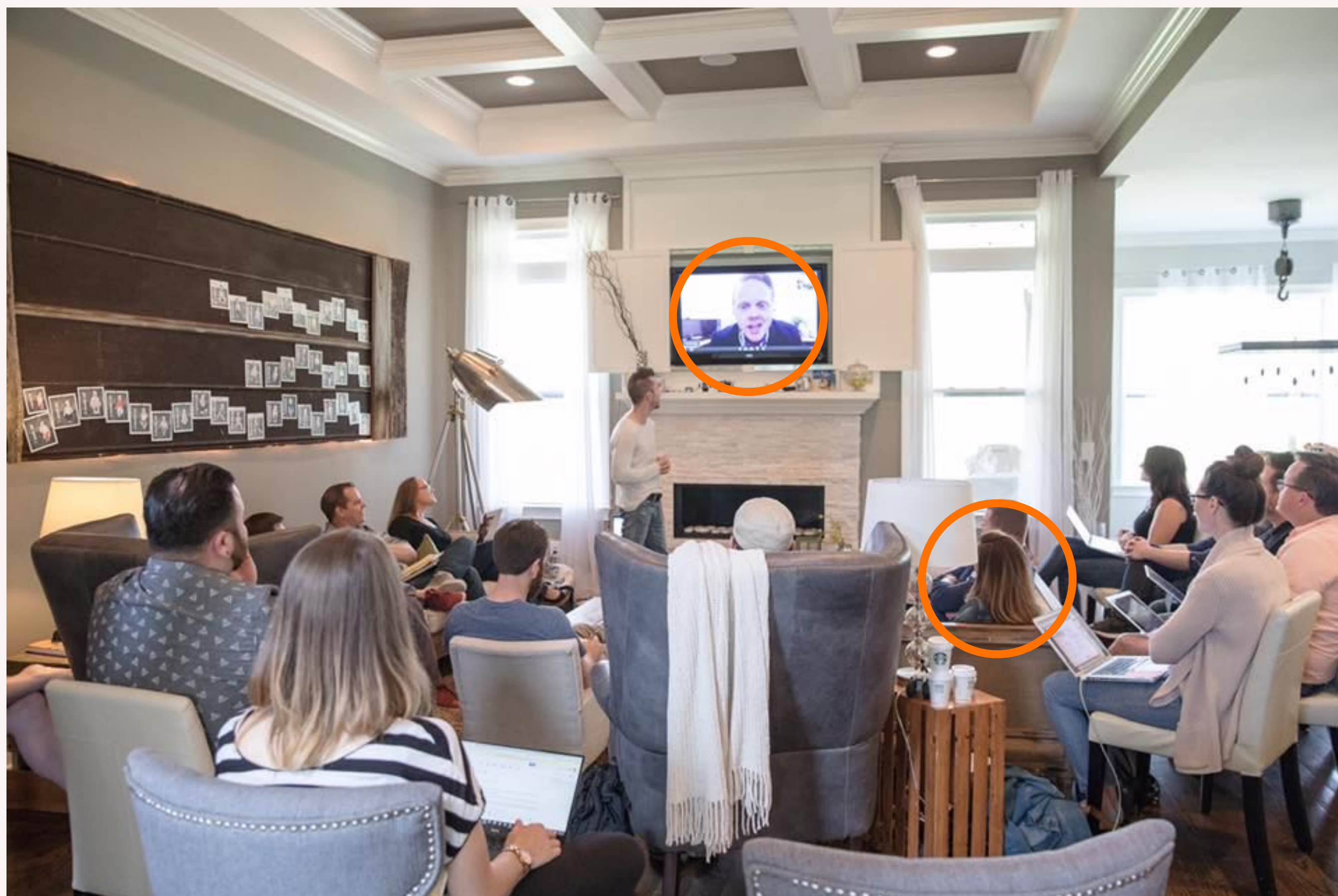
1982

1991

2008

2016

Another great business idea



2,000 SUBSCRIBERS

£30,000

AUTOMATION
BUYS YOU TIME

**AUTOMATION
HELPS YOU TO BE
YOUR BEST SELF**



2023

Tuesday, 12th June



12K EMAILS

13 NEW SUBS

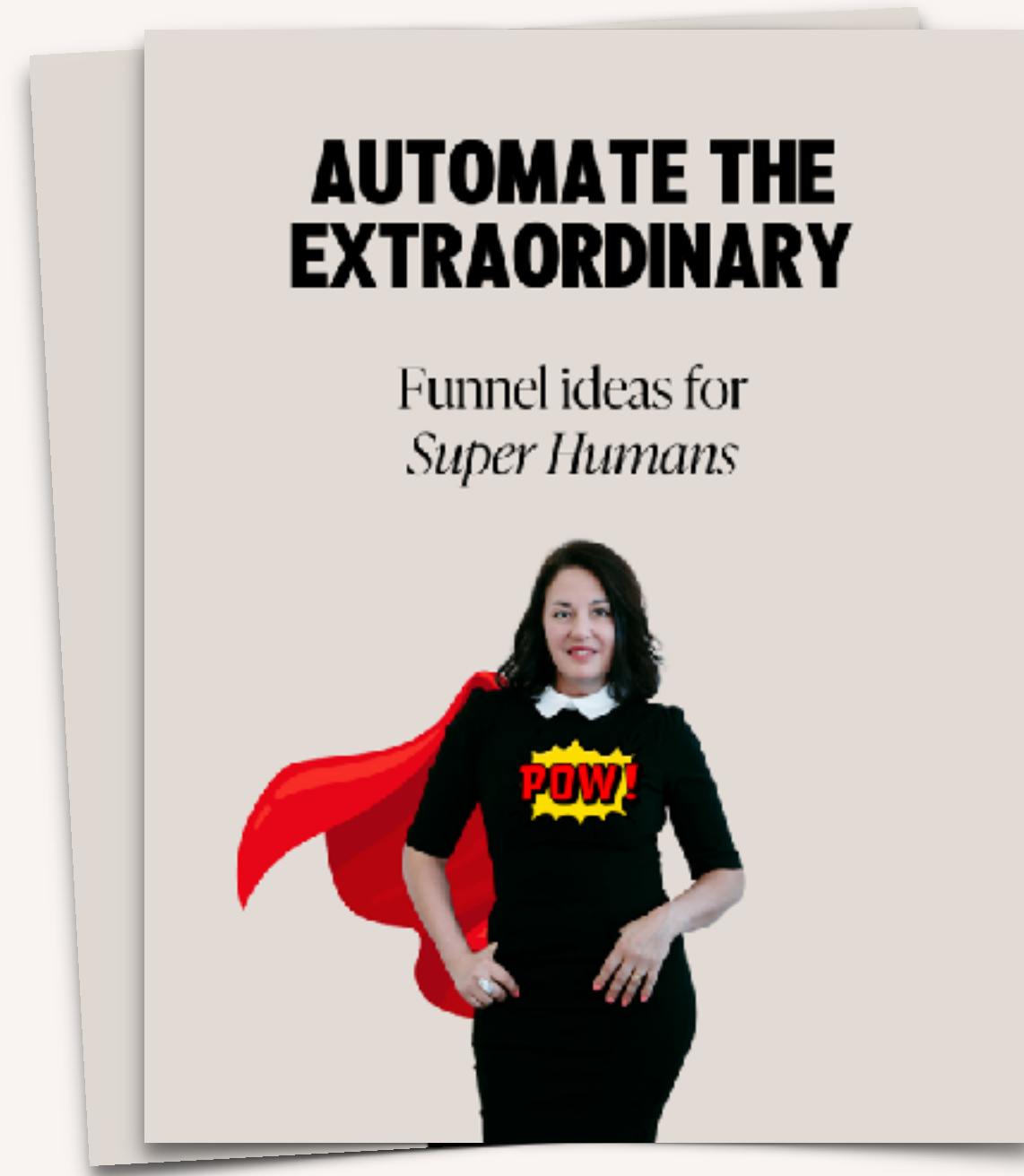
7 SALES

4 UPSELLS

9 VIDEO
MESSAGES

AUTOMATE THE EXTRAORDINARY

themarketingfix.co/human



CREATE YOUR ARMY OF YOU



AUTOMATE THE EXTRAORDINARY

themarketingfix.co/human

