

# Publicity Sales Funnel Blueprint

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Welcome to your Publicity Sales Funnel Blueprint

This is your guide to help you incorporate publicity into your sales funnel so that you can generate brilliant results on autopilot, including more email subscribers, more followers on social media, more sales and more money.

Done in the right way, publicity can be SO powerful, but to get the best results you need to be doing it strategically, and making it a part of your marketing mix.

By incorporating it into your sales funnels you'll be able to make the publicity work for you, and use it to help you consistently bring in sales, even while you're sleeping!

Get ready to skyrocket your sales funnels with publicity!

Dina x

# Sales Funnel - Part One

## Create An Opt-In

An opt-in is a freebie or 'ethical bribe' that you can give people in return for them handing over their email address. This can be anything from a cheat sheet, to a checklist, a PDF guide, ebook, audio series or video series.

Pick something that works for you

Your opt-in needs to solve a problem that your ideal client has. Try to pick something that relates to your area of expertise that you will be able to link to when you're writing a guest blog post

Take a look at this guide <https://www.leadpages.net/blog/15-ways-to-create-a-high-value-lead-magnet/> to creating opt-ins

I recommend using something like [Canva.com](https://www.canva.com) to create your graphics and/or your PDF or cheat sheet.

If you're creating an ebook to give away, you can use something like [MyEcoverMaker](https://www.myecovermaker.com) to create a 'mock-up' image of your book.

I recommend using something like Leadpages for your opt-in page. They have a free tutorial that teaches you more about creating landing pages. [Click here](#) to visit the Leadpages site and click the 'tutorial' tab at the top of the page.

# Sales Funnel - Part 2

## Create Your Email Sequence

### WRITE YOUR SALES FUNNEL EMAILS

Below is an example of a sales funnel sequence, you can tweak it to suit your needs. Ideally the first email needs to go out immediately, and the other emails can be sent one to three days apart.

#### Email one - Deliver your opt-in

Remind them what they signed up for and give them the link to the opt-in. You could also take this opportunity to let them know what they should expect from you, e.g. weekly emails with tips and tricks. Keep the email high energy, you want them to be excited about receiving your opt-in

#### Email two - remind them to download the opt-in

Remind them how to access the opt-in gift, tell them why they want to download it - perhaps share a testimonial that shows it works for people. Remind them who you are and what you do

#### Email three - let them know how you can help them

Show them how you can help them, either by sharing your story/your client's story of where you used to be and where you are now. Introduce your product and how it can help them

# Sales Funnel - Part 2

## Create Your Email Sequence

### WRITE YOUR SALES FUNNEL EMAILS

#### Email four - get them to know, like & trust you

Talk about a success story - either a case study or a testimonial (or multiple testimonials) from people you've helped. Mention your product as a PS at the end of the email

#### Email five - nurture them

Focus on being helpful, maybe send them a link to your most popular blog posts or an extra resource like an audio or video training

#### Email six - sell

Pitch your product to them - send them to your sales page

#### Email seven - last chance

Encourage them to take action by telling them this their last chance to buy your product (with a limited number of spaces or a deadline). Overcome any potential objections, remind them how you can help them. Encourage them to click on sales page/book discovery call/sign up etc

# Sales Funnel - Part Three

## Pitch A Guest Article

### PICK AN OUTLET YOU KNOW YOUR IDEAL CLIENT READS

Some popular places for writing guest blog posts are Huffington Post, Thrive Global, Evercoach, Mind Body Green, Tiny Buddha, and Elephant Journal. Depending on your niche, you may want to try one of the above, or you may want to find a blog or publication that is specific to your industry.

### FOLLOW THE SUBMISSION GUIDELINES

Look up the contributor/submission guidelines on the blog's website and make sure you follow them. If they ask you to just submit a pitch then do that, if they want you to submit the finished article then you will need to write it first.

# Sales Funnel - Part Four

## Write Your Article With A Link To Your Opt-In

### WRITE YOUR BLOG POST/ARTICLE

Once you've been accepted, it's time to write your article. This is your chance to show off your expertise and win over your potential new clients. So wow them. Spend some time creating your article. Get a friend to read over it if need be. Check your spelling and grammar. Make it awesome.

### INCLUDE YOUR AUTHOR BIO

Make sure you include your author bio with a link to your opt-in. This is REALLY important, as this is how you will get people into your funnel. Ideally the opt-in should be something that relates to the article and something useful the readers will want to download. E.g. Dina Behrman is a journalist-turned-publicity coach who helps female entrepreneurs who are struggling to stand out to get seen and heard in the media.

[Download her press release kit here.](#)

### SHARE YOUR FINISHED ARTICLE EVERYWHERE

Leverage the article by sharing it everywhere - share it with friends and family and ask them to share, email it to your list, share repeatedly on all your social media channels, share in FB groups that allow it

dina behrman