



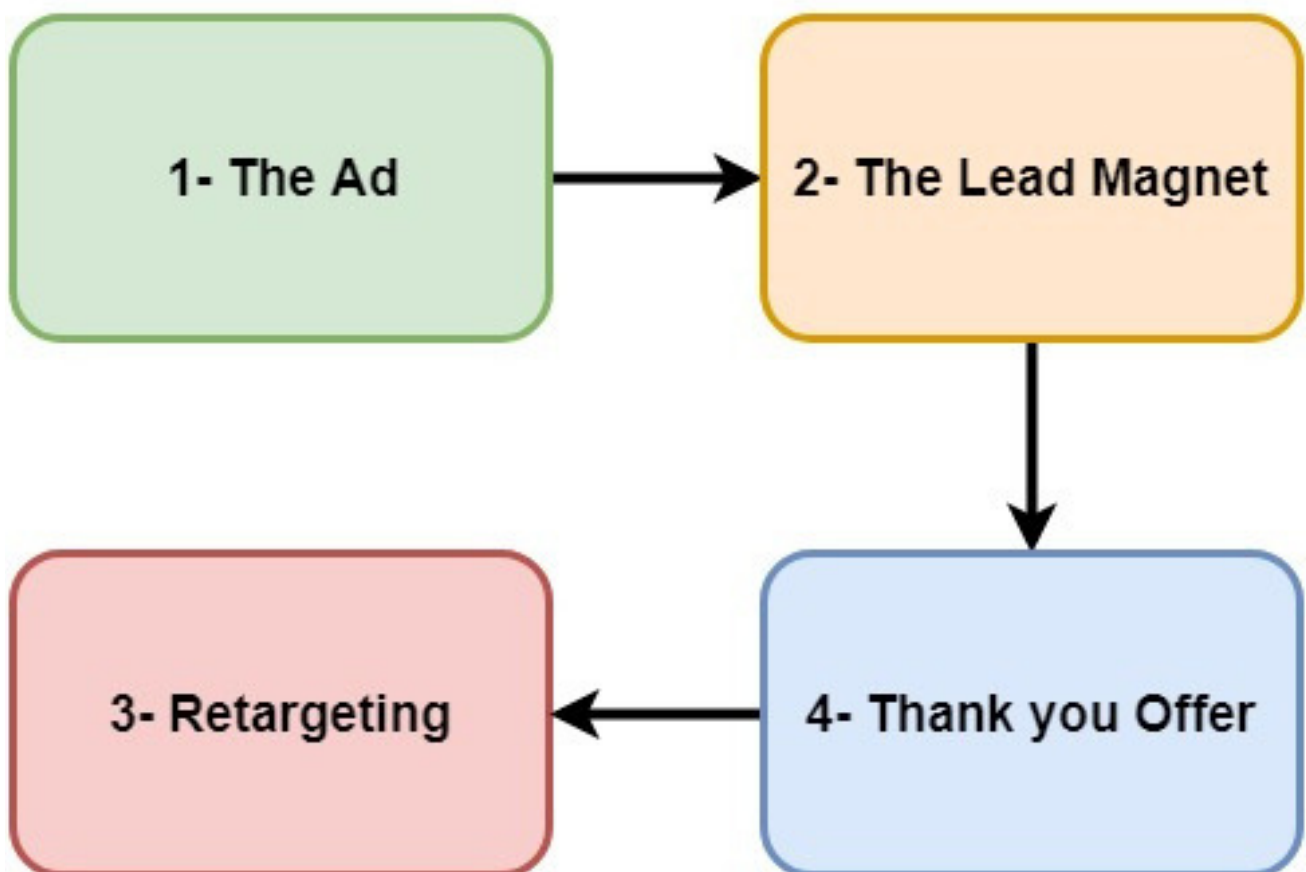
The Million Dollar Funnel Coaching



The Million \$ Funnel Formula

Your Leap from Success to Significance

Lead Generation Funnel Steps

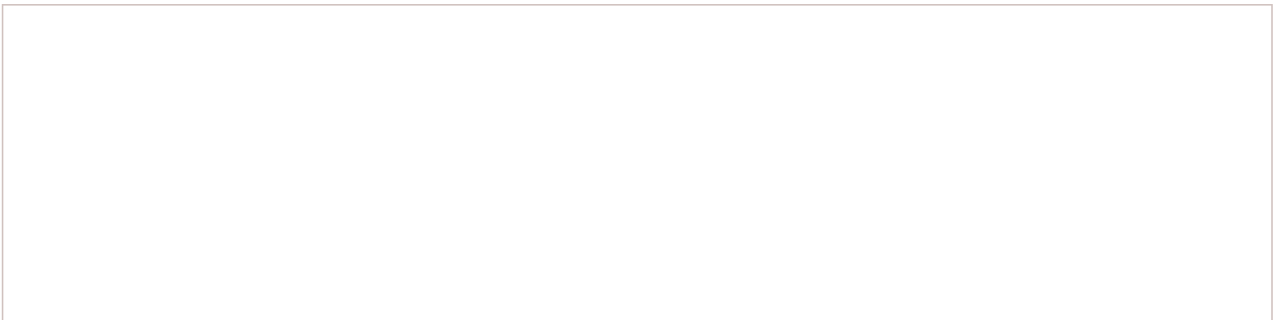


Lead Generation Formula

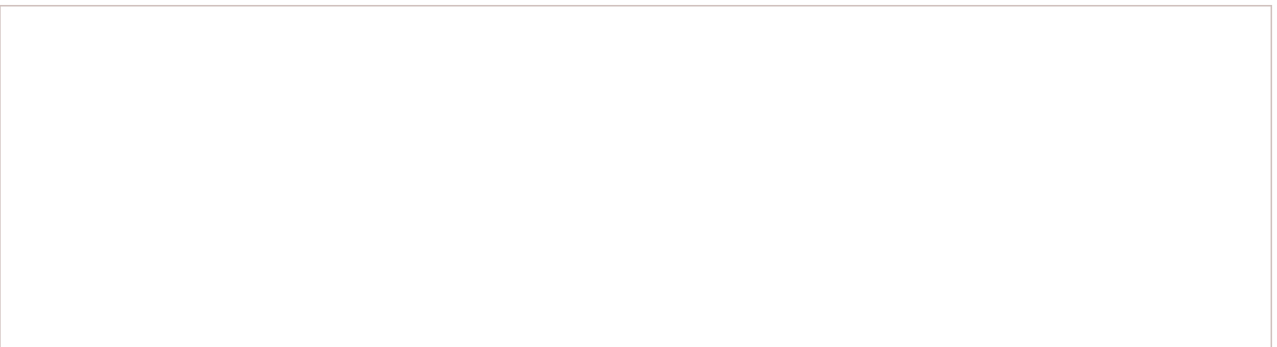
Step 1

TARGETING

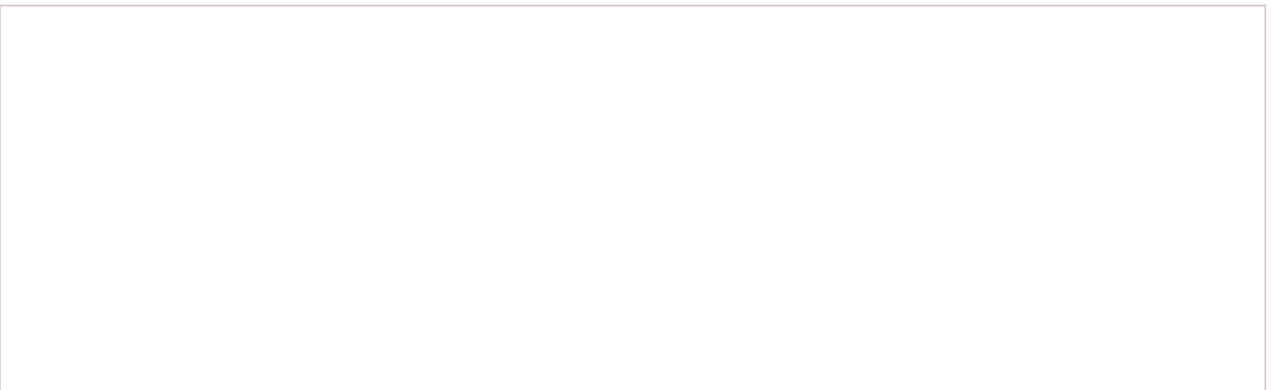
Who are you going to target?

A large, empty rectangular box with a thin black border, intended for the user to write their target audience.

What are they afraid of? What do they want to move away from? What are they tired of?

A large, empty rectangular box with a thin black border, intended for the user to list what their target audience is afraid of, wants to move away from, or is tired of.

Where do they want to move towards? What do they want? What are their dreams?

A large, empty rectangular box with a thin black border, intended for the user to describe where their target audience wants to move towards, what they want, and their dreams.

Where can you find them?

Who do they follow?

What are their interests?

What do they read?

Where do they spend money?



ALL OF FACEBOOK'S AD TARGETING OPTIONS IN ONE EPIC INFOGRAPHIC

With more than 1 billion daily active users, Facebook offers up mind-blowing ad targeting options you simply won't find anywhere else. With what seems like endless combinations of demographics, interests, behaviors, and more, you can get as creative as you need to in order to reach your target market on Facebook.

DEMOGRAPHICS



LOCATION

- ✓ Everyone in this location
- ✓ People who live in this location
- ✓ People recently in this location
- ✓ People traveling in this location



GENDER

- ✓ All
- ✓ Men
- ✓ Women



AGE

Select the minimum and maximum age of the people who will find your ad relevant.



LANGUAGE

Leave this blank unless the audience you are targeting uses a language that is not common to the location you have chosen.

Type in any language to get started



INCOME

Household income:

- ✓ Top 25-50% of ZIP codes (U.S.)
- ✓ Top 10-25% of ZIP codes (U.S.)
- ✓ Top 10% of ZIP codes (U.S.)
- ✓ Top 5% of ZIP codes (U.S.)



EDUCATION

✓ Education level:

- ▶ Associate degree
- ▶ College grad
- ▶ Doctorate degree
- ▶ High school grad
- ▶ In college
- ▶ In grad school
- ▶ In high school
- ▶ Master's degree
- ▶ Professional degree
- ▶ Some college
- ▶ Some grad school
- ▶ Some high school
- ▶ Unspecified

- ✓ Fields of study
- ✓ Schools
- ✓ Undergrad years



PARENTS

- ✓ All parents
- ✓ New parents (0-12 months)
- ✓ Parents With Toddlers (1-2 years)
- ✓ Parents With Preschoolers (3-5 years)
- ✓ Parents With Early School-age Children (6-8 years)
- ✓ Parents with Preteens (8-12 years)
- ✓ Parents with Teenagers (13-18 years)
- ✓ Parents with Adult Children (18-26 years)

RELATIONSHIP STATUS

- ✓ Civil Union
- ✓ Complicated
- ✓ Divorced
- ✓ Domestic Partnership
- ✓ Engaged
- ✓ In a Relationship
- ✓ Married
- ✓ Open Relationship
- ✓ Separated
- ✓ Single
- ✓ Unspecified
- ✓ Widowed



WORK

- ✓ Employers
- ✓ Job Titles
- ✓ Industries:

- ▶ Production
- ▶ Arts, Entertainment, Sports, and Media
- ▶ IT and Technical Services
- ▶ Installation and Repair Services
- ▶ Administrative Services
- ▶ Computation and Mathematics
- ▶ Education and Libraries
- ▶ Cleaning and Maintenance Services
- ▶ Farming, Fishing, and Forestry
- ▶ Veterans (U.S.)
- ▶ Construction and Extraction
- ▶ Sales
- ▶ Life, Physical, and Social Sciences
- ▶ Architecture and Engineering
- ▶ Business and Finance
- ▶ Legal Services
- ▶ Transportation and Moving
- ▶ Management
- ▶ Food and Restaurants
- ▶ Government Employees (Global)
- ▶ Healthcare and Medical Services
- ▶ Community and Social Services
- ▶ Military (Global)
- ▶ Protective Services



LIFE EVENTS

- ✓ Anniversary
 - ▶ Within 30 days
 - ▶ Within 31-60 days
- ✓ Birthday
 - ▶ Birthday month
 - ▶ Upcoming birthday



POLITICS (U.S.)

- ✓ Liberal
- ✓ Very Liberal
- ✓ Moderate
- ✓ Conservative
- ✓ Very Conservative
- ✓ Likely to engage in politics: liberal, moderate, conservative

- ✓ Friends of...
- ✓ New job
- ✓ New relationship
- ✓ Long distance relationship
- ✓ Away from family
- ✓ Away from hometown
- ✓ Recently moved

INTERESTS

Reach specific audiences by looking at their interests, activities, the pages they liked, and closely related topics. Combine interests to expand your ad's reach.

BUSINESS & INDUSTRY



ADVERTISING



AGRICULTURE



ARCHITECTURE



AVIATION



BANKING



BUSINESS



CONSTRUCTION



DESIGN



ECONOMICS



ENGINEERING



ENTREPRENEURSHIP



HEALTHCARE



HIGHER EDUCATION



MANAGEMENT



MARKETING



NURSING



ONLINE



PERSONAL FINANCE



REAL ESTATE



RETAIL



SALES



SCIENCE



SMALL BUSINESS

ENTERTAINMENT



GAMES



LIVE EVENTS



MOVIES



MUSIC



READING



TV

FAMILY & RELATIONSHIPS



DATING



FAMILY



FATHERHOOD



FRIENDSHIP



MARRIAGE



MOTHERHOOD



PARENTING



WEDDINGS

FITNESS & WELLNESS



BODYBUILDING



MEDITATION



PHYSICAL EXERCISE



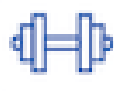
RUNNING



PHYSICAL FITNESS



YOGA



WEIGHT TRAINING

FOOD & DRINK



ALCOHOLIC BEVERAGES



BEVERAGES



COOKING



CUISINE



FOOD



RESTAURANT

HOBBIES & ACTIVITIES



ARTS & MUSIC



CURRENT EVENTS



HOME & GARDEN



PETS



POLITICS & SOCIAL ISSUES



TRAVEL



VEHICLES

SHOPPING & FASHION



BEAUTY



CLOTHING



FASHION ACCESSORIES



SHOPPING



TOYS

SPORTS & OUTDOORS



TECHNOLOGY



COMPUTERS



CONSUMER ELECTRONICS

PAGE LIKES



Type in a page name, e.g., "Coca Cola"



BEHAVIORS

Reach people based on purchase behaviors or intent, device usage, and more. Some behavior data is available for U.S. audiences only.



MOBILE DEVICE USER

- ✓ All mobile devices by brand
- ✓ All mobile devices by operating system
- ✓ Android: 360 degree media not supported
- ✓ Android: 360 degree media supported
- ✓ Facebook access (mobile): all devices
- ✓ Facebook access (mobile): feature phones
- ✓ Facebook access (mobile): smartphones & tablets
- ✓ Facebook access (mobile): tablets
- ✓ Network connection
- ✓ New smartphone & tablet users
- ✓ Owns: OnePlus



ANNIVERSARY

- ✓ Anniversary within 61-90 days



CONSUMER CLASSIFICATION

- ✓ People who prefer mid- and high-value goods
- ✓ People who prefer high-value goods

TECHNOLOGY



COMPUTERS



CONSUMER ELECTRONICS

PAGE LIKES



Type in a page name, e.g., "Coca Cola"



BEHAVIORS

Reach people based on purchase behaviors or intent, device usage, and more. Some behavior data is available for U.S. audiences only.



MOBILE DEVICE USER

- ✓ All mobile devices by brand
- ✓ All mobile devices by operating system
- ✓ Android: 360 degree media not supported
- ✓ Android: 360 degree media supported
- ✓ Facebook access (mobile): all devices
- ✓ Facebook access (mobile): feature phones
- ✓ Facebook access (mobile): smartphones & tablets
- ✓ Facebook access (mobile): tablets
- ✓ Network connection
- ✓ New smartphone & tablet users
- ✓ Owns: OnePlus



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CONSUMER CLASSIFICATION

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- ✓ People who prefer high-value goods



DIGITAL ACTIVITES

- ✓ Operating system used
- ✓ Canvas gaming
- ✓ Console gamers
- ✓ Facebook Payments users (30 days)
- ✓ Facebook Payments users (90 days)
- ✓ Facebook Payments users (higher than average spend)
- ✓ Facebook access: older devices and OS
- ✓ Facebook page admins
- ✓ Primary email domain
- ✓ Small business owners
- ✓ Technology early adopters



MULTICULTURAL AFFINITY

- ✓ African Americans (U.S. - All)
- ✓ Asian Americans (U.S. - All)
- ✓ Hispanics (U.S. - All)
- ✓ Hispanics (U.S. - Bilingual)
- ✓ Hispanics (U.S. - English Dominant)
- ✓ Hispanics (U.S. - Spanish Dominant)



TRAVEL

- ✓ Commuters



EXPATS



INTERESTED IN UPCOMING EVENTS



MARKETING API DEVELOPERS (LAST 90 DAYS)



PURCHASE BEHAVIOR

- ✓ Engaged shoppers



SOCCER

- ✓ Friends of soccer fans
- ✓ Soccer fans (high content engagement)
- ✓ Soccer fans (moderate content engagement)

- ✓ Frequent international travelers
- ✓ Returned from travel 1 week ago
- ✓ Returned from travel 2 weeks ago

CONNECTIONS

Reach people who have a specific kind of connection to your page, app, or event. This narrows the audience to include only people with that specific connection who also meet the other targeting categories you select.



FACEBOOK PAGES

- ✓ People who like your page
- ✓ Friends of people who like your page
- ✓ Exclude people who like your page



APPS

- ✓ People who used your app
- ✓ Friends of people who used your app
- ✓ Exclude people who used your app



EVENTS

- ✓ People who responded to your event
- ✓ Exclude people who already responded to your event

REMARKETING



PEOPLE WHO VISITED
YOUR WEBSITE



CUSTOM LISTS
OF EMAILS



CUSTOM LISTS OF
PHONE NUMBERS



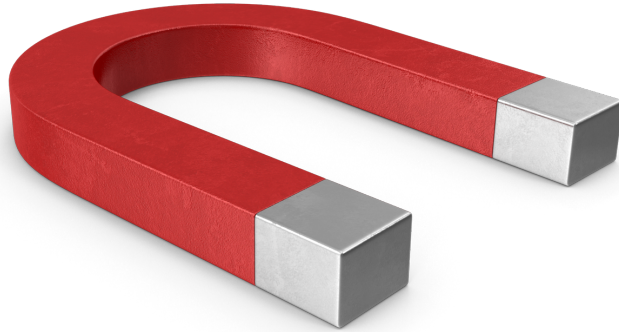
CUSTOM LISTS OF
FACEBOOK USER-IDS

If you're not already advertising on Facebook, I have one question for you: **Why not?** As you can see, with all these killer targeting options, you can reach a local or global audience like never before.

Step 2

The Lead Magnet

Give first before asking or taking



What are you giving away?

Common Lead magnet ideas:

STRATEGY SESSION



Low Conversions

EBOOKS OR REPORTS



Low Quality

WEBINAR / TRAINING



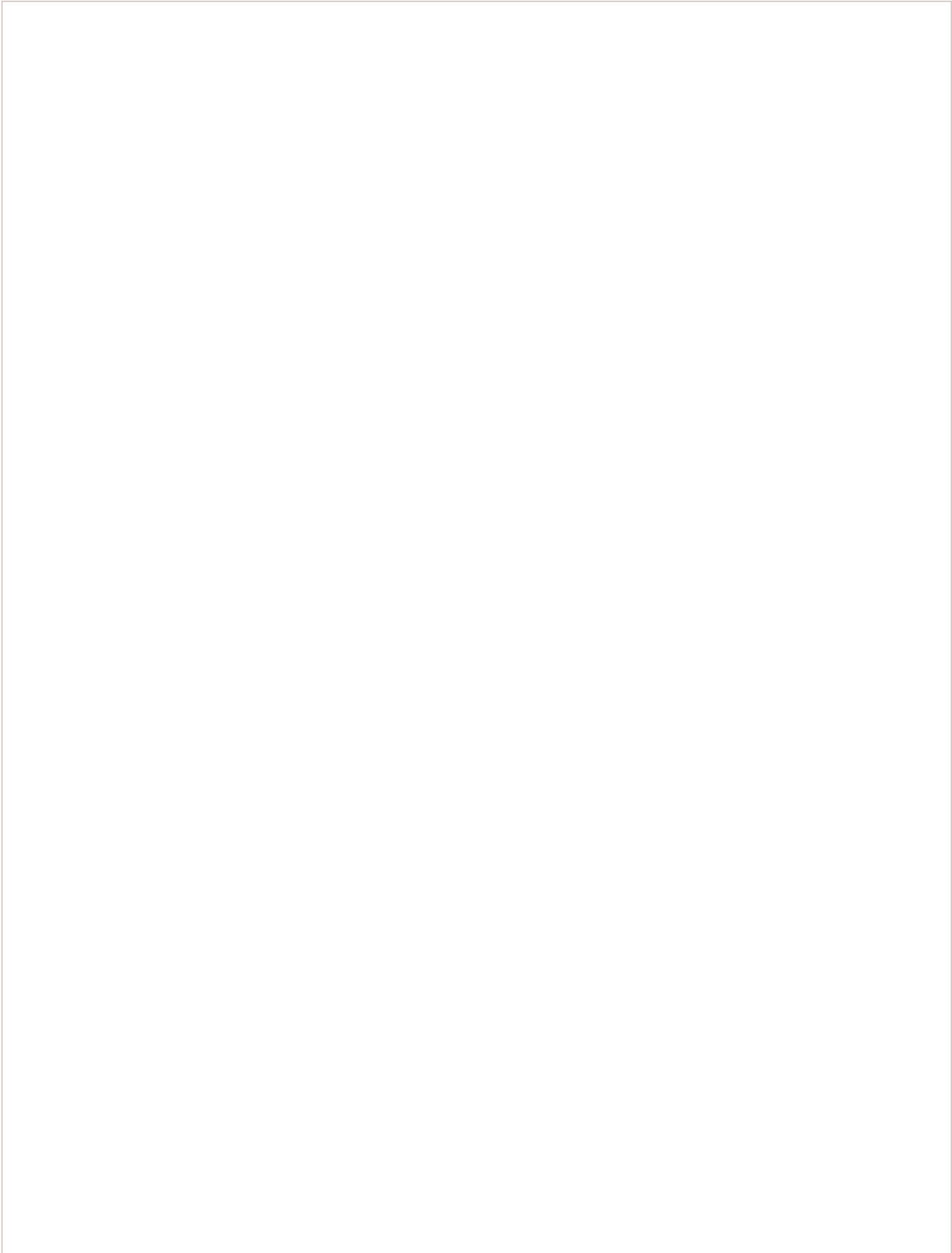
High Quality

PDF'S



High Conversions

What are possible items for your lead magnet?

A large, empty rectangular box with a thin black border, intended for the user to write their answer to the question above.

Step 3

Creating Your Facebook Ads



Before Getting Started with Your Facebook Ads

- Make sure you have a Facebook Business Page (different than your personal profile)
- Set up a Business Manager account. Directions are here, go through them all. facebook.com/business/help/113163272211510
- Access your Facebook pixel and install on every page of your website. Learn all about the pixel here:
facebook.com/business/help/742478679120153
- Make sure your pixel is installed using the pixel helper:
facebook.com/business/help/198406697184603

Important Elements of a Good Ad:

- Start with a question that gets them to answer with a YES. *For example: Tired of being tired and exhausted all time?*
- Build rapport. *For example: I was there too! I had a hard time fighting my way through the day, feeling sluggish, tired and unfocused. However, after getting to the root cause of my exhaustion and making a few simple changes, I got my energy back! Not only that, I've helped hundreds of clients get their energy back too. These simple methods, can quickly turn your sluggish days into the most energetic days you felt since your youth!*
- Time Sensitivity. *For Example, **Today**, I'm giving away a FREE copy of "The Energy Enhancer: The 5 Step Method to Regaining Youthful Energy"*
- What are you giving them? *For example: In it, I break down the exact steps you can take right now to help you increase your energy levels every day.*
- Clear Call to Action: *Click here to instantly download your copy.*
- Shortened URL: ---➤ [BITLY.com](https://bit.ly)

Important Elements of a Good Ad:

- Image that tells story or connects. One of the most important pieces is the image. I've learned that people looking at you and smiling are good, high contrast images are good too.
Start paying attention to what stops you when you are on Facebook.
- Offer Name: [FREE DOWNLOAD] THE ENERGY ENHANCER: REGAIN YOUR YOUTHFUL ENERGY STARTING TODAY
- Supporting Benefit. *For example: Discover the simple 5 step method that can completely change your life ...*
- Final Call to Action: Sign Up, Register, Learn More

Important Things to Consider

- Follow FB rules. You can get your ad account shut down.
facebook.com/policies/ads#
- If an ad is not approved, look over the guidelines and you can always appeal if you think it was wrongly disproved. FB will review and give an answer.

Step 4

Landing Pages

Where are you going to send them after the ad?



Important Elements of a Good Landing Page

Above the fold:

- Image of the magnet
- Title of the item they are receiving
- Button with call to action: Download Now, Instant Download, Reserve Your Seat



Eram Saeed

Founder of From Heartache to Joy

Eram is the founder of From Heartache to Joy, a global telesummit series, featuring the top global leaders, focused on giving you cutting edge techniques in the human potential movement so you have a healthy and more fulfilled life! She's also the founder of the Journey of Joy Foundation, a Global initiative, launched to eradicate crimes against women. She can definitely help you reduce suffering and experience joy, freedom, and peace!



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On this On Master Class You Will Learn:

- ✓ Why you can NEVER be happy unless you are crystal clear about your purpose!
- ✓ Why 99% of people are WRONG about their purpose and they spend decades spinning their wheels (Hint: You are not on purpose if its heavy or feels like a burden....)
- ✓ People who think they are clueless about their purpose are usually much closer to it than they realise....and there is always ONE thing they all have in common that is blocking them. Some people start sobbing when they **LEARN this one thing....**
- ✓ Discover a step by step formula to becoming crystal clear on your purpose so you can live a fulfilling life AND make an impact....
- ✓ Learn the #1 reason your purpose is not creating the profits you desire (This will astound you!)



Your Host

Eram Saeed

Eram is the founder of From Heartache to Joy, a global telesummit series, featuring the top global leaders, focused on giving you cutting edge techniques in the human potential movement so you have a healthy and more fulfilled life! She's also the founder of the Journey of Joy Foundation, a Global initiative, launched to eradicate crimes against women. She can definitely help you reduce suffering and experience joy, freedom, and peace!

Important Elements of a Good Landing Page

Below the fold:

- Benefit statement *with bullets*
- About you with image
- Button with CTA
- Footer info (VERY IMPORTANT for FB Compliance: Contact info, legal terms, and disassociation with Facebook)

Step 5

Thank You Offer

Where do they go after they get their lead magnet?



Important Elements of a Good Thank You Page

- Acknowledgement. Thank them for their request and let them know that the item they requested will arrive in their email inbox within the *next 10 minutes*. Title of the item they are receiving
- Video: this can be a video of you talking OR it can be a voice over with slides.
- Irresistible Offer: This offer should ONLY be available on this page. That doesn't mean you can't offer this item somewhere else, BUT the price point on this page should only be here.
- Deadline: Have the offer expire in a window of time, 48-72 hours is a good timeframe.

Influencer Script

- **Position:** Hi, I'm _____, founder of _____ creator of _____ and I help (niche) who (problem) to (promise).
- **Magnet:** Thanks for requesting your (magnet name). It should be arriving in your email in about 10 minutes. Inside the (magnet) I reveal to you (bullets of what's inside)
- **Connection:** Before you dive into your content, let me ask you something ... Do you have trouble (pain point or problem)
- **Story:** If so, you are not alone. I use to (give your story) until I found (solution). Since then I (results) I have also helped (how many people have you helped). In fact, (give a success story here)
- **Discovery:** What I've discovered is that _____ isn't difficult, as long as you know _____. I've helped (numbers) in _____ to achieve _____. And now I have put the entire system together in (name of offer).
- **Benefits:** In it we go over: (topic) so you can (benefit), (topic) so you can (benefit), (topic) so you can (benefit). It is (summary statement).
- **Invite:** And today, I'd like to invite you to join us (detail about the offer). Normally the price is _____. But because (reason why) today you can get one for only _____.
- **Summary:** Let's recap. (give 60 second summary of outcome, content, logistics and benefit statements)
- **Call to Action:** And today, you get (offer) to say thanks for connecting so you'll (save/get) _____ today only. Click the button below under this video and I'll see you there. Can't wait to meet you and help you (results).

Write Your Script

3 Types of Action Takers

Fast

1-3% of people buy within the 72 hour window



Slow

Long time on list but may take years to buy



Medium

7-14 day follow up sequence



Step 6

Retargeting

What about people who don't optin or buy the offer?



What does retargeting mean?

Go here for more information on retargeting campaigns:
facebook.com/business/help/144576119557578

In the retargeting ads, you can craft a similar ad as what you did before, but now you get to talk more personally to the viewer.

You can say things like:

- I see you are still on the fence about _____
- Still interested in x,y,z?
- If you are seeing this, it means you are interested in _____
- Because you are interested in _____, I thought I would share a story about one of my clients.
- Hey FHTJ community (we use this often).

Who to retarget?

- People that land on your landing page, but didn't optin.
- People that opted in to your lead magnet but didn't buy the thank you offer.
- People that bought the thank you offer and want to send them something new.
- The list goes on and on ...

The possibilities are endless – now go create!



”

“Man often becomes what he believes himself to be. If I keep on saying to myself that I cannot do a certain thing, it is possible that I may end by really becoming incapable of doing it. On the contrary, if I have the belief that I can do it, I shall surely acquire the capacity to do it even if I may not have it at the beginning.”

— Mahatma Gandhi