

CRAZY PROFIT *Sweetspot*

Application Accelerator

10x the QUALIFIED LEADS requesting Strategy Sessions

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Convert Your New Leads Into Paying Clients



- Continue building rapport started in ads/landing page/freebie
- Increase registrations to your biggest programs by continuing to establish your authority
- Position yourself as *THE* best person to deliver this solution
- Position your offer as *THE* best solution for their pain point
- Invite them to an *EXCLUSIVE* opportunity to learn more in a one-on-one strategy session.



The APPLICATION ACCELERATOR

1. Get potential clients excited about doing a Strategy Session with you
2. Dissuade unqualified prospects
3. Keep them hooked with easy booking into your calendar



The APPLICATION ACCELERATOR

1. Video Invitation
2. Application
3. Easy booking



Level 1 ~ 7-FIGURE FUNNEL

Qualified Traffic

Irresistible Freebie

Mini-Marketing Site

Emails That Sell

Luscious Landing Page
Secret Weapon Thank You Page
Gift Delivery Page



Level 2 ~ 7-FIGURE FUNNEL

Qualified Traffic

Irresistible Freebie

Mini-Marketing Site

Emails That Sell



Level 3 ~ 7-FIGURE FUNNEL

Qualified Traffic

Irresistible Freebie

Mini-Marketing Site

Magic Webinar

Emails That Sell

Luscious Landing Page

Secret Weapon Thank You Page

Gift Delivery Page

Video Invitation

Strategy Session Application

Webinar Registration



Up-Level Your Mini-Marketing Funnel

- Use video to enhance relationship building
- Take warm leads to the next level
- Offer a direct invitation to a one-on-one
- Connect with a targeted audience by further establishing the solution you provide
- Focus on the mind-set shift you take your clients through
- Focus on the benefits of a one-on-one strategy session with you



Potential Clients Will Get on the Phone With You If...

- Believe you can uniquely help them – that you are the “*Go-To-Expert*” that has the best solution for their unique problem
- Trust that you have helped others achieve the transformation they want for themselves
- Think they’ll come away from the call with a valuable outcome regardless if they choose to work with you
- Feel like they know you

Video Invite

- 10x your Strategy Session Applications
- Build your authority
- Make you the ONLY solution to their problem
- Pre-qualify clients BEFORE they take up your time

APPLICATION ACCELERATOR INVITATION

**What problem does your
FREEBIE offer *START* to solve
for your clients?**

**What is the mindset shift that has
to happen for your clients to get
the results they are struggling
with?**

**How does your strategy session
take potential clients closer to
those results?**



What do potential
clients ***THINK*** they
NEED from you?



WHAT IS THE MOUTH-WATERING, PROBLEM-SOLVING OUTCOME YOU DELIVER?



- Address the pain point you will solve
- Establish your authority as someone who can has solved this for others
- Establish your authority as someone who has the tools to solve this for potential clients
- Validate your ability to provide a solution
- Be clear that not everyone is suitable to work with you (limiter)



YOUR FREE STRATEGY SESSION

Lead Them Down the “I Have A Solution” Path!

Sales Without Selling Conversations Training



Video Script Checklist

What content should you include to demonstrate you are the best person to provide this solution?

- Who Are You?
- What pain points do you address that make you *THE* expert?
- Why are your credentials *different/better/more unique?*
- What is the *benefit to them* of applying to work with you?
- Inspire them to want to *be part of your* amazing offer
- Share in a *genuine and realistic* way (conversational) so your winning personality shines through (rapport).
- Lead them to an *online application* to engage them at the next stage.



Application Accelerator Script Outline

Include these 5 components to lead to the application:

(INTRODUCTION) **DELIVERING ON PROMISE:** Thank you for downloading your freebie and validation that the freebie will bring results

(UNDERSTANDING) **PAIN POINTS & RAPPORT BUILDER:** Let them know that you uniquely understand where they are

(POSITIONING) **AUTHORITY BUILDER:** What makes you the one to further provide a solution?

(OFFER) **INVITATION:** What are you wanting them to do next and what is the value to them?

(OFFER LIMITER) **ACT NOW:** Include a limiter like 'for a short time' or 'the first 9 people' or....

(CALL-TO-ACTION) **TELL THEM WHAT TO DO NEXT** – “Apply by clicking the link below”, “Book your one-on-one session with me today”

Video Script

Use the *7-Figure Funnel - Video Invitation Script* to craft the script for your video invitation.



Record Your Video

- Read your script 8 to 10 times outline, making sure it flows
- Memorize the outline of your invitation script
- Use your smart phone or webcam to record your video
- Have someone edit out the start and end of your video if you didn't have someone helping you



Display Your Video

- Host your video on YouTube, Amazon S3 or other hosting platform
- Add the video to your Secret Weapon Thank You Page



Application

- Build your authority
- Pre-qualify clients BEFORE they take up your time
- Get the most interested prospects raising their hands to find out how to work with you
- Protect your time
- Position yourself as the go-to-expert



Your Application

<http://theprofitsweetspot.com/apply>



Create Your Application Questions

Use the Crazy Profit Sweetspot “Application Template” to create your application then add the link on your thank you page.



Create Your Application

<https://www.gravityforms.com/>

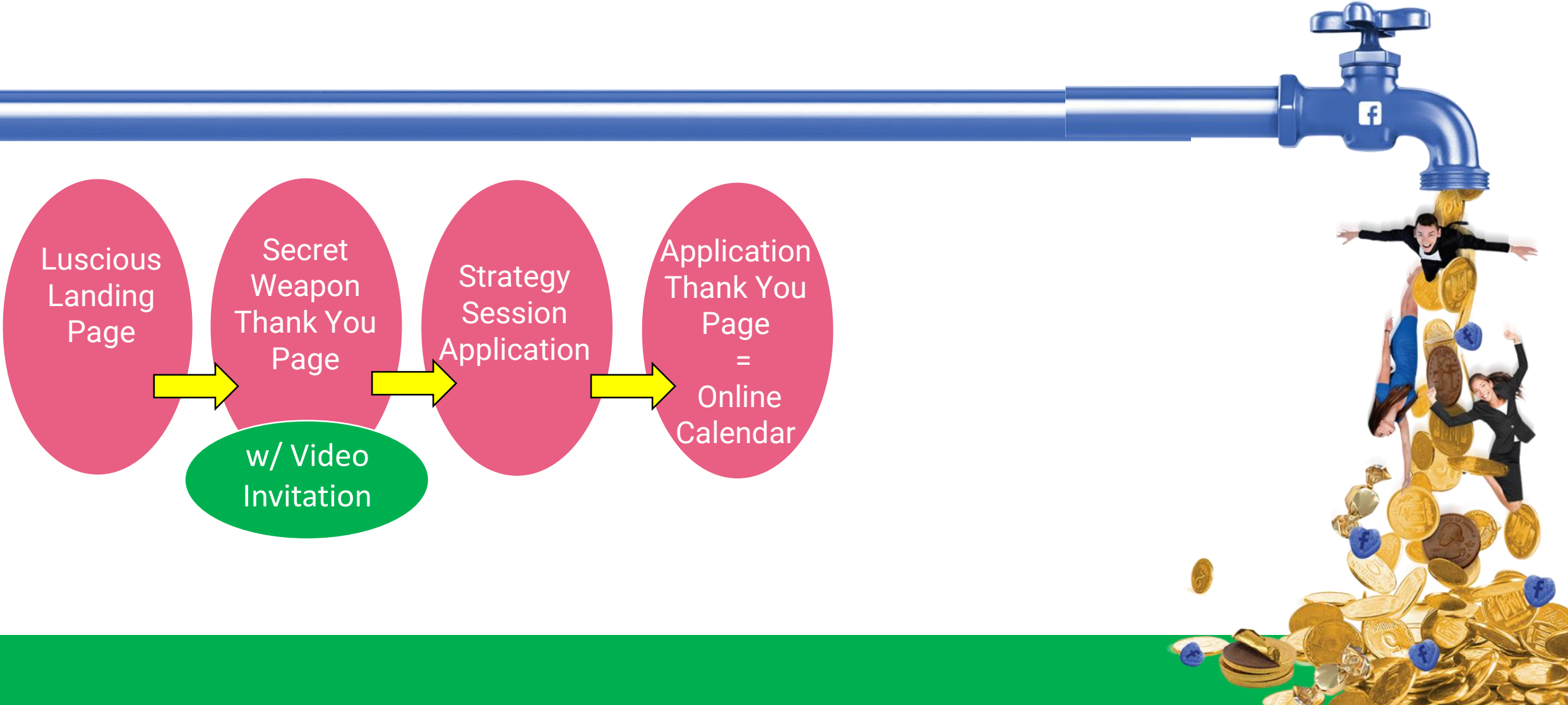


Simple Scheduling

- Position yourself as the go-to-expert
- Get the most interested prospects booked into your calendar quickly



Level 2 ~ 7-FIGURE FUNNEL



MAKE BOOKING THE SESSION EASY!

Some examples of online calendars are:

- ❖ Calendly.com (some free plans)
- ❖ Acuityscheduling.com
- ❖ Appointmentcore.com (\$27 per month)

Or check out this resource by Zapier:

<https://zapier.com/blog/best-meeting-scheduler-apps/>



MAKE BOOKING THE SESSION EASY!

Choosing an online booking calendar:

- Connects with your current calendar system (Google Calendar, ical, etc.)
- Sends reminder emails to your prospect
- Easy to book into
- Consistent with your future needs (multiple coaches, multiple appointment types, etc.)



SETTING UP YOUR ONLINE CALENDAR

- Schedule 40 to 60 minutes (with a 20 minute buffer if possible)
- Send three to four reminder emails
 1. At time of booking
 2. Appointment confirmation email 4 to 12 hours later (optional)
 3. Two days before appointment
 4. Day of booking
- Make yourself look busy

