Straight line marketing flowchart

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Open

START HERE!

Market research

Use the free search tool on *www.ibisworld.com* to determine the size and growth rate of your market

HOT TIP

If you are considering moving in to a brand new industry, try to find an industry with a growth rate greater than 10%, that way your growth compounds with the high market-growth rate. It is the fastest way to build a massive business.

Competitive research

Use tool such as *google search*, *semrush.com* and *ibisworld* to identify your market leaders

Competitive intelligence

Find your competitors' visitor numbers and traffic sources using *similarweb.com*

HOT TIP

Use research tools such as *adbeat.com* and *keywordspy.com* to find your competitors' top performing ads.

Use *quantcast.com* and *alexa.com* to research demographic characteristics of your competitors' customers.

Build a sales funnel

Use the SLM 6 step funnel formula to build your perfect sales funnel:

1. Opt-in offer
2. SLO (Self Liquidating Offer)
3. Core offer
4. Upsell
5. Downsell
6. Funnel follow up

HOT TIP

Use research tools such as *clickbank.com*, *terapeak.com*, *merchantwords.com* and *amazon.com* to find products that your target market are demanding!

Copywriting for your funnel pages

Use the SLM 6 step copywriting formula to write your perfect sales letter:

1. Feature
2. Benefits
3. Story
4. Summary
5. Headline
6. Call to action

HOT TIP

When writing for your website, remember to satisfy the three 10s required for any sale:

1. Prospect must love your product
2. Prospect must like and trust you
3. Prospect must like and trust your company.

Remember to consider the prospects' action-threshold before asking for the order.

Traffic channels and targeting

Use competitive intelligence data to help select your ideal traffic channel and targeting option

HOT TIP

When targeting traffic, remember to select the type of prospect that is most likely to:

1. Love your product
2. Like and trust you
3. Like and trust your company

Looping online

If you do not close the deal at the point of sale, don't give up. Use email marketing and retargeting solutions to re-sell the prospect on the three 10s.

Remember: if the prospect loves your product, likes and trusts you, and likes and trusts your company, you will be able to effectively close every visitor who is closeable

Close every sale that is closeable!

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