

Funnel Vision: Giving Your Customers Their Big Dream

- ☐ **Do I know:**
 - ☐ Who my customer is?
 - ☐ Instinctively know what is going to thrill them
- ☐ Have I identified them through strong research -- not assumptions or guesswork?
- ☐ Do I know how to let them "get comfortable" with me, now that I've introduced myself?
- ☐ Have I identified with and zeroed in on her:
 - ☐ Deepest pain
 - ☐ Biggest wish
 - ☐ Darkest fear
 - ☐ Greatest need
- ☐ Have I made sure the niche I'm planning to serve contains customers or clients who gladly part with actual cash?
- ☐ Am I making sure I "mirror" communication styles and topics of conversation that my customers and I share?
- ☐ Even if I am consciously "mirroring", am I still totally being myself?
- ☐ Have I let my potential customers know:
 - ☐ Exactly who I am?
 - ☐ What I am specifically offering?
- ☐ Have I helped establish a rapport by making sure my blogs, website and social sites are easy, comfortable places to visit -- and hang out?
- ☐ Do I actually anticipate their needs and wishes... before they ever know they have them?
- ☐ Have I let my potential customer know what I want her to do next, within every:

- ☐ Blog post
- ☐ Article resource box
- ☐ Web form
- ☐ Button
- ☐ Other_____
- ☐ **When interacting, do I always:**
 - ☐ Acknowledge their comments (even if that just means hitting the "Like" button on Facebook?)
 - ☐ Make each follower feel important, as if she's s a friend I enjoy?
 - ☐ Only answer what they ask? (In other words, I don't overwhelm, confuse or pontificate!)
 - ☐ Publicly or privately recognize and reward great ideas they share?
 - ☐ Give information freely?
 - ☐ Admit it if I don't know the answer -- and send them to someone who does?
- ☐ **Do I know how I can:**
 - ☐ Make my potential customer's life noticeably better?
 - ☐ Help her reach the next step of her journey?
 - ☐ Help her reach her big dream or ultimate goal?
- ☐ **Have I considered these seven proven strategies for creating successful offers:**
 - ☐ A free webinar or teleseminar
 - ☐ A free report
 - ☐ A free .MP3 file or video
 - ☐ Free apps, software or plugins
 - ☐ A free pattern or layout
 - ☐ Free graphics
 - ☐ Limited-time free trial or access to my new service

- ☐ Am I picking up on my potential customer's cues and clues?
- ☐ Am I following my instincts (in an informed manner)?
- ☐ Have I continually asked myself: "What would be so important to my potential customer that would make her part with private contact information?"
- ☐ Have I made clickable URLs much more SEO-friendly by using strong keywords instead of generic calls to action, such as "click here"?
- ☐ Have I used stories and anecdotes to connect?
- ☐ Am I using the old storytelling principle of "show, don't tell" as much as possible in all my interactions?
- ☐ Have I tailored any stories or anecdotes to my potential customer's communication pace and style?
- ☐ Have I let her touch, feel and use the product I'm selling, if that's a possibility? (Excerpts, chapters, free trials are all great strategies for this purpose.)
- ☐ Am I using the current, particular sales funnel strategy because it's the best option for that potential customer at this time? Or am I just throwing everything I can think of into the mix?
- ☐ Am I analyzing my results, to see what's working... and what isn't?
- ☐ Am I focusing on consistent contact, with no:
 - ☐ Overly long gaps?
 - ☐ Emails crowding on top of each other?
- ☐ Am I giving my potential customer enough time to read, absorb and assimilate offers she's picked up on (especially that first sign up incentive)?
- ☐ Am I sending cheery reminders (sparsely, but in a timely manner, to maintain that all-important communication "flow"?)
- ☐ Am I feeding and nurturing my relationship with my potential customer? Do I value her trust? Am I committed to help her, the best way I can? (There's no lasting shortcut to true connection!)
- ☐ Am I paying attention to timing?

- ☐ Am I anticipating objections and dissipating them before they're ever made?
- ☐ Am I focusing on creating a lifetime, repeat buyer?
- ☐ If I don't really know when my potential customer is ready for the next step, do I at least know what that step will be (what she needs next?)
- ☐ Am I looking for questions in forums, blogs or social networks where I see that potential client hang out?
- ☐ Do I understand that the way to make "tweaks" less costly is to really do my homework, before putting plans into practice?
- ☐ Am I myself aware of the cycle I should prompt each potential client to go through, with my offers (especially the sign up):
 - ☐ Awareness
 - ☐ Interest
 - ☐ Desire
 - ☐ Action
- ☐ Am I aware that my customer will only take action once she's progressed through the first three stages (Awareness, interest, desire) -- and disposed of her own objections? (I can help her with that!)
- ☐ Am I using short, effective landing pages to present my sign up offer? Ones that contain:
 - ☐ The web form, sign up box or button above the fold, and visibly prominent?
 - ☐ A strong, eye-catching headline that incites curiosity and makes it irresistible not to read further?
 - ☐ A short list of key benefits -- ones that will really trigger and appeal to my potential customer?
- ☐ Have I suited the style of the landing page to my customer's mindset and her own communication preferences?
- ☐ Have I avoided distractions on the landing page... such as:
 - ☐ Unnecessary graphics?

- ☐ Clashing colors?
- ☐ Too many adverbs and adjectives?
- ☐ Navigation tabs?
- ☐ Links that are not to my sign up offer?
- ☐ Anything that makes them leave the page without clicking through?
- ☐ Have I thought about sequencing my follow ups, so that I keep in contact... but not annoyingly often?
- ☐ Do I have my sequence planned and written for my autoresponder?
- ☐ Am I making the mistake of forcing a timeline on my new subscriber?
- ☐ Am I keeping myself in her field of vision in a natural-feeling way?
- ☐ Am I tailoring the interval between a customer receiving a product and the next follow up proportionate to the complexity or length of that product? (I.E. The longer the learning curve or e-Book, the more time you give them to absorb it.)
- ☐ Am I aware that wise sequencing automatically makes strong follow up?