



Building Your Funnel and Generating Sales



Instagram Stories DM Funnel

A **Sales Funnel** is a marketing term that maps out the path that a customer will travel through when making a purchasing decision.



Step 1: Identify your ideal customer or target audience and what they need that you can help them with.

Step 2: Create content that presents solutions to their problems and ways to achieve their goals.

Step 3: Create an incentive, freebie, or educational opportunity to give your audience a REASON to want to engage with you.

Step 4: Ask them to take action

The 6 Principles of Persuasion

“ In brief, we are inclined to go along with someone’s suggestion if we think that person is a credible expert (authority), if we regard him or her as a trusted friend (liking), if we feel we owe them one (reciprocity), or if doing so will be consistent with our beliefs or prior commitments (consistency). We are also inclined to make choices that we think are popular (consensus [social proof]), and that will net us a scarce commodity (scarcity).”

-Dr. Robert Cialdini, marketing and psychology professor
Author - 'Influence'



FUNNEL (FILL IN TABLE BELOW)

AWARENESS	INTEREST	DECISION	ACTION
WHO IS YOUR TARGET AUDIENCE?	HOW CAN YOU HELP THEM SOLVE THOSE PROBLEMS?	WHAT CAN YOU OFFER THEM? <i>Eg...training video, free guide, free consultation call, etc.</i>	HOW DO YOU WANT THEM TO CONNECT WITH YOU? <i>Website, phone call, Email, DM?</i>
WHAT DO THEY WANT TO ACHIEVE OR AVOID?			

Audience Pathway

1. Create a story (Use templates in this guide)
2. Encourage engagement by asking questions, including polls, quizzes, etc.
3. Add a call to action (CTA). Tell them what action you want them to take. Eg...click link in bio, swipe up, DM for more information, visit website, etc.
4. Follow up with email or call depending on CTA.
5. Connect with them off-line and close with offer.



INSTAGRAM STORIES

THE INSTAGRAM algorithm is fickle. We want to spend our efforts in areas where our ideal audience is hanging out. Many people view stories instead of going through their feed. Here is a strategy schedule designed to help create content for your audience.

It is the easiest (and fastest) way to connect with your audience, build your tribe, and even sell high-ticket programs/products.

Here's the #1 reason WHY you should be using Instagram Stories to promote your business - If you use Instagram, then you already know how the dreadful algorithm limits our reach.

Instagram Stories does not have those same rules! Because Instagram stories only last for 24 hours, Instagram wants as many people as possible to watch them, so they don't use the same algorithm on our stories.

Goal of using Stories: *Drive Traffic and Conversions*

1. Get more eyes on your account/brand
2. Increase engagement, direct connections, conversions
3. Get your audience to know you on a more intimate level. Build a stronger connection/rapport.
4. Drive traffic to your current offers or off line for a 1:1 conversation via **DM conversations**.

Start by nurturing your audience, positioning yourself as an authority figure, and developing a trust factor through consistency in content. ***Here is a sample posting schedule for your stories.***

Schedule (What to talk about and post)

Monday Motivation- Identify a desire that your ideal prospect has (eg..achieve a specific goal tied to pain points) offer encouragement.

Teaching Tuesday- Teach/educate them in a topic of relevant interest to showcase your expertise.

Wow Wednesday -Showcase success stories (either yours or clients)

Throwback Thursday- How you overcame something related to audience pain points.

Freedom Friday- Paint the picture of how can offer them something that they desire based on pain points.

Social Saturday- This is an opportunity to show your personal side...family, behind the scenes, community events, social gatherings etc.

Sunday Spiritual- How you handle stress, maintain hope, practice self-care, and move forward. Eg...Faith, meditation, reading, exercise, etc.

Tips for Stories DM Funnel

- Use video as much as possible. Add interactive elements (polls, quizzes, question boxes, etc)
- Address who are you talking to:
- Address a problem
- Tell how you solve(d) it.
- Always include a CTA (Call to Action) In other words, what do you want them to do...eg...

Stories Funnel Example

~Hit link in bio (latest offers, etc.)

~Swipe up to IGTV video. You can add a workable URL link in your video description to direct your audience off the platform.

~Swipe up to another link (Feature only available when you have over 10k followers)

~Use paid Ads link

The funnel example below shows how you can use stories to move your audience through the 4 stages.

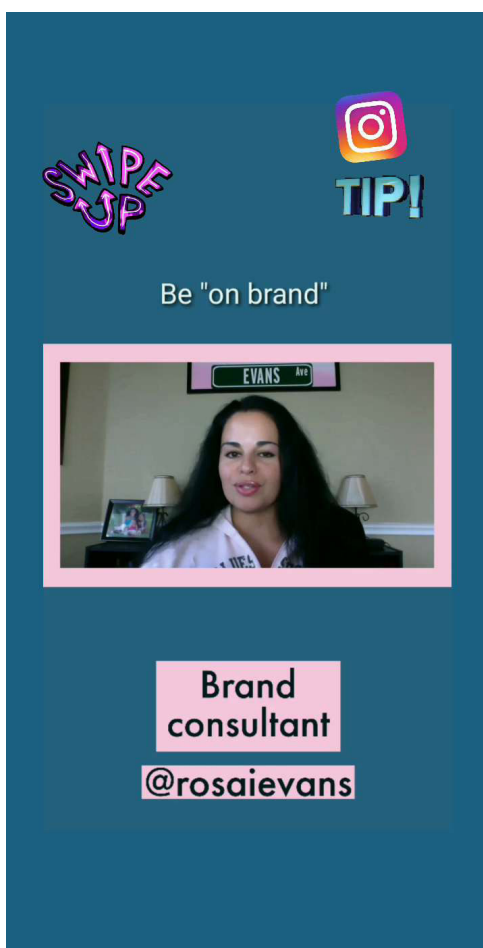
1. Identify who you are talking to.
2. Encourage engagement by asking questions and using polls.
3. Present an educational opportunity and a solution.
4. Connect by pointing out pain/desire/outcome they are looking for.
5. Move them to make a decision.
6. Show social proof (client testimonials, etc.)
6. Use a strong CTA (call to action).

The sale is made off-line. Use DM'S to build a stronger relationship and then move them off-line to a sales call, consultation, website, training class, webinar etc to close the sale.

Tip:

Use the swipe up feature in IG stories to drive traffic to longer IGTV video content.

Use the description caption for your video to add a clickable url link and drive traffic off-site to your latest offers, website, webinars, etc.



Tips:

Continue your “conversation” in DM’s with any accounts that messages you directly from this funnel. Generate a potential client list from accounts that engaged in polls, quizzes, or answered your questions etc. but didn’t message you and follow up with them in a non-salesy way.

EG. I see that you are also frustrated with your IG engagement. What strategies are you using to improve it? **Build your know, like, and trust factor.**

SAMPLE FUNNEL TEMPLATES BELOW. USE TEXT OR VIDEO.



STORIES WEEKLY CONTENT SCHEDULE

Day	Template for Stories Posting Structure	90 sec video or story sequence (Video is better)
Monday: Motivation	Who are you talking to:	
	What is their problem?	
	How do you solve it?	
	What do you need to change it? CTA	
Tuesday: Teach/Transformation	Who are you talking to:	
	What is the problem?	
	How do you solve it?	
	What do you need to change it? CTA	
Wednesday: Success either yours or a clients	Who are you talking to:	
	What is the problem?	
	How do you solve it?	
	What do you need to change it? CTA	

Thursday: throw back teaching moment I wish I knew then what I know now	Who are you talking to:	
	What is the problem?	
	How do you solve it?	
	What do you need to change it? CTA	
Friday: Freedom post...talk something they want that you have.	Who are you talking to:	
	What is the problem?	
	How do you solve it?	
	What do you need to change it? CTA	
Saturday: Talk about the life you are living that they want. Let me see you living your best life.	Who are you talking to:	
	What is the problem?	
	How do you solve it?	
	What do you need to change it? CTA	
Sunday: Mindset, Spirituality, etc	Who are you talking to:	
	What is the problem?	
	How do you solve it?	
	What do you need to change it? CTA	

Examples (Health/Fitness Industry)

Day	Template for Stories Posting Structure	90 sec video or story sequence (Video is better)
Monday: Motivation	Who are you talking to:	Hey, ladies. Are you still struggling to (insert pain point here) lose weight?
	What is the problem?	Did you mess up this weekend but tired of starting over every single Monday?
	How do you solve it?	It's ok. Today is a new week. You can always reset. The weekend can be hard. Here's what I do to make sure I stay on top of my goals. (Give tip here)
	What do you need to change it? CTA	How are you going to start the week? Focused or Defeated? You got this girl! (Insert poll here). DM if you would like my (insert offer...free tips, free guide, free group access, free assessment, etc.)
Tuesday: Teach/Transformation	Who are you talking to:	Ladies, trying to build a bigger better bootie?
	What is the problem?	You have literally tried every exercise but not seeing results?
	How do you solve it?	Here's my secret and fav. bootie building routine. (give a quick demo or talk about an exercise)
	What do you need to change it? CTA	My client (insert name) started doing this and boom. bootie gains! Do you want results like this? DM me if you are ready!
Wednesday: Success either yours or a clients	Who are you talking to:	Ladies or men, have you ever been called "flat ass" (or insert something else in here speaking to pain point). Insert poll...yes/ no
	What is the problem?	Did it make you feel like crap?
	How do you solve it?	I used to feel this way...or my client (insert name) came to me with this problem.
	What do you need to change it? CTA	I did this to change it. Or we started working on this (give tips) to change it. Results. ...show pic. DM if you want to transform also. Or DM if you are ready to get results, Etc.
Thursday: throw back teaching moment	Who are you talking to:	Have you been (insert pain point here) trying to gain muscle but your just getting fat?
I wish I knew then what I know now	What is the problem?	I didn't know what I was doing wrong. I wasn't seeing results.

Examples

	How do you solve it?	I started working with a coach that could identify and teach me how to (insert problem and solution here) actually build muscle while getting lean, etc. I wish I hadn't wasted so much time trying to do it all alone.
	What do you need to change it? CTA	Sometimes you just need help to see what you are missing. Quite trying to do it all on your own. If you need help...DM
Friday: Freedom post...talk something they want that you have.	Who are you talking to:	Ladies, are you rocking your confidence?
	What is the problem?	You want to look great in anything but are self conscious of that extra fluff?
	How do you solve it?	Here's my secret tip that keeps me lean and buff so I can rock these booty short (insert something here that speaks to pain point). Give tip....how do you (solve pain point)
	What do you need to change it? CTA	I used to feel unsure and unconfident but not anymore. I work hard and for this. You can too cause you deserve it!. Agree (insert poll)
Saturday: Talk about the life you are living that they want. Let me see you living your best life.	Who are you talking to:	General audience; Do you just work but not play?
	What is the problem?	Life is routine; boring,
	How do you solve it?	Showcase you doing something fun, etc.
	What do you need to change it? CTA	Tell me your favorite way to spend Sat? (insert question box)
Sunday: Mindset, spirituality, etc	Who are you talking to:	Ladies, does stress overwhelm you?
	What is the problem?	Does life make you want to crawl into a little hole and hide?
	How do you solve it?	I sometimes feel this way so I always spend time doing things that (insert solution here) help me clear my mind. I do this (what do you do). Example: I always spend Sundays reading an uplifting book, going to church, meditating, walking, etc...talk about anything that helps you deal with mindset shifts What do you need to change it? CTA Have you tried this? Insert Poll here

Rosa I Evans | Consultant



Thank you for downloading this Free training guide designed to help you use Instagram effectively to tap into your audience base and convert into warm leads.

My name is Rosa and I am a branding and social media consultant. I help businesses navigate social media and build a stellar business presence on-line.

I help businesses create clear brand messages through visual and written communication that create strong connections between the customer or target audience and the brand.

This starts with building a strong brand identity and strategies that bridge the gap between the brand and their key consumers.

When a strong emotional connection is formed, loyalty and brand trust is established. Having loyalty and die-hard fans position any brand at the top of their niche and this is how you can:

BUILD A BRAND FANS WILL LINE UP FOR!

My Mission is to give others the opportunity to create a life of abundance. I believe that everyone has the ability to live life on their terms.

I believe that the world needs more visionaries. It is the risk takers, the fearless warriors, that get things done and make life better for the rest of us.

I am using my experience, lifestyle, knowledge, and expertise to help visionaries showcase their gift to the world.

You can propel your business and your life forward.

You can create your dream life.

You can live life on your terms.

This is your year.

**“WHEN YOUR PASSION AND CAREER COME TOGETHER
MAGIC HAPPENS.”**

Join my [FREE FB community](#) for Female entrepreneurs.