

5 SIMPLE STEPS TO  
**CREATING**  
A WINNING  
**SALES**  
FUNNEL

STORY

BRAND<sup>®</sup>

# INTRODUCTION

Most business owners spend way too much money on marketing collateral that doesn't work. And throwing money away, month after month, can be mind-numbing. We spend a ton of time designing a beautiful website or mapping out complicated ad campaigns, yet rarely do these efforts translate into increased revenue.

Solving this problem isn't difficult. What you need is a sales funnel based on simple, effective formulas so customers slowly, naturally learn to trust you and start buying your products.

But how do you create a sales funnel? Following the strategies laid out in this checklist will show you how to create key pieces of marketing collateral that make up an effective sales funnel. This is the exact strategy we used to grow StoryBrand from \$250k to \$6MM without spending a penny on marketing. It's simple, effective and it will work for you.

If you're a business owner who wants to increase sales or you're a member of a company's marketing team, this sales funnel checklist will save you an enormous amount of hassle.

With this checklist, you'll get practical strategies that are easy to implement and you'll get a return on your investment almost immediately. Stop wasting money on confusing marketing collateral and create a sales funnel that works!

Let's dive in.

# STEP 1:

## CLARIFY YOUR COMPANY MESSAGE

The first step in building a better business is clarifying your message. When people don't comprehend what you do or why they need your product, they get confused and immediately disengage.

When you filter your company's message through the StoryBrand 7-Part Framework, customers understand what you offer and start purchasing your products. Crafting a clear marketing message is the best, easiest, and most inexpensive way to increase customer engagement.

If you confuse, you'll lose but if you create a clear and compelling brand message, your sales funnel will work and your marketing will get results.

## To create a clear and compelling brand message, you should complete each of the following:

- Define the desire your customers have as it relates to your product or service
- Identify problems that you help your customers resolve
- Position your brand as the Guide by establishing empathy and authority
- Give your customers a plan they can follow that alleviates their problems
- Create a clear call to action that leads your customers to a sale
- Illustrate what success looks like for your customers
- Describe what failure you are helping your customers avoid
- Identify an aspirational identity for your customers
- Develop a company one-liner that answers the question “What do you do?”
- Refine your BrandScript so that it stays relevant to your customers

**Pro Tip:** There are several ways you can experience the StoryBrand message clarification process. You can read Donald Miller’s book *Building a StoryBrand*, attend a live 2-day workshop with business leaders just like you, you can hire a StoryBrand facilitator to take your team through the process, or you can experience our online course. To learn more about these opportunities, either ask your StoryBrand Certified Guide or visit [storybrand.com](http://storybrand.com).

# STEP 2:

## CREATE A WEBSITE THAT WORKS

The quickest, most effective way to see a direct increase in revenue is to ensure your website is saying the right thing. Your home page should very quickly communicate what you offer and how it benefits your customers' lives. If prospective customers cannot immediately understand why they need your product and how they can buy it, chances are you're missing out on sales. When your website is an accurate depiction of your company's clear message, more people engage and more products get sold.

Creating an effective website isn't expensive and it's not complicated. There are a few simple, practical tools you can implement to see an immediate uptick in engagement on your site. Follow these suggestions and you'll start turning browsers into buyers.

## To create a website that converts, make sure you do each of the following:

- Include a clear and concise statement of what you offer on the header of the site
- Place a clear and obvious call to action in the top right corner of the site
- Offer a transitional call to action (lead-generator) that captures an email address
- Display images that illustrate what success looks like for your customer
- Simplify your offering into bite-sized breakdowns of your products or services
- Give your customers a clear plan they can follow
- Include a value proposition that promises specific benefits you'll deliver to your customers
- Make the text on your site scannable (not a ton of copy, bold headers, collapsable sections)

**Pro Tip:** Don't let this intimidate you. StoryBrand Certified Guides are trained to wireframe effective websites using these simple, proven formulas so you don't have to do it alone. Want to hire a StoryBrand Guide to help you build your site? Contact your Guide today to learn how they can help.

## STEP 3:

# CREATE A LEAD GENERATOR THAT CAPTURES AN EMAIL ADDRESS

Most people don't buy on initial impression. A key piece of your sales funnel should be a lead generator that continues to engage prospects without requiring them to make a purchase. This lead generator will onramp your customers to your product or service and reduce the resistance they may have around committing to a purchase.

Lead generators should provide enormous value to your customers, solve a problem they currently have and establish your company as the authority in your field of expertise. If the piece of content you're offering doesn't communicate immediate value to your customers, it won't be effective in creating a powerful sales funnel. There are endless possibilities when it comes to lead generators, but the easiest place to start is with a PDF your customers can download.

## To create a powerful lead-generating PDF that can grow your business, ensure you do the following:

- Offer the lead generator on your website and in ad campaigns
- Ensure this downloadable asset offers extreme value to your customers
- Include ways your brand can solve key pain points your customers are facing
- Use this to create a sense of reciprocity in your potential customers
- Establish your brand as the authority in your area of expertise
- Give this asset a catchy title to increase number of downloads
- Make the text scannable so people can easily read it and receive value
- Capture email addresses of prospective customers to qualify leads you engage with

**Pro Tip:** No one wants to sign up for your newsletter! Replace your newsletter opt-in with a lead-generating PDF and your opt-in numbers will soar.



# STEP 4:

## DEVELOP AN AUTOMATED EMAIL SEQUENCE

Once you capture a new lead with your lead-generating PDF, you must then do something with that email address to convert your lead into a customer. It does your brand no good if you aren't actively nurturing those leads and moving them along in the customer journey. An automated email campaign is a way for you to tell customers you have something they need and onramp them to your products or services. . It allows you to continue your relationship with the prospect at a very low risk to them. This automated email sequence should begin with the download of a lead-generating PDF then close with an effective sales letter to convert the lead into a paying customer. If done right, an automated email campaign could make a massive difference in your bottom line this year. The best part - it costs next to nothing.

## To create an automated email sequence that on-ramps your customers to your product or service, ensure you do the following:

- Draft a 5 email sequence that delivers free and valuable information to your customers
- In one of the emails, acknowledge the customer's pain point and introduce your product as the solution to that problem
- Use this sequence to educate your customers on the product or service so they recognize why they need it
- Overcome objections your prospects may have to buying your product or service
- Deliver a "paradigm shift" email to compel a distracted audience
- Include elements of authority in the email sequence through customer testimonials or case studies
- Use the nurturing sequence to establish a sense of reciprocity among your clients and prospects
- Close the sequence with an effective sales letter to turn a prospect into a paying customer

**Pro Tip:** Always include a "P.S." section in your emails. Sometimes it's the only section people read, so it's a smart idea to include a call to action there, too.

# STEP 5:

## GATHER AND DISPLAY CUSTOMER TESTIMONIALS

A powerful way to get prospective customers to establish trust in your brand is through customer testimonials. Most businesses display testimonials of their clients talking about how wonderful it is to work with that brand or how amazing they think the brand is. While that's likely true, it won't convince other prospects that your brand has something they need, and people won't buy from you. Powerful customer testimonials display stories of transformation your brand allows people to experience. These testimonials actually sell your product or service because they explain how you can solve their problem and help make people's lives better.

## To create customer testimonials that sell more products, ensure you do the following:

- Utilize testimonials to overcome resistance and reduce any hesitation prospective clients may have around engaging your brand
- Prompt current customers to talk about the problem your brand helped them resolve
- Have your customers describe what made them choose your brand as their Guide
- Ensure your customers describe what their life looks like now that your brand has helped them solve their problem
- Ask customers the questions that will prompt them to share how your brand helped them transform

**Pro Tip:** Include these testimonials as part of your automated email sequence to give potential customers a reason to trust you as the Guide. Make sure the testimonials clearly communicate your customer's problem and how you helped them resolve it.

**Building a healthier, more productive and more profitable business begins with clarity. This checklist will ensure you've clearly defined your company's message and have executed it into all aspects of your sales funnel. If you complete this checklist, your marketing will get results, customer engagement will increase and your business will grow.**

