**APCMM13 - “Closing the Deal”**

Recap of Solutions Article and Authority Sales Page Disruptive Lead magnet, article, email sequence

|  |  |  |  |
| --- | --- | --- | --- |
| Item | Purpose | CTA | Promotion Methods |
| Authority Sales Article (ASA) | A quick demonstration of your “Authority” with a CTA | Open ClinicsWorkshops, Group Classes, Free Screen, Schedule An Appt | * Facebook Offer (Be Clear)
* 1Facebook Ad (Be Disruptive)
* Printed as Flyer and give to patients and Dr staff
* PC mailer
* Newspaper
 |
| Solutions Article (SA) | Longer in-depth information on a specific condition/problem. | Free Screen, Schedule An Appt | * Use as followup to those who haven’t acted on ASA.
* Optimize for SEO
* Print out article and place in lobby
 |

**Diagram of Flow**

Fb Offer

Fb Ad

Flyer

Mailer

Newspaper

ASA

Opt-In
(see chart above)

Calls

Emails or Chats

Triggers a series of emails (Auto)

AUTHORITY SALES ARTICLE (ASA)

Calls

Triggers a series of Emails (auto)

Email

Google organic

Article in Lobby (shares w friend)

SA

Opt-In (see chart above)

Calls

Emails or Chats

Triggers a series of emails (Auto)

SOLUTIONS ARTICLE (SA)

**Closing the Deal**

If someone calls, emails, chats, or walks-in….

|  |  |  |  |
| --- | --- | --- | --- |
| Type of Prospect | Best Way to Convert | What You Should Do Now |  |
| NEEDS your services/solutions | Free Screen or Schedule an appt. | * Offer Free Screen on website
* Offer a “Schedule an appt” on your website
 |  |
| THINKING ABOUT your svcs/solutions | Email nurturing. ASA. SA. | Promote your ASA and SA |  |
| DOESN’T KNOW they need you | “Disruptive” Marketing | * Create a Disruptive Lead (DLM) Magnet
* Create a Disruptive Article (DA)
* Create a Disruptive Email Series (DES)
 |  |

**Applying “Disruptive” Messaging**

Calls

|  |  |  |  |
| --- | --- | --- | --- |
| Item | Purpose | CTA | Promotion Methods |
| Disruptive Lead Magnet (DLM) | Graphic that grabs attention. Makes people stop. | “Click to…”* Read
* Learn
* Sign-up
 | * Place on home page, sidebar, footer
* Facebook Ad
* Facebook Post (Boost if good)
 |
| Disruptive Article (DA) | What reader lands on when clicking on Lead Magnet. | Valuable InfoExerciseTipsAdviceResearchDataSelf Help | n/a |
| Disruptive Email Sequence (DES) | Motivate reader to act. Series should include a minimum of 3 emails | Urge them to act and claim your offer whether it be an event, free screen, etc. | n/a |

Fb Offer

Fb Ad

Flyer

Mailer

Newspaper

Lead Magnet

Opt-In

Reads/watches

Learns

Calls

Emails or Chats

Triggers a series of emails (Auto)