



**The Eagle Tribe**

**2019**

# The Million Dollar Funnel Coaching



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The Million Dollar Funnel Formula

2/23/2019



The very funnel that has generated over 10 Million for my company. The magic is the process and even if you get 50% wrong, it will still work. There are versions that are so complicated that they are overwhelming! This funnel is simple, designed to automate 80% of the sales process so you don't have to get stressed about "closing sales". You show up as yourself and the already set up funnel does the work for you!☺

For those that hate doing sales, you'll be happy to know that the process does the work for you so that by the time you actually get in front of the client, all you have to do is decide whether you want to take their payment or not!

### **BRIEF OVERVIEW:**

The funnel has been adapted from the coaching of top marketers and that's how my team and I have done it for years.

It involves a series of emails inviting people to watch 3 videos. Each video is designed to deliver highly desirable content and some of high value coaching. This video series can be called a course of some sort and is offered absolutely free.

They have to opt-in to a list in order to get access to videos. Each video invites people to sign up for a webinar happening in about 2 weeks or in the same week where I would answer all questions live. The webinar can be for a small fee or for free.

If you want to filter out tire kickers from applying, you can make the webinar for \$7.00. If you don't want to restrict people, you can make it free. I have tried both ways and overall it doesn't make a big difference. But testing in your market will help.

*(Promos sequence for emails given in chart)*

Once all the videos have been presented, reminders are sent to the opt in list to come to the live webinar for their Q and A. The webinar can also have a “hook”. (will explain in content section).

Once the webinar is conducted, focus is on engagement and resolving objections while delivering valuable content again.

The offer is finally revealed with special emphasis on limited seats and “who this is not for”.

The CTA is to click on the link for application. The application can be for a fee or free. Try both.

After the webinar, marketing sequence is deployed for reminders to listen to the replay. Reminders that “admissions are closing”.

Finally, admissions close. Application interviews begin.

The application is designed with 2 major objectives in mind:

- 1) As the customer fills out the questions, their mental triggers are activated to realize what their dream or vision is.
- 2) How they have tried and failed and how much they need the help of the expert. This is happening automatically as they fill out the form.
- 3) Gathering pertinent information for you to see if they are a fit or not.

The question at the end that asks on a scale of 1-10, how ready are you to join? I even let them know that any less than 8 will not be considered. So they usually talk themselves into at least an 8. I will typically have a team email them to ask even then,

***Hey \_\_\_\_\_ your application looks great and we were reviewing it but then Eram saw it's an 8. We were just wondering what she could address so that it would be a 10?"***

I haven't even gotten on the call with them and they tell me what they need from me to make a buying decision! This is powerful!!

# WHO WILL YOU SELL TO?

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This funnel works best if you already have a list. Even a 1000 person list can get great results in sales. If you don't have a list, there are easy ways to grow a list of 100-500 people quickly.

Typically, you can grow your list 2 ways:

- 1. Organic Traffic:**
- 2. Paid Traffic:**

Gather about 500 people and you are ready to do your launch.

# PRODUCTS TO USE FOR M\$F:

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This type of funnel works best for a high-end product. Typically, \$2500 or more. But you can use it for lower end products too with some variations.

**TYPES OF LOWER PRICED PRODUCTS: Approx. \$7.00 \$497.00**

- 1) MP3 or MP4 only: As the title reflects, these only have recorded material. Clear teaching with clear end result.
- 2) Coaching Classes: These are the most popular right now. Typically, these are offered in group setting, live or pre-recorded.

- 3) Membership/Mastermind: A must have for any business for consistent revenues.
- 4) Pdfs, Books, Free Reports Etc.: Not very popular but still work in certain niches

#### TYPES OF HIGHER END PRODUCTS: Approx. \$997. And beyond ....even \$100,000

These involve a more custom feel. The expert will be working closely with a client for a desired result. It could be a combination of 1-1 sessions with pre-recorded material. Duration could be a few weeks to a few months or on-going. May include live events, retreats etc.

Eram will conduct a sample session with someone and create their high end coaching package during the training.

Ok now that we know what we want to sell, let's dive into the mechanics for our funnel.

# CONTENT FOR THE FUNNEL

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This funnel begins with 3 highly valuable videos that will deliver fantastic content to your audience. This content can sometimes cover half of the actual content of your product! It has to be over the top in quality and must deliver fantastic value so that your prospect is simply “wowed” by it.

**Caution:** Deliver enough to show them the value without giving so much that they are so satiated that they don’t feel the need to buy at the end of the 3 videos. The videos are set up and created in a specific manner and will be explained later. But before these videos are launched, *you need to understand the conversation going on inside your customers head and become a part of THAT conversation!*

HERE ARE A FEW QUESTIONS I WANT YOU TO THINK ABOUT AND ANSWER:

- 1) *How do I know my exact offer? How Do I know what they want?*
- 2) *How can I let my tribe know I’m launching something and make them excited?*
- 3) *How can I make it so they feel like “they are part of the process” instead of feeling “being sold to”?*
- 4) *How can I know their top objections?*
- 5) *How can I raise their curiosity and anticipation?*
- 6) *How can I figure out how they want to be sold to?*

OK so you are ready to start setting up the content for your videos. Here are the guidelines I use for creating each video:

### ***GUIDELINES FOR VIDEO NO 1: THE “WHY”***

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- 1) What’s the promise? Show the opportunity: You must know your prospects pain points. How can they transform and live pain/challenge free? What problem are you solving and how is their life going to be once that problem is solved?
- 2) Why should they listen to you? Have you been through something similar and resolved it? Do you have mastery over this issue? Can you prove your mastery?
- 3) Teach: This is counter intuitive for most. Because typically this is stuff that you charge money to teach. Here you will give it for free with great quality and value.
- 4) Towards the end, raise and acknowledge the objections they may have in their heads. Don’t shy from this or try to pretend they don’t exist. They do. And its best you voice them and resolve them so you can “enter that conversation” and move it in the direction of desired outcome.
- 5) Create anticipation for Video #2: Let them know what exciting content is waiting for them in video 2 so they stay engaged and start loving this interaction with you.
- 6) Ask them to send comments/questions. Best to have a comments section so it builds a community type of effect. Builds the excitement. Drop hints about what’s to come.



- 7) CTA: Ask them to sign up for Webinar where you will answer all questions live. Maybe have a surprise gift or something for showing up for webinar.

### ***GUIDELINES FOR VIDEO NO 2: "THE WHAT"***

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- 1) Thank them for their commitment. Their time. Recap.
- 2) Recap "The Promise" from video 1.
- 3) Recap why they should listen to you. Briefly this time.
- 4) Do some teaching. Best to go over 1-2 success stories of your clients.
- 5) Resolve objections again.
- 6) Brief over view of what's coming in Video 3 to create anticipation
- 7) CTA for Webinar

### ***GUIDELINES FOR VIDEO NO 3:***

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Repeat steps 1-5. If you present a success story, it should be a new one and make it short.

In this video you can briefly talk about your offer. Something like, "I have a rare opportunity for few of you that know this is meant for them and they are ready to take action. I will reveal the exact details on this upcoming webinar. But as you have seen, I truly want to be able to help you regardless, and as your comments have been telling how much these videos have helped you, this webinar will be no different. I want to help answer all your questions. Anything that you think will

hold you back from implementing what you have learnt so you can create the result of XXXX, I want to help you get past that. Look, I know how it feels because I've been there and I wish someone was there to hold my hand.

So please join me on XXX date and xxx time so we can have a lot of fun. I'll be there live and would love to get to know you and answer questions. And like I said, with your permission, I will let you guys know how I work with a very select group of highly motivated individuals to fast track them to getting THE RESULT. Just a word of caution though: I only work with XXX number of people each year and I'm not sure I will open up this offer this year again cause I am very busy with a few other launches.

CTA for webinar again.

# WEBINAR:

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The first 15-20 mnts or so, you will repeat steps 1-5 briefly. Stating that while some of you have might have heard this by now but I just want to make sure everyone is on the same page. Focus mostly on painting a vivid picture of “The Promise”.

After about 15-20 mnts, ask for their permission to talk about the offer. Don't mention price yet. Describe the offer saying it's very limited seating because I only work with people that are super ready to take action and are ready to achieve their dream. The success rate is high and I want to help those motivated people. Let them know you don't work with just anyone willing to pay money. It's now about YOU SELECTING THEM and not the other way around. Let them know there's a chance that their application would be denied if you feel they are not ready.

Then mention a higher price that you could have charged and people would have bought. But you're not charging them that price. You are charging less. Emphasize the discount.

- ✓ *Mention bonuses, if any*
- ✓ *Mention Guarantee, if any.*
- ✓ *Highlight scarcity.*
- ✓ *Highlight deadline.*
- ✓ *Mention Fast Action Bonus, if any.*
- ✓ *Mention payment plan option, if any (if they get into the program)*
- ✓ *Invite them to fill out the application to see if they are fit.*

Then go into answering questions. Address all questions and remember to keep telling success stories as you are connecting with people and answering their objections.

- ✓ *Give frequent reminders to fill out application.*
- ✓ *End the call announcing replay will go out soon.*

# APPLICATION:

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The application is designed with 2 major objectives in mind:

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The question at the end that asks on a scale of 1-10, how ready are you to join? I even let them know that any less than 8 will not be considered. So they usually talk themselves into at least an 8. I will typically have a team email them to ask even then,

*Hey \_\_\_\_\_ your application looks great and we were reviewing it but then Eram saw it's an 8. We were just wondering what she could address so that it would be a 10?"*

I haven't even gotten on the call with them and they tell me what they need from me to make a buying decision! This is powerful!!

As you review applications, you can categorize them based on eligibility and set up interviews. In the interview, you simply acknowledge what they have already given you in the application. Going through each item is not necessary, just mention highlights. Mention specifically how you see that your help is exactly what they need. What are the things you can see that will help them? All the info is right there, all you have to do is connect and let them know how you have the answer. You can cite other similar success stories. Keep an eye on the clock and keep the interview to 60 mnts. It's best to take payment info on the phone and run it while they are still on. Or you can send them a link in email.

# Extra Ninja Tips that you can use while creating content.

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One of the most CRITICAL things to remember in sales is “resolving the objections” prospects have before buying. If you did your pre-launch survey correctly, you already have a very good idea what the most common objections are. The pre-launch videos can easily address all these objections as a natural part of the teaching process as you deliver your highly valuable and desirable content. This is one of the best ways to sell without selling. The process does the work for you so that by the time you actually get in front of the client, all you have to do is decide whether you want to take their payment or not!

There are 4 types of objections marketers generally face:

- 1) Not interested in what you are selling: No need to spend time convincing this type of person.***
- 2) Don't have money: Typically, you can't do much here either except making it easier to pay like having a payment plan etc. Offering a Guarantee.***
- 3) They don't believe you: This can be effectively dealt within the videos***
- 4) They believe you but are unsure the product will help them: This can also be helped. Answering the objections directly and also through social proof.***

The following have been used by some of the best marketers for influencing behavior of prospects. These can be highly effective as they work on subconscious levels and can almost predict behavior. Please use ethically.

1) Set yourself up as authority figure:

2) Trigger Reciprocity:

3) Build Trust:

4) Anticipation:



5) Establish Rapport /Likeability:

6) Share Events/Rituals:

7) Community:

8) Create Scarcity:

## 9) Build Social Proof:

# The Charts

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## What We Need Before We Begin the Funnel

- 1- Invitation Email with various subject lines
- 2- Three Videos
- 3- Email to promote the three videos
- 4- Purchase Webinar for \$7
- 5- Email promoting the live event (for non buyers)
- 6- Email giving info on the live event (for buyers)
- 7- Webinar date, Time, Webcast or Zoom details
- 8- Sales page & cart link
- 9- Upsell page if any
- 10- Deliverables through membership site or web page.



Thank you!

Eram Saeed

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