STEP-BY-STEP GUIDE TO
BUILDING AN INBOUND SALES FUNNEL THAT CONVERTS

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IF YOU’RE TRYING TO GROW YOUR BUSINESS,
but you're struggling to generate quality leads and are sick of not having a system for generating revenue,

THEN PAY ATTENTION.

Because in this ebook, you’re going to learn our step-by-step guide to building an inbound sales funnel that converts, so you have people ASKING for your help rather than chasing people to buy your product(s).

Too often we have businesses come to us saying things like “I just need to get the word out,” “I feel like we waste time on unqualified prospects” or “I know we offer more than our competitors, just no one knows.”

It's frustrating. Isn't it?

You’re trying to grow your business and get more customers, but you just don’t have the confidence in what you're doing or the knowledge if what you are doing is right.

Well, STOP chasing and hoping prospects find you. Stop getting stuck without predictable lead generation and start building your inbound sales funnel that converts.

How?
By getting prospects to come to you and asking for your help. This is what is meant by building an inbound sales funnel that converts.

How much easier would this make growing your business?

A sale, the conversion point, where the prospect already knows who you are, what you do and how you can help them. Where before you even speak to the prospect, they trust you. And, on top of that, you know the prospect has a problem your product or services can solve.

That, my friend, isn’t magic.

When you have a repeatable, predictable process where prospects consistently reach out to you and ask for your help, you will finally be able to grow your business. You’ll have the ability to develop a consistent lead volume and revenue, and never have to consider the old traditional sales model ever again.

Let’s dive in.
WHAT IS AN INBOUND SALES FUNNEL?

Back in 2010, our agency was just starting and trying to help businesses do everything under the sun: selling SEO, websites, and social media marketing.

But we weren’t building traction. We worked endlessly chasing people and were constantly getting rejected.

So what did we do? We learned how to get them to come to us. We spent years studying and testing from the best lead generation sources, read hundreds of books and online courses and attended dozens of seminars. Since then we’ve built our own funnels online and get hundreds of thousands of website visitors and hundreds of leads a week. Throughout that journey we got it down to an exact science and launched our Business Advantage Program in early 2015, offering this proven method to businesses all over the world.

And after breaking it down, it really is only a 5 steps.

DEFINE your ideal buyer persona
CREATE useful and problem-solving offers
WRITE a strong landing page to sell the offer
PLACE the offer and message in front of prospective clients
WRITE helpful articles that can be found by your ideal buyer in search engines
So what we’re doing is putting offers in front of our target buyer and getting them to respond. It might seem confusing now but bear with me. By the end of this guide, it will all make sense.

If you can get each of the 5 steps right, you’ll never have to cold call, convince someone of your value or face the harsh feeling of NO growth.

**STEP #1 DEFINE YOUR IDEAL BUYER PERSONA**
If you’ve never defined who your ideal buyer persona is or identified their struggles, frustrations and desires, you’ll never be able to sell your product or service, no matter what process you’re using.

By getting into the heads of your buyers, by really understanding who they are, you can write content, offers, and calls to action that make them raise their hand and say, “Wow, this is talking directly to me. I think this can help.”

So let’s do an exercise to get into your ideal buyer’s head.

**First:**
Think about demographics: age, location, job, title, and situation.

Here’s an example:
Owner of an accounting firm. 35-50. Based in Austin Texas. Currently trying to grow her accounting firm but is struggling.
Fairly short right? For now this is all you need. But the more we dive into this persona, the more clear and descriptive it will get.

**Second:**
Put yourself into the prospect's head. What is the persona feeling? What are they thinking?

We need to uncover the Fears and Frustrations along with the Wants and Aspirations.

**Continuing with the example:**

**Fears and Frustrations:**
- Working too many hours each day
- Can’t afford to add more CPAs until she has more retainer clients
- Has already tried to grow her business using the internet with a company and didn’t get a return on the investment
- Isn’t spending enough time with friends and family

**Wants and Aspirations:**
- Wants more money
- Wants to work less
- Wants to be able to hire another CPA
- Wants to spend more time with her family

*A general rule is to identify 10 Fears and Frustrations and Wants and Aspirations.*

➡️ Are you able to see how we’re beginning to get into your ideal buyer’s head?  
➡️ Are you starting to see what the persona is thinking and feeling?  
➡️ What keeps the persona awake at night?
GOOD. TO POLISH OFF YOUR PERSONA, ➡️ DOWNLOAD OUR PERSONA DEVELOPMENT GUIDE.

Now it’s time to finish the persona. For a more detailed persona-building process, check out our guide.

Now, it’s time to start creating a useful and problem-solving offer.

STEP #2 CREATE USEFUL AND PROBLEM-SOLVING OFFERS

We’ve identified the ideal persona and got inside their head. We know their Wants and Aspirations, Fears and Frustrations and have a clear picture of their interests and day-to-day life.

It’s time to use these insights to build an irresistible offer that is useful and solves their problems.

First:

To do that, you must get real, get to the tangible. What does this mean? We’ve got to use the insights from the previous step and put it into the real world.

If we don’t make it “real” or “tangible” through our offer, the target persona won’t respond. It won’t get them to say “Crap! I need this.”

So we take the general and abstract Fears and Frustrations, like “want more money,” and turn it into a specific situation.
Here’s an example:

Working too many hours each day  ➔ Spending more than 8 hours a day at the office and working from home.

Can’t afford to add more CPAs until she has more retainer clients  ➔ Needs an extra 10 clients so she can hire another CPA and cut her working day by 4 hours.

Has already tried to grow her business using the internet with a company and didn’t get a return on the investment.  ➔ She spent $10,000 with an online marketing company and didn’t make that $10,000 back.

Isn’t spending enough time with friends and family  ➔ She comes home from work at 8 PM and only gets to spend 30 minutes with her kids before they go to bed.

Wants more money  ➔ Wants to increase revenue by $40,000.

Wants to work less  ➔ Wants to be able to come home at 4 PM and spend the afternoon with her kids, and have dinner as a family.

Wants to be able to hire another CPA  ➔ She feels that if she can hire another CPA, she’ll be able to come home from work by 4 PM each day.

As you can see, we've taken the general wants and desires and put them into a specific situation your ideal buyer is living. It’s now tangible and measurable.

This is the key to building an offer that a prospective buyer will find irresistible.
Second:
Use these specific outcomes in your offer to make sure your ideal buyer perks up and says “I’ve got to look into this!”

IMPORTANT — YOU NEED TO HAVE THE KNOWLEDGE AND A PRODUCT OR SERVICE THAT HELPS THEM ACHIEVE SOMETHING THEY WANT.

If you can’t help them with their goals and desires, you’re wasting your time. They won’t want it.

Here’s an example offer for the prospect client we’ve been using:

“How to generate 10 new long-term accounting clients every month”

Can you see how an owner of an accounting firm would look at that and be curious? **Great. Let’s continue to the next step.**

Now that you understand your target market, and you have an “offer” that they would want to find more about, it’s time to wrap it in a strong message.

**STEP #3 WRITE A STRONG LANDING PAGE TO SELL THE OFFER**

When you’re sharing an offer with a target market, your ability to generate action by showing why it’s valuable and how it will help them directly impacts the results you will get.
IF YOUR LANDING PAGE IS CRAP, YOUR RESPONSE WILL BE TOO.
However, if your landing page is strong, then your result will be too.

YOUR OFFER NEEDS TO GRAB THEIR ATTENTION. IT’S THE JOB OF THE LANDING PAGE TO CONVINCE THEM TO TAKE ADVANTAGE OF THE OFFER.

Here’s a call-to-action formula:

♫ If You Are This Person
♫ Going Through This Problem
♫ Get This Result
♫ By Taking This Action

To provide clarity, let’s put it into examples.

Are you a CPA who’s trying to grow your firm, but can’t quite figure out how to get more clients?

When you can’t get more clients, it’s incredibly frustrating, you can’t grow your business and your income is limited.

Plus, you can’t get enough clients to hire another CPA! This means that you’re working your ass off and not spending enough time with your family.

Well, I want to show you my system for generating 10 new long-term accounting clients every month.

You’ll see exactly what you can do today to start generating more clients and grow your firm so that you can get out of the office!

Fill out the form, and download our guide.
GET PROSPECTS TO COME TO YOU AND ASK FOR YOUR HELP.

Picture this is your landing page copy. When your target market reads that, it will feel like you’re in their head and that you are talking directly to them about their frustrations and desires. You are also promising to help them get the result they want.

Now this is a short example I’ve provided for this guide, but you can see how a CPA in this situation would act on this offer.

Once they’ve provided their details on the landing page form, they know who you are, and they have acknowledged they need your help. They’re coming to YOU to learn about getting more clients.

Instead of speaking to 100 prospects to find the one who is interested in your help, you’ve got them to put their hand up so you can speak directly to them.

The steps to this point are useless if you don’t put an advertisement in front of your target market.

STEP #4 PLACE THE OFFER AND LANDING PAGE IN FRONT OF THEM

So far, you’ve figured out who your target is, built a strong offer and presented it in a strong landing page. But as I mentioned, It’s useless if you can’t get it in front of them.
There are many ways of getting the word out about your target. Google Adwords, cold emails, print advertising, direct mail. Pretty much every channel labeled advertising.

**But we’ve found that the best medium is Facebook.**

With Facebook advertising, you have the incredible power of targeting people never seen in the history of advertising.

**Facebook gives you the ability to target exact demographics. Like:**

- gender
- location
- occupation

**You can also target:**

- interests
- behaviors
- custom audiences you create in Facebook from an email list of buyers

**Simply build your Facebook ad using the previous steps in the process and narrow in on your target market and start a campaign!**

_How to Get the Most out of Your Facebook Advertising_

uhurunetwork.com
STEP #5 WRITE HELPFUL ARTICLES THAT CAN BE FOUND BY YOUR IDEAL BUYER IN SEARCH ENGINES

In step #4 we talked about getting your offer in front of your target with Facebook ads. This is a great method of attack. But we want to make sure we have a system to attract leads into your inbound sales funnel.

Don’t cringe at the thought of content creation. You might also think you have to write for search engines in order for your helpful articles to be found by your buyer. That’s not the case.

You can and should be writing for your ideal buyer while still increasing your chances of getting ranked in search engines. If you don’t rank, it’s very difficult for prospects to find your content.

When prospects read your content and find the answers to their questions by people at your company, the lead will have trust in what you’re saying because you’ve helped them in the past, therefore increasing the probability of purchasing something from you.

Prospects that have read your blog posts are more educated on your market, your industry, and are more likely to take action on the offer.

At the end of every blog post, include a graphical call to action to your offer. When your prospect clicks on the call to action, they will be greeted by your strong landing page. **These leads convert!**
WHAT HAPPENS NEXT?

If you follow that simple 5-step process, you will be able to build an inbound sales funnel that converts. These prospects will be coming to YOU and asking for your help.

You won’t have to continually “chase” clients for your service and face constant rejection until you find someone who is interested in your service.

You’ll be able to charge more for what you do (because you’re so hot) and spend more time GROWING your business instead of trying to find prospects.

We use this exact process for our digital marketing agency and our clients.

This guide has taken MUCH longer to write than anticipated (about 240 minutes) so I’ll have to stop here.

But if you want to see more about a lead generation business, check out one of my other posts here: Uhuru Network’s Digital Marketing Blog.

Otherwise, thank you for reading and always leave people better than how you found them!