LAUNCH A MARKETING FUNNEL THAT GENERATES 100 LEADS A WEEK ... IN 7 DAYS
Hey There!

It’s Scott Oldford from INFINITUS and I’m going to show you in a really quick way how to develop a marketing funnel that turns strangers into customers.

Allowing you to generate more business through online marketing lead generation... in your sleep :)

First, I want you to realize that this method works in every niche and industry that I’ve come across. If you’re not sure if it’s applicable to you, let me say that I haven’t found a business for which this doesn’t work.

I also want you to realize that you don’t have to spend a ton of money in order for this to work. In fact, I’ve already done that part for you.
100 LEADS A WEEK

How would your life and business change if you had 100 people automatically knowing about you and building a relationship with your brand without having to lift a finger?

Pretty great right?

I thought so.
TURNING STRANGERS INTO POTENTIAL LEADS

Are you going to be able to start generating new customers 7 days from now?

Let’s be honest, that’s a pipe dream and typically doesn’t happen. What we’re doing it a little more realistic and is a proven model that anyone can use in their business.

There’s no “luck” here.

What I am showing you allows you to in an automatic way build an audience and turn strangers into potential qualified leads.

We are concentrating our efforts on leads that we consider are in the Sidewalk, this is based on the **INFINITUS SSF** Method, if you want more information on this method, simply *click here* to read more.

Before we break down each piece in sequence, let me give you a simplistic view of how the process works:
A prospective lead sees an ad on Facebook for an interesting article (one that you wrote). They click on the ad, read the article and find a link within to a lead magnet (a small guide, checklist or other relevant piece of content.) When they click on the lead magnet link, they’re brought to a landing page where they can sign up. Doing so turns them into a lead, and because they followed a relevant piece of content to an even more relevant lead magnet, you know they are a qualified lead.

In the online marketing world that’s called a “content upgrade.”

Note that the key to this entire process is relevancy. If at any point the information being provided is not super-relevant to the person, they will not follow through to become a lead.

Now keep in mind, only between 5-10% of those reading the article will ever become a lead at that specific step. So, that’s where our “Sidewalk” advertising campaign comes in. While I’m showing you this via Facebook, you can use many paid traffic sources to achieve the same results.

In the Sidewalk advertising campaign, our job is to retarget those people who first visited our website. This allows us to add a level of “relevancy” and pre-qualify our audience. The method here is that if someone clicks on the page, they have a potential “high-level” interest in what you’re talking about, however, they may not be ready to take action on it.
However, if you retarget them with your Sidewalk lead magnet (such as a guide, like this one), you can re-engage someone that is already pre-qualified (to see interest). When we do this, we increase by 2-4x the number of conversions on a landing page.

Click here for our top 5 techniques for building a landing page.

Now that you have an overall idea of how the funnel works, let’s break down the process for each day.
DAY 1: LEAD MINDSET

It’s important here to understand your lead mindset. Your Sidewalk leads are simply based on the demographic, geographic and behaviours of your perfect customer. They aren’t specifically looking for a “solution,” but you can present a pain and turn them into a person looking for a solution.

We are essentially bringing these leads from being unaware to seeing the pain as relevant. At this stage it’s not about presenting ourselves or our solution, but rather presenting a mindset shift, a new concept or paradigm shift in what they may be missing out on in their business or life.

*If you haven’t already, discover more about the Sidewalk methodology by clicking here and downloading our SSF Business Growth Guide.*

DAY 2: CONTENT MARKETING

In order to build relevancy and authority to our potential lead, we want to be able to preface our communication with a series of articles, videos or a podcast. This piece of content should present a potential pain and inform your perfect audience of something that is potentially missing from their life, business or relationship.
For example, if someone doesn’t have a marketing funnel yet, I would write an article, “10 Reasons you MUST have a Marketing Funnel in 2016” or “Why your Competition is Eating you Alive if you Don’t Have a Marketing Funnel.” For a real-world example click here.

You need to ensure that your content is easily consumable. It should take less than 2 and a half minutes to read/watch/etc. and use as much engaging language and/or content as possible, such as images.

Once your piece of content is ready, publish it to your website, blog or landing page. Simple and easy!

Want to know how to use authority content in the best way possible? Click here.

**DAY 3: LEAD MAGNET**

Based on your article, you need to have a lead magnet for your Sidewalk leads that explains some type of concept or methodology that helps them understand that they are missing something in their life, business or relationship.

The lead magnet should be very simple, easy to access and take less than 5 minutes to consume. An example of a Sidewalk lead magnet can be found here. Effective lead magnets include 3-4 page guides, tip sheets and quizzes.
Need help creating your lead magnet in a beautiful way? You can make it look “sexy” for less than $25 by clicking here.

**DAY 4: LANDING PAGE**

One the landing page you need to present your specific lead magnet in less than 7 seconds. This means you need to skip the filler and offer the outcome, not the benefit.

Your page should contain a title, subtitle, qualifier, social proof and call to action (CTA) image. A qualifier tells the person what they are getting, a title describes the outcome and the subtitle gives context to the outcome. Social proof can be a picture of yourself with logos from publications in which you’ve been featured. Finally, a CTA image shows exactly what the person will receive. For an example click [here](#).

*Want to know more about how to have effective landing pages? Simply click here.*

Need a landing page creation software? We recommend [Unbounce](#).
DAY 5: EMAIL NURTURE CAMPAIGN

We need to put together a very specific email campaign to nurture the person coming in the door. Giving them the lead magnet is fine, however we need to take it to the next step.

Using relationship building (asking questions), authority (showing how well you do your job), value (giving information related to the reason they signed up) and storytelling (showing you’re human), you can more easily connect with that person.

An email stream should take a person from downloading your lead magnet to actually building a relationship. This is done by repeating the process of value, story, authority and relationship in the stream. if you were building an entire funnel structure, you would start ascending this person up the stream, however here we simply want to nurture them and keep us in their minds.

Want to know how to put together an email marketing campaign? Take a look at our 12-Step Nurturing Campaign by clicking here.

Looking for an amazing email platform? We recommend ActiveCampaign. You can discover more here.
DAY 6: ONLINE ADVERTISING

It’s time to set up two different advertising campaigns. You now want to bring traffic to the content article that you created. This will create low-cost, highly relevant clicks from people that are within your potential audience. If you’re using Facebook, we have great information on how you can get cheap clicks, *simply click here*. Also ensure you check out our article on relevancy hacking by *clicking here*.

The goal is to develop an audience of at least 500-1000 people with these website clicks. Once this occurs, you can launch your lead magnet to this audience. As your website clicks increase, you’ll be able to start re-targeting those visitors with your lead magnet offer.

If you wish, you can split test your lead magnet offer to a colder audience. A split test (also called an A/B test) involves sending a small part of your audience one type of campaign, and another part a different one to see which performs best. However, when we test to warm traffic our costs per conversion are typically 25-75% of a colder audience.

*Want to discover how to use Facebook advertising more? You can download our guide by clicking here or purchase our Masterclass which includes tutorials and training for just $47 by using “47OFF” on the checkout page.*
Once you have all the pieces together, it’s time to launch and deploy. Remember that it takes iteration and patience for your marketing funnel to perform at its full capacity. The moment you launch is the beginning of the optimization process.

If you want to discover how to generate $1 leads, I highly recommend clicking here and make sure you have these 2 “virtues” when launching your campaign. Without them, it’ll always fail.
NEXT STEPS

Would you like to dive deep into each and every piece? Learn specific methods for putting together your landing page, lead magnets, etc?

You’re in luck :)

We offer an entire training session for every piece of the 7-Day Marketing Funnel. By the end, you’ll have everything you need to implement them into your own business and begin gathering leads automatically.

Want in?
Simply click here and look at our next available times.

And with that said,
Enjoy!

Scott Oldford from INFINITUS :)