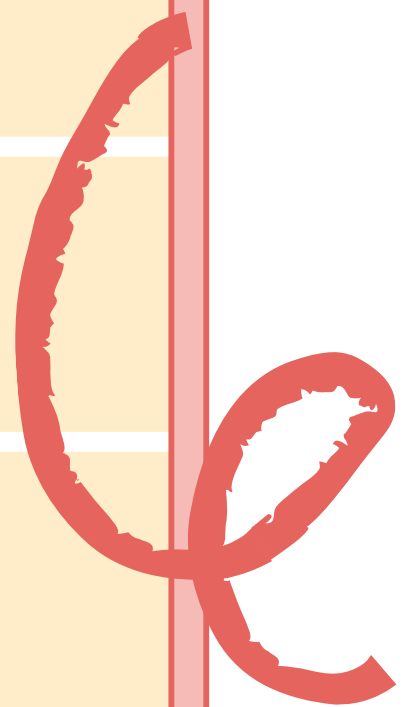
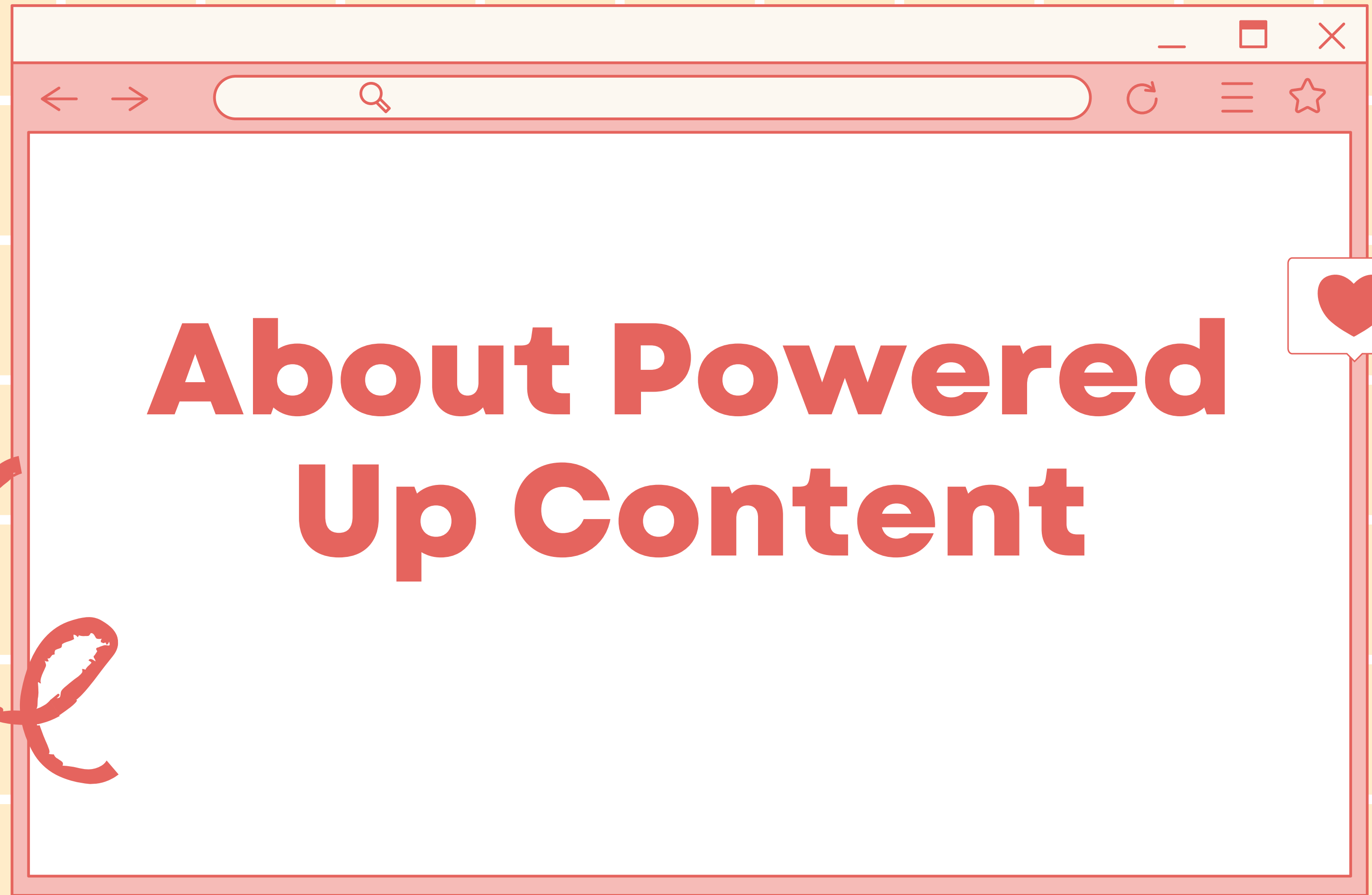


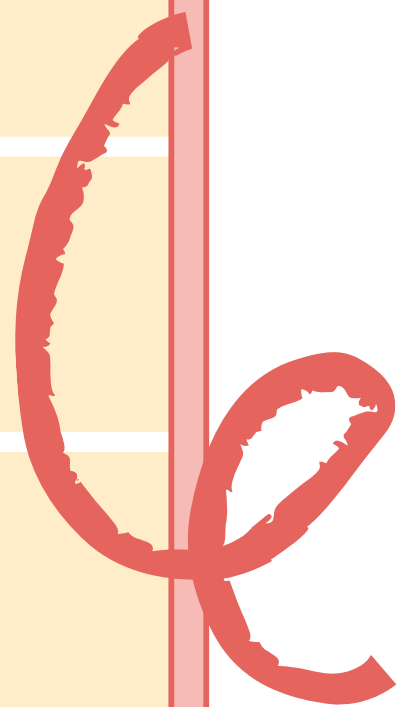
Creating a sales funnel with compelling copy



**The key to intentional
copy and content that
allows you to show up
efficiently**



About Powered Up Content

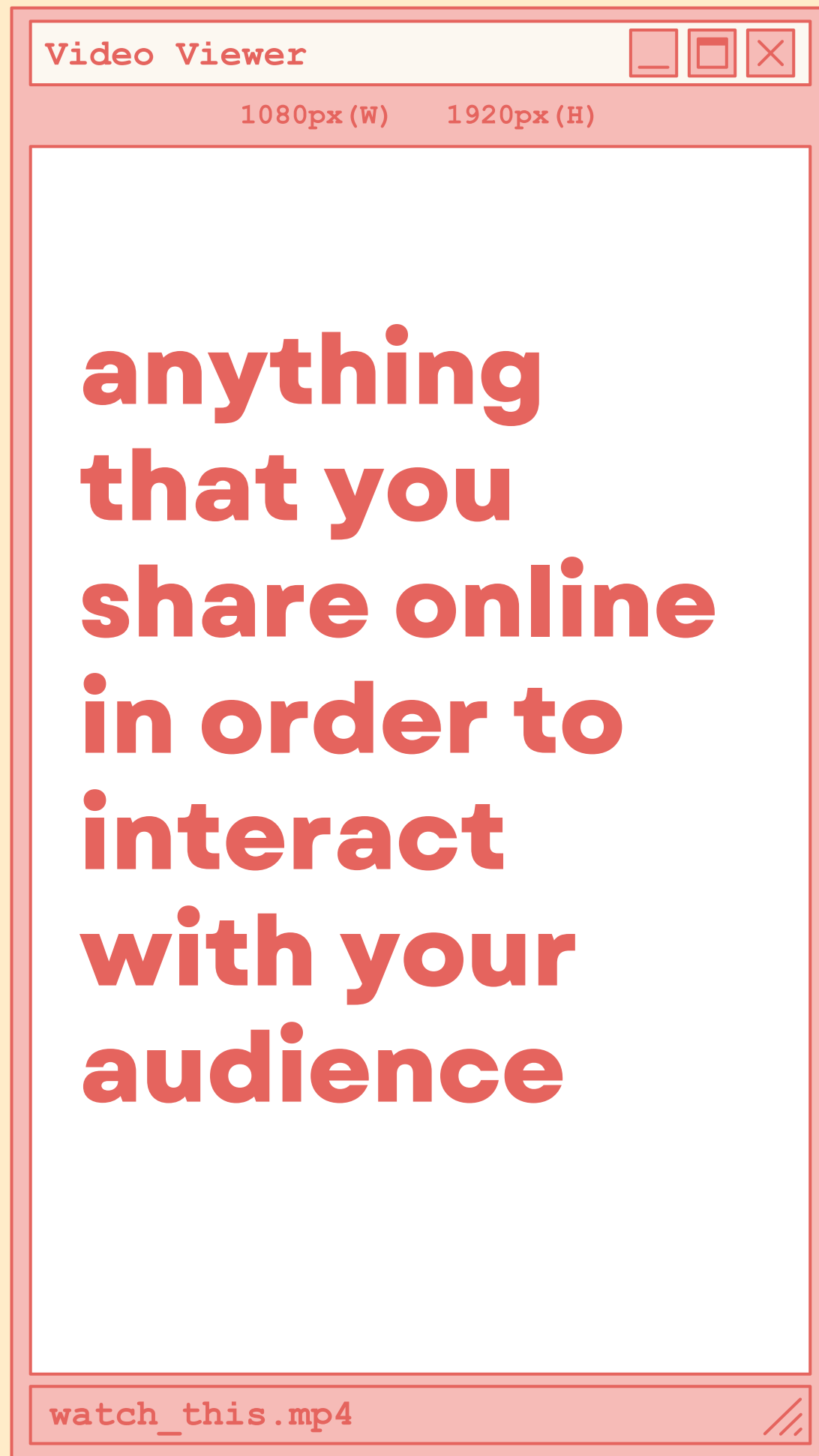




- **solopreneur since 2020**
- **degree in Creative Writing**
- **work with women who make the bold decision to live life on their terms by writing intention marketing**



What is content marketing and why is it used



social media posts



emails

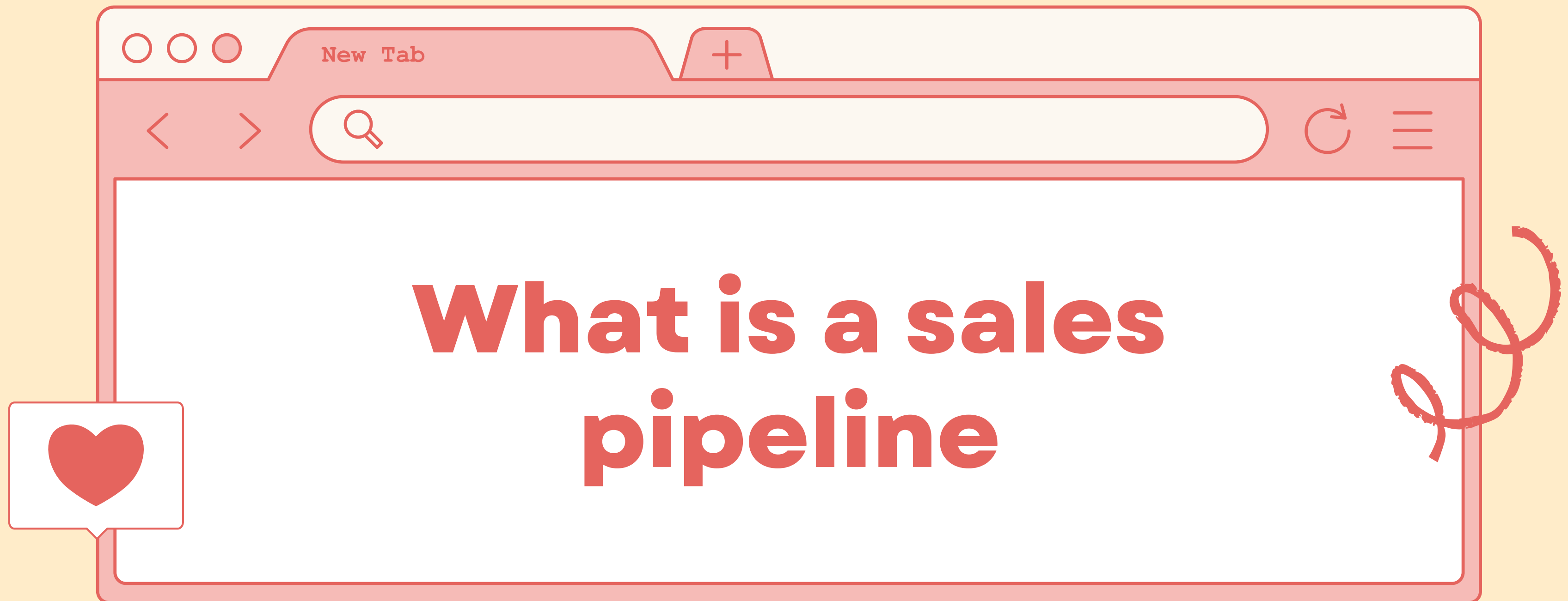


blogs



**it's a really
accessible way
to interact with
your audience**

build the know, like and trust factor!





Customers go on a journey

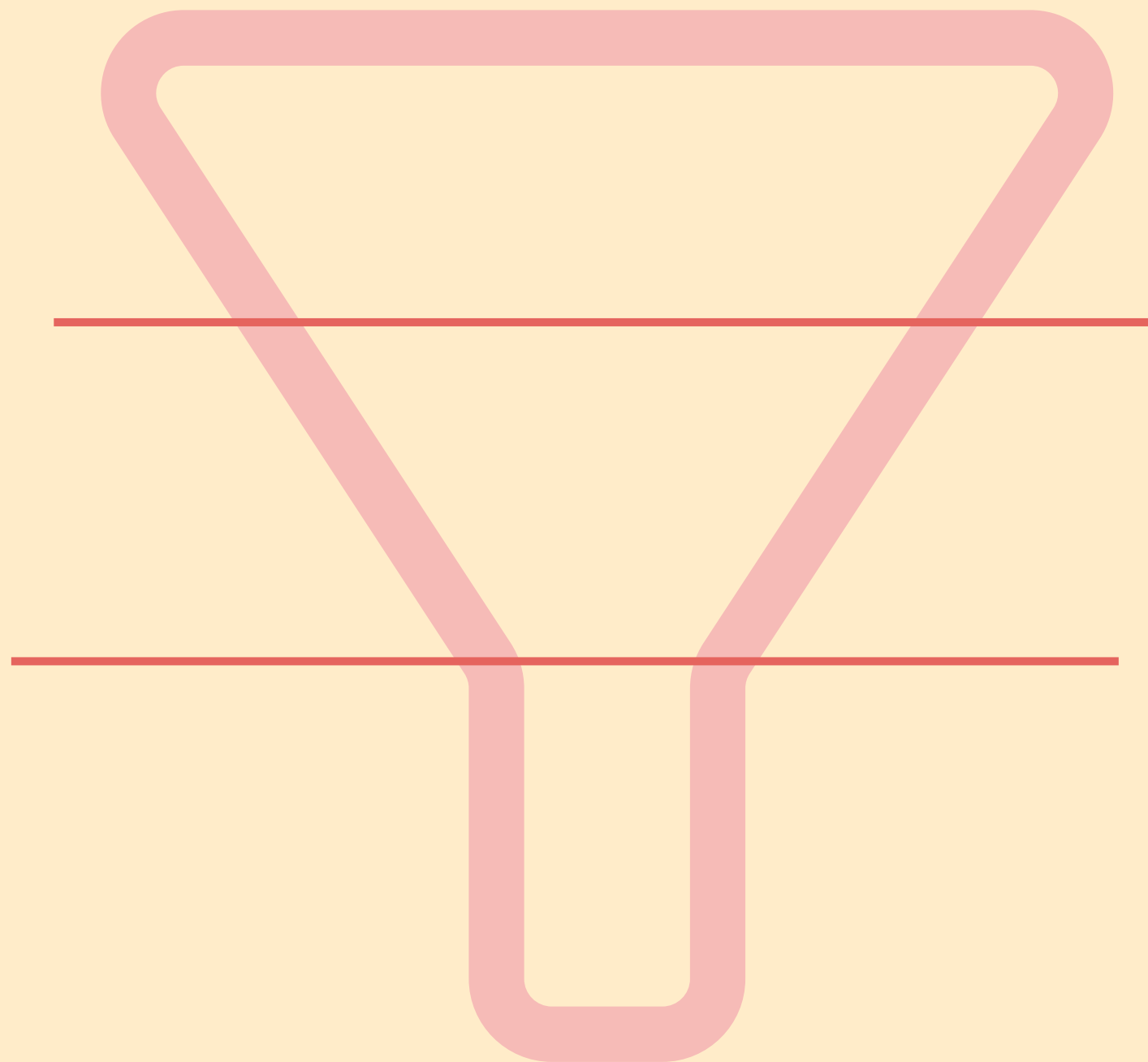
they build a relationship with a business before
buying

we can help them along the way with content



**Customers have
problems**

**Businesses have
solutions**



know

like

trust

Know

What is this stage?

- new people finding the business
- outreach and exposure
- unaware of your solution and their exact problem

What does it mean for content?

- introduce them to the business
- show you have their solution
- relate to them where they are at
- get them to come along for the ride

Like

What is this stage?

- building the relationship
- nurturing them
- undecided on what solution to go for

What does it mean for content?

- help them to achieve quick wins
- convince them that you have the right solution
- show knowledge and expertise

Trust

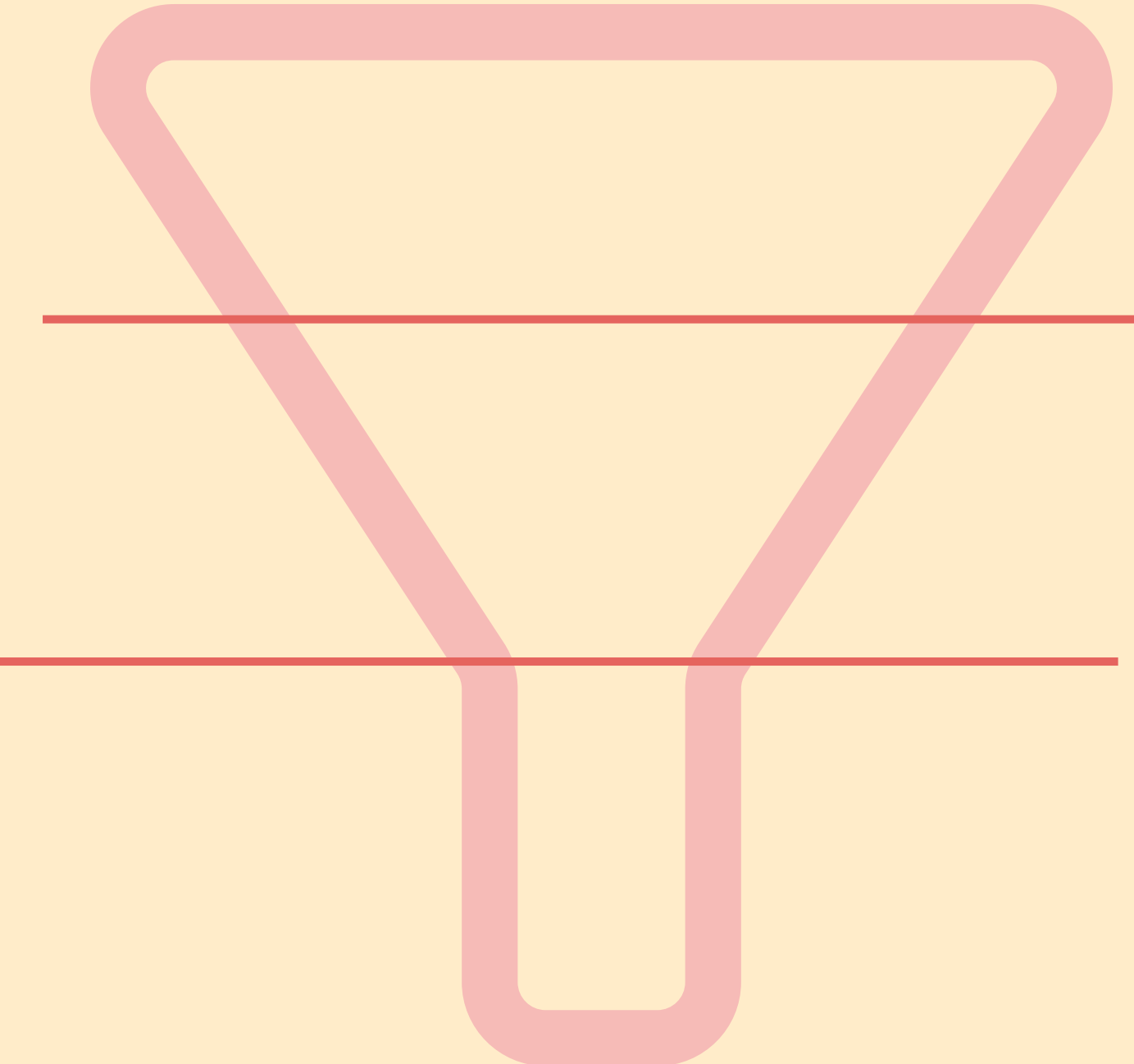
What is this stage?

- understand your business
- respect what you do
- unsure if they should choose you or direct competitor

What does it mean for content?

- you can help them they no one else can
- you're worth their investment
- reducing the feeling of risk

Camperholidays content examples



know

Pet-friendly holiday ideas

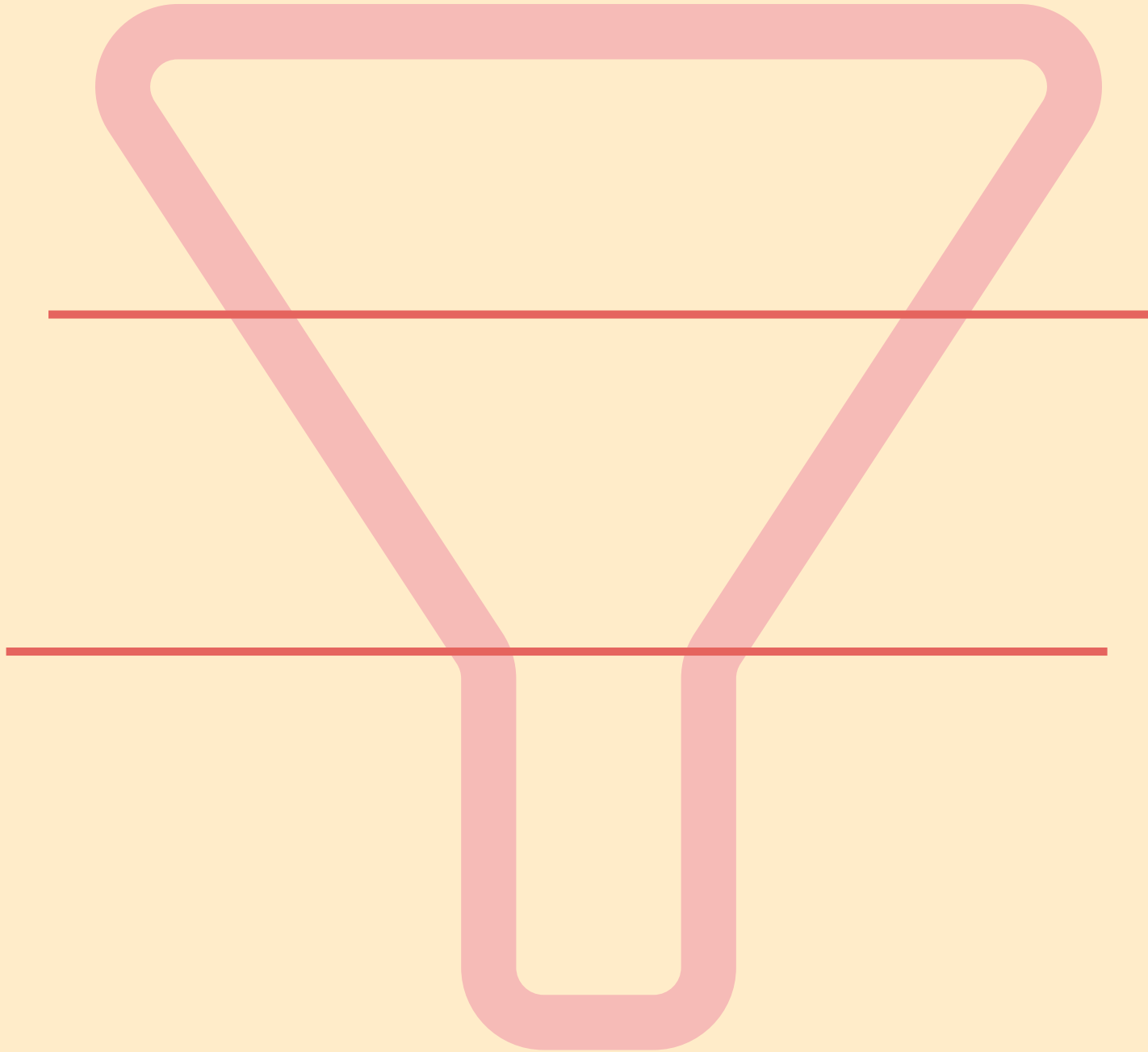
like

Best overnight stops for campervans

trust

What's inside a Camperholiday van?

The Marketing Collective



know

3 ways to get more website visitors

like

Marketing myths you can ignore

trust

Why I became a marketing expert

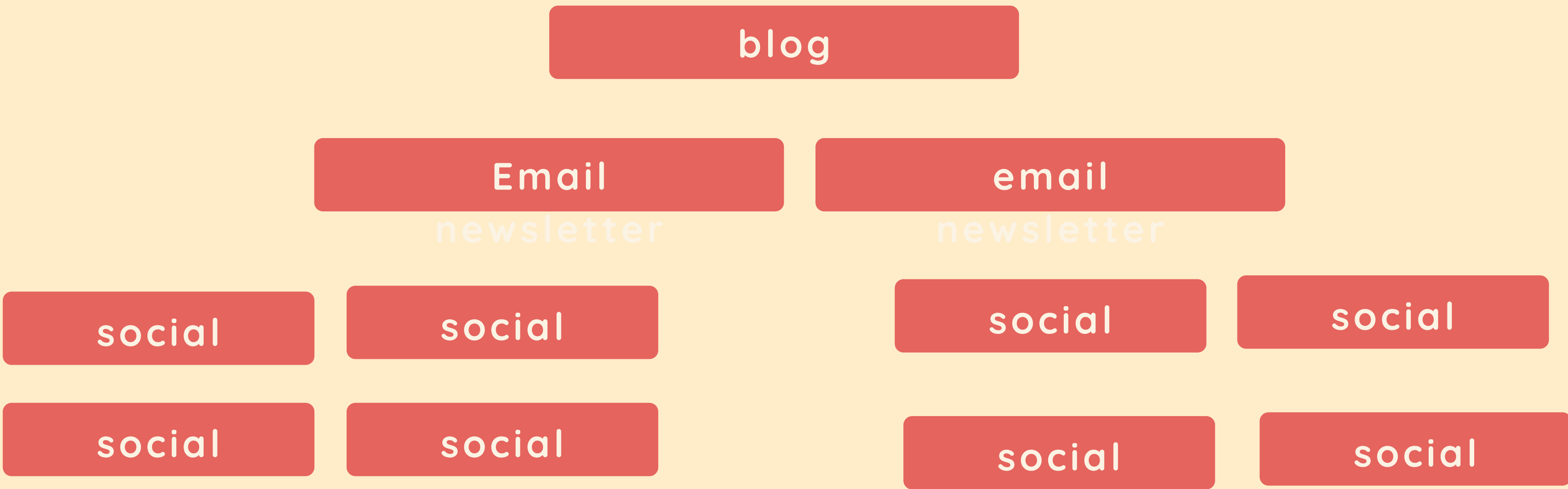
Sales Funnel

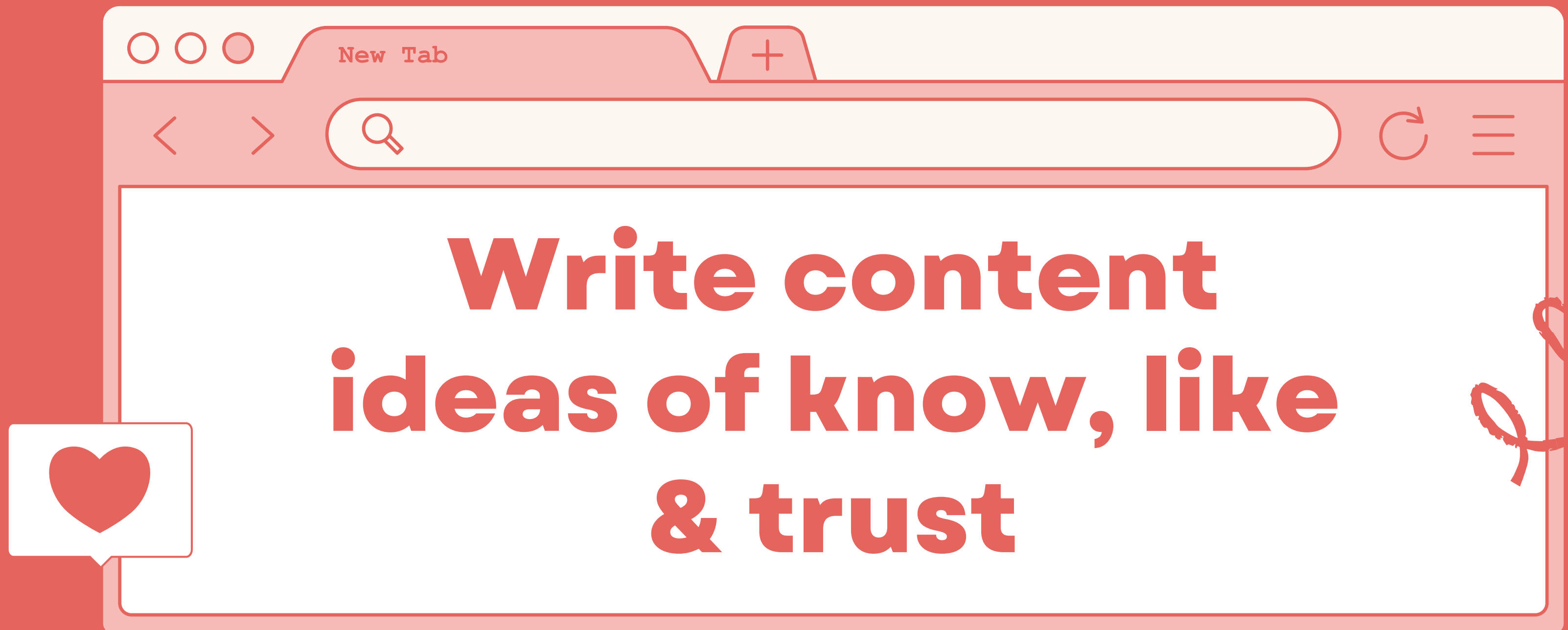
Social media

Email list

Website

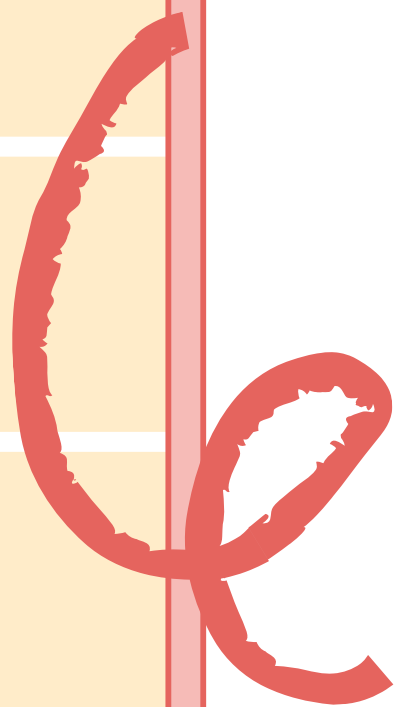
1 blog = 10 pieces of content







Email Marketing



Know/like leads
join email list



Receive
nurturing
email content



Categorised to
receive segmented
content



Email sequence:

Automated set of emails

Triggered by some kind of action

Waiting time between emails

All work towards certain purpose



Email newsletter:

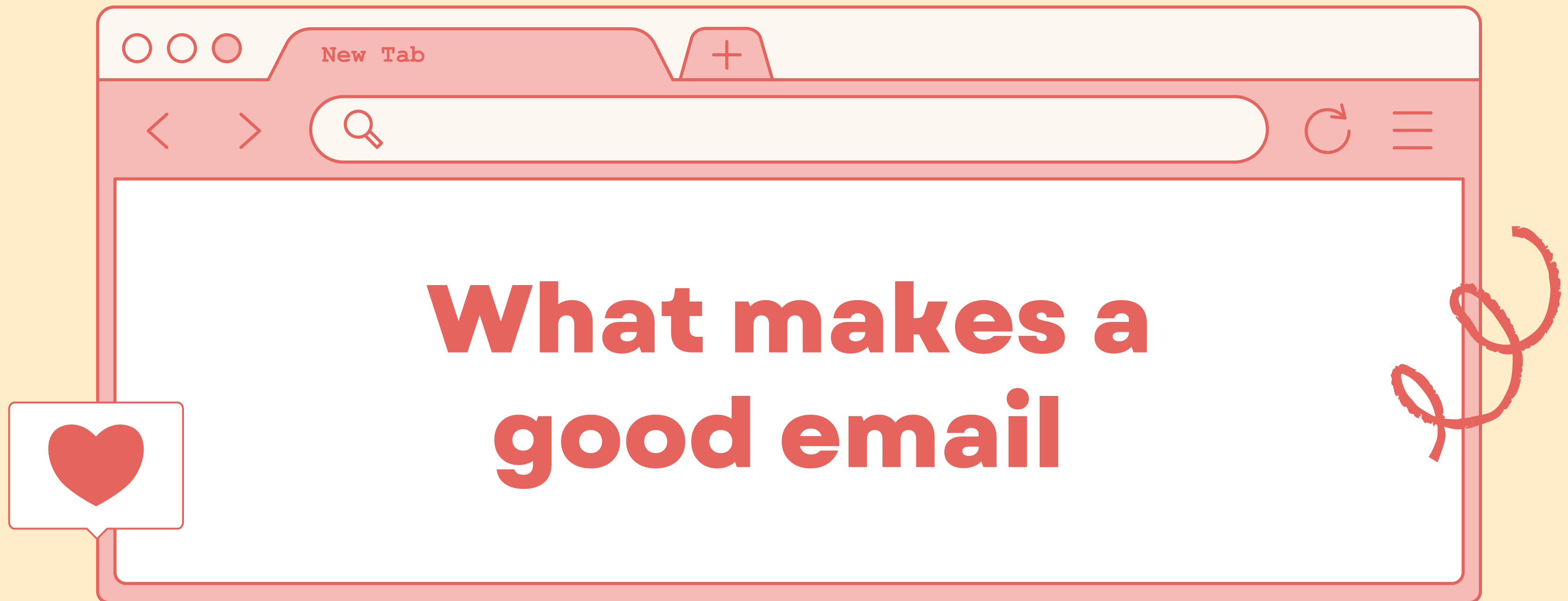
Timely

Written as and when they are sent

Keeps customers updated

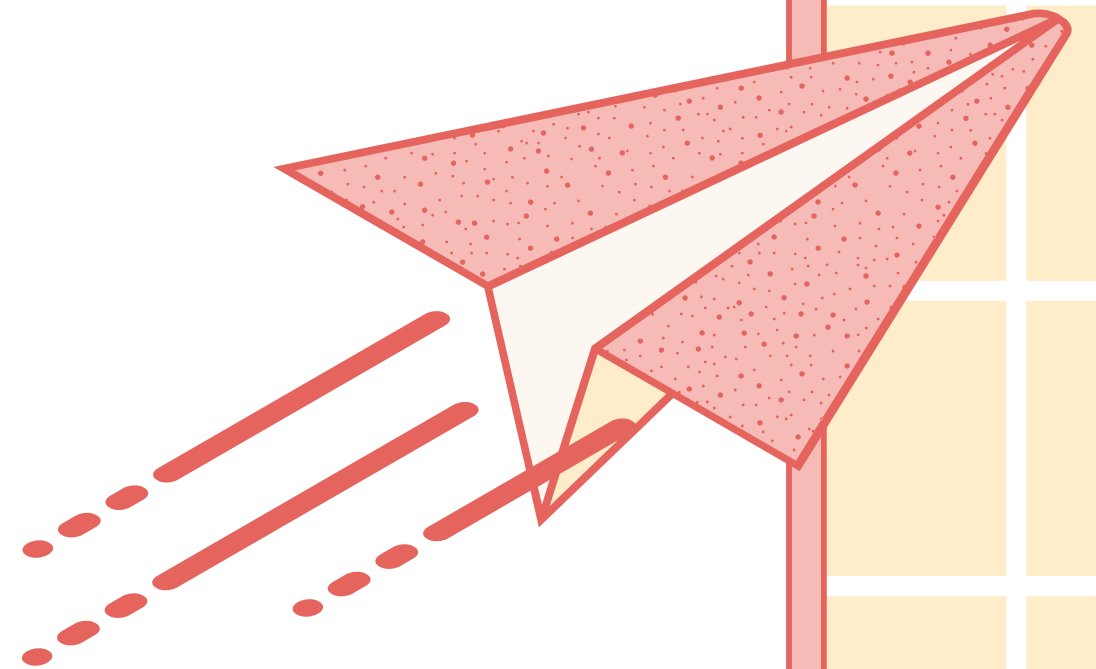
Shouldn't be sent to people going through email sequences





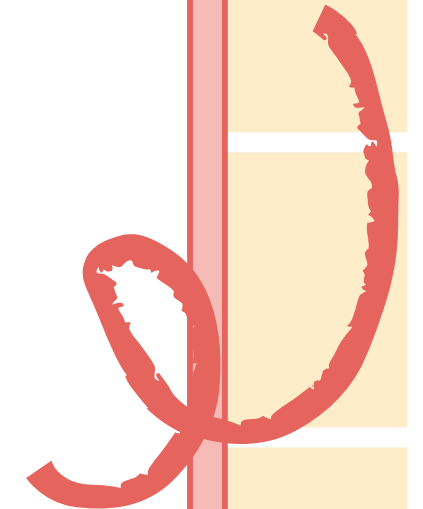
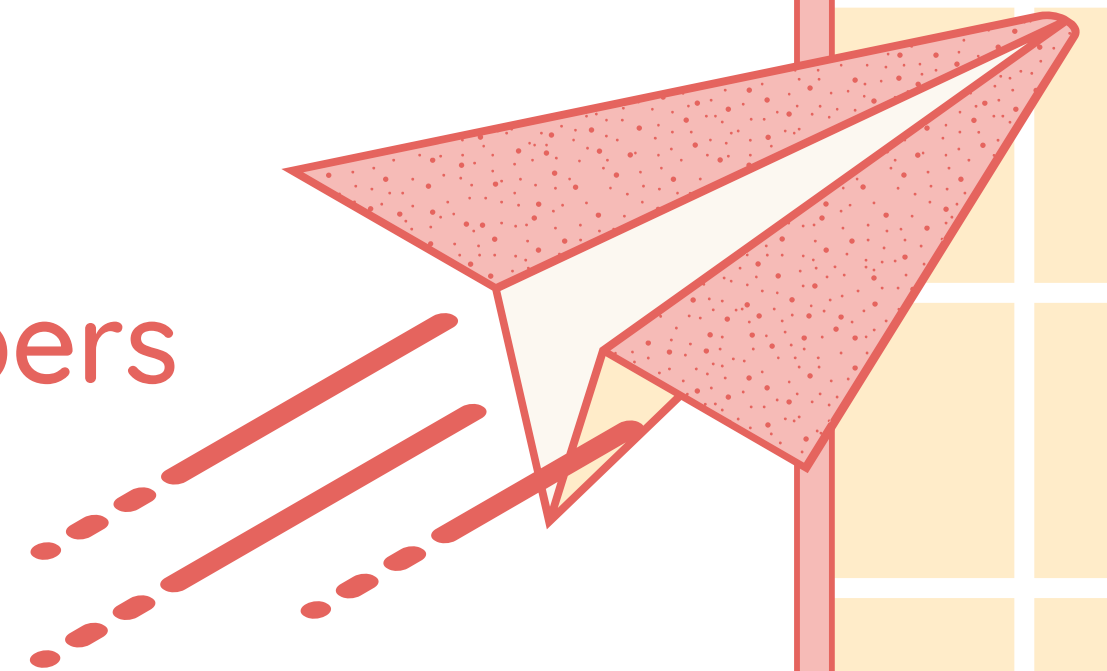
Subject line

- How people decide whether to open the email or not
- 60 characters max
- Clickable not clickbait
- Preview section

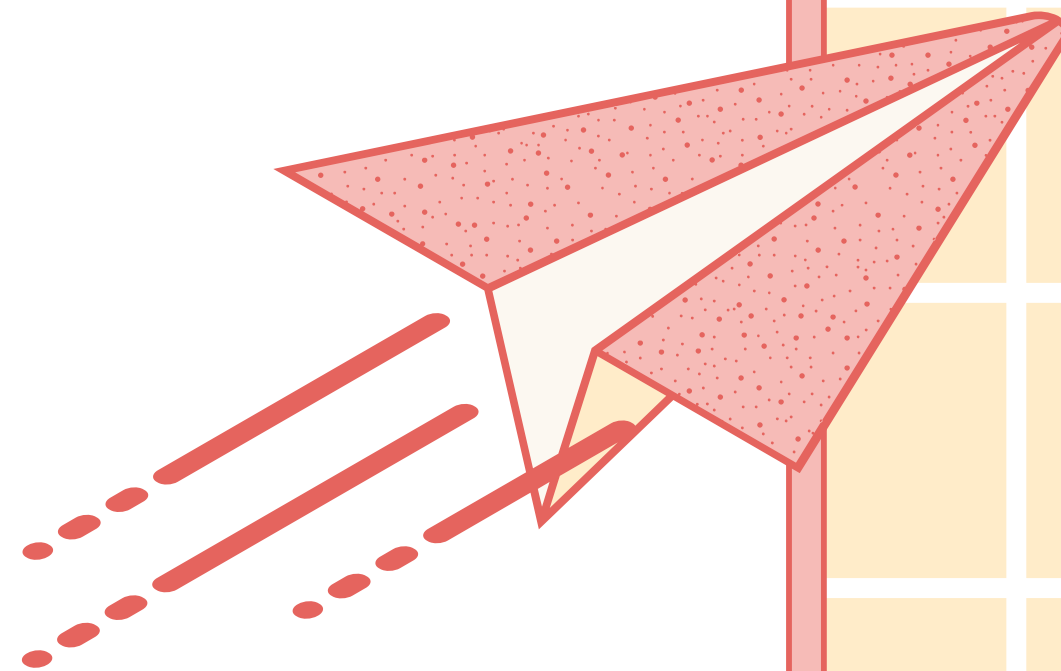
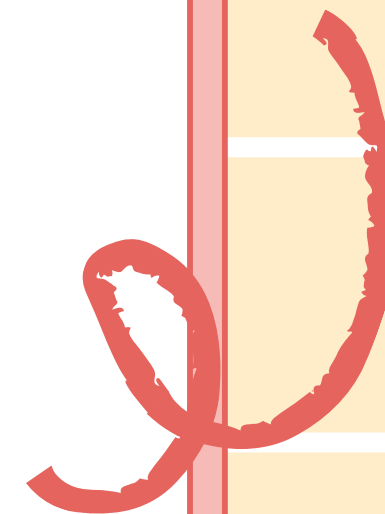


Inside

- Introduction, information and call to action
- Introduction - validate people's choice to read the email
- Short and sweet paragraphs
- Call to action - keeps subscribers interacting



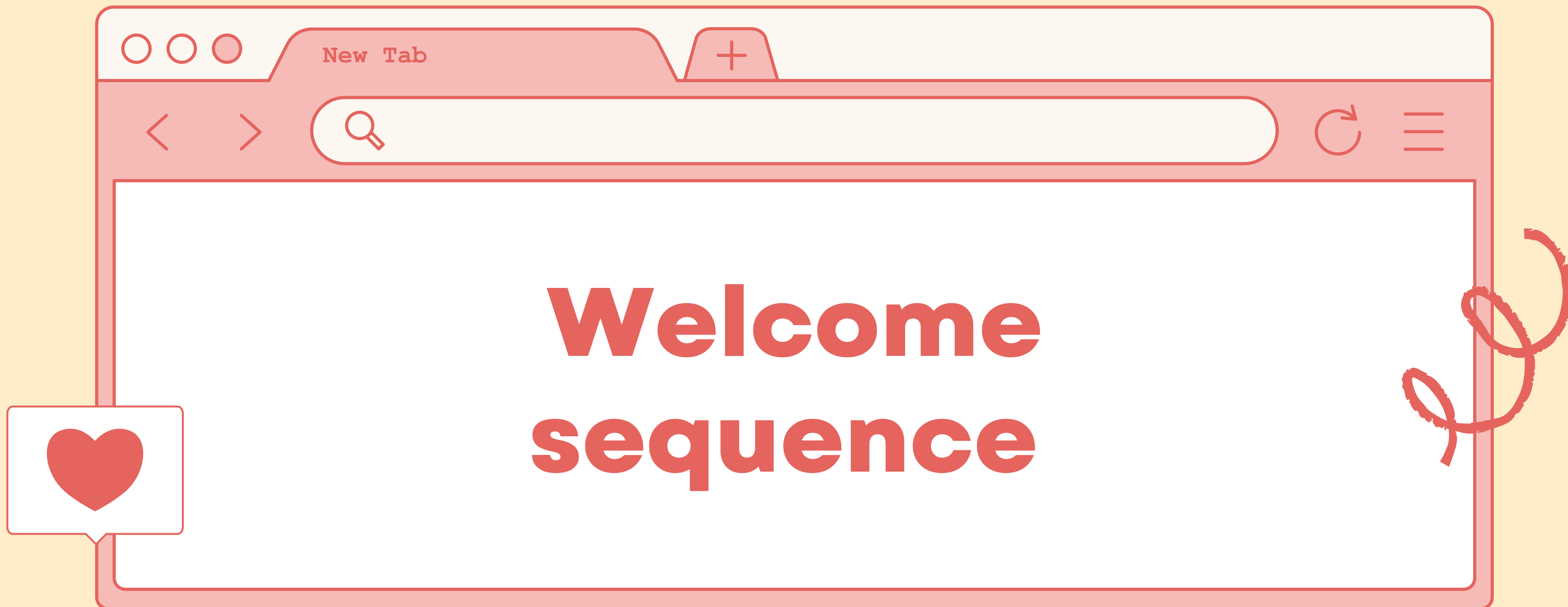
**Length depends on
frequency.**

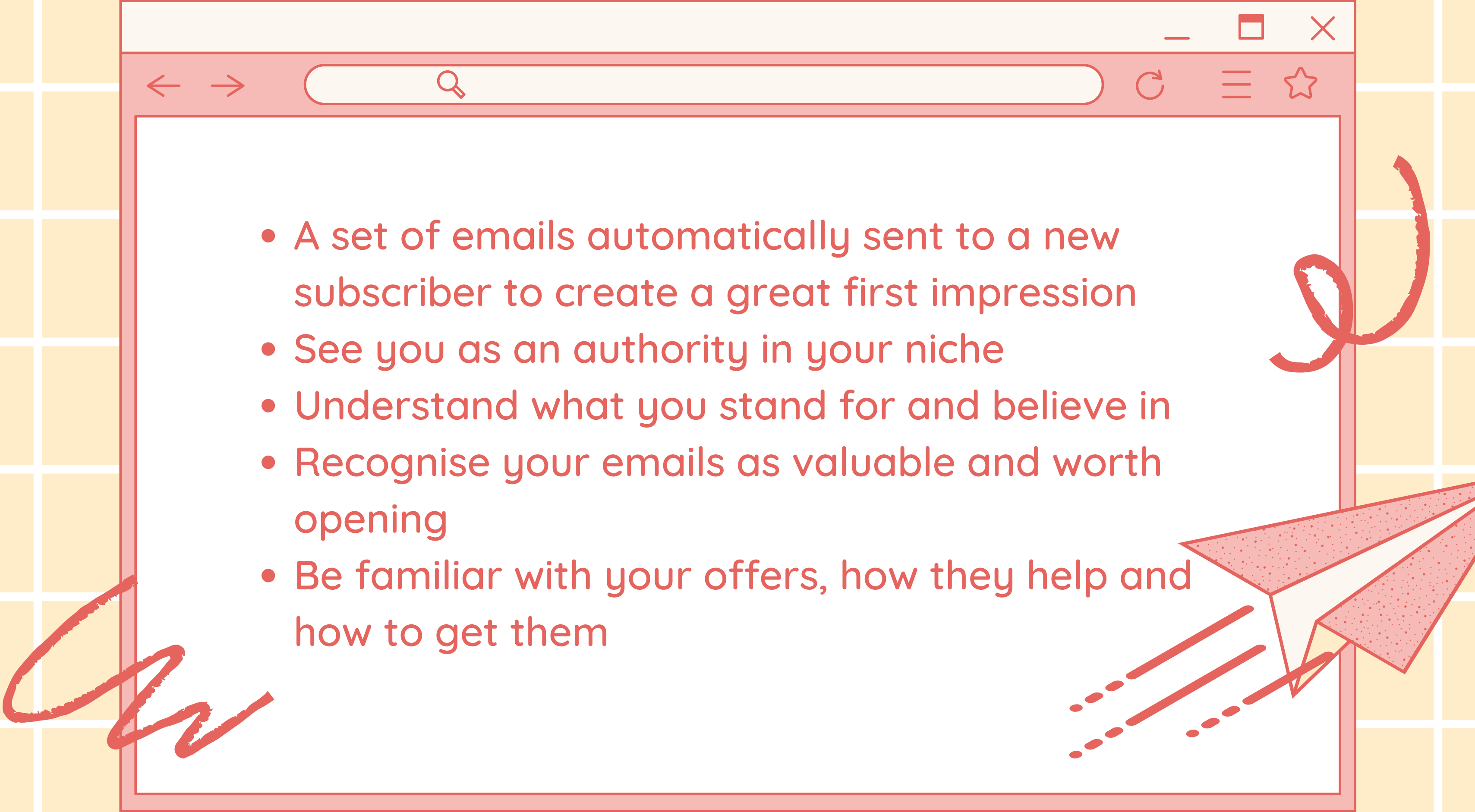


Free lead magnet

Welcome
sequence

Sales sequence



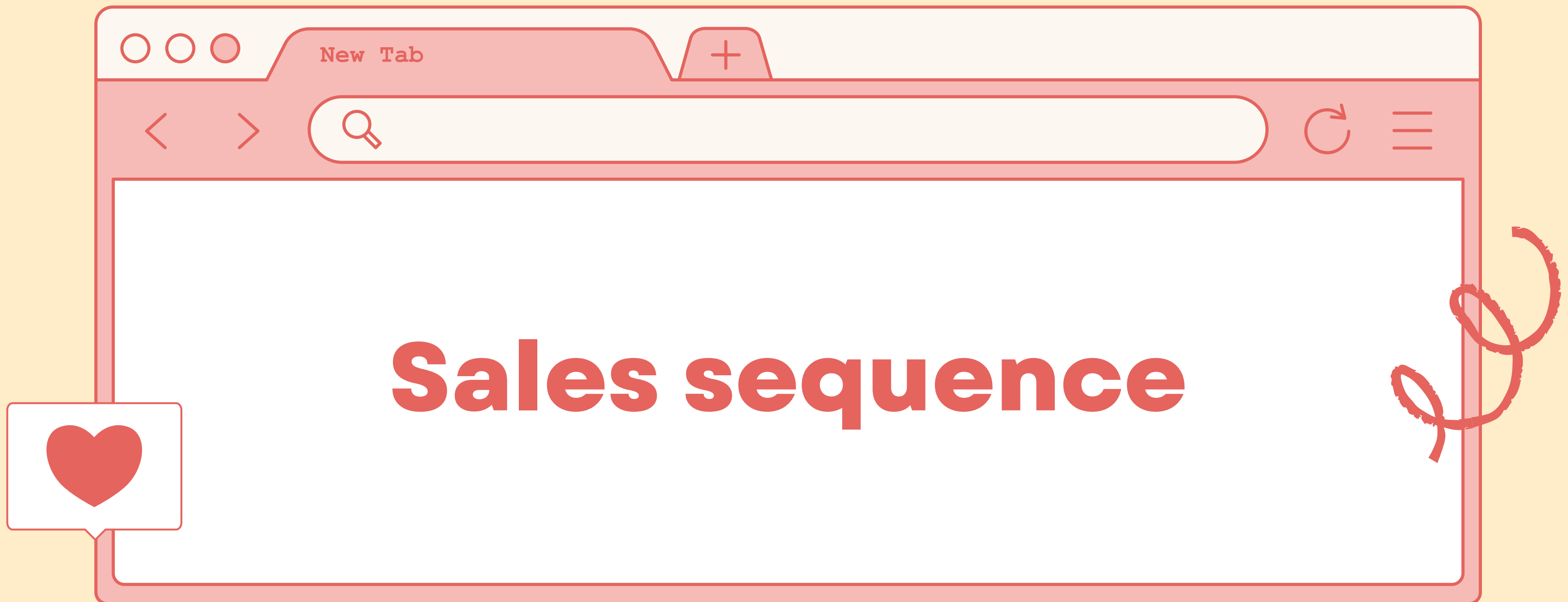
- 
- A set of emails automatically sent to a new subscriber to create a great first impression
 - See you as an authority in your niche
 - Understand what you stand for and believe in
 - Recognise your emails as valuable and worth opening
 - Be familiar with your offers, how they help and how to get them

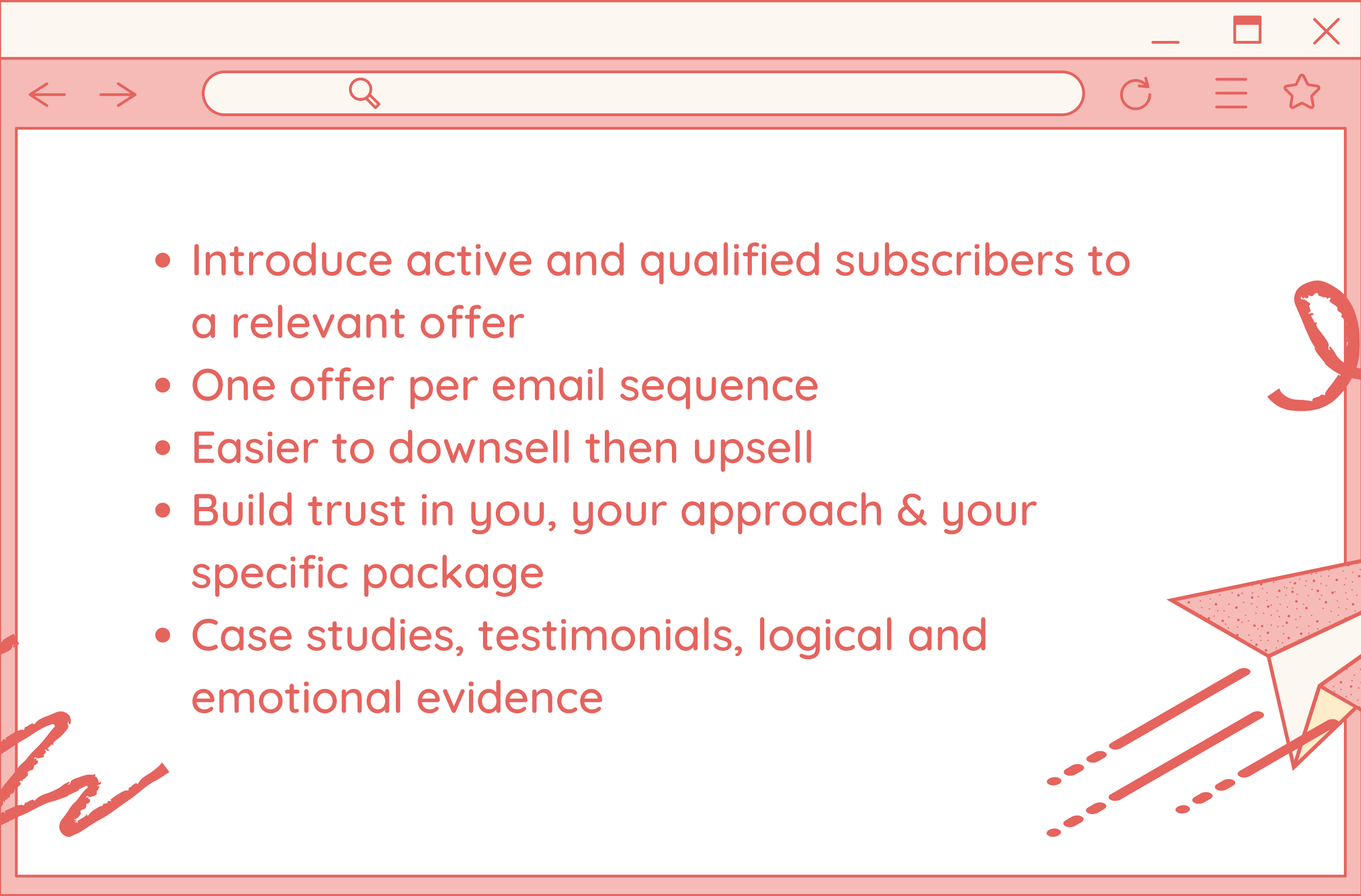
Do

- Set the foundation of know and like so you can build trust later
- Try to sell anything over £100
- Position yourself and your emails as valuable
- Get subscribers moving with interactive calls to action

Don't

- Assume they know anything about your business
- Create familiarity with your offer suite
- Sell an under £100 offer too hard
- Only give value



- 
- Introduce active and qualified subscribers to a relevant offer
 - One offer per email sequence
 - Easier to downsell then upsell
 - Build trust in you, your approach & your specific package
 - Case studies, testimonials, logical and emotional evidence

Valuable and
educational content

CTA

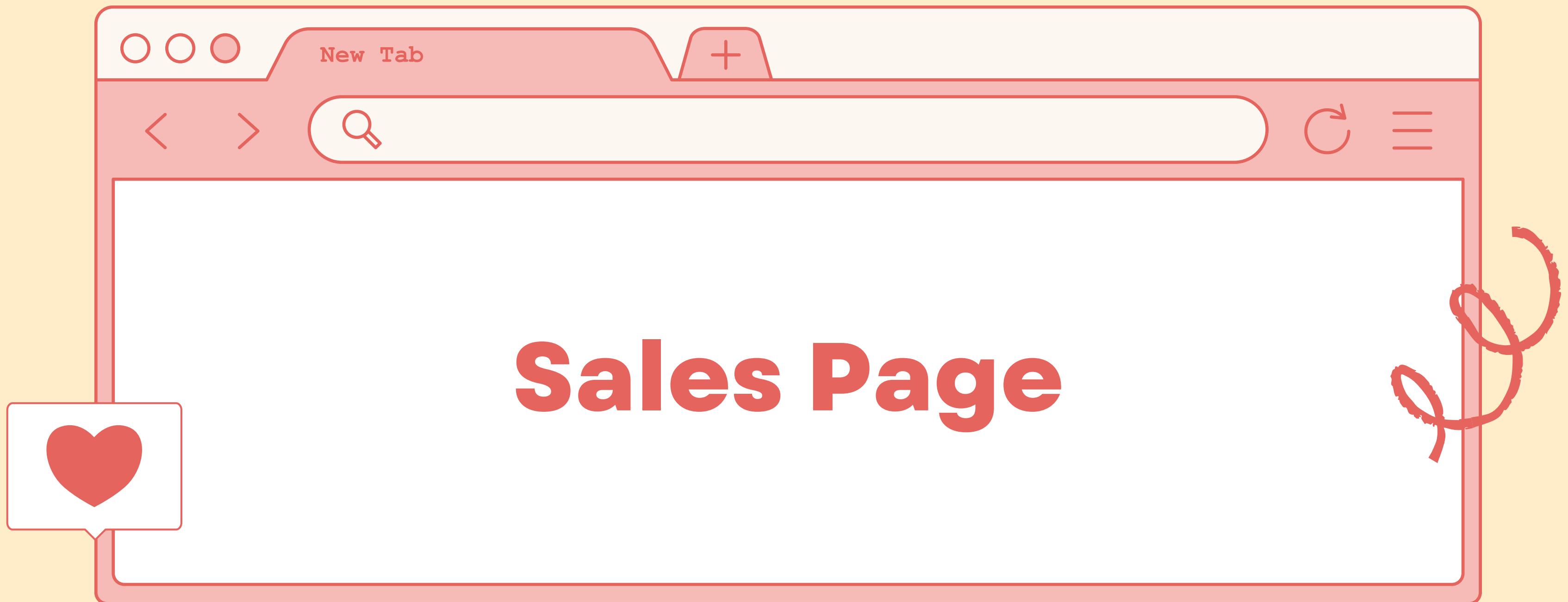
First email

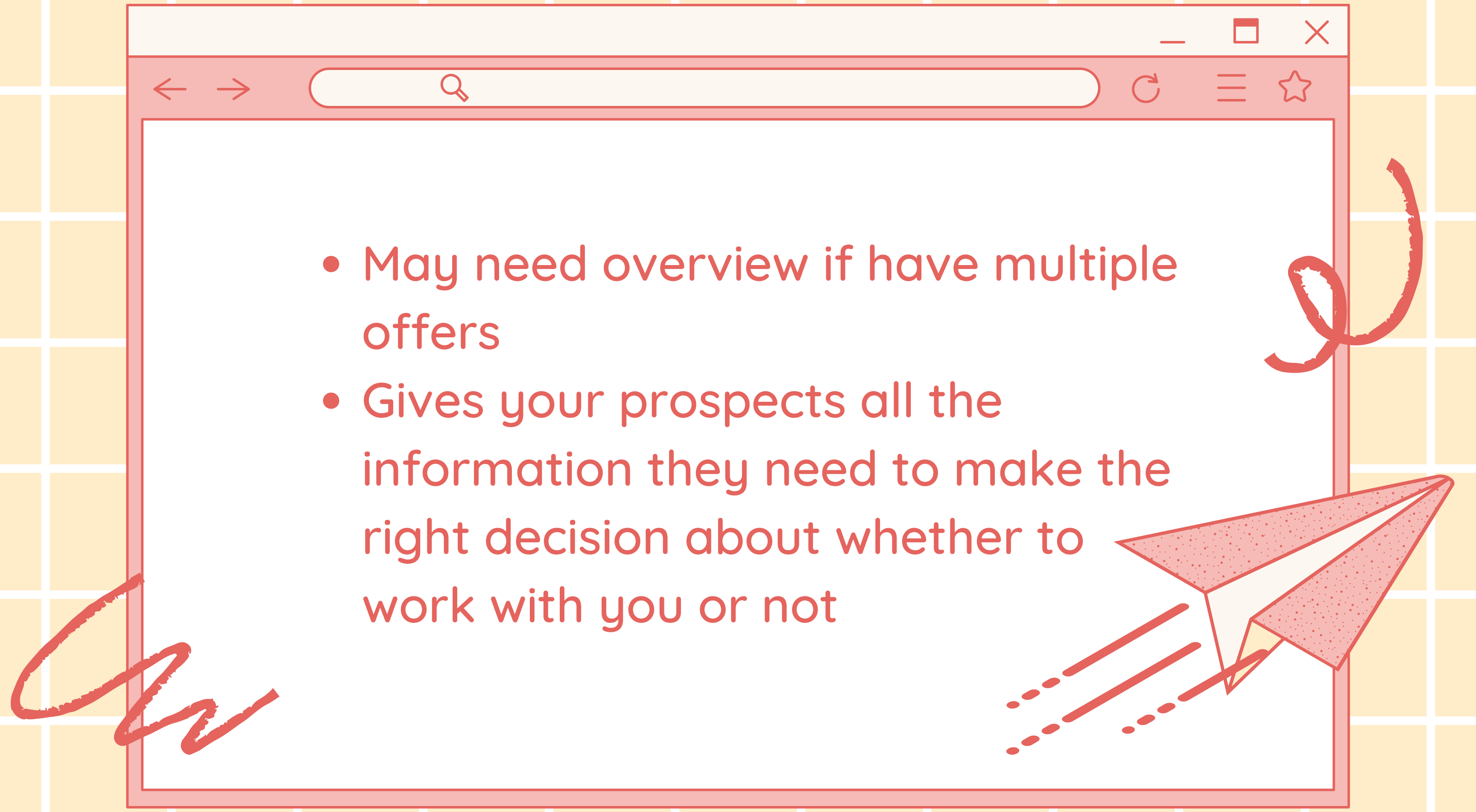
Last email





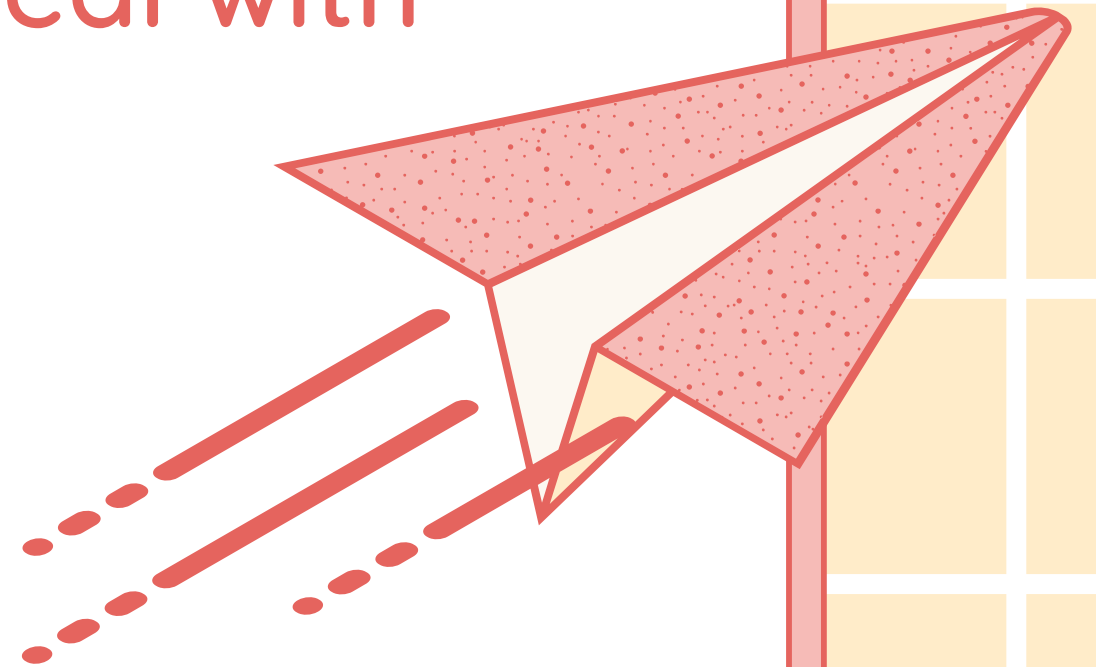
Website copy

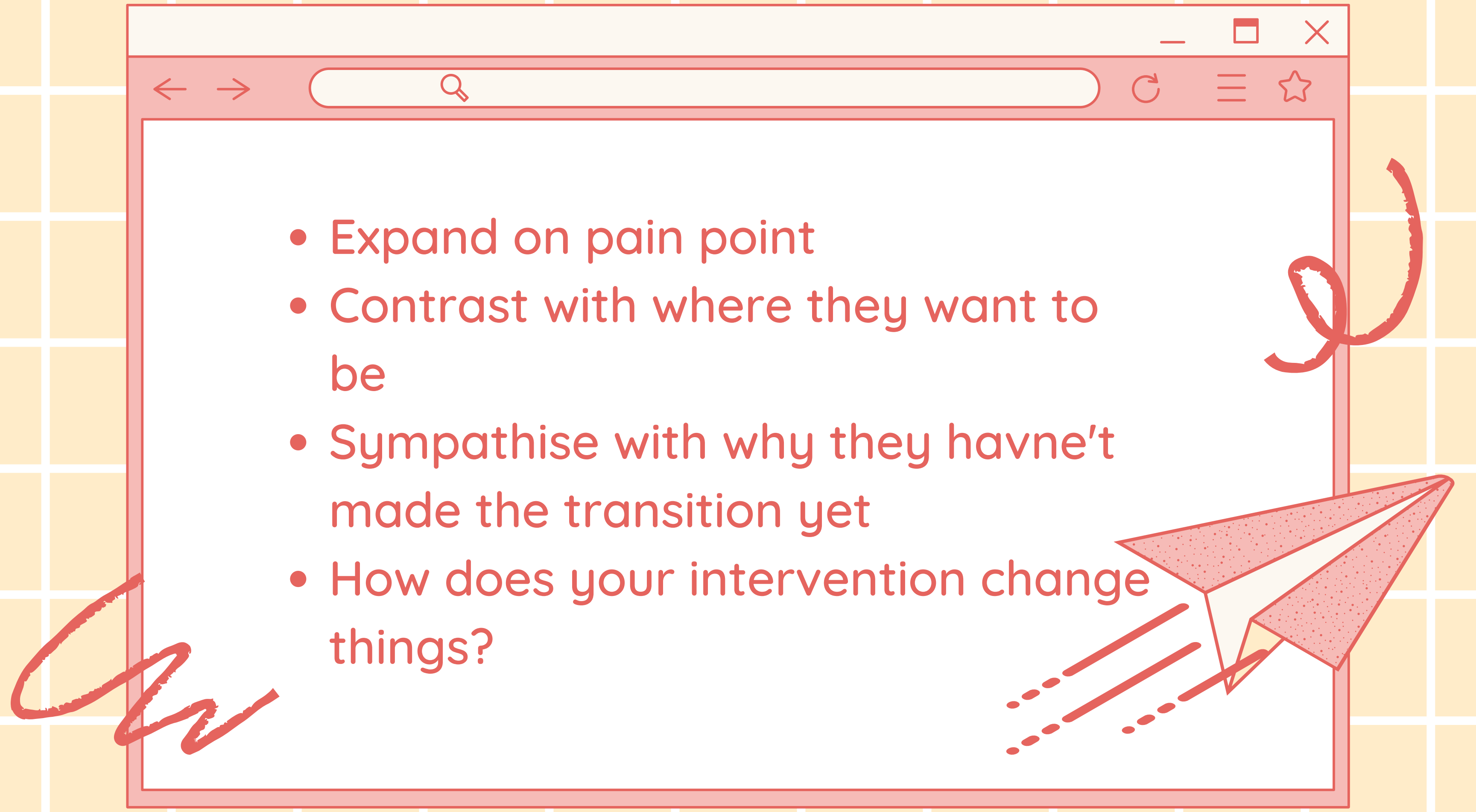


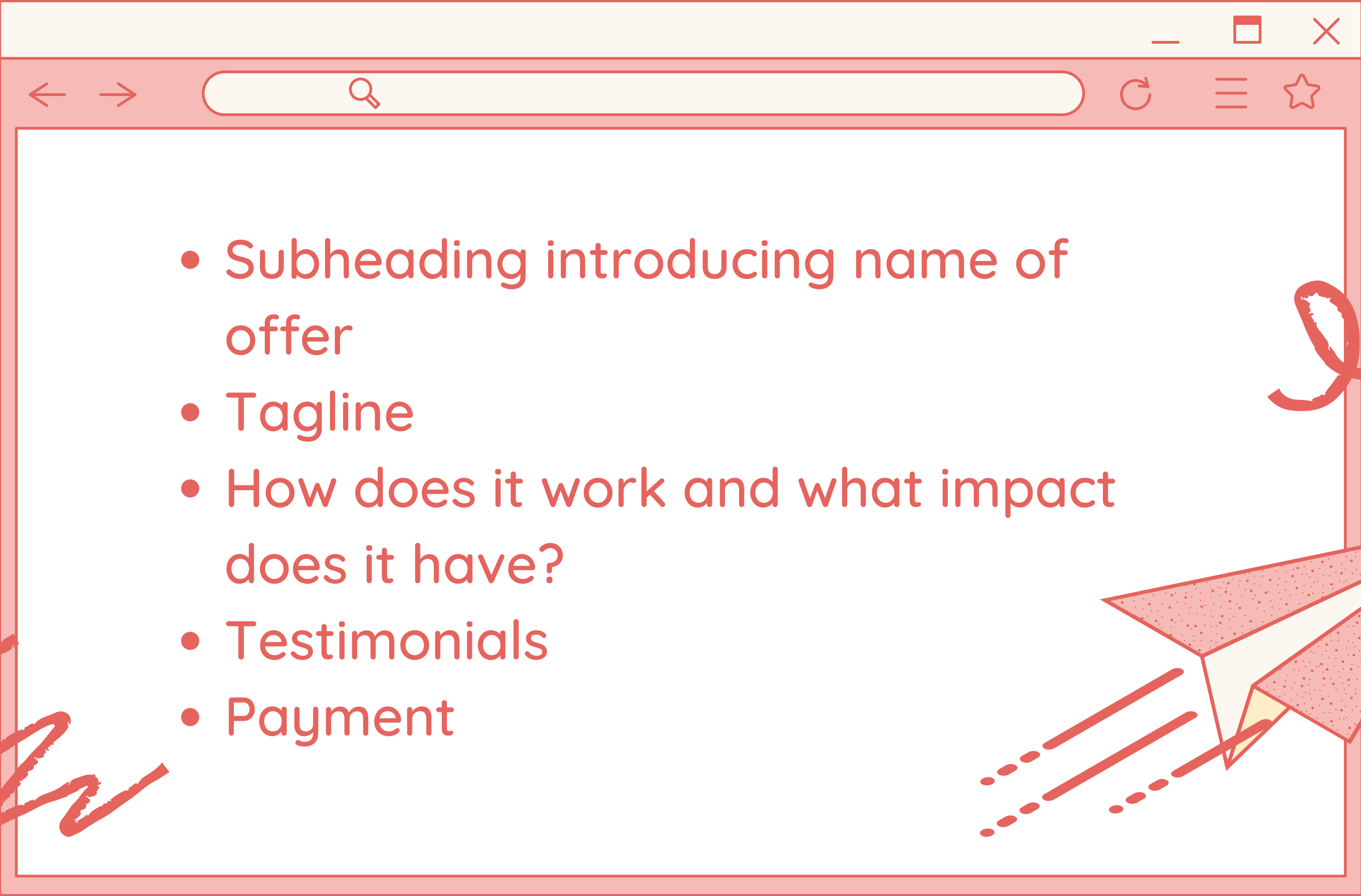
- 
- May need overview if have multiple offers
 - Gives your prospects all the information they need to make the right decision about whether to work with you or not

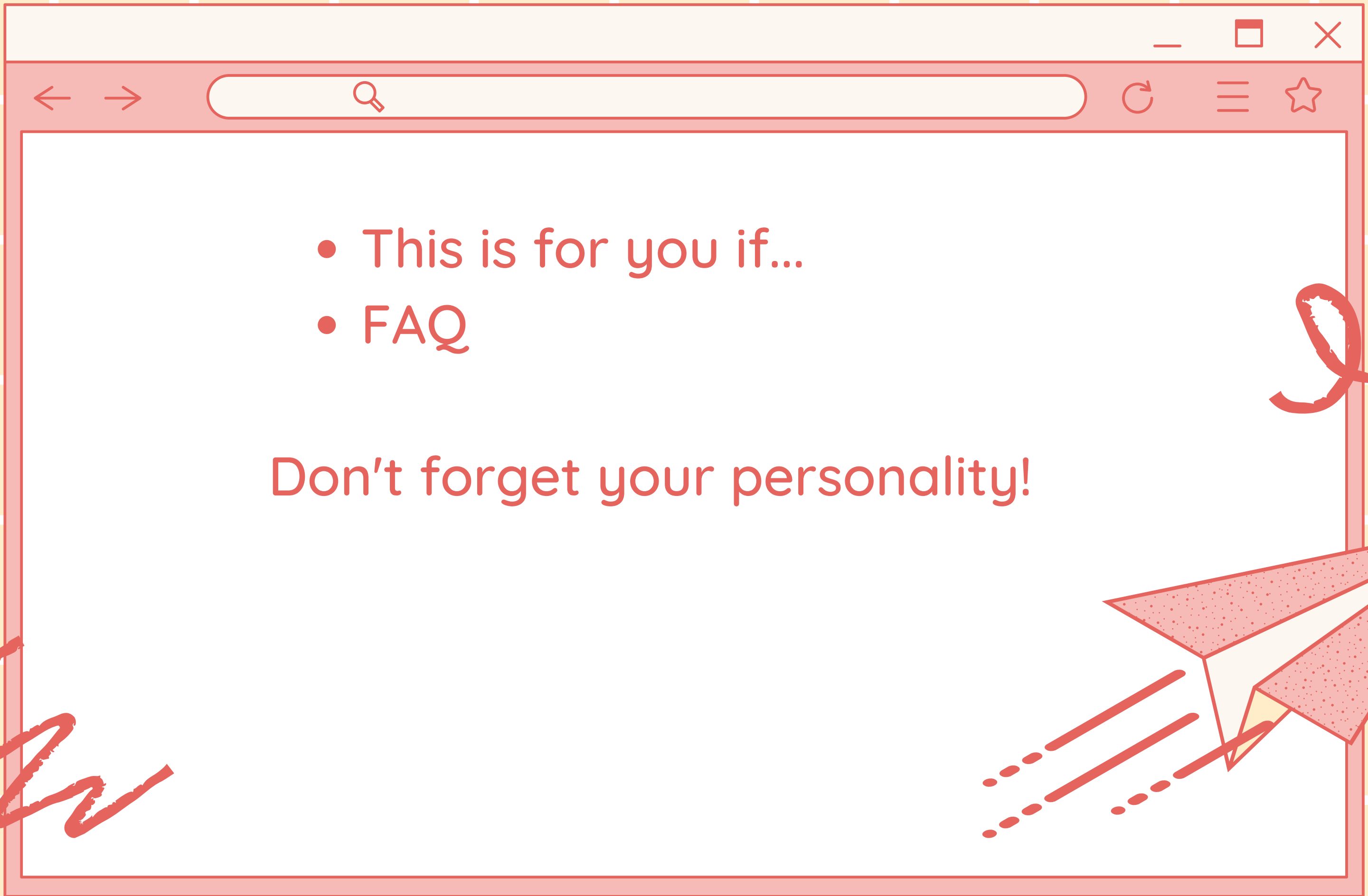
Above the fold

- Heading - irresistible question
- Subheading - Expand and deal with objection
- CTA button



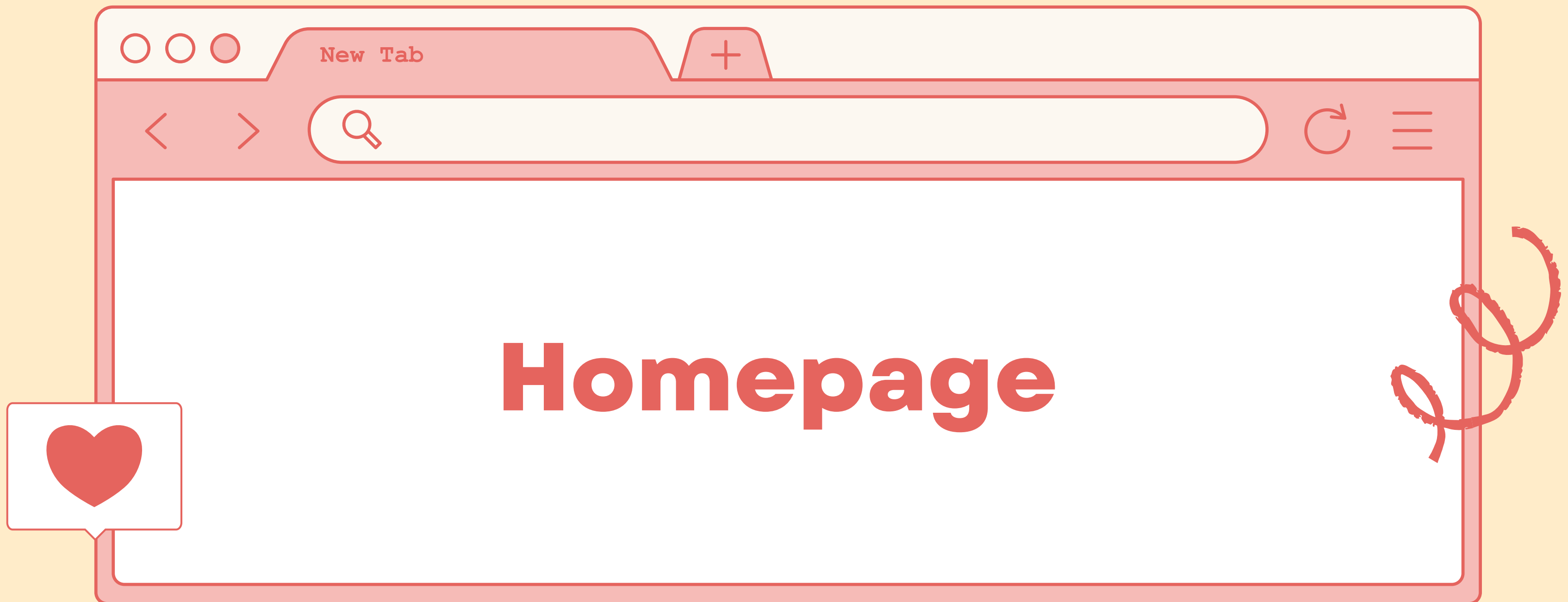
- 
- Expand on pain point
 - Contrast with where they want to be
 - Sympathise with why they haven't made the transition yet
 - How does your intervention change things?

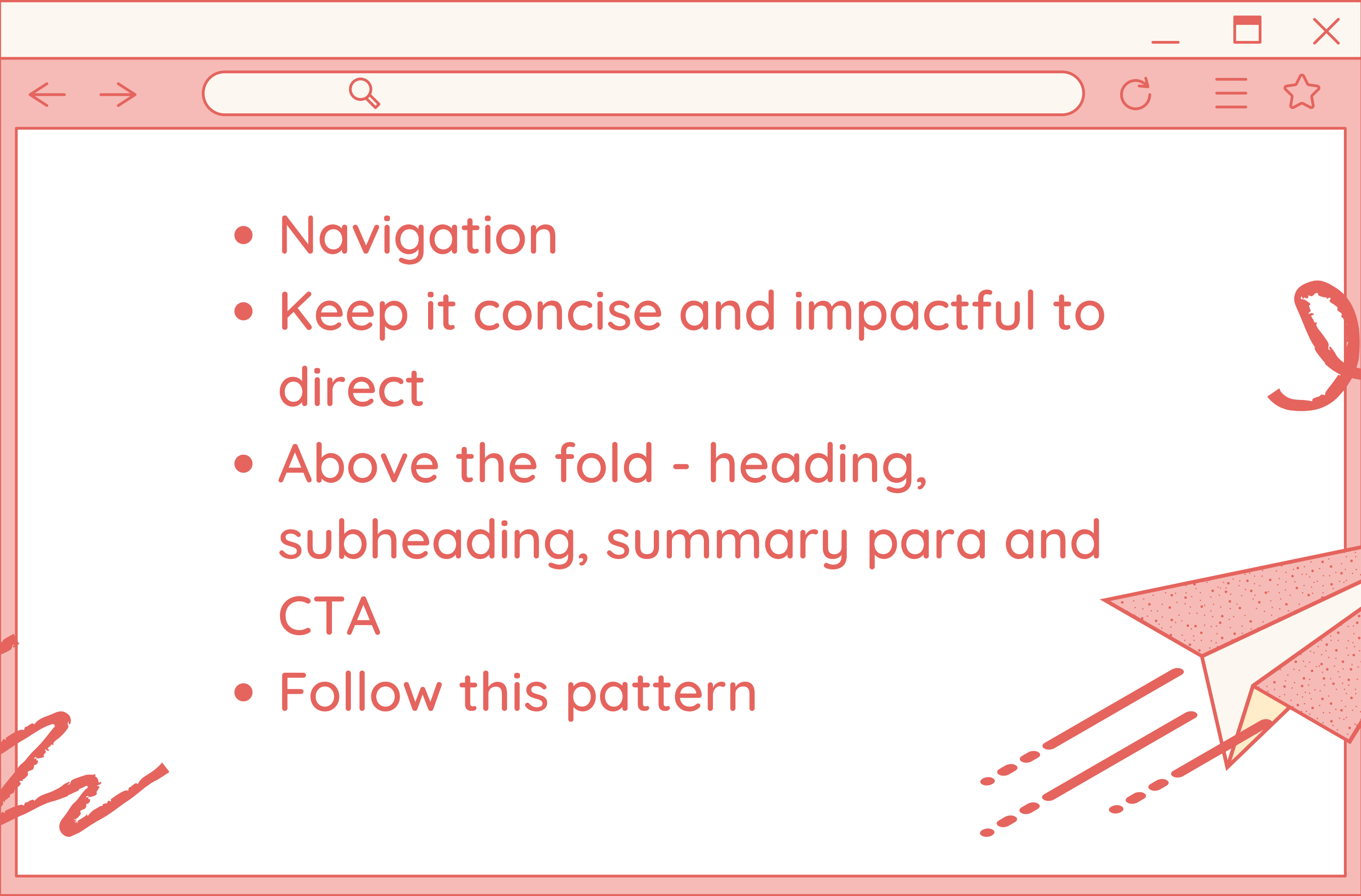
- 
- Subheading introducing name of offer
 - Tagline
 - How does it work and what impact does it have?
 - Testimonials
 - Payment

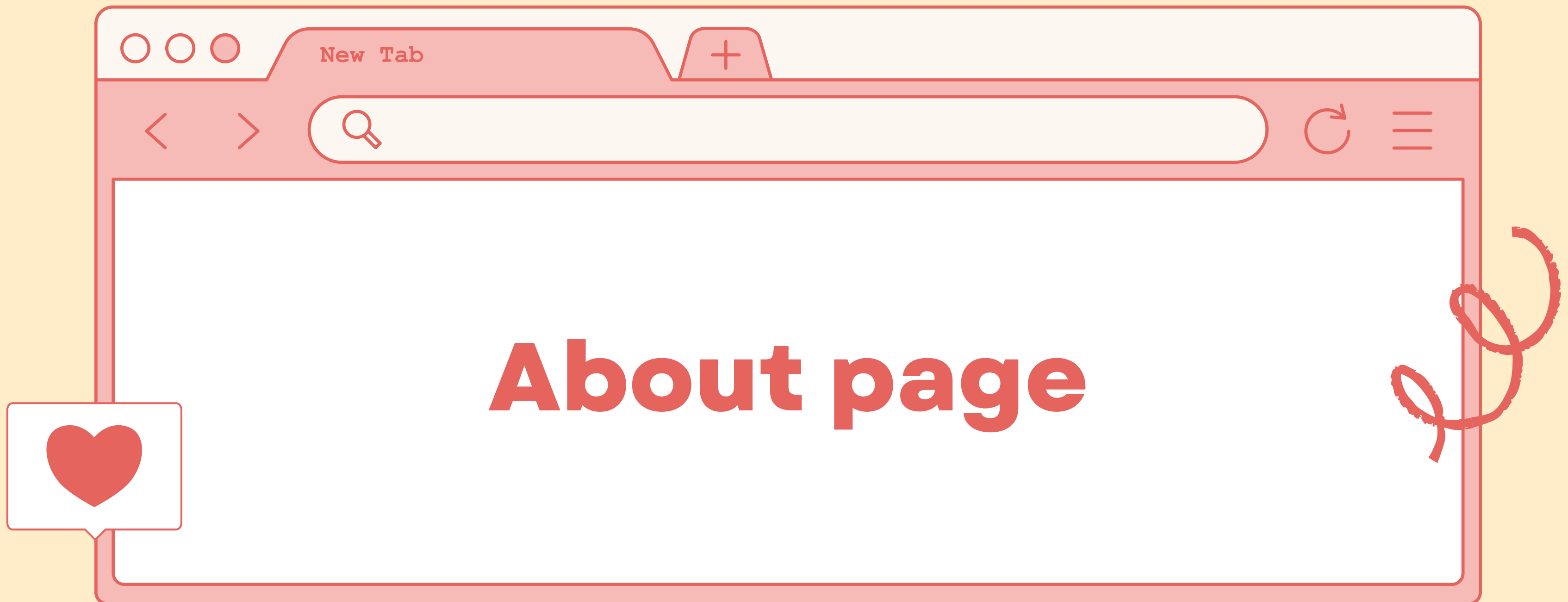


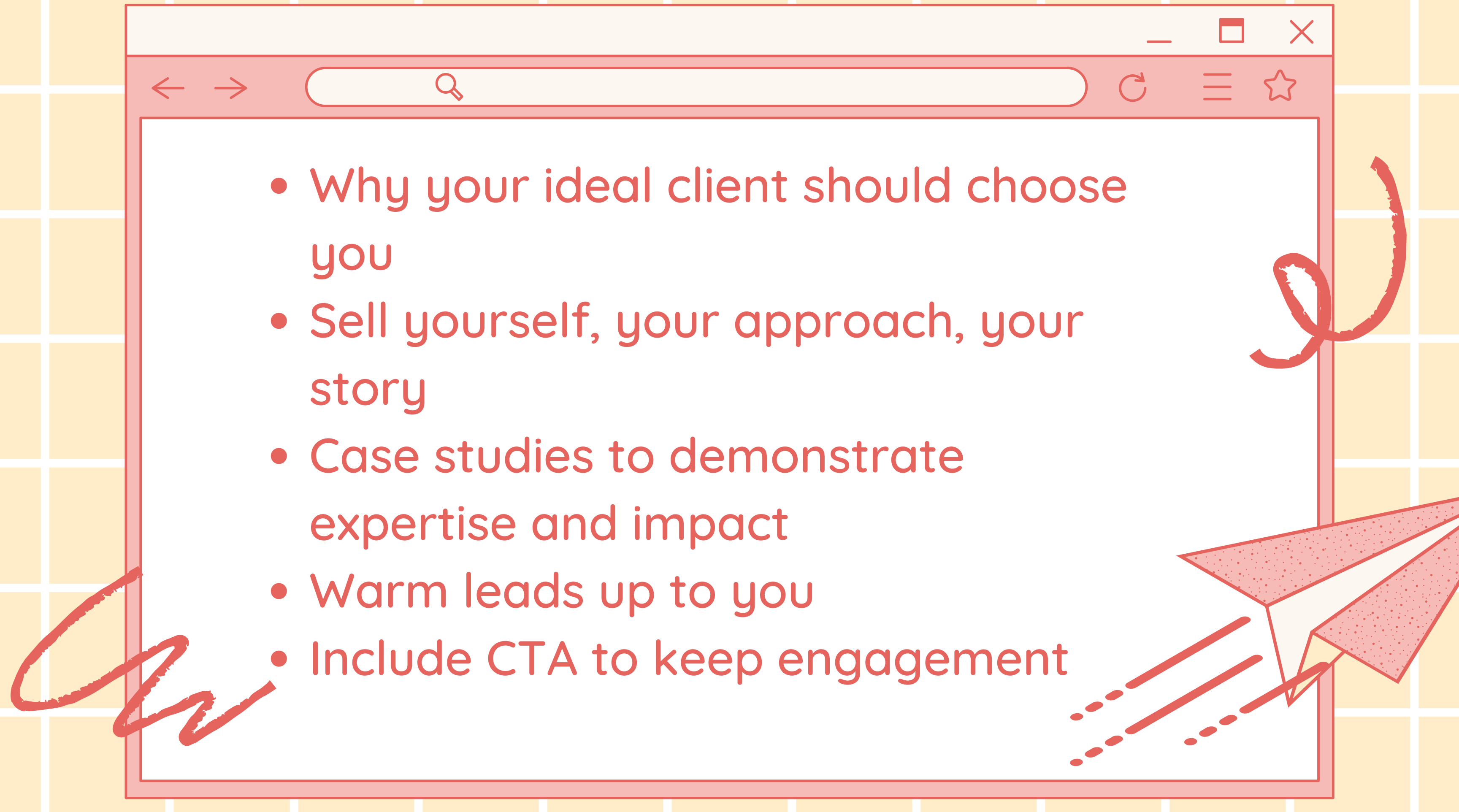
- This is for you if...
- FAQ

Don't forget your personality!

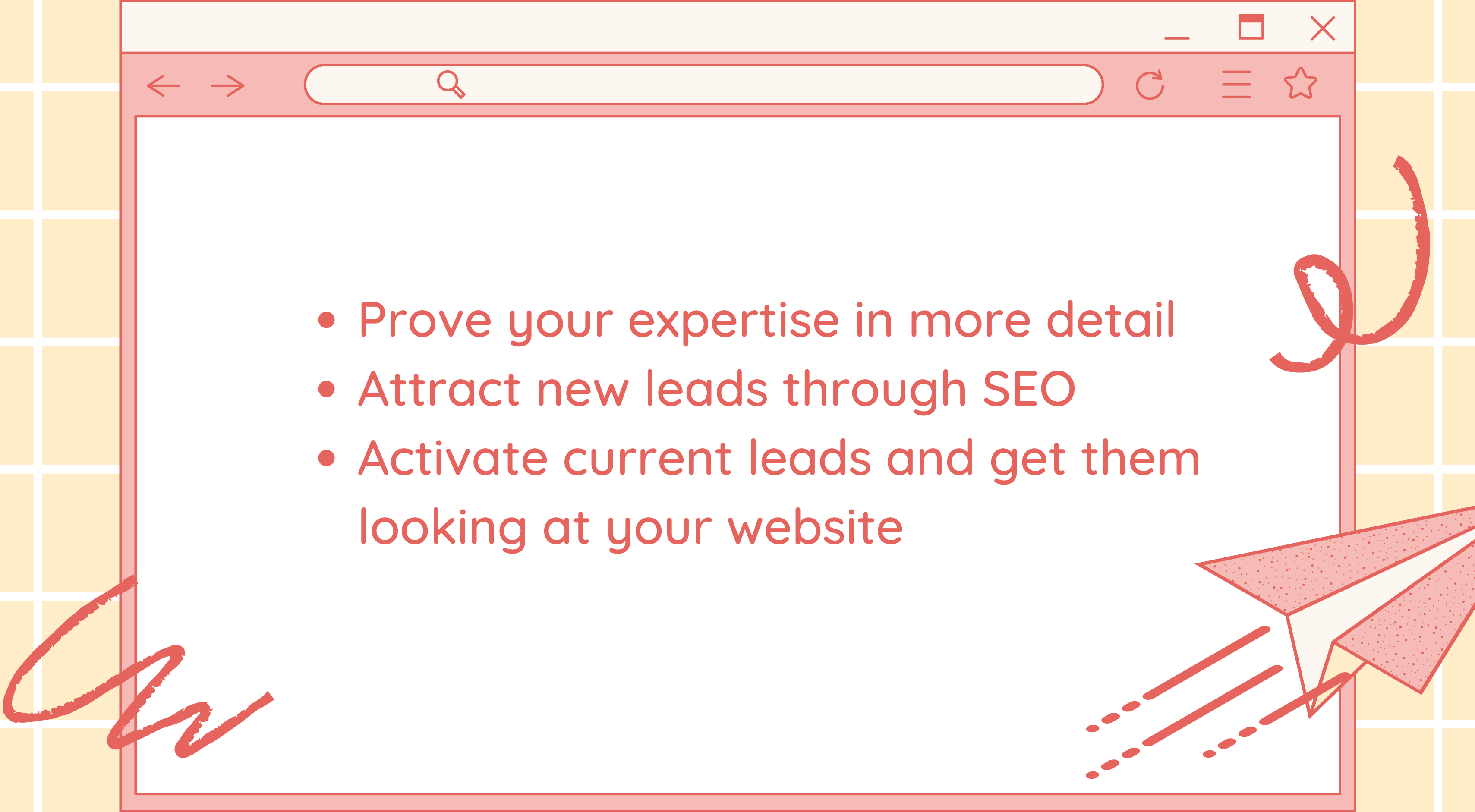


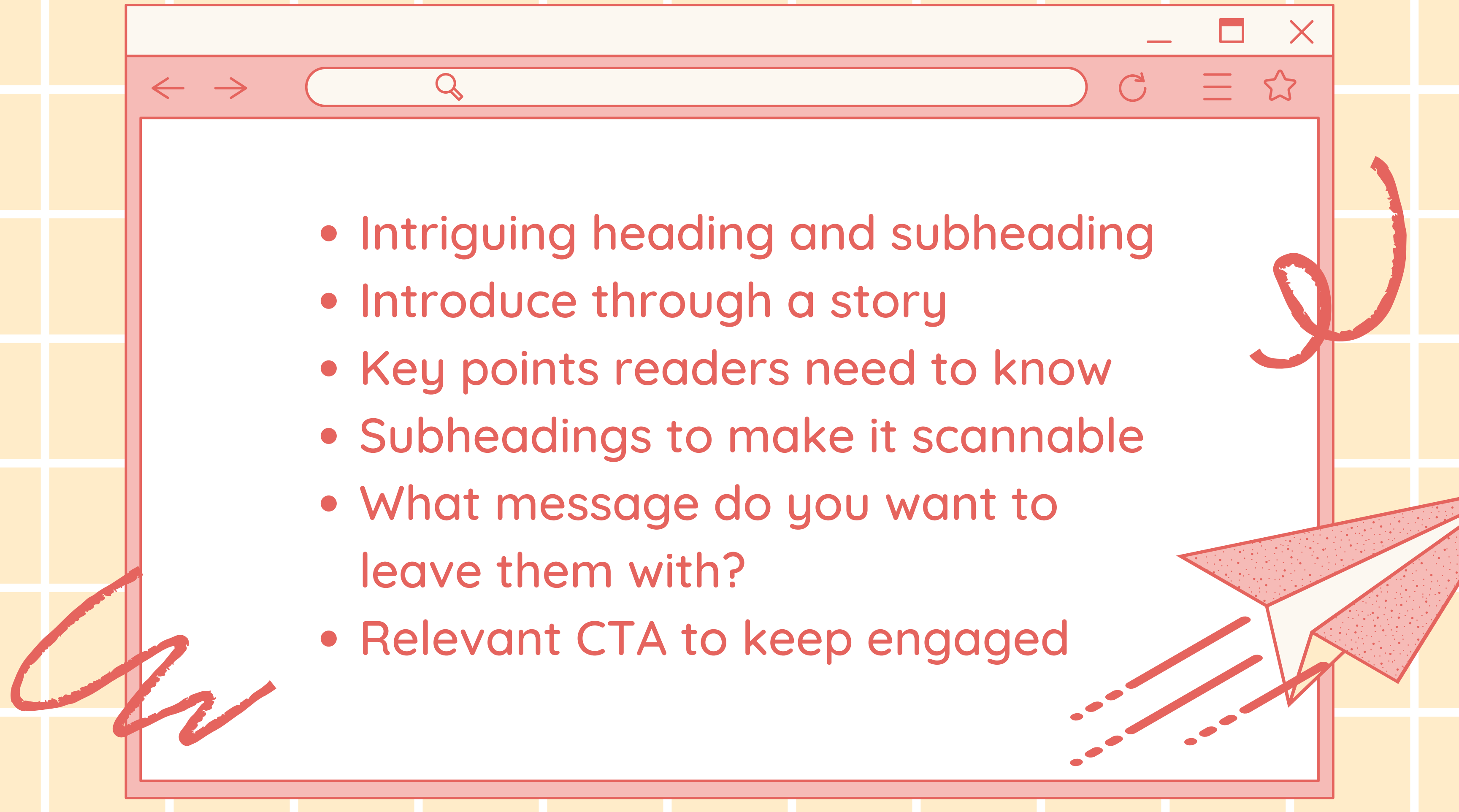
- 
- Navigation
 - Keep it concise and impactful to direct
 - Above the fold - heading, subheading, summary para and CTA
 - Follow this pattern

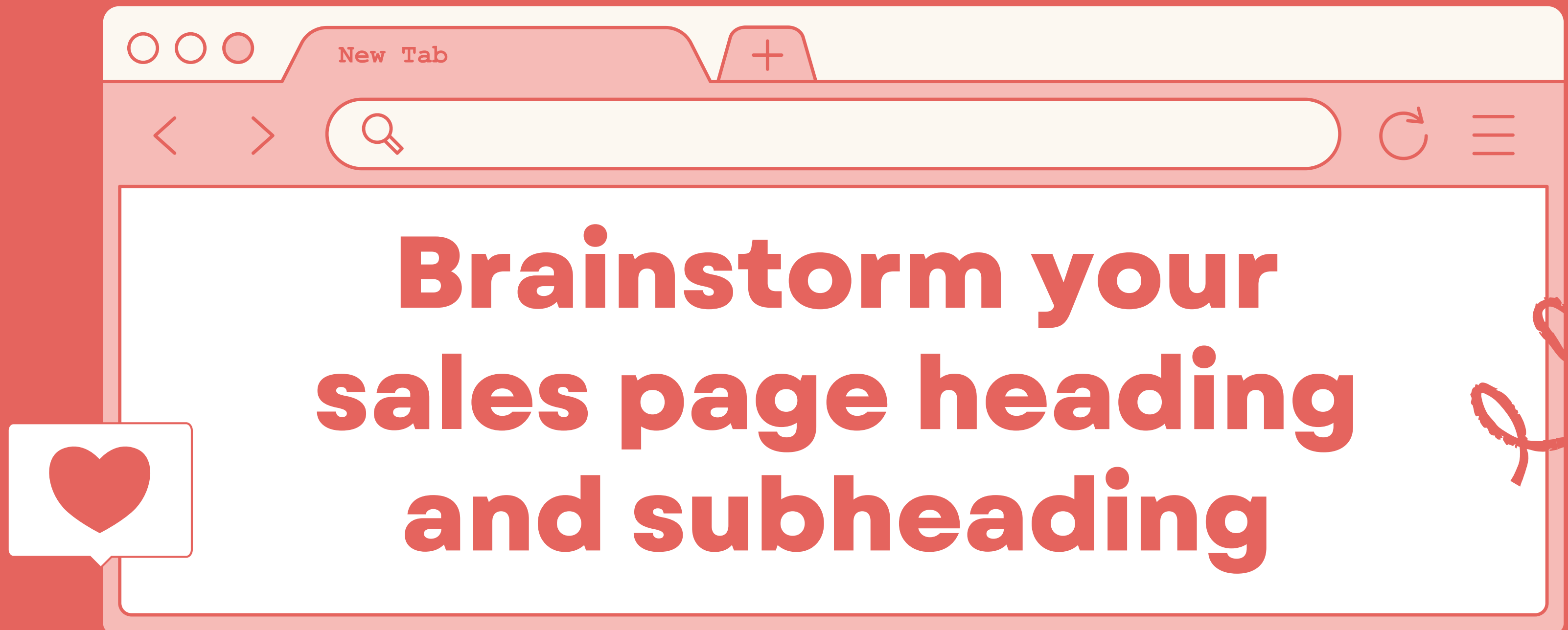


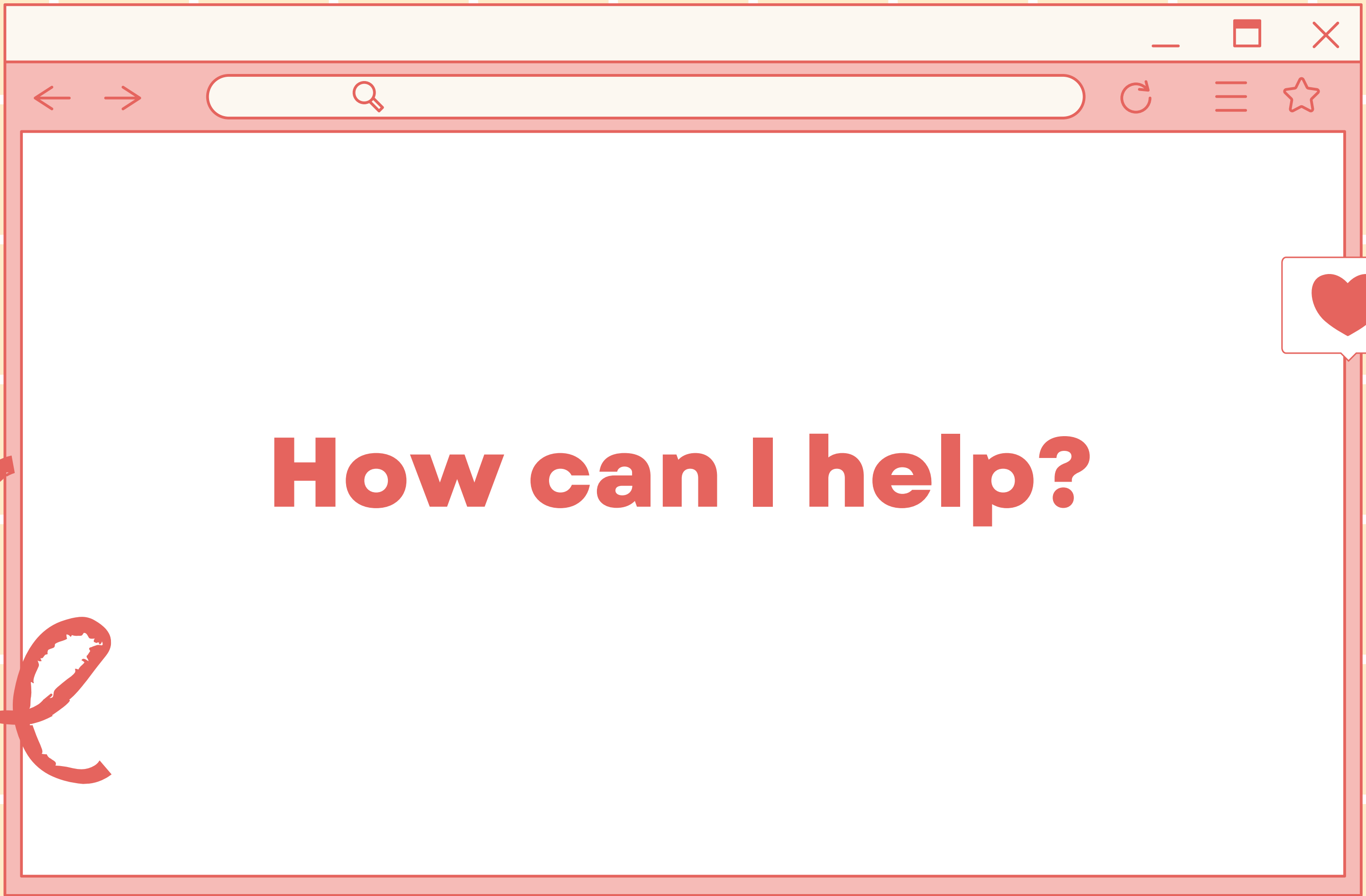
- 
- Why your ideal client should choose you
 - Sell yourself, your approach, your story
 - Case studies to demonstrate expertise and impact
 - Warm leads up to you
 - Include CTA to keep engagement



- 
- Prove your expertise in more detail
 - Attract new leads through SEO
 - Activate current leads and get them looking at your website

- 
- Intriguing heading and subheading
 - Introduce through a story
 - Key points readers need to know
 - Subheadings to make it scannable
 - What message do you want to leave them with?
 - Relevant CTA to keep engaged





How can I help?



Done for you

- Power Up Your Launch
- Automate Your Awesomeness
- Fuel Your Funnel

Done with you

- The Show Up Online Club
- £25 a month lifetime price until 28th September