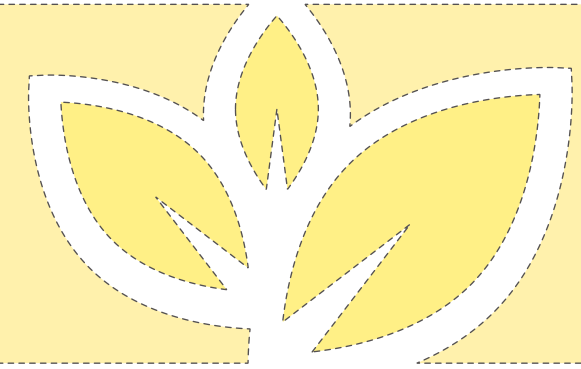


THE "NO-BS" GUIDE FOR BUILDING A STABLE BUSINESS

WRITTEN FOR SMALL, E-COMMERCE AND SAAS BUSINESSES

OUR TWO RULES OF THUMB:

1. Your goto market strategy is **part of your product/service**, not an afterthought.
2. The goal is to be able to acquire customers cheaper than your competition, to make more money so you can build more valuable products and services for those customers



Why start here?
You need to know what you are going to sell,
and to whom.

STEP 1: Come up with your core offering. This is your solution to the problem the target customer has.

Core Offer

Why think about traffic first?
You need to know where your ideal customers
spend time, otherwise you will waste time

STEP 2: Identifying some of the top traffic source(s) that your customer uses already to solve this problem.

Traffic

Core Offer

Why drive traffic to content?
It's a way to build trust, authority, credibility,
and it helps pre-sell your core offer.

STEP 3: Coming up with your content strategy

Traffic

Content

Core Offer

Why build your lead magnet this early?
The most valuable thing to any business is a list
of customers. Make something to create that.

STEP 4: Coming up with your initial lead magnet helps build a list of potential customers

Traffic

Content

Lead Magnet

Core Offer

Why a tripwire? It helps generate buyers.
You have a higher chance of selling your
core offer, if you sell them something small first

STEP 5: Sell something smaller (a tripwire), shifts their psychology while you show them your value really is **that good**

Traffic

Content

Lead Magnet

Tripwire

Core Offer

What's your most valuable asset to your
customers? Making the bulk of your profits
at this step, you can outspend competition

STEP 6: Sell something at a premium, to your best and loyal customers. This helps offset the cost of the other steps

Traffic

Content

Lead Magnet

Tripwire

Core Offer

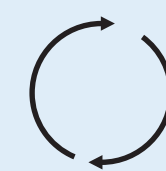
Profit Maximizer

THE BASIC SETUP:

A solid foundation that will allow you to scale up

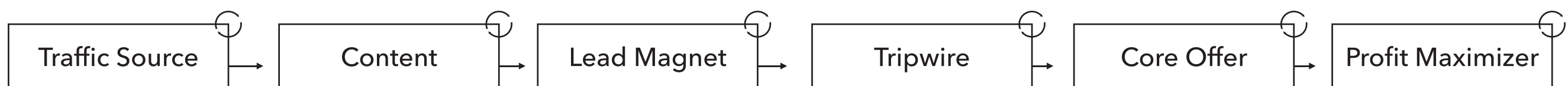
Build a quality funnel, but don't overspend (time or money) on each step to this point.
You'll be in a position to optimize each step of the funnel, and build your business.

ON EACH STEP, MAKE SURE YOU ATTEMPT TO BUILD TRUST



How To Build Trust

1. Make a big promise
2. Set clear expectations
3. Show proof of promise & overdeliver
4. Stay relevant & stay fresh in their mind



AS YOU GROW:

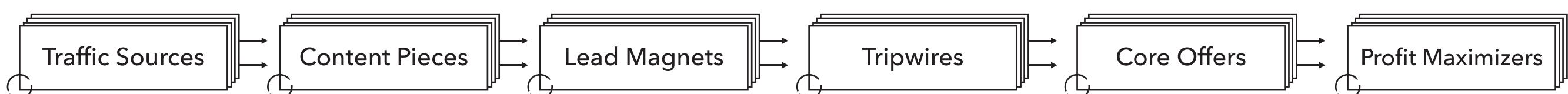
Nurture people throughout each step.

Experiment with more traffic sources to spread awareness.
Add more content that your audience resonates with.
Build more lead magnets to build your list and market to,
build more tripwires that help pull people deeper into your funnel,
Always improve (or add on) to your core offer.
Adding more profit maximizers along the way.

8/10 SMALL BUSINESSES WILL BE FAIL IN 18 MONTHS

How To Find Stability

1. The heart of your business is a list of customers. Start small.
2. Ensure access to your market. Feedback is money
3. Lack of unique value proposition
4. Failing to communicate that value



Stuck somewhere in this funnel building process?
Don't have time to do it yourself?

SEND GROWTH

SENDGROWTH.COM

WE'LL GROW YOUR BUSINESS.