

0% COMPLETE

- PHONE FUNNEL: Overview
- PHONE FUNNEL: What to Prepare!
- PHONE FUNNEL I: TASTY Content
- PHONE FUNNEL II: Invitation
- PHONE FUNNEL III: Pre-Qualify
- PHONE FUNNEL IV: Phone Call
- *OPTIONAL* The PRE-SELL FORMULA: How to work with Affiliates & pre-sell your course (40:01)
- *OPTIONAL* EMAIL LAUNCH: What emails to send & when

'BONUS' Teachable: 3 months free!

- Claim your 3 months free of Teachable (when you're ready!)

'BONUS' TASTY WEBINARS

- WEBINAR SLIDES TEMPLATE: \$130,000 in 2 months
- WEBINAR EMAILS: What to send

PHONE FUNNEL: Overview

PHONE FUNNEL

How to sell over the phone



By now, you know the magic of #CourseFromScratch:

We draw a straight line from you to the cash.

Secure the bag alert! 📈 📈

Now that you know who your CUSTOMERS are, what your CONTENT entails, and your CULTURE ADD that gives you a competitive advantage in your niche, it's time to get CONVERSIONS.

In other words: It's time to enroll your first students!

A principle we're going to leverage is **PRE-SELLING**.

What is pre-selling? It's when you SELL a product *before* create it.

When I did my first \$20k launch, I pre-sold all \$20k before I created an ounce of course content.

When Tara Reed did her \$70k course launch, she pre-sold \$40k of it before she created an ounce of course content.

It's time to get *your* pre-sales. 🍷 🍷

WHAT ARE THE STEPS TO PRE-SELL YOUR COURSE?

We've spoken about the 3 common sales mechanisms for online courses:

1. **Email**
2. **Live Event/Webinar**
3. **Phone Call**

Email has an average conversion rate of 1-2%.

So, if you have 500 people on your email list, you can expect 5-10 people to enroll in your course.

Live Event/Webinar conversion rates range from 3-30%.

So, if you have 100 people attend your webinar, you can expect 3-30 people to enroll in your course. Note: If you're a beginner at webinars, your conversion rate will likely be 3-5%, so you can expect 3-5 people to enroll.

Phone Call conversion rates range from 20-50%.

So, if you have 20 phone calls with prospects, you can expect 4-10 people to enroll in your course. Note: If you're a beginner at selling over the phone, your conversion rate will likely be 20-30%.

When you're thinking about how to launch your first course, you want to do the following:

- **Require as LITTLE CONTENT CREATION & PREP for yourself as possible**
- **Put yourself in situations that MAXIMIZE your ability to CONVERT the HIGEST PERCENTAGE of leads possible**

That's why I recommend Phone Calls as the first approach to launch your MVC. **Phone calls require the least amount of content creation, prep, and resources** when compared to prepping for a WEBINAR. And **Phone Calls have a much higher conversion rate** than EMAIL.

NOTE: If you're up for the challenge of a Webinar, than by all means, feel free to try it to launch your MVC. I will warn you, though... It can be overwhelming and a lot of content creation for a newbie. That's why most #CourseFromScratch Members try the Phone Call Funnel first, and if they don't see traction, then they try the Webinar or Facebook Live as a backup approach.

HOW TO LAUNCH YOUR MVC USING PHONE CALLS

1
TASTY CONTENT
Solve a pain point

2
INVITE
Inspire PCPs to schedule a call with you

3
PRE-QUALIFY
Qualify your PCPs

4
PHONE CALL
Empower PCPs to decide YES! or No.

The only items you need for your PHONE CALL FUNNEL are:

1. Your MVC CANVAS
2. TASTY CONTENT to attract your PCPs
3. Way to INVITE prospects to speak with you about your program via phone
4. Way to PRE-QUALIFY prospects to make sure they're a good match
5. Script for your PHONE CALL so you feel confident and cover all bases

Here's an overview of a PHONE FUNNEL:

- First, I create **TASTY CONTENT** that includes a key accomplishment from my BRAG BANK (e.g. "I recently helped a blogger, kids yoga teacher, and health coach do \$10k to \$70k launches of their online courses...") I also include an **INVITATION** to work with me if they want to get similar results for themselves (e.g. "If you want my guidance creating & launching your online course, complete this questionnaire/respond to this email/DM me to see if you're a good match...").
- To make sure they're a good match for my program, I **PRE-QUALIFY** them by asking a couple questions. Some questions may include: *"How important is it for you to launch your online course in the next 60 days: Extremely Important, Somewhat Important, or Not Important?"* or I might ask for their annual salary if I think people who earn \$xxxx/year are way more likely to pay \$2,000 for my program. I either ask these questions in the form of a questionnaire I invite them to complete prior to our phone call, or I ask them through email/DM.
- After they submit the pre-qualifying information, I schedule a **PHONE CALL** with them.

NEXT STEPS:

Now that you understand the overall purpose and sequence for a PHONE FUNNEL, go to the next lesson to **see a step-by-step breakdown to set yours up and start enrolling students for your MVC!**

Quiz

1 / 1

Do you understand that even if you're not a "salesy person," SELLING OVER THE PHONE is beneficial for premium products because it requires LESS CONTENT CREATION AND PREP & typically has a HIGHER CONVERSION RATE than an email or webinar launch?

Yes! I understand.

No, I don't get it. /

Check