

# SELL MORE PRODUCTS ONLINE STEP FOUR

## ATTRACTING CUSTOMERS TO YOUR SITE

### PART 1



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# STEP FOUR: ATTRACTING CUSTOMERS

## What we'll cover in Step Four

- Small steps every day
- Speed to implementation matters
- The 2%, the 48%
- Avoid BSOS
- Your marketing “bubbles”
- The process of lead generation and capturing leads
- Step by step lead generation using Facebook
- How to get “qualified” traffic to your site
- Content marketing strategies with examples
- Jane's 3 best (and easiest) strategies

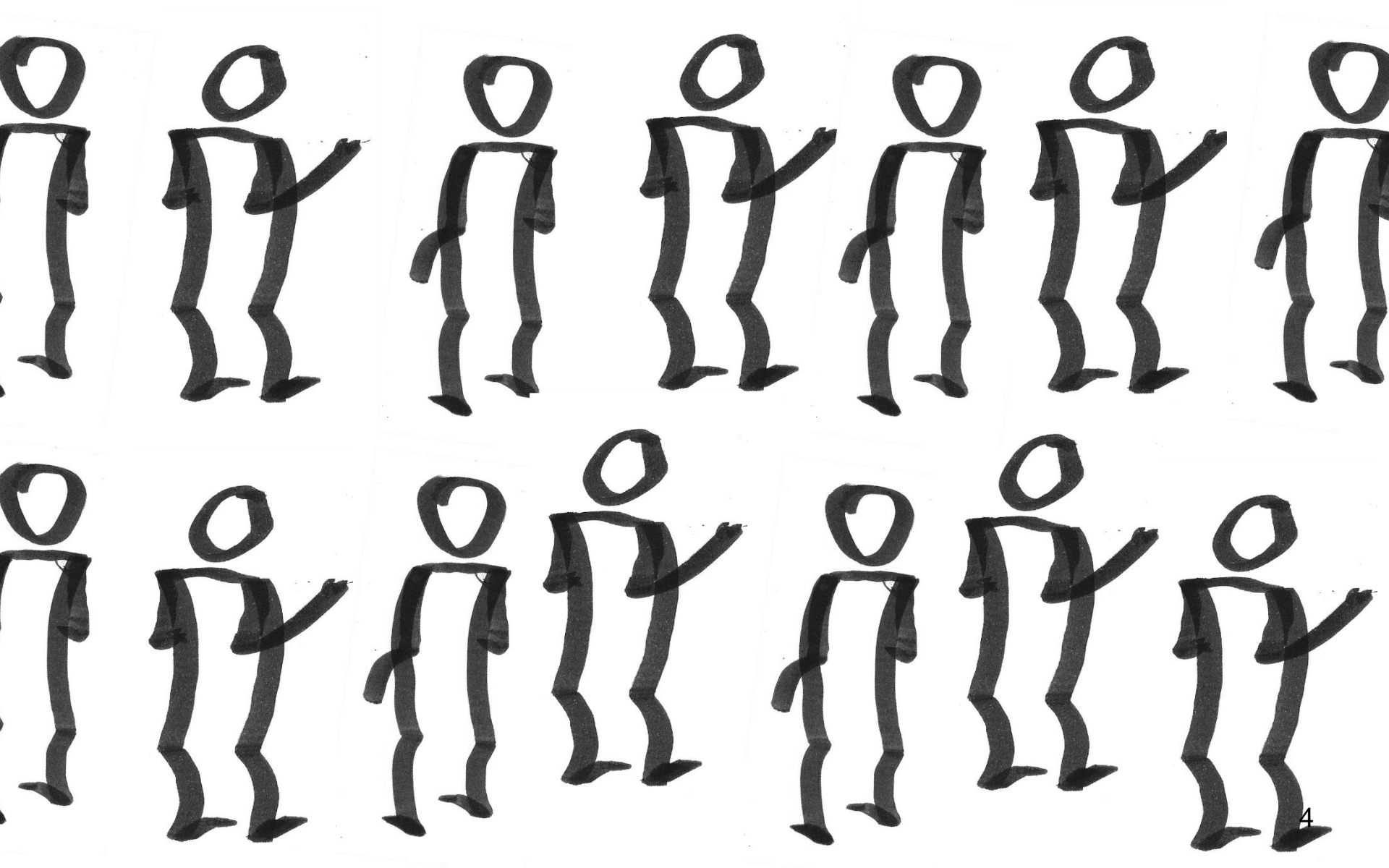


# STEP FOUR: ATTRACTING CUSTOMERS

## What we'll cover in Step Four

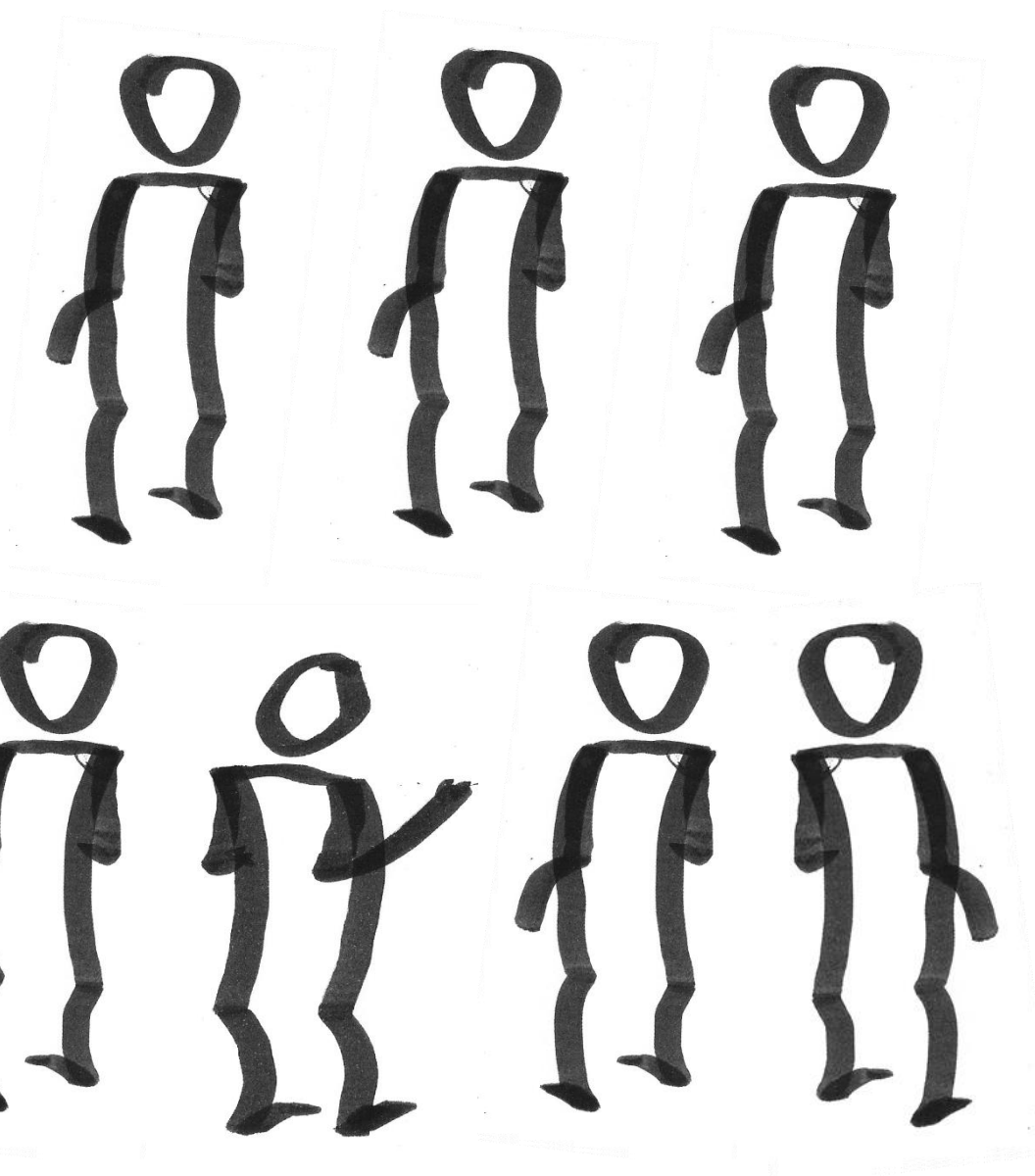
- The parts of your content creation and distribution you can outsource
- Getting help – resources for NOT doing it all
- Before you choose your Content Strategy - work it backwards
- Choose your Marketing Bubbles
- Choose your Content Strategy
- What to keep your eye on
- The 6 step process of creating content that leads to sales
- A simple content planner
- The robust content planner, week-by-week
- Action plan

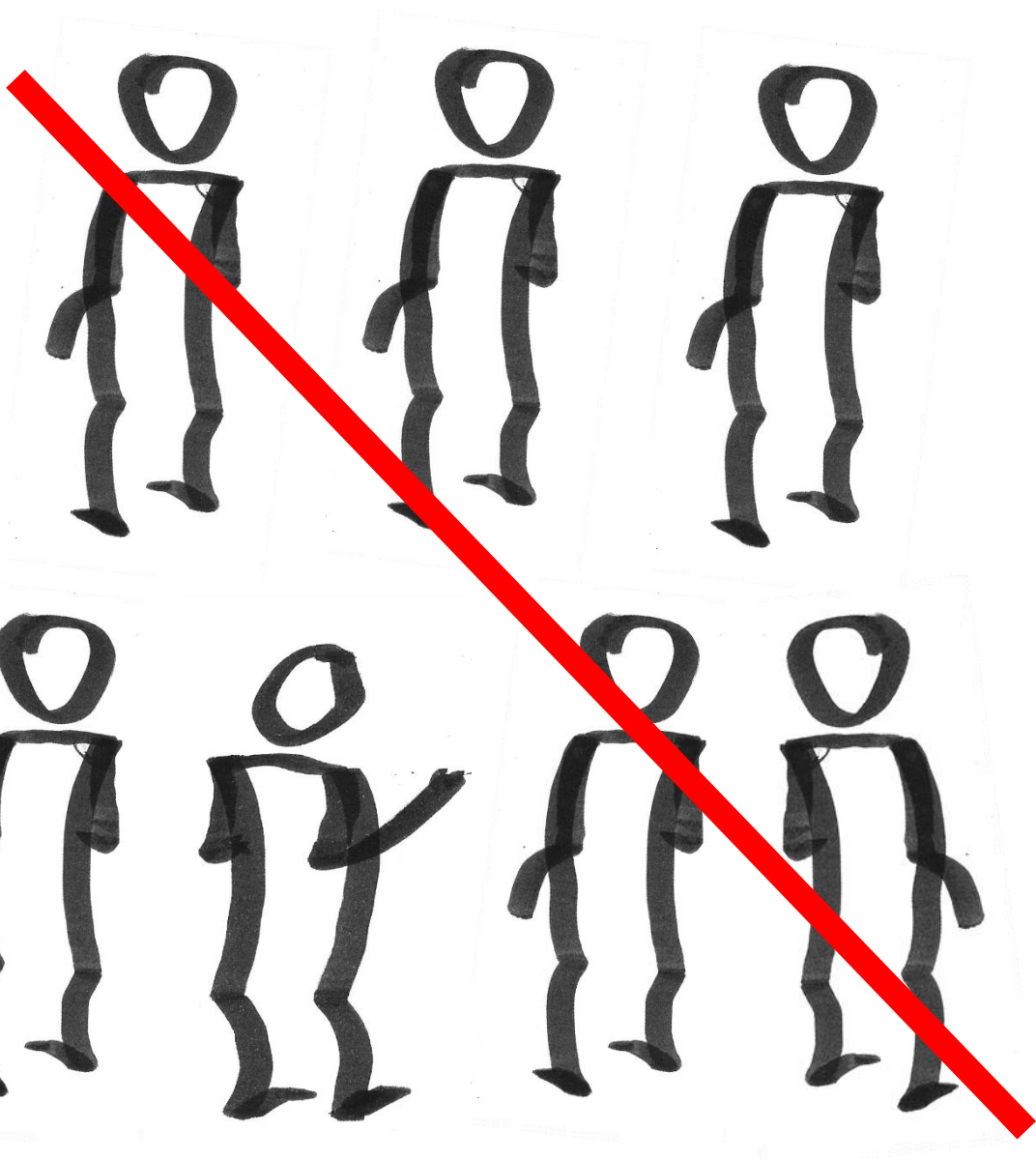




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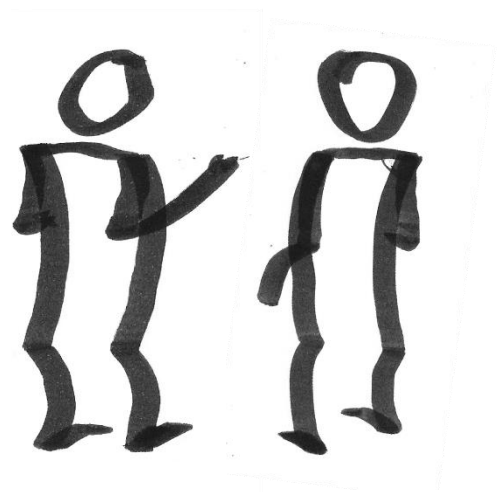
50





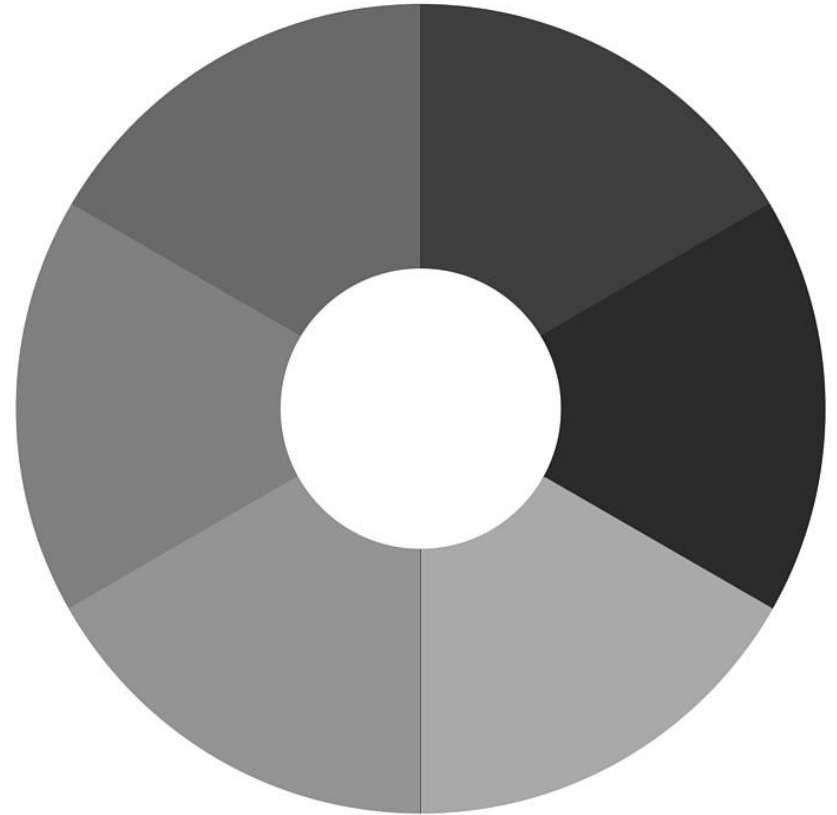


2%



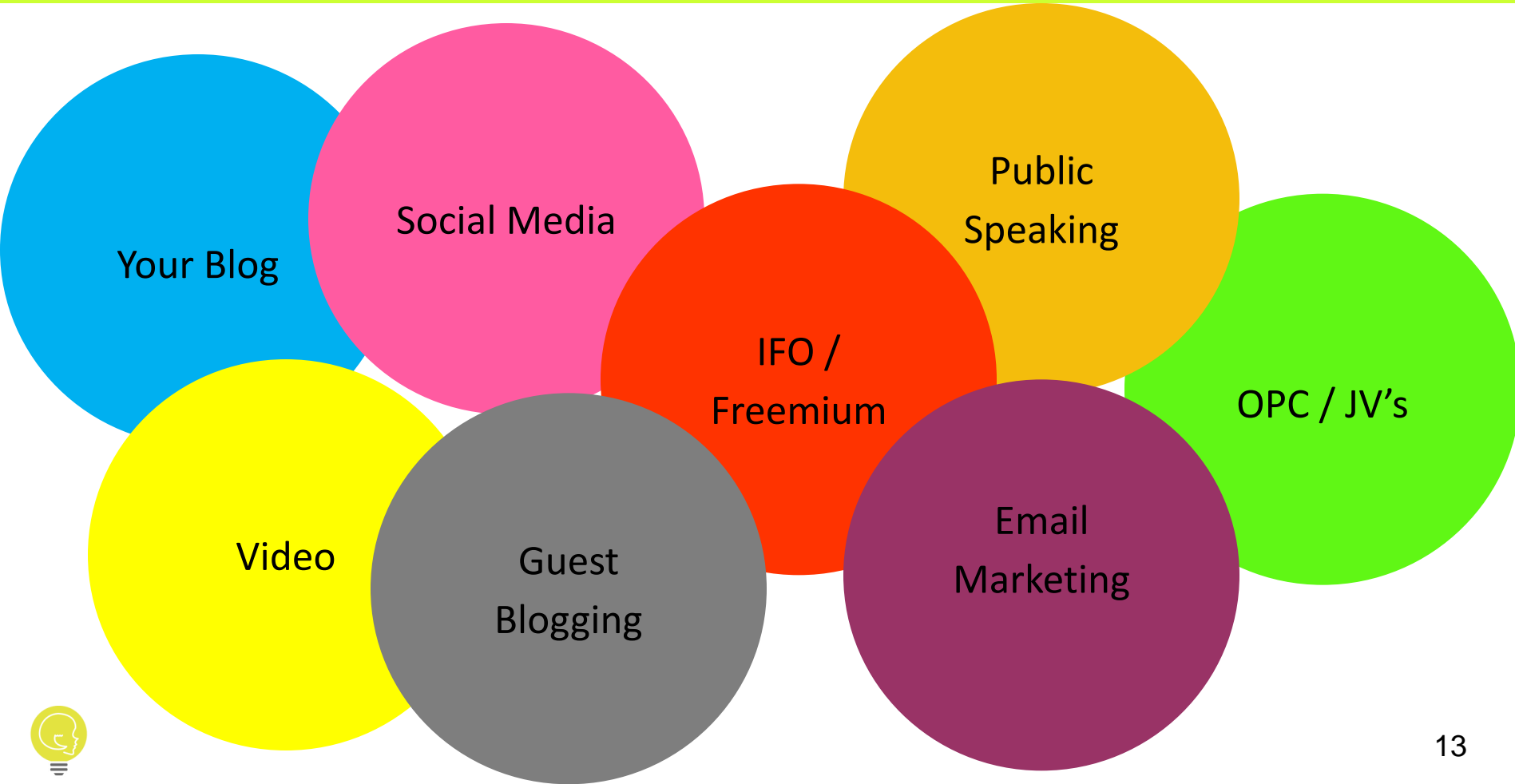
# CHECK IT OUT...

- At any given time, only 2% of your potential customers are ready to buy TODAY
- Assume 50% will NEVER buy
- That leaves 48% who MIGHT buy when they are ready, just not today

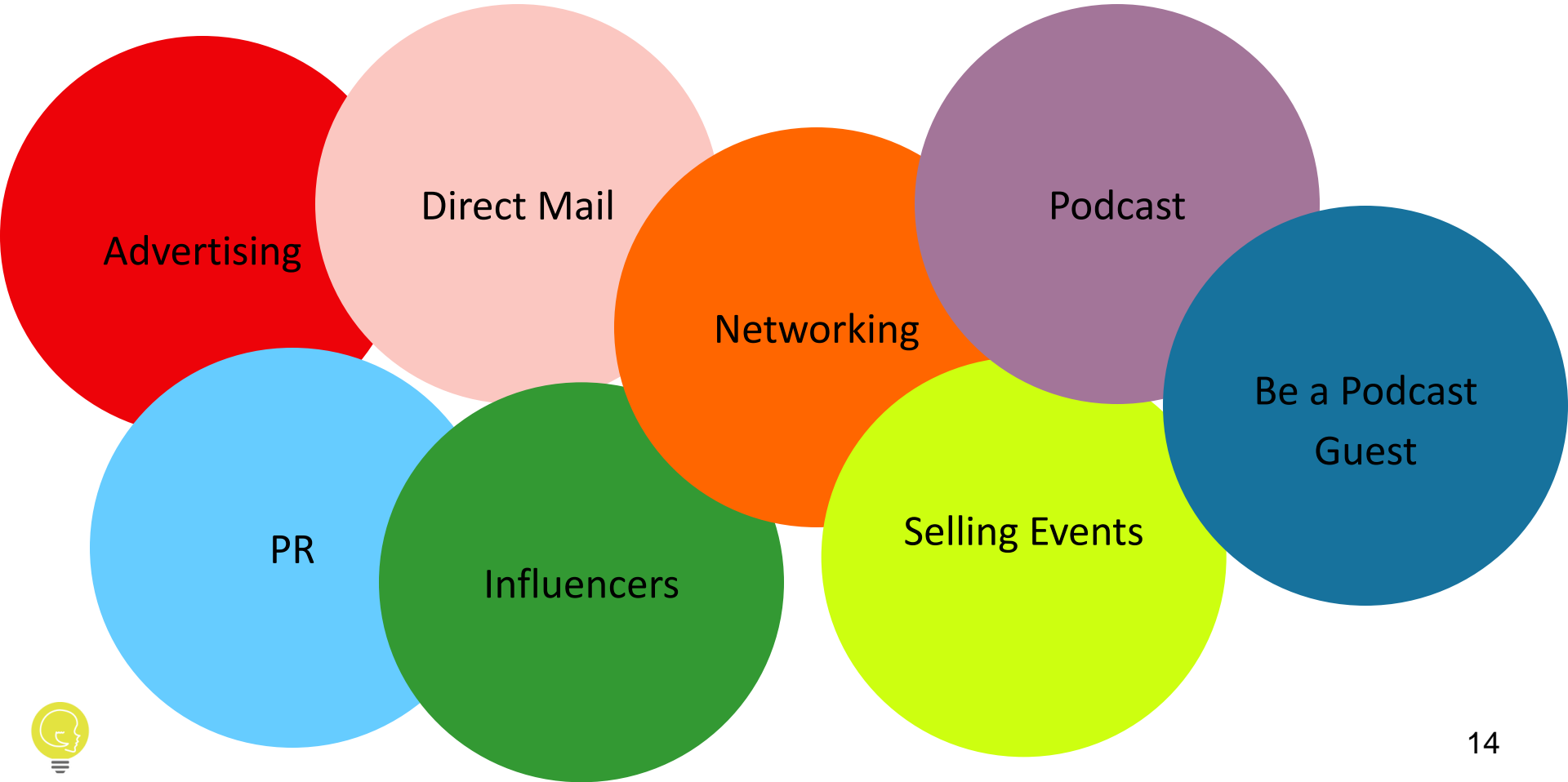


don't ignore the  
48%

# YOUR MARKETING BUBBLES



# YOUR MARKETING BUBBLES



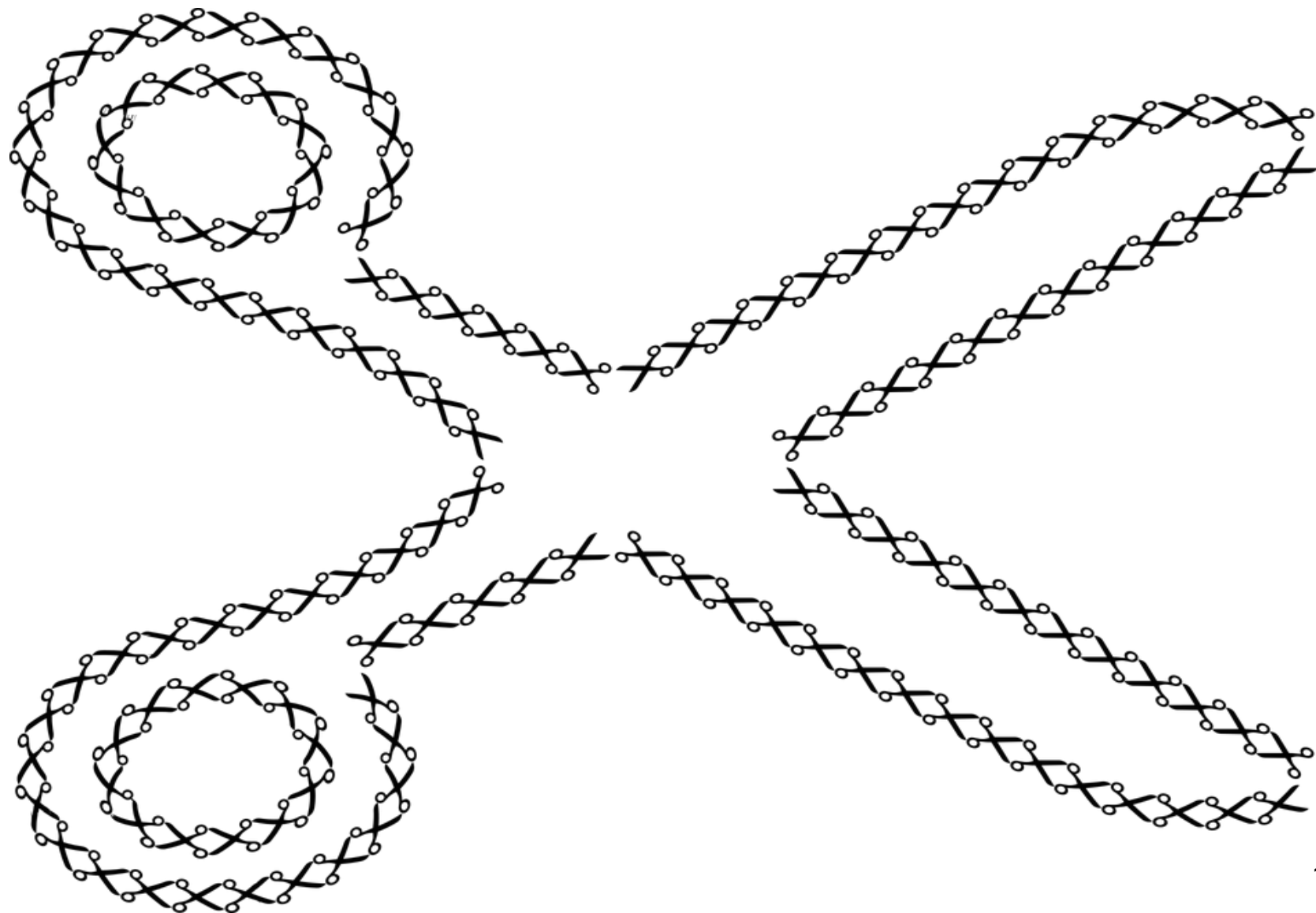
**overload**

# AVOID BSOS

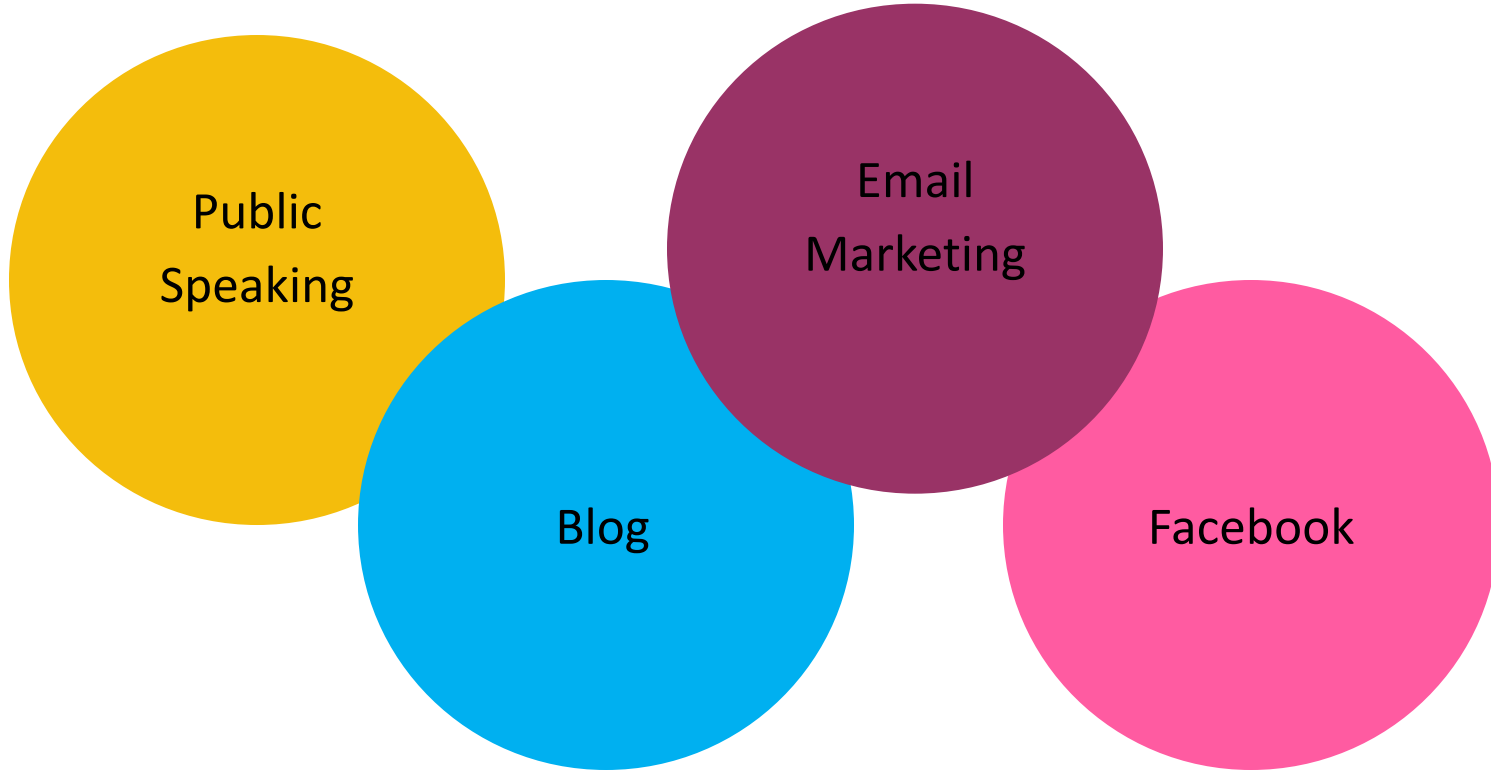




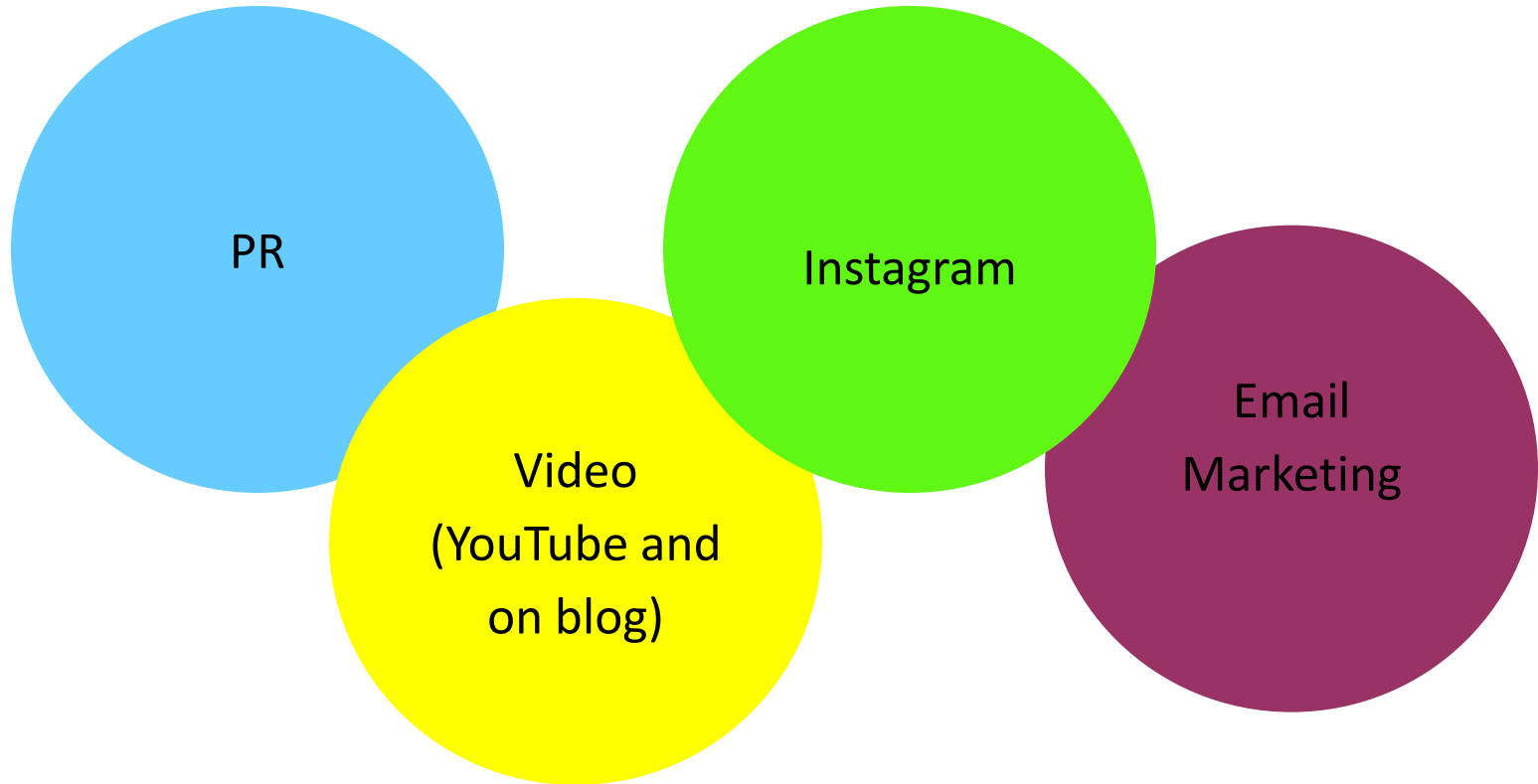




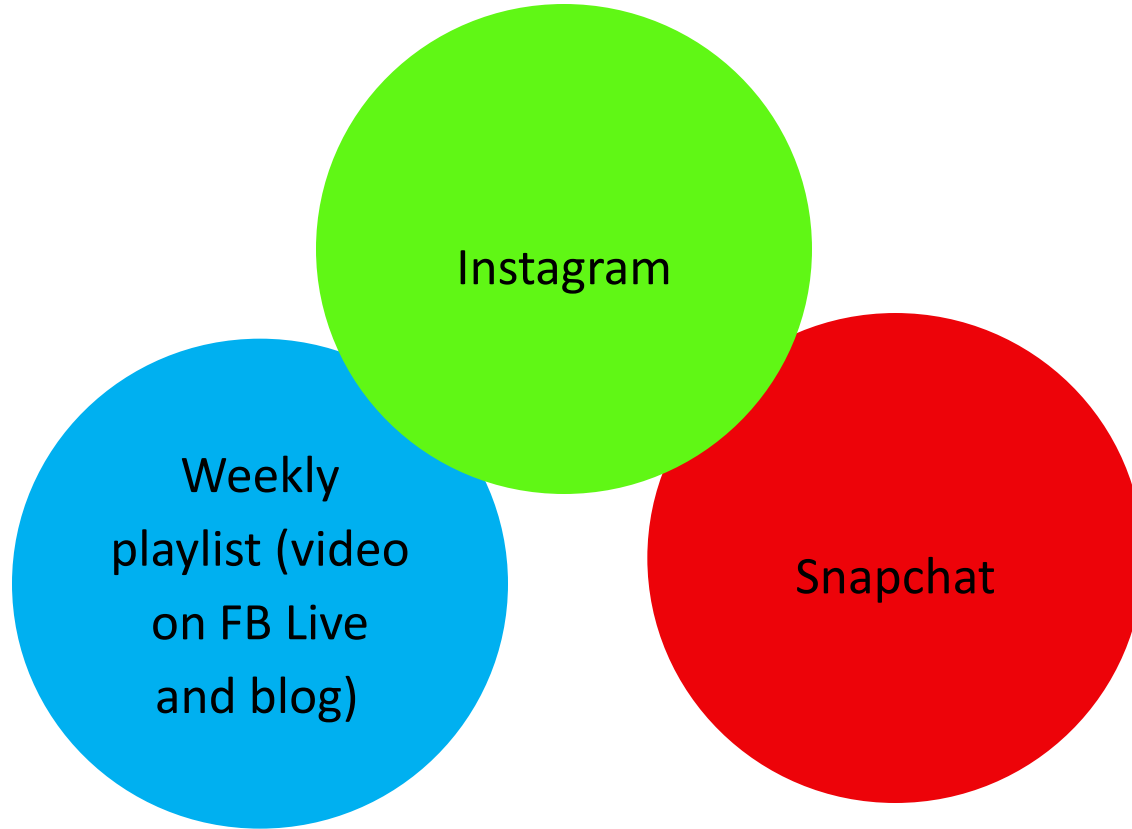
# KEEP IT SIMPLE



# ANOTHER EXAMPLE



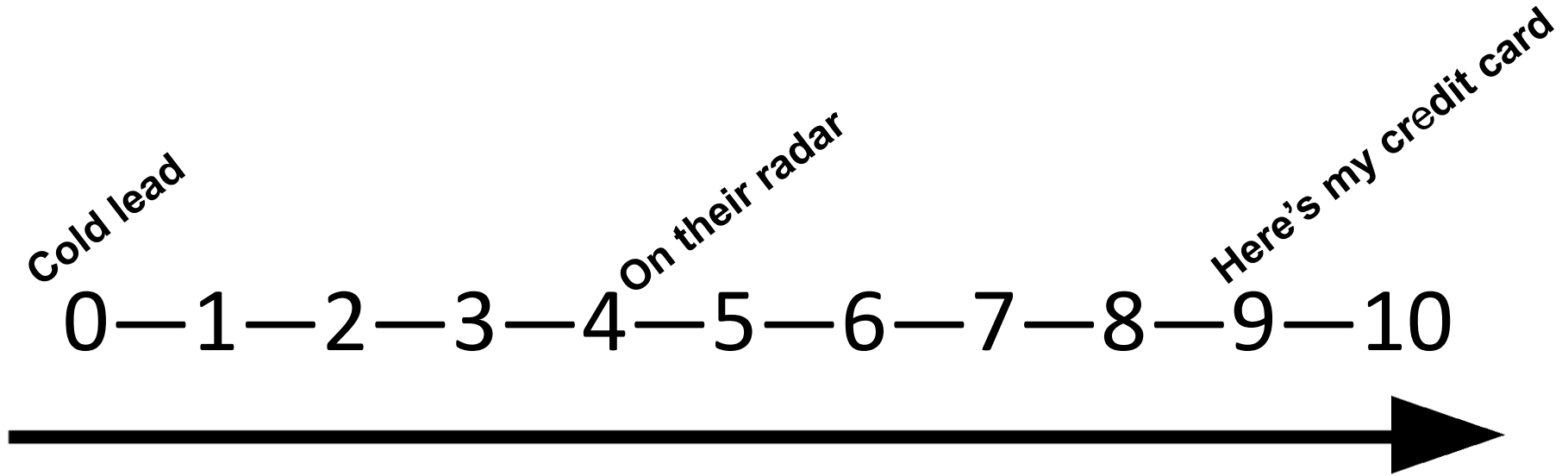
# KEEP IT SIMPLE



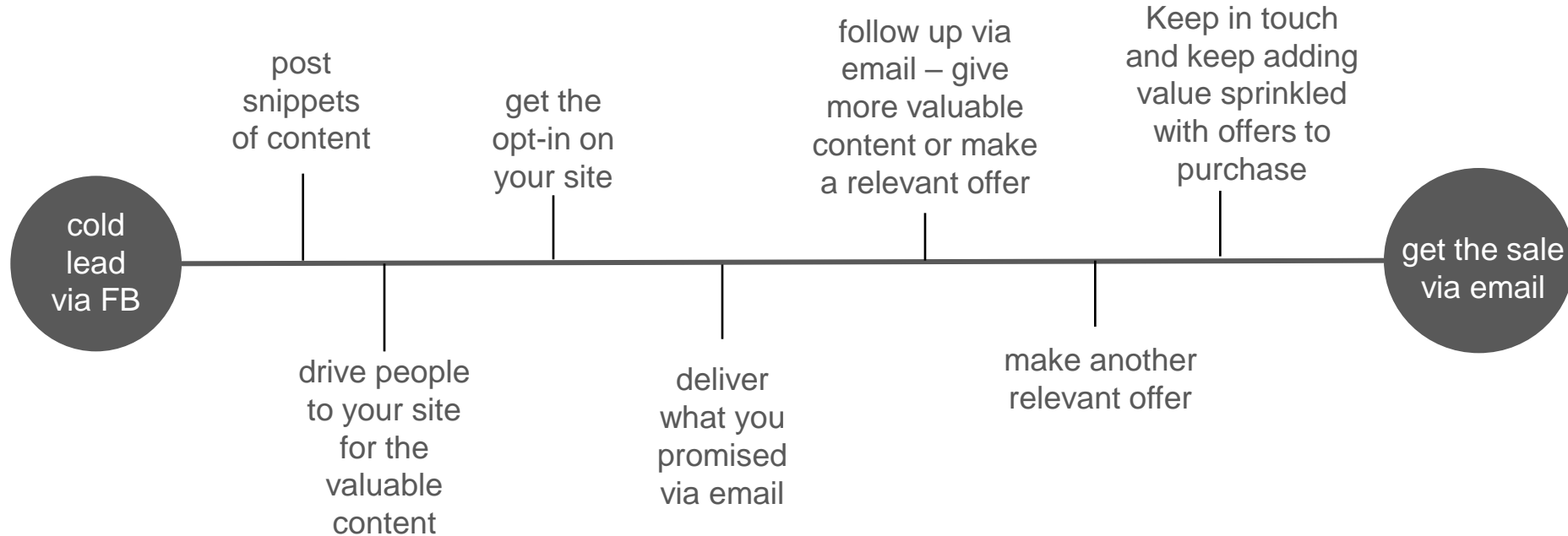
# THE PROCESS OF LEAD GENERATION



# THE PROCESS OF LEAD GENERATION



# GETTING LEADS ON FACEBOOK





# GETTING QUALIFIED TRAFFIC



SEE YA IN THE NEXT VIDEO

