



**SEVEN WAYS TO TURN
YOUR FACEBOOK
AUDIENCE
INTO *Paying* CUSTOMERS**

A | B



Your Guide to Bringing Leads in Online

How does a marketing funnel work?

A marketing funnel is a systemized process that helps nurture a stranger into a raving fan. Marketing itself is the act of addressing an opening in the market and a customer need, and then figuring out how to fulfil it.

Selling is a big step within our marketing funnel, and it's important to remember there's nothing sleazy about marketing, it's just helping your ideal customer realize that you (or your business) can fulfill their needs.

The marketing funnel (although, not necessarily a gentle or nurturing word in itself) is the process of offering your solution to someone who needs it. The steps of the funnel help to build trust and nurture your clients' needs along the way.



As an entrepreneur, it's already clear that you know how to work hard. Between late nights and early mornings, and pulling out your laptop to sneak in a bit more work, given any opportunity you can, I know first-hand how stressful it can be to manage everything (small kids and day job included at one point in time!).

If you've spent any time researching how to grow your business, you know that an Online Marketing Funnel is your answer to more qualified leads. You've probably created some content, a few lead magnets, and downloaded a million free resources trying to learn how to put it all together.

However, like most entrepreneurs, you're always facing these common struggles:

You are full of ideas, but you have no idea how to implement them, nor the time to get it done.

Your business is either slammed and the money is plentiful or you're out desperately searching for your next group of clients before your bills are due.

You know that online marketing works, but you haven't "gotten it down" just yet. You're unsure of the dollars you're spending on Facebook ads, because sometimes your conversions seem amazing and sometimes they fall flat. (Or maybe you're not capitalizing on FB ads altogether because you don't know how to invest or where to start.)

You're not comfortable selling and sometimes feel "gross" or sleazy trying to close a new client.

I'm here to tell you that while these feelings are completely normal for any entrepreneur, there's a new way to live and grow your business.





Hi, I'm Allie.

I help entrepreneurs to elevate their empires, grow their businesses and sell more through online marketing funnels.

I've been there. I had a big dream of building up a digital marketing agency, but it was constantly a struggle. I was always searching for more clients to help pay the bills. As a one-woman startup, this left me barely any time to manage my existing accounts. Add on being a work at home mom with a husband traveling much of the week. My “dream business” started taxing my personal happiness, my energy, while stress started spilling into all the other areas of my life.

There had to be a key step of growing a business that I was missing. That's when I started researching systems, marketing funnels, and personal development and made a decision to revolutionize the way I do business.

If you don't want to struggle any more, then don't.



Now that you know there's an easier way, it's time to fix the problem.

And you DON'T have to do it alone.

You need to learn how to market your business in steps. When you bring people in by **CREATING** value, by the time they're ready to click the "buy" button, your services are a no-brainer.

It's hard to bring in business online if you follow the typical marketing approach and only go after the customers that are ready to buy your product **RIGHT NOW**. Once you learn how to speak as a human (not just a business) to other humans, especially those that are in different steps of figuring out how to solve their problem, a whole new world of success will be at your fingertips.

The steps of any successful sales funnel are:

CREATE. *Create value, create content, create interest, create intrigue.*

MARKET - *Get their information!*

SELL - *Have an offer when they're ready for one.*

DELIGHT - *Ah, the most important step yet. A customer who has already purchased from you is the easiest in which to attract again. Delight your customers, and not only will they come back for more, they'll tell all their friends, too.*



These are your tickets to sustainable success, let's dive in.



1. Offer exclusive content to Facebook group members

Help your group members see you as a trusted expert in your industry by offering exclusive content to your tribe. Assuming this free content plays a role in a sales funnel, your members will be a nurtured audience full of raving fans, ready to buy.

2. Host a challenge followed by promotion to participants

Hosting a challenge is a great way to reach a number of different goals, depending on how the challenge is operated. A well-run challenge can grow your group, increase engagement, promote your services outside of the group, grow your email list, show your expertise and play into a sales opportunity.

3. Showcase your brand story

Once you have members in your group, it's a great opportunity to build relationships with them. By showcasing your brand story, your group members will start to think of you as a trusted partner who is invested in the growth of their business, and will be willing to support your services in return.



4. Explore opportunities via email marketing

Make every reasonable effort to get your group members on your email list. You can do this by offering an exclusive “sign up” page to request access to your group, or offer them content they can only receive through joining your email list.

5. Leverage Testimonials

Gaining raving fans and customers begins by showing them social proof. By sharing testimonials or case studies within your Facebook group, you’ll encourage paid relationships.

6. Host Live Trainings or Hangouts

Use your group to host list trainings, tips or Q&A hangouts. One strategy, is to use the Live event to promote a free opt-in, then build that into an email nurturing sequence, leading to a sales opportunity.

7. Offer Optins

Share your best optins to your Facebook group members. They are a captive audience for your latest ebooks, webinars, mini-courses and more. You can also source their answer when you need ideas for a new offer. As your tribe, you should be getting to know them, and learning about how to help them solve their most urgent pain points.



What does my ideal client say they want to learn more about?

Why would my audience NEED to join my Facebook group?

How will I highlight the “Why” with my audience?

What are four benefits being part of my Facebook audience? How can I help them?



What do I hope my audience does after joining my group?

How can I create “quick wins” for my audience?

What social media links would they enjoy?

What additional content on your site could you share? (Top Blogs, videos, etc.)

What type of additional social proof can I share? (Case studies, testimonials.)



***I know you're busy and overwhelmed trying to learn
#allthethings.***

***But I also know you're ready to
start implementing now,
so I've made it simple to follow.***

***You'll have your online marketing
and sales funnel in place quickly.***

***You have a lot to look forward to,
like knowing your marketing efforts are
paying off and serving consistent clients.***

***Of course, experiencing rapid growth
in your bank account won't hurt either.***

***Want to learn more?
Visit AllieBjerk.com***

