OXG
MEDIA

Lead Generation/Service Based Businesses Webinar Funnel SOP

START OF INSTRUCTION
START HERE AND FOLLOW THE STEPS

HOW THIS ENTIRE FUNNEL WORKS:

WATCH THIS VIDEO FIRST: [INTRO TO THIS DOC]
https://youtu.be/h9SpxdHZ20E
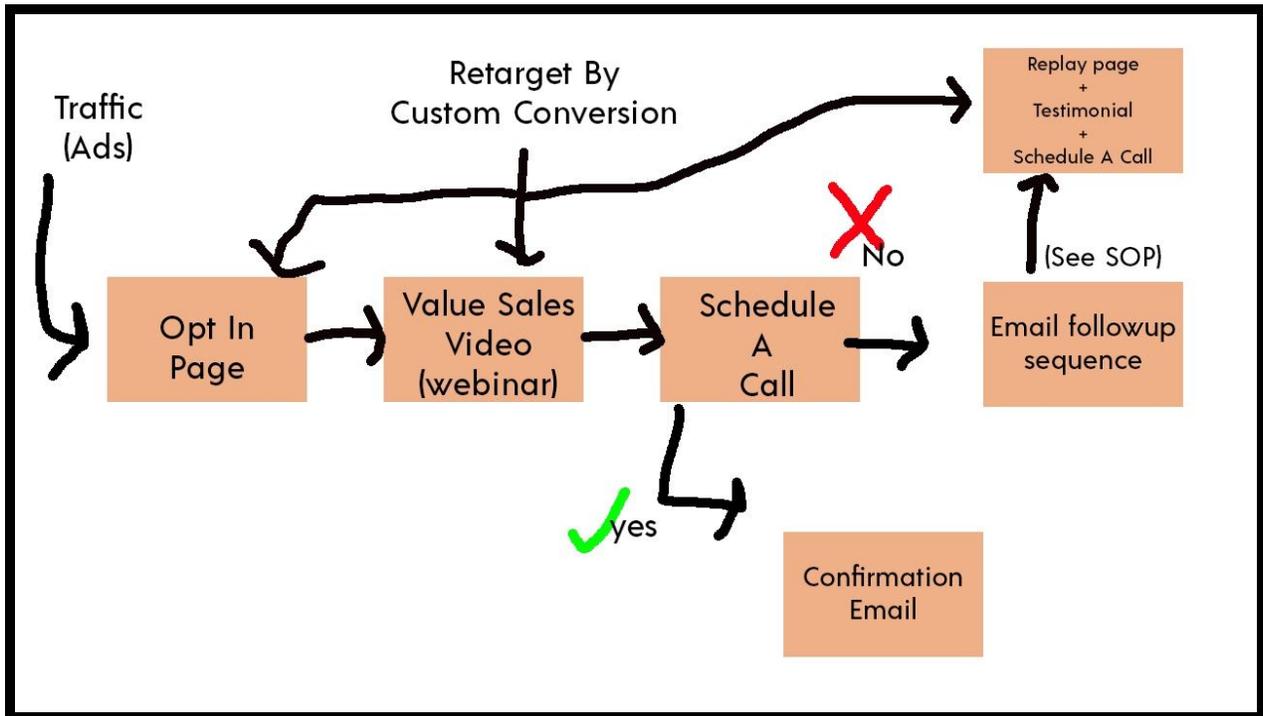
SOME TERMS:
Intro Video - the video that exists on your opt in page
Webinar/Video Sales letter/value video - the main video conversion piece of your presentation
RT video ad - the retargeting video that we will run as an ad

LANDING PAGE FUNNEL URLS

INSERT YOUR CUSTOMISED URL HERE.

LANDING PAGE	URL <Insert Your URL here>
OPT IN PAGE	Eg. oxg-media.com/case-study-intro
VALUE VIDEO WEBINAR PAGE	Eg. oxg-media.com/case-study-video
SCHEDULE A CALL PAGE	Eg. oxg-media.com/call
REPLAY PAGE [For Retargeting]	Eg. oxg-media.com/call-replay

FOLLOW THE STEPS BELOW TO SETUP THE SOFTWARE INFRASTRUCTURE:

At this point in time, you should have:

- Finished onboarding process
- Invoice is paid
- If this has not been done, report it in the slack channel and do the above first.

WHAT FUNCTION DOES SOFTWARE SERVE	FOLLOW THESE STEPS	Done?
Hosting Your Videos on your site	Go to Wistia - and register for a free account. You will upload your videos here.	
Scheduling option to book the call with you. This is where your leads will choose to book a time on your calendar. You can sync this up with your google calendar/ical etc. , very easy. (Software we can discuss on the call which one to choose)	You have the option of: [Click to register for your account] Acuity Scheduling [FB Pixel will fire booked call as conversion] OR Calendly [Page will redirect to thank you page, You NEED to get the PRO plan because of the auto redirect feature] *If use calendly, need to build additional thank you page	

	OR	
	Typeform (Only if you want to be super exclusive with you, meaning that they will have to submit a form and you will have to manually reply to their email, review their application and send them a link to your calendar)	
Video Call Software	Go to Zoom and register for an account. Connect your zoom account to your Acuity/Calendly account.	
Creating the landing pages (This will be discussed during our call, if unsure - ask in the slack channel group)	There are several options you can use - If you are already on Wordpress , use your: Existing Wordpress Site (However you would need: -Cloudflare CDN OR -Page speed optimisation done on site + -Elementor PRO/thrive themes If unsure what the above means, ask) OR Leadpages (Easy drag and drop builder) OR Create an entirely new wordpress site -- will take only 2 days no worry [We can help you with this] OR Clickfunnels	

	(If you don't have this already, don't bother, just use leadpages, its cheaper)	
Give OXG Media Your accounts	If we are building your landing pages for you, give us your account details so we can upload. If we are not, skip this step.	
Get a Good Microphone to record your audio for your videos	Good audio is the most important thing, it's not even the video. If you don't have a microphone, I personally use the Blue Yeti microphone. If you want a higher quality condenser microphone, you can check out the Audio Technica AT-2020, I've heard good things about it. If you don't have any other option, use your phone to record and sync video/audio in post.	
Sign up for ActiveCampaign	Go to ActiveCampaign and sign up for most basic plan. Email Autoresponder that allows facebook custom audience creation and deep segmentation.	

FUNNEL BUILDING TO DO LIST:

Task	Deadline	Done?
Go through the Unit Economics Conversion + Persona Sheet worksheet Video Tutorial Link: https://youtu.be/HSbYw7QkJQk You already should have a copy of this document in your client folder. If not, ask in the slack channel.		

Link to the Sheet: https://drive.google.com/open?id=13SuoaUZwRTL3R6b9wUBEMZq4YZiMSAUs091vhRmOnXo		
Finish the Intro video script (If you are using a photo instead, skip this step) Search for the words **'**<u>INTRO VIDEO SCRIPT</u>**'** on this page and edit it according to your business.		
Finish webinar script Prese (command+F on macOR control+F on PC) search for the term '*YOUR SCRIPT STARTS HERE:*' in this document. Use the template and edit your script according to your business. Remember to use your persona sheet when talking about the pain points.		
Finish Webinar Slides Video Tutorial link: https://youtu.be/js7p6ahb2_M PPT Template here: (this should already be in your client folder) https://drive.google.com/a/oxg-media.com/file/d/11S-I_mGZs7zre-BSnAvQJ_oaxtKiNE7z/view?usp=sharing If you want to reference other sample presentations, I'll link some below. [Don't COPY, just use the same principles, your business is different, use the persona sheet and edit according to your business strength] Sample Of My Presentation is here: https://drive.google.com/open?id=1g3N8Fv59sO3pfKEAnuR1VmGtCjdLg3gP		

Sample of Alex Becker's slide in PDF is here: https://drive.google.com/open?id=11Fby24R5qJgTCJDx-d75-naYJ4eHU3zm Paste the link to your google slides document in the box <u>on the right</u> in this table.		
Build landing pages (opt in page, webinar page, calendar page) If you have a developer, send him this video: https://youtu.be/MlgT_X8SmN8 If we are building your landing page for you as discussed in the contract, then skip this slide.		
Inform <u>OXG Media</u> the above is done <u>OXG Media</u> approves webinar script + slide		
Record the webinar <u>Note:</u> Go to a quiet room and record it. Ensure the video and audio are synced up before rendering your video file. Export in at least 1080p. <u>Screen recording software:</u> MAC: Open quicktime player >File > New Screen Recording > Press Red button to start recording MAC/PC: Install LOOM plugin on your laptop. Record using Loom. <u>Note:</u> Remember to check your audio levels before you start. <u>Editing software:</u> If you are on a mac, you can use <u>imovie</u> or <u>final cut pro</u>. If you are on a pc, you can use <u>camtasia</u> or <u>windows movie maker</u> or premiere pro.		

Ideal webinar time: 30min-45min (don't be draggy and stretch beyond this)		
Record the Intro video (if you want to use photo on your opt in page, skip this step)		
Upload intro videos + webinar to wistia Go to your wistia account and upload your videos.		
Ensure mobile optimised (If we are building your landing page, we will do this. If you developer is building, then press right click + inspect on your webpage and see whether the page on mobile works fine)		
Check page speed score [If you are **NOT** using clickfunnels OR leadpages, do this step. If not, skip] Go to: https://developers.google.com/speed/pagespeed/insights/ & https://gtmetrix.com/ Check the page speed, if the page speed is bad... Go to: https://www.fiverr.com/aneesayub Send him this message template: *'Hi there, I need page speed optimisation from my store. My current speed is <put the url of what you got from gtmetrix>. Jonathan referred me to you.* *Can you issue me the before-after page speed report after you optimise as well?* *Thank you'* After he says ok, make the order and continue with the steps here.		

ADVERTISING TO DO LIST

Task	Deadline	Done?
Duplicate Ad Account 3x Give OXG Media Permission to these 3 ad accounts		
Ensure Facebook Page Profile Photo Is Appropriate/Presentable		
Ensure Facebook Page Name is Ok (Use personal facebook page if possible)		
All Permissions given as per the onboarding process		
Gather Photos/Videos for ad campaigns Gather creatives for COLD + Retargeting Campaigns See here for examples/inspiration: https://drive.google.com/open?id=1O_poH72t9wc8ecxKNnIooh2u_uywN3OEwCy2qoEbWVc Once done, upload into your client folder and share with OXG Media. Note about your photos: Should have you as an authority figure.		

EMAIL FOLLOW UP SEQUENCE TO DO LIST:

Task	Deadline	Done?
Search for the words '**YOUR EMAIL SEQUENCES START HERE:'** in this document. Edit your email accordingly to your business.		

OXG MEDIA SIDE TO DO LIST

Task	Deadline	Done?

Create Custom Conversions For the landing pages See the 'LANDING PAGE URL' Table above		
Start writing copy		
Help Set up Active Campaign for custom audience custom conversion (those who book call already)		

END OF INSTRUCTION

YOU ARE FINALLY DONE. WE WILL REVIEW EVERYTHING ONE TIME TO MAKE SURE AND ARE READY TO START RUNNING SOME ADS NOW.

INFORM **OXG MEDIA** IN SLACK CHANNEL 'LEAD GEN SOP' IS DONE.

YOUR INTRO VIDEO SCRIPT STARTS HERE:
This is a template. Start editing your script for your intro video. Change it according to your business. Just keep in mind that the aim of this video is to quickly build trust with your audience + show them why its worth to opt into your webinar + invoke FOMO of what they are missing out on if they don't watch your video. Just be yourself and genuine to yourself, you don't have to replicate me if you don't want.

If you are using a photo on the opt in page, this is not necessary.

Hey this is **<name>**

In this case study I'm going to show you how **<your biz name>** helps **<our niche>** attain **<get the type of results>**. I'm going to show you real world case studies.

I'm also going to show you **<put your BEST testimonial/case study flex here>**.

My business serves **<call out your customer persona here>**.

All you have to do is put in your email at the box on the screen, I'll see you there.

END OF YOUR SCRIPT

<If you are filming an intro video before the actual PPT slides the video is played here>

Slide 5
Welcome to this exclusive free training for business owners with medical businesses. Thank you for taking some time off to hop on to this training. In this presentation I will share with you how we <put title here>.

Slide 6
So is watching this video worth your time?
This is <example client name> where he managed to help him make an additional 20k in his business by implementing <name of your system> system with us.

Slide 7-10: Drawing out the pain point
Have you been struggling with x1?
Have you been struggling with x2?
Have you been struggling with x3?

Slide 11-15:
[Use people to humanise the customer, Paint the picture of the customer, be very explicit of details, of the PAIN before, this should be similar to the viewer pain]
This is Bob, before he was struggling to increase the revenue of his business.
Constantly searching for new ways to breakthrough the 20k per month mark.
Stuck at this plateu for about 2 years.

[Show your solution is the breakthrough]
Only when he started working with us and using the <your system/method> did he start getting results,

[Desirable results obtained]
And now he is easily pushing 100k per month with us.

[Benefits explicitly mentioned and emphasised, financial + non financial benefits]
Allowing him to grow other parts of his business and spend a lot more time with his kids.

[Put pictures of your customer if possible, play the video testimonial even better]

<u>Slide 16</u>
[emphasise the time/money saved if you just worked with us]
We've done this over and over again for so many of our clients. And its because we have this <name> system to get results in a predictable and consistent way. So that you can take out all the guesswork and go straight to the result instead of going through expensive experiments and valuable time trying things out, hoping it will work.

<u>Slide 17</u>
Imagine how different life would be if….
<read out your points>
Would that change things for you?
Wouldn't things be so much easier for you?

<u>Slide 18</u>
[Introduce yourself, just be informal, if you want to flex go ahead]
Hi, i am <name>. I have done <past credentials>

<u>Slide 19</u>
I help <target customer> achieve/accomplish/become <desired situation>.

<u>Slide 20</u>
<Setting expectations>
These are 4 things you can expect out of this training.

Number 1, there will be no hype. We will reveal to you real stats, of real accounts, and actual campaign strategies that businesses have employed to obtain results.

Number 2, If you are a business owner that is not committed to growing your business, this training is also not for you. We want you to make the most out of this training and we only want to help business owners who are willing to help themselves.

Number 3, I'm going to give you the literal roadmap to how you are going to 2x your revenue. This system has generated results for the multiple case studies you have seen.

Number 4, at the end of this video, you will have a chance to apply to work with my team and I, to see if it's a good fit for us to work together.

Hopefully by the end of this training, you will take action and directly implement what I have

shown you throughout the training.

Slide 21

That said, my goal for you today

Slide 22
is to provide you <your promise/offer/headline previously mentioned>

Slide 23
at an extremely cost-effective clip.

Slide 24-25
[use your persona sheet, and list down the objections that they may have]
Eg. I'm going to show you how to get 5 clients **[benefit]** without doing any cold calls.**[the thing they hate/the thing they have objections about].**

Slide 26:
[When you make a bold claim, people think you're bullshitting, so you need to give them more proof, purpose of this slide is to reduce the BS meter by showing proof]

Again this sounds nuts but its not...just look at resounding results that have helped others with.

Slide 27-28:
[Give them incentive to watch the full video]
And if you stay with me to the end, i will also give you <some bonus you can give them>.

Slide 29-30:
The strategies and methods that you are going to discover today…
#1: <insert>
#2: <insert>
#3: <insert>

Slide 31-47:
[Explain your 3 topics you want to talk about. Its explained in a list format so people can follow easily. Sprinkle social proof and more results in between as well]

Slide 48:
[Introduce FOMO here]
You are leaving at least <the biggest pain point> by not doing <whatever action>

Slide 49:
With this system, we are going to give you the literal roadmap to <desired result>.

Eg. With this system, we are going to give you the literal roadmap to how to take your business to 7 figures in the next 6 months.

Slide 50:
So what's next?

Slide 51: Get ready to close the deal, add even more conviction in your voice here, be CONFIDENT of your product and that it helps your customer!
Number 1, you can try to figure things out on your own. Its like walking blind in a minefield, you're trying to figure things out, take a step here and there, but you don't really know where youre going. You could waste a lot of money and precious time in the process without any guarantee that you're going to get what you want to go.

Eg. you could also add things relevant to the business eg. for marketing, you could waste company resources, spend tons of advertising without any ROI.

Slide 52: introduce FOMO
OR you could stack the deck in your favor and give yourself every single advantage possible, and get it right the FIRST time.

 We have the literal blueprint for you to <achieve desired result> so that you can skip the painful and expensive learning curve. Book a call with us, we can discuss what you're struggling with and i would personally see how we can help you solve your <problem>.

Slide 53: Objective is to disqualify people, and make the viewer feel that they are NOT these people
[The person should feel like 'hey! Im not lazy, so they convince themselves they are suitable as an applicant]

With that said, this call is NOT for <list down your stuff>

Slide 54:
[Make the applicant feel like hey! Im committed, im willing, so they convince themselves]
This call is FOR <list down desired applicant traits>.
I only work with people who are <desired traits>.

Slide 55: Introduce scarcity, make your offer exclusive

If we are not a good fit we won't work with you. However if I do think we are a good fit, and not a lot of people are suitable, but those who are suitable, we are going to help you <achieve desired results really well>

Eg. We are going to help you...make a ton of money
Eg. We are going to help you...save you a lot in taxes [pain point]

Slide 56: Explicitly list down the instruction, make it as idiot proof as possible
Now, I would like to invite you to schedule a call with me by SCROLLING DOWN to the bottom of the page click APPLY NOW button, pick a time that works for you and schedule a call with me.

Slide 57: Invoke more FOMO/Scarcity
Just imagine how much better life would be when you start taking action and implementing <system>.

Personally for me, I don't want to spend my life struggling and not being successful, so if there was a way I could shortcut my way there I would 100% do it.
What's the point of struggling?

What's the point of struggling if we have literally have a proven system in place with so much proof and results that others have gotten when its just waiting for you to use it.

How much more are you willing to lose before getting the result you want?
How much more time and money are you willing to waste before you start figuring this out?
I would rather <describe the MASSIVE amount of benefits>
Eg. streamline my life, improve my business, make more money and worry less about other things.

**if you don't want to be so aggressive, go ahead and change. But try to introduce some FOMO and aggravating the pain point.

Slide 58:
Right, so if you are legitimately interested in <benefit>, I want to talk to you.

Slide 59:
This has been <name>, I'm so happy to spend some time with you to show you what we're doing at <company>.

So go below, click the apply button and schedule a call with me. I can't wait to talk to you...sorry if im rushing, I'll see you on the call.

END OF YOUR SCRIPT

YOUR EMAIL SEQUENCES START HERE:
These are templates. Change it according to fit your business.

EMAIL 1: Send 1 hour after opt in to list
PURPOSE OF EMAIL: Give them bonus of what you promised + link to replay of webinar

This is <name>, <position at company>.

As promised I wanted to drop of the <if you promised anything in the webinar>.

Complimentary...of course!

This training literally shows step by step how I used Adwords to scale a single funnel past 1 million a month.

The targeting, the exact tactics, even the ads and the funnel behind it. It's all here.

On top of that below is a link to our tracking training so you can view it one more time.

Anyways : Here is the full <what was promised>

See ya there!
-<name>, <position at company>.

EMAIL 2: Send 2 day after opt in
PURPOSE: Give them value - education about your product/service + Social proof + call to action to book a call

It's Becker and that subject line is actually not far from the truth.

"Died young from misplacing money and not knowing their numbers".
Is on the tombstone of millions of businesses that have tried to run ads.

Why?

Think about it.

<DRAW OUT THE PAIN POINT>
FACT: At scale a businesses ad margins begin to shrink and get tighter.

At Hyros on average I see businesses have AT LEAST 30-50% mis attribution with their ads...

This results in 30-50% of ad spend being misplaced or down right wasted.
Which then also results in their pixel training their ad AI to be 30-50% less effective.

The result? Ads start to fail and the business top growing (OR even dies).

I'm sorry to be grim here, but this is not even a slight exaggeration.
How can a business expect to survive shrinking ad margins that come with scale when they are wasting 30-50% of ad spend and paying WAY more than they should due to poor AI training.

<PRESENT YOUR SOLUTION>
The answer : They don't.
The really crazy thing here is that this isn't a hard problem to solve.

<CALL TO ACTION TO BOOK A CALL>
If you simply go **HERE** and watch schedule a call with me personally I will LITERALLY
- Show you how to conserve the wasted ad spend
- Spot your winning ads clear and invest the waste INTO them instead
- Training your AI with the best data possible

And all it takes is a few minutes of your time. Heck I will probably even show you a few cool ways to scale your targeting as well.

That being said :

<INTRODUCE SCARCITY + INTRODUCE PAIN POINT IF THEY DONT BOOK>
This is your last chance to book a call with me to go over and fix your ad attribution.
I won't message you again about this and I am stopping calls when Hyros is full (very soon).

So again...Thanks for checking out our training BUT you need to take action on it to see the benefit.

<REITERATE CALL TO ACTION>
Go **here**, book a quick call and I will make that action clear cut and easy for you.

That it! Thanks so much!
-Becker
(CEO of Hyros)

EMAIL 4: Send 4 day after opt in
PURPOSE: Give them value - education about your product/service + Social proof + call to action to book a call

<DRAW OUT THE PAIN POINT>
<SHOW IMAGE OF SOCIAL PROOF>
<PRESENT YOUR SOLUTION>
<CALL TO ACTION TO BOOK A CALL>
<INTRODUCE SCARCITY + INTRODUCE PAIN POINT IF THEY DONT BOOK>
<REITERATE CALL TO ACTION>

EMAIL 4: Send 6 day after opt in

Hey it's <name> and out of respect I will not message
you about this again.

I think it would be an insane shame if you don't get
in on the huge advantage that is Google ads right now.

My results and my students who literally exactly copied
me speak for themselves. I mean where else will you
see dozens of people breaking six and multi six figure
moths copying something.

<INSERT IMAGE OF RESULTS>

That being said, this is your last chance to hop on
a call with me and see how to apply my high ticket
funnel + Google ads to your business.

<HANDLING ANY OBJECTIONS THEY HAVE>
Remember : You don't even need a high ticket product
or experience running ads for this to work.

So that is it. Below is a link to a replay of my initial training
+ your funnel training bonus (which is better than any course
you could ever buy on this).

<SCARCITY>
AND also on the link below is your LAST chance to book a
call with me where I will literally

<SPELL OUT BENEFITS OF BOOKING A CALL>
- Dig into where your best targeting on Google ads is
- Come up with the best funnel design and high ticket product to create
- Layout an ad strategy that will absolutely crush it for you...

If you are not scaling right now or taking advantage of the ocean
of traffic that is Google ads...this is the most high ROI thing you
could ever do with your time.

There will be no more chances after this.

<CALL TO ACTION>
So just go **here**, catch the training and book your call. I can't wait to talk to you.

-<NAME>, <POSITION AT COMPANY>

END OF YOUR EMAIL SEQUENCES

[You can see some examples of other similar funnels if you're interested below]

Examples Of Webinar Funnel (With LPs + Swipes)
Product: Selling soccer coaching package ($3k) My soccer mentor FB Page: (Ads) https://www.facebook.com/ads/library/?active_status=all&ad_type=all&country=ALL&impression_search_field=has_impressions_lifetime&view_all_page_id=2169994303276635 Opt In Page: https://freedemo.mysoccermentor.com/letsgo29081069 VSL video: (Video Pitch/Conversion Asset) https://freedemo.mysoccermentor.com/limited Schedule Page: https://freedemo.mysoccermentor.com/schedule Thank you page (Custom conversion fires): https://freedemo.mysoccermentor.com/success Opt in page copy:

Bashar (amazon FBA shit): Selling FBA Amazon Mentorship (>$1.5k per)

Ad library: (Ads)
https://www.facebook.com/ads/library/?active_status=all&ad_type=all&country=ALL&impression_search_field=has_impressions_lifetime&view_all_page_id=1612592875429277

Landing page:
https://mentor.basharjkatou.com/free-case-study-training-1

Video: (Video Pitch/Conversion Asset)
https://mentor.basharjkatou.com/free-case-study-video?cf_uvid=b0b8ce38473768db79b9b0e392102146

Schedule Page: (Calendar)
https://mentor.basharjkatou.com/schedule-free-session

Survey Page after calendar: (Custom conversion fires - discovery call booked)
https://mentor.basharjkatou.com/survery-page

Thank you page:
https://mentor.basharjkatou.com/thank-you33512372

Opt in page copy:

Ads Database: (They will be taken down eventually)
https://docs.google.com/document/d/1O_poH72t9wc8ecxKNnIooh2u_uywN3OEwCy2qoEbWVc/edit?usp=sharing

Alex Becker: Selling Enterprise Software (>100k Per year per customer)
Ad library: (Ads)
https://www.facebook.com/ads/library/?active_status=all&ad_type=all&country=ALL&impression_search_field=has_impressions_lifetime&view_all_page_id=440795013318252

Landing page:
https://alexbecker.org/fb

Video: (Video Pitch/Conversion Asset)
https://ironads.net/opt-in-weekly32910984

Schedule Page:

Replay Page:
https://alexbecker.org/iron-replay

Opt in page copy:

(They will be taken down eventually)
https://docs.google.com/document/d/1O_poH72t9wc8ecxKNnIooh2u_uywN3OEwCy2qoEbWVc/edit?usp=sharing

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Righthook Digital:

Landing page:
https://righthookdigital.com/facebook-ads-for-ecommerce-strup-2-shopify/
https://righthookdigital.com/instagram-ads-shopify/?fbclid=IwAR3RNMb9mw1rqkF9aC729UVplzCoZABx5k68KUaIO-jlwzPVN9uR16Kpymo

Schedule Page:
https://righthookdigital.com/pre-call-questionnaire-4-su/

Thank you page:
https://righthookdigital.com/email-thanks/

Additional Links & documentation on calendars/conversion tracking

<u>Acuity:</u>

How to redirect client to another page:
https://help.acuityscheduling.com/hc/en-us/articles/115000480951-How-to-redirect-clients-to-another-page-after-booking

Conversion pixel:
https://help.acuityscheduling.com/hc/en-us/articles/219149767-Facebook-Conversion-Pixel

Connecting acuity to pixel for conversion tracking.
One Purchase event when an appointment is completed being scheduled.

<u>Calendly:</u>

Auto redirect:

https://blog.calendly.com/scheduling-redirect-custom-questions/
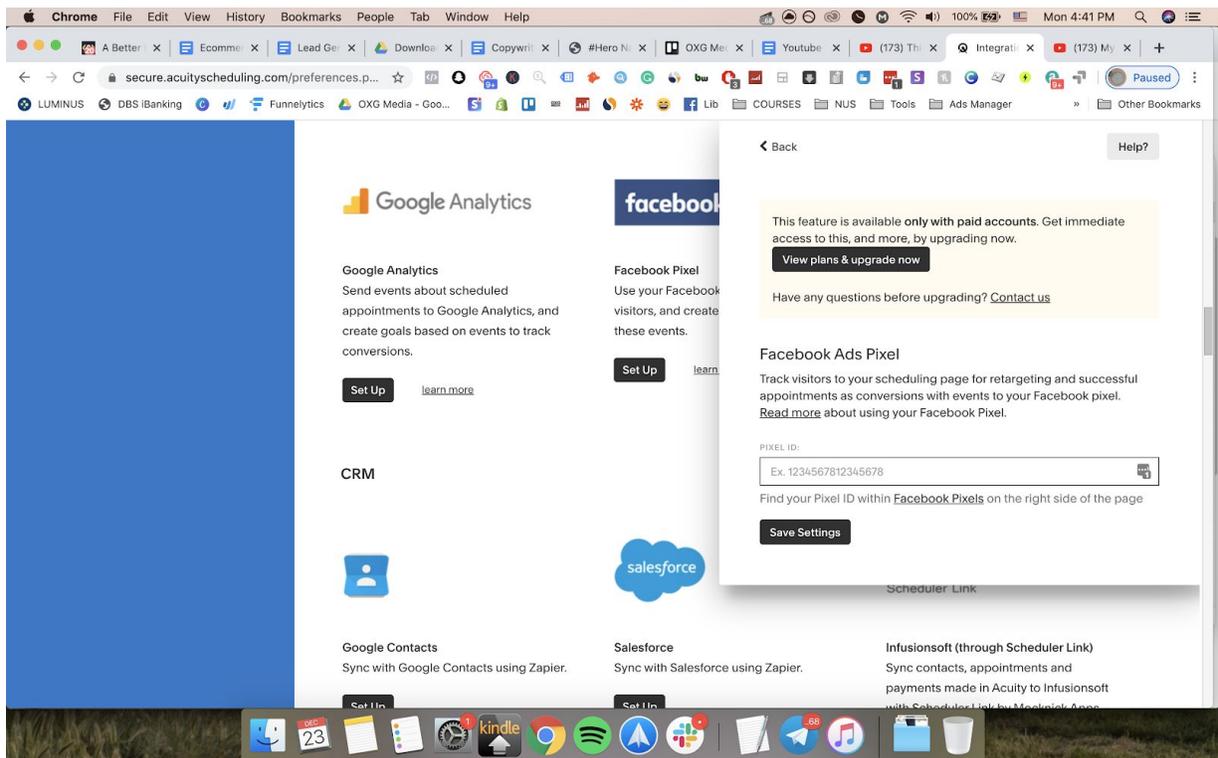
Need the PRO plan to get the redirect feature:

https://calendly.com/pages/pricing