

# 4 Tips for Hosting a How to Create Sales Funnels that Convert

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- Don't let the data overshadow the fact that your consumers/customers/clients are humans first.
  - This is usually the problem when people get obsessed with traffic numbers and don't pay enough attention in getting people through the funnel. When you treat people like numbers on a spreadsheet, you will struggle to pull them down the funnel.
  - What I say is that until the world is run by robots, there will always be a human on the other side of the sale. Which means understanding who your target is as a human will make or break your ability to create a connection that will pull them down the funnel.
  - Don't make the mistake in believing it will only take one engagement to make a sale happen. People usually need to see something 5-7 times before making any commitment and this is not just your ad at a high frequency. You need to court them just like any relationship.
  - Questions you should be considering to get to know your target are:
    - What angst does your target feel that you can help to solve? This is an EMOTIONAL need, not just a product/service benefit need.
    - What questions will they have? Where will they be skeptical? Where will they need to be nudged? This involves getting in your target's head and thinking like they do. Anticipating, so you can be proactive.
    - How can you personalize your communications so they know you are talking to them?
    - When and where do they spend their time so you can engage them where they are?
- Be mindful where and how you use automation.
  - There are so many tools now for automation that people become overly reliant on them and don't pay enough attention to how they are being received. Specifically, what we are seeing a lot of is the misuse of drip marketing campaigns. Some of the big mistakes:
    - Being overly familiar or too vulnerable in what is obviously a mass outreach.
    - Pretending like you know everything about your audience though you have never met. Or the reverse, being too vague in that the target doesn't get you get them.
    - Not sharing enough value to demonstrate credibility.
    - Offering them something they don't need.
    - Having a strong footer. So simple.
  - There needs to be some level of automation somewhere in the system in order to handle leads, especially at the beginning of the funnel. But then it is super critical to consider your tone and what is appropriate at the stage of the relationship. Don't be tone deaf.
  - As you think about your engagement, think about how you can add value at each stage. Exponentially increase in value.
- Make it easy for your target to say "yes".
  - If you did your job at understanding your target as a human, then you should know what their currency is. Use it to make an irresistible offer. This is generally something that is low risk and low effort for your target to say yes to. But that doesn't mean you can skip the hard work of courting them. This just seals the deal.
  - This could include everything from:
    - Free consult, discount, free sample, money back guarantee, added value (bundle), free gift, loyalty deal
  - One way to manage this is to offer tiers, you can do this with products, service or even in pitching work.
- Have a strong social proof.
  - Your target is going to want to validate you. You need to make sure the places they look reaffirm that they should choose you. Again, this means you need to understand your target as human, so you know where they will look.
  - This doesn't mean you have to be present everywhere. This is a common misconception and businesses end up spending a lot of money, time and effort to cover all basis and what happens is just diluting efforts. Shore up what matters most. One non-negotiable is a website. You need it for validation and SEO.