



Increase Sales

# The Buyer's Journey



The Buyer's Journey

# Three Secrets to Increased Sales

Goal

Inventory

Eternal Path

Secret #1

# Goal

Stay focused on the prospect's desired end result/goal.

## Goal

# What is your prospect's desired end result?

- Picture your favorite client
- What were the results you achieved with them?  
Be specific!
- Were they satisfied? Did they achieve their desired end result?
- What is the next goal for this client? What's next?

## Goal

### Write down:

- Results achieved:
- Next desired result:

#### *Example:*

*Results achieved: Increased traffic & sales*

*Next desired result: Launch new product*

Secret #2

# Inventory

Package your deliverables into “products.”

## Inventory

# What is needed to achieve desired results?

- List your products.
- List the deliverables of each product. Get detailed and specific. Break down every step of every process into a separate item.

# Inventory

## Examples:

- Copywriting
- Design
- Custom coding
- Social media management
- Ad placement
- Video creation
- Strategy consultation
- Target market definition
- Lead magnet generation
- Photography
- Competitive analysis
- Curate content

Secret #3

# Eternal Path

Always have a top tier product you've never sold.

## Step 1: Opt-in

Remember your client as a prospect...

- What was their pain?
- Did they realize they were in pain?
- What did you need to educate them about to prep them to buy your product/service?

## Path

### Lead magnet ideas:

- Free consultation
- White paper
- Blog
- Cheat sheet
- Free sample
- Tutorial
- E-book
- Free challenge
- Template
- Webinar
- Quiz/Assessment
- Resource Guide

## Step 2: Intro Offer

- Think about the product/service you want to sell.
- Is this a big jump that requires faith? If so...
- Can you splinter out a piece of the product from your inventory and sell it individually at an introductory price point? (i.e. page audit or target audience identification)

**Path**

## **Next steps**

**STEP 3: Offer**

**STEP 4: Upsell**

**STEP 5: Upsell**

**If you feel like you have too many things in one step,  
consider breaking it out into multiple steps.**

**Path**

## **Review your path**

**Does it take them to the desired end result?**

**STEP 1: *Free marketing consultation***

**STEP 2: *One page marketing plan***

**STEP 3: *Monthly SMM***

**STEP 4: *Sales funnel build***

**STEP 5: *Ads management***

A photograph of a woman and a man in an office setting. The woman is seated at a desk, looking at a laptop screen. The man is standing behind her, leaning over and pointing at the screen. They both appear to be smiling and engaged in their work. The image is overlaid with a semi-transparent orange filter. The text "This is your Buyer's Journey!" is centered over the image in a white, bold, sans-serif font.

**This is your  
Buyer's Journey!**

## Path

### “Mini” journeys/funnel

Each step can be made into its own “mini” funnel.

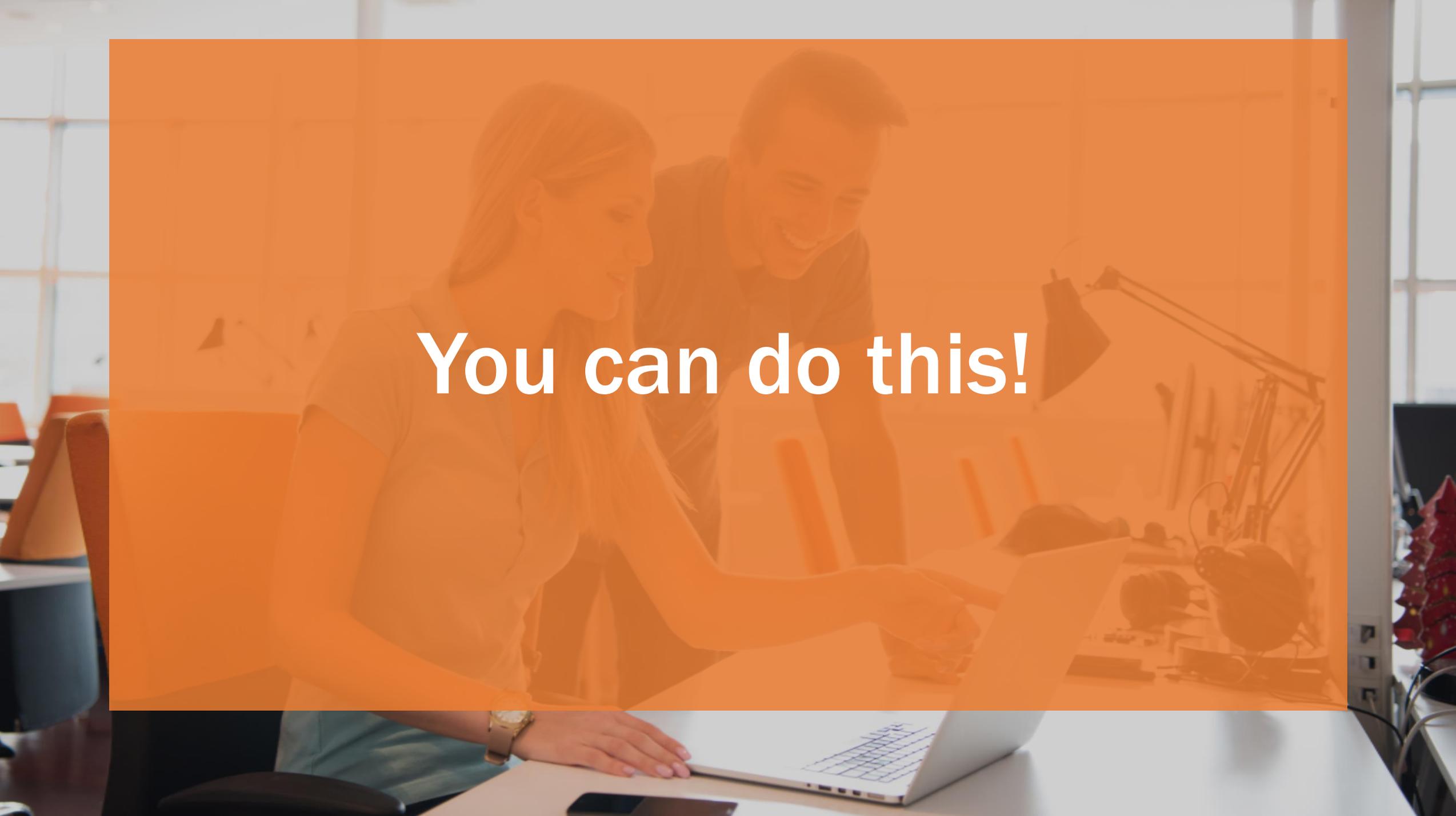
Opt-in: *Free marketing consultation*

Intro Offer Funnel: *One page marketing plan*

Continuity Plan Funnel: *Monthly SMM*

Upsell Funnel: *Sales funnel build*

Upsell Funnel: *Ads management*

A photograph of a woman and a man in an office setting, both smiling and looking at a laptop. The woman is pointing at the screen. The image is overlaid with a semi-transparent orange filter. The text "You can do this!" is centered in white.

**You can do this!**

A photograph of a woman and a man in an office environment. The woman is seated at a desk, looking at a laptop. The man is leaning over her shoulder, smiling and pointing at the screen. The entire image is covered with a semi-transparent orange overlay. The word "Questions?" is written in white, bold, sans-serif font in the center of the image.

**Questions?**