

5-STEP

FUNNEL COPY FIX

Day 1: Capture Attention

Story about late-night hair product buying.

Studies show you only have three seconds to catch someone's attention when they're scrolling. When it comes to a sales funnel, the headline does the heavy lifting on capturing attention.

And boy oh boy, headlines are tricky. You only get a dozen words or so to make that scroll-stopping impression before the reader is gone. That's a lot of pressure for a relatively short piece of copy, but it's true. Headlines are the most important copy on the sales page, because if the headline doesn't hit, that's it. They're gone.

Now, I say all of that, and you're probably thinking, "Yes! We're writing headlines today!"

Actually, not quite. I told you yesterday in the welcome video that I wasn't going to be teaching the same old, same old funnel copy techniques you're used to getting. I'm giving you the actual process I use on my client's 7-figure funnels and campaigns, and that means looking deeper under the hood to get to the nitty-gritty of what drives conversions.

We're actually going to do something even more important than just write headlines today, although I will show you that too. I'm going to show you something that will not only help you write absolutely compelling headlines that capture attention, but set the entire funnel up for success.

We're going to create focus statements. The truth is, unless you write a focus statement for the offer first, you can't know for sure that you're creating the exact headlines and hooks needed to keep people in the funnel. And that's because a focus statement does three vital things for your sales funnel copy.

Creates Clarity

First, a focus statement **creates clarity**. We get attached emotionally to our own offers and the offers we write for. Sometimes we're so close we have a hard time putting our

finger on the needle-moving things the audience needs to know and understand in order to buy. A focus statement immediately calls that out.

Sets Direction

Second, the focus statement **sets direction** for the entire funnel. What do I mean by that? I mean that everything you put in the sales copy must be filtered through the focus statement. If an idea or concept doesn't support the focus statement, then it doesn't need to go in the funnel. A focus statement keeps the sales copy between the lines, so to speak.

Positions the Messaging

Third, the focus statement positions the messaging for the entire funnel. Sales funnel copy is about what will *capture the target market's attention*, not yours. Not the client's attention. Without a focus statement, it's easy to skip ahead and brain dump information the target audience isn't ready for yet, overwhelming and driving them away. A good focus statement keeps the attention on the ideal client or buyer at all times.

A focus statement is the behind-the-scenes groundwork that helps guide every word you write. In today's training, I'm going to teach you how to write a focus statement, then I'll show you how the focus statement is the key to headlines that capture attention.

The 5 Elements of a Focus Statement

1. Ideal client/buyer
2. Ultimate goal
3. Deepest pain
4. Unique Mechanism
5. Offer

If you can get <<BUYER>> to understand that the key to <<ULTIMATE GOAL>> without <<DEEPEST PAIN>> is by <<UNIQUE MECHANISM>>, which can only be achieved through <<OFFER>>, then they will convert.

Use Erik Fisher's Focus Statement as an example:

If I can get **B2B salespeople** to understand that the key to **10x'ing their lead pipeline and crushing their sales quotas** without **having to be a natural salesperson or spend hours chained to their phones or inboxes** is the **Intelligence Factor Sales Method**, which can only be learned in the **B2B Quota Crushing Challenge**, then they'll join the challenge.

Now you can really get down to business writing headlines that capture attention because you know EXACTLY 1) what buyers/clients want, 2) what they want to avoid, 3) and how to create curiosity around the offer.

Mix and Match Headline Formulas:

Time Frame + Ultimate goal - deepest pain

GOT 21 DAYS?
Want To 10x Your B2B Sales Pipeline
And CRUSH Your Quotas WITHOUT
Being Chained To Your Phone Or Inbox?

Erase deepest pain + unique mechanism + ultimate goal

Ditch Being Chained To Your Phone Or Inbox & Use
The Intelligence Factor Sales Method To Explode
Your Lead Pipeline & Crush Quarterly Sales Quotas

Erase deepest pain + Ultimate goal + Unique mechanism

You Don't Have To Be Super Smooth To Sell!

Explode Your B2B Leads Pipeline And Crush Quarterly Quotas By Learning To Leverage Data And Intelligence Instead

Homework: The Focus Statement Worksheet

Reminder where to find homework.

Comment in post in Units when done to earn your Capture badge.

Day 2: Create Connection with Stories

Review from yesterday's content.

Reminder to comment "Finished" in post in Units to earn badge.

Do you mind if I tell you a story right now? Some of you may have heard part of my story and some of you haven't. But I want to tell you about a time in my business that I didn't think I was gonna make it. I can remember my husband finding me on the floor and our bedroom sobbing. The poor man, he had no idea what to think.

"What's going on? What's wrong? Did somebody die?"

Nobody had died, and there really wasn't anything major or dramatically wrong. But in that moment I was honestly just so exhausted and so mentally and physically tired that it was all I could do.

So what in the world would cause something like that? Well, I was building a business.

Have you ever been there? I had joined a mastermind six months earlier and was learning social media management and digital marketing as fast as I could. I was just learning how to get clients, and at that point, I was basically doing whatever they needed done.

- Building websites
- Building funnels
- Running facebook ads
- Creating graphics
- Social media management
- Video editing
- Writing copy

I was taking on all kinds of different projects. I was working, doing tasks that I didn't enjoy. I had so many things going on all at once that I was burned out and stressed out and something needed to change. Unfortunately, I was so busy doing everything that I didn't have time to stop and consider what should change.

My husband graciously stepped in, gave me the permission to do what needed to be done to find breathing room in my life. That started me on a path to stepping into doing things that I loved giving myself permission to not just do what would generate income, but to do what made me feel fulfilled in what I could do to help clients get best results.

Now, I could have told you all that in a pretty short little blurb. I burned out early on in my business, and stopped doing a bunch of tasks that I didn't enjoy. And that would have been factual, but it wouldn't have had the emotional effect that the story I just told you had.

So if the question is how can I engage pain points to catch my readers emotions? The answer to that is tell a story. Everybody loves stories, right? We've been using stories since the beginning of time to pass down traditions and facts and, you know, family ideas, recipes, everything had a story since the beginning of time.

And it's easy to fall into just let's just make a quick list or let's just tell it like it is, or I don't have time to really expound on that. And when you do that, when it comes to your audience, you're missing out on a huge opportunity to really capture them **emotionally** and bring them on a journey with you. So let's talk a little bit about three reasons why story is so effective.

First, stories are memorable. There's actually science behind that. When you tell a story, not only is the person reading words, they are mentally picturing what's going on in their minds, and so it's like doubling down on the memorability factor of what their mind is doing as they're envisioning it while their eyes are reading it. It's sinking into their consciousness even more. So using story can really uplevel the emotional experience because it's going to be easier to remember.

Did you ever have your mom teach you how to do something using a story or a nursery rhyme? Mine did this ALL the time. In fact, she even made up a song to teach my brother and I the books of the Bible, and I still remember them all today. That's just another example of how effective a story can be in terms of memorability.

Second, stories are relatable. Stories make us human. You know, like I said, we can list off a bunch of facts like a robot. That doesn't make us very interesting and it doesn't really make us appeal to people that much. Stories give us a way to communicate in a way that the reader can enjoy, understand and feel that "me too!" feeling.

When we're willing to open up and share a little bit about our lives, we're able to create a connection that's more personal, more relatable, and that is really great as far as being able to reach people emotionally. This works for our clients too.

Third, stories are vehicles. Stories have the ability to take the reader from point A to point B, and have them actually enjoy the journey. When we just type out the facts and nothing but the facts, yes, we are getting the reader there. We're going from point A to point B, but sometimes it feels like they're pedaling a bicycle, uphill. And if it takes that much work, and it's that hard to get from where they are to where you want them to be, they will stop pedaling and just stay at the bottom of the hill right? If the journey's not enjoyable, they may never make it to the destination.

Story makes the journey enjoyable. Story is like riding on a sky rail at a safari park and being able to experience everything from a bird's eye view without the danger of being eaten by a lion. Story becomes a vehicle that the journey you're trying to take somebody on is an enjoyable experience. So, so much fun.

Struggling With Story?

What do you do if you struggle with stories? What if you can't think of any stories or you're not sure how to put stories together? Storytelling doesn't come naturally to everyone, and that's okay. Obviously I have a flair for the dramatic, so I'm always thinking in terms of stories, but maybe you're thinking "Yeah, right. Christa, this is so easy for you, but what about me? I am a black and white kind of person."

I have a fix for that! There is a storytelling formula that I like to use that I learned from this book right here. *The 16 Word Sales Letter* by Evaldo Albuquerque. He's the top sales copywriter at Agora Financial. This is a simple framework that can help you when you get stumped, and you're not sure how to put a story together to capture your audience. It's called ABT.

A - And

B - But

T - Therefore

"And" sets up the background and provides momentum.

"But" introduces conflict and it brings the tension. That's where the story ramps up and there gets to be there needs to be some kind of resolution, but you're not there yet.

"Therefore" presents that resolution.

So here's an example of how I might use the ABT format to take a simple everyday activity and turn it into a story that my audience can relate to.

I knew I should just bite the bullet and get up. It was 6 am **and** the coffee wasn't ready. I needed to get going. I had a lot on my plate today, **but** the problem was my bed was so warm and comfortable that I decided to check my messages first. As I grabbed my iPhone, opened up Slack and started going through the messages, and all of a sudden I was attacked by a flying furball. Doug had found me - my cat was awake. He was ready to get up and there was going be no more rest. **Therefore**, I dragged myself out of bed and wandered upstairs to make the coffee. Now I could have just said my cat jumped on me and woke me up and got me out of bed this morning. But turning it into a little bit of a story like I was in bed, and I didn't want to get out. But my cat jumped on me. So I got out of bed. It just makes it super easy and simple.

Wednesday: Communicate Clearly

Listing features and bonuses in the funnel will only get you so far. I'll show how to communicate the ONE thing audiences REALLY need to know about the offer before they will open up their wallets. **Homework:** Unique Selling Proposition Worksheet

Thursday: Convert Like Crazy

People tend to freeze right before they push the Buy Now button. I'll show you how to break down the big three sales objections and create a clear path to conversion. **Homework:** Purchase Objections Worksheet

Friday: Offer Continuity

Present the buyer with the next logical step to keep them in the client's ecosystem. (Mini webinar). **CTA:** Book a call