

Client Flow System

Discover how to Attract, Engage and
Convert High Caliber Clients!

Discover the 3 Step Client Flow System used to generate high ticket leads daily and close millions of dollars in sales.

Welcome!

Hi, I'm Sam Bell, Facebook Ads Strategist and the secret weapon behind multiple 7 & 8 Figure businesses as well as the creator of the Client Flow System.

Welcome to the 3 Step Client Flow System, where I share with you the exact step by step process I use with my clients to attract a consistent flow of high caliber clients online!

If you're tired of trying to put all the pieces together when it comes to building a Highly Profitable Sales Process, and you're feeling overwhelmed with the myriad of Online Lead Generation experts that lead you down a rabbit hole of endless strategy with no real revenue being generated, then this guide is for you!

in this guide, I will share with you everything you need to know to get the results that my clients have been able to experience, where we've generated Multiple 7 Figures in Sales using these Strategies.

Sam Bell



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How It Works

The secret sauce to our client flow system is the combination of three powerful components that are filled with psychological drivers designed to Attract, Engage and Convert your ideal client to take action.

Those 3 Components are:

Part #1: Minimum Viable Offer (MVO)

The MVO is the most important component of this process. You can have a killer Sales Funnel, and dump thousands daily into ads, but if you do not have an Offer that people want, you'll find yourself struggling to convert sales, no matter how much money you throw at your process.

The secret sauce to conversions is having an offer that's highly desirable, and that's structured properly.

In this guide, I'll share with you what key factors make up a High Converting Offer to ensure that your MVO is solid!



Part #2: Minimum Viable Funnel

The word funnel has become so over-utilized, forcing the idea that a funnel is all you need to create sales online. The truth is, the funnel is simply the vehicle to get your message to the marketplace, but it's the Offer that dictates if that funnel will convert or not regardless of how sophisticated and complex the funnel is.

To keep things simple, creating a Minimum Viable Funnel that guides your lead through a simple 3 step process to go from interest to taking action with you is the goal.

I will share with you the key things you'll want to have in place for your MVF.

Part #3: Contextual Content Ad Strategy (CCAS)

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Part #1: Minimum Viable Offer (MVO)

Your Minimum Viable Offer is the most important aspect of this entire process. It is the engine that will determine how smooth, fast and functional your process will be for your ideal clients, and it's the driving force that will dictate if they're ready to move forward to the next step or not.

The reality is this, If your offer isn't good, people will not buy from you. You may have a great product or provide a solid service, but if that isn't translated well in your offer, you'll lose leads before you can ever get them engaged with your process.

That's why it's critical for you to invest the time needed to get your offer right and aligned with your audiences wants, needs and desires.

There are 4 Key things you'll need to consider when building out your MVO to ensure it's solid and attractive to your ideal client.



#1: Validate the Offer

The first thing you'll want to do is Validate The Offer. The way we validate the offer is to actually go in and begin to look at the market to see:

- Are there similar offers to mine in the marketplace
- Who are the top competitors with a similar offer
- Are the competitors actively advertising their offer
- What channels are they using - Google, Facebook, Youtube
- What message are they using in their ads and emails
- Get on their list or go through their sales process



#2: Identify the Target Market

Secondly, you'll want to get VERY CLEAR on WHO you're wanting to attract. Who is your Ideal Client, what is it that they want, have you packaged your offer in a way to know that you are the Solution to their Problem and do you speak their language?

Here's a few things to consider when mapping out your Target Market:

- Who are my competitors that I'm selling to?
- Where do they hang out?
- What type of things are they into?
- What type of books do they read?
- What is their psychographic profile?
- What is their typical demographic?
- What is the end result or outcome they desire?



#3: Deeper Market Analysis

A Deep Market Analysis is focused on diving into the psychology of the prospect. When doing a DMA, you're asking questions about the prospect like:

- What beliefs do they need to have to buy?
- What are their biggest fears around the problem of my product or service solves?
- What makes my offer unique from the others (My Mechanism)?

You'll also want to get so in tune with who they are and narrow it down to an Ideal Avatar. The best way to "know your ideal client" is to consider the details of their life and ask questions like the following:

- Where do they live?
- What do they do for a living?
- Are they married? Kids?
- Where do they work?
- What do they want?
- What shows do they watch?
- What organizations are they connected to?
- What keeps them up at night?
- What are the conversations they're having in their head?

The goal is to give them a name, face and full profile into your process, and you'll find that it becomes so much easier to speak to them when building out your offer. You want to be so in-tuned with who they are to the point that you can literally see them asking questions that align with your offer, process or service.



#4: Crafting the Test Offer

Now that you have a better understanding of who you're talking to, it's now time to put together an Irresistible Offer that will Attract, Engage and convert them.

Irresistible Offer (IRO) Elements

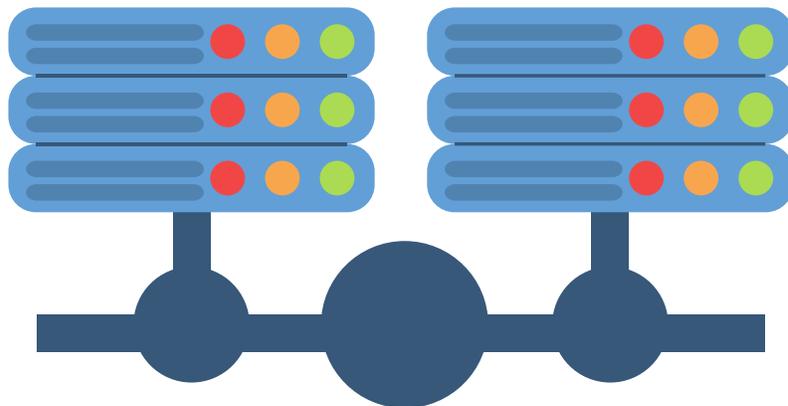
The IRO is designed to help you stay focused on the 5 things that are most important when building out your offer. Let's go over them below.

1 High Return on Investment (ROI) Offer

The offer must have a high perceived value and real intrinsic value to your ideal client. What this means is that when someone sees your offer, they immediately realize the value of what you're presenting.

So for example, If I came across your offer, and I saw that it was filled with things that I need and want, and you include tons of bonuses, scripts, checklists or tools that could benefit me, it's a no brainer.

The key here is to stack value within your offer that appeals to your ideal clients wants, needs and desires.



Irresistible Offer (IRO) Elements

** Credited to Mark Joyner **

2 Touchstone:

A touchstone is a statement that addresses the following four points:

- A: Here's what I'm selling
- B: Here's how much it cost
- C: Here's what's in it for you
- D: Here's why you should trust us

A good example of this is Domino's pizza. Dominoes prides themselves and promotes their pizza as "Hot and Fresh to your door in 30 minutes or less or it's free"!

This gives the buyer everything they need to know to make a buying decision with confidence, knowing that it's a win/win to their benefit.

Finding your Touchstone will make your offer irresistible and a no brainer!

3 Believability:

The #1 way to convert someone to buy from you is to get them to Know, Like and Trust You.

If you want to build that process quickly, you want to share insight that establishes believability.

One of the biggest elements of believability is actual proof. There are multiple types of proof that you can incorporate into your marketing message, so that you can properly convey believability.

Irresistible Offer (IRO) Elements

3 Believability Continued:

Here are a few ways that you can establish believability:

- ✓ **Social Proof:** by providing testimonials and other third party validation like screenshots of results you've gotten, gives very credible insight to your audience and establishes factual truth.
- ✓ **Credibility:** establishing credibility quickly comes with you sharing who you are, what you've done and given a transparent version of your story. Sharing what makes you an expert and what you've accomplished and been able to produce is a way for others to see that you're a person of Authority and it will help to build the believability factor.
- ✓ **Logic:** although people make decisions lured by emotions, they also make decisions based on logic. Providing insight and proof to show that moving forward is simply a logical decision, is another way to build believability. Allowing logic to guide someone into making a decision empowers them to believe that they were in control and boost their confidence to take the next logical step.

Ways that you can encourage logic is to provide a ridiculous offer up front that only makes sense to take action on. For example, providing something that is highly desirable up front to someone that may normally cost \$997 and offering it for \$97 as a one time offer makes it logical to move forward on that investment.

Irresistible Offer (IRO) Elements

4 Offer Elements:

Offer elements are key identifiers that you use to ensure that your offer is solid. Here are a few key elements to have.

- **Sense of Urgency:** giving people deadlines that enforces the urgency to take action is critical. People tend to get paralyzed by taking action when they give themselves too much time to think. The quicker you can get them to take action, the better.
- **Bonuses:** People love gifts, bonuses, and extras. When you provide additional value driven bonuses on top of what you're already offering, it creates an even greater incentive to act.
- **Risk Reversal:** this is the ability to own the risk for the purchase. Providing things like Money Back Guarantee if they are dissatisfied with the purchase is a way to get them to take action. Examples of risk reversal would be offering a 30 day money back guarantee, or a 7 day free trial where the customer gets the chance to experience the product risk free.
- **Scarcity:** creating real scarcity to enforce the buyers decision is an element that pushes the buyer to act quickly. The key is to not give false scarcity but to establish clear timelines that they must act on, or the offer disappears. Ways that you can implement scarcity is putting a timer on your page with a deadline, and once that timer is up, that initial offer that provided a much better rate for your offer then disappears.



Irresistible Offer (IRO) Elements

5 Developing The Messaging For Your Offer:

Now that we've gotten Offer elements clear, it's time to discuss how you actually present your offer to the marketplace. When you're positioning your offer online, you have several options to choose from with how you present your offer.

The options are:



Video: where you share your offer video video



Sales Letter: a long form letter where you walk people through your process via text.



A Hybrid: combining both video and the sales letter



Webinars: A video training of your offer provided via video with an organized overview

Once you select which medium you want to use to share your offer, you now need to take the time to craft the sales message that will penetrate the heart and needs of your ideal client.

12 STEP PERFECT SALES MESSAGE FORMULA CHECKLIST

There is a 12 Step Formula that walks you through crafting the perfect sales message originally created by David Frey. Let's briefly walk through these steps.



1. GET ATTENTION:

In order to get their attention you have to call your ideal person out by making a statement in their language that they will recognize and feel "this is for me". In order to do so, you must know exactly who they are, and speak to what they're in search of right now. In essence, your offer should be the solution to their problems.



2. IDENTIFY THE PROBLEM:

What exactly are they in need of **IMMEDIATELY?** What pain are they experiencing? What issues are they facing? You must be clear on the problem they're having and let them know you have the answer to that problem.



3. PROVIDE THE SOLUTION:

As shared above, you must let them know you have the solution to their problems. You know your solution is going to relieve the pain they're experiencing, so tell them why they **MUST** get access to your offer, as well as the benefits.



4. PRESENT YOUR CREDENTIALS:

This is your time to heavily self-promote by sharing your credentials. What have you accomplished? How many people have you impacted with this same offer? Make them listen to you and follow your lead by sharing your credibility!



5. SHOW THE BENEFITS:

Show the benefits of why they need to listen to you. Share what's in it for them and what they're going to get out of taking advantage of your offer.



6. GIVE SOCIAL PROOF:

Utilize social proof with things like screenshots, testimonials or any form of 3rd party validation that will support your offer.

12 STEP PERFECT SALES MESSAGE FORMULA CHECKLIST

**There is a 12 Step Formula that walks you through
crafting the perfect sales message.
Let's briefly walk through these steps.**



7. MAKE YOUR OFFER:

You've stated why they need to listen, now invite them to take advantage of your offer.



8. INJECT SCARCITY:

Give them a limited time to make a decision. This is the "push them over the fence" strategy designed to keep them from over-thinking to move quickly!



9. GIVE A GUARANTEE:

Create confidence by providing a guarantee that will help them overcome any objections and be willing to get it a try.



10. CALL TO ACTION:

Tell them what to do and close them with a Call To Action! Tell them to "click the link below" and begin your journey to (fill in your offer here)!



11. GIVE A WARNING:

Remind them that they need to make a decision and enforce a decision by letting them know "this offer expires tonight" or "only 3 seats left". Make it ethical but be sure to let them know that by not making a decision they're going to close the door on an opportunity that they need to take advantage of. Provide a warning that encourages them for the last time to take action!



12. CLOSE WITH A REMINDER:

When closing with a reminder, you'll want to remind them of their pain point and the fact that by taking advantage of this offer will relieve them from that pain point.

6

Presenting The Offer:

Now that you have these 12 steps to crafting the perfect sales message, you can present this in a webinar format, Video Sales Letter or Long form Sales Letter. Once you translate this over into your offer, you'll be well on your way to converting your leads into potential clients!



Part #2 : Minimum Viable Funnel (MVF)

Now that we've gotten the Minimum Viable Offer in place, it's now time to focus on the Minimum Viable Funnel.

But before we go into the MVF, I want to emphasize once again that the MVO is the most critical piece in this process. If your offer (MVO) isn't presented in the proper way, and you do not incorporate all of the critical elements that I shared in this guide to actually present and sell your offer, then the funnel will not convert.

So bottom line, don't overlook the information that I shared with you in the MVO section!

Now, let's move into the Minimum Viable Funnel.

The MVF should actually be simple starting out. People have a way of making this Sales Funnel process far too complicated and overwhelming, and in all honesty, that's not necessary.

We work with clients from all industries and all walks of life and we focus on a 3 Step Process with our Sales Funnels.

The 3 Step Simple Sales Funnel is laid out as follows:





Part #2 : Minimum Viable Funnel (MVF)

Step #1: Build The Landing Page

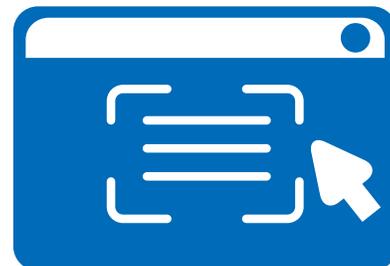
The focus of the Landing page is to simply grab your ideal clients attention, get them to opt in, and have a desire to learn more about your offer.

The components of a Landing Page are:

- Headline with a Big Promise where you share:
 - Common bond with your ideal client
 - Benefit for opt in in
 - Mechanism (something that lures them in for the big promise)
 - Ultimate Benefit (sharing why they should absolutely opt in)
 - Dominant Emotion (sharing why they'll miss out if they don't take advantage of the offer.

Along with the Big Promise Headline, you'll want to have an optin form that asks for:

- Name
- Email
- Call To Action Button



These are the simple landing page components that will allow you to attract and convert your ideal client to join your list.



Part #2 : Minimum Viable Funnel (MVF)

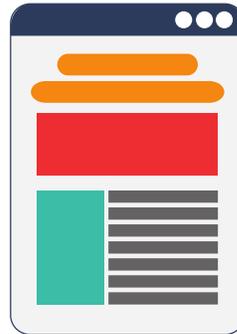
Step #2: Building The Offer Page

The offer page is where the magic happens (or not). This is where your messaging must align with what we shared in the Minimum Viable Offer section.

This is the most important step of these 3 steps, and how you build out this offer page will determine if your potential client moves forward with you, or chooses to walk away.

The offer page should be set up with one of the following:

- Video Sales Letter
- On Demand Webinar
- Long Form Sales Letter



The key components you'll want to be included on the page are:

- VSL / Sales Letter or On-Demand Webinar
- Fulfillment of the Promise Made In The Headline (on the Landing Page)
- Provide Visitor with Value (as promised)
- Transition with a Call to Action to the Offer Page

The content shared on the offer page should be pulled from the MVO layout and you'll want the essential components there that lead your visitor to take the next step which leads us to Step #3.



Part #2 : Minimum Viable Funnel (MVF)

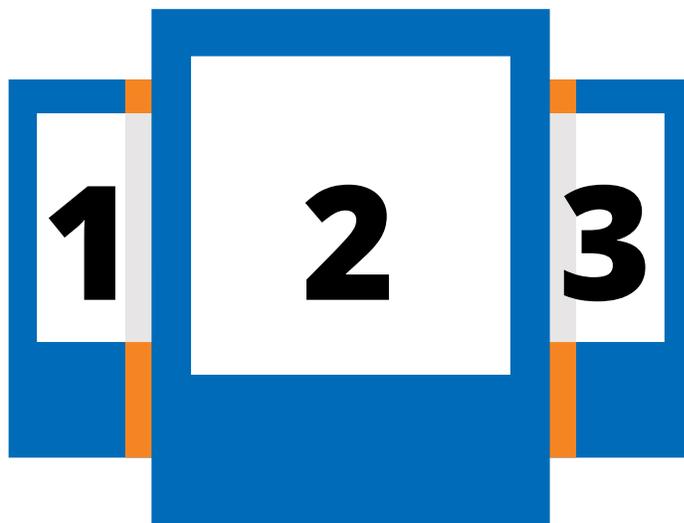
Step #3: Build The Order Page:

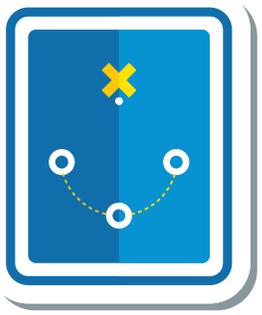
The order page is where you're closing them on the call to action. This is a critical page because everything you've done to this point, was designed to make sure you can escort your potential client to take action to say YES to working with you, investing in your offer or scheduling the appointment.

The key components that should be on your Order Page are:

- The Offer Recap
- The Guarantee
- Order Form
- Conversion Elements

This wraps up the Minimum Viable Funnel. You're now officially ready to get eyeballs on your sales funnel and begin driving traffic to your offer!





Part #3:

CCAS = CONTEXTUAL CONTENT AD STRATEGY

Congratulations! Once You have built out your Minimum Viable Offer, and You've built out your Minimum Viable Funnel, it's officially time to focus on driving traffic and officially getting leads exposed to what you have to offer.

That's what the CCAS is all about! Although it's the last phase of the process, it's one of the most important pieces of the process because this is where all your hard work pays off.

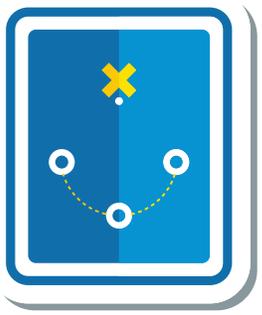
We have a very strategic process that we use when it comes to running ads and driving traffic for our clients.

The first and most important thing when you're running traffic is the ability to measure. We tell our clients, you can't improve what you don't measure so everything is designed to be tracked.

In order to track all activity that happens with the funnel, we use something called Facebook Pixels. The pixel is nothing more than a piece of code that we paste onto a webpage so that the different pages can communicate with one another.

Connected to the Facebook Pixel is something called Custom Events. What custom events does is establish what type of activity the viewer has engaged in when going through the specific steps of your sales funnel process





Part #3:

CCAS = CONTEXTUAL CONTENT AD STRATEGY

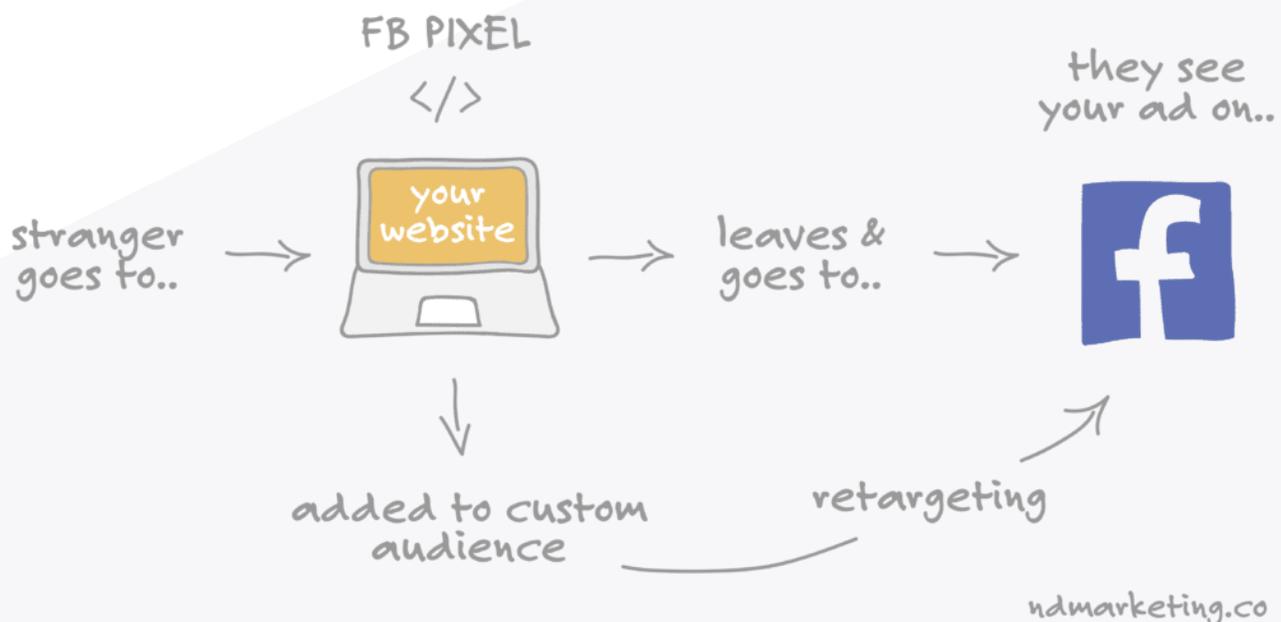
So for example, on the landing page, the goal of those that visit that page is for them to view the content. If I'm going to set up a custom event for the landing page, I will set the custom event pixel called view content.

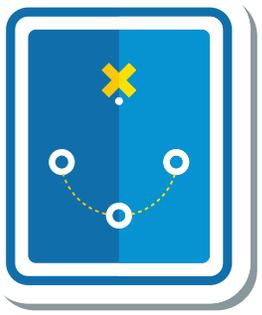
What then happens is that every time someone hits that page, the pixel will fire. When someone opt's in and goes to the offer page, then the custom event will notify us of their action of opting in. This happens for every action that is taken in the process so that we can keep track with how far each visitor goes.

This allows us to track and measure the activity which in turn shows us what's performing versus what isn't.

This is important because not only do we want to track every step in the process, but we also want to maximize advertising dollars as well.

Here's an example of how this all works.





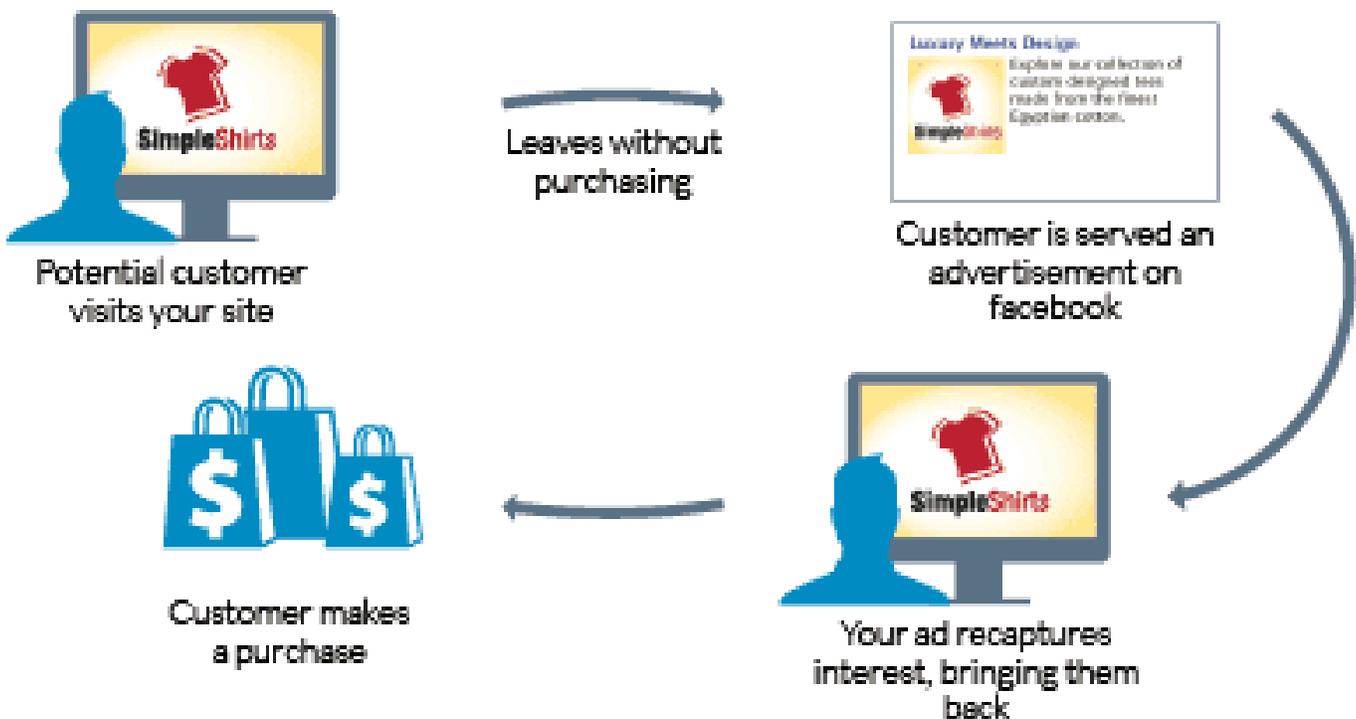
Part #3:

CCAS = CONTEXTUAL CONTENT AD STRATEGY

Retargeting:

Another big benefit of using pixels when running facebook ads is the ability to reconnect with those that didn't complete your sales funnel process. If someone began going through the funnel but fell off somewhere in between, we run retargeting ads that continue to show up and remind that person to come back and visit the site.

Here's how that works:



As you can see, this process is very beneficial to your sales conversions. When done right, it's the game changer between those that are waiting on business, versus those that have people lined up ready to do business with you.

In Conclusion

As an Ad Agency, we take pride in carefully crafting this process, and ensuring that there are no gaps, blind spots or loose ends when it comes to our clients and the Sales Strategies used to create their Client Flow System.

Where most people may feel overwhelmed, we are experts and where some may spend months trying to learn and figure all of this out, we've invested years mastering every possible scenario to position our clients to get results!

Now that I've laid out all the specifics for you and shared the details on the **MVO**, **MVF**, and **CCAS**, it's now time for you to book your appointment with us so that we can begin helping you in this process, remove the overwhelm and fast track you to the results you desire.

Although this information has been freely shared with you, there are still things that we know can make a huge difference with the level of revenue that you can generate by having a team of experts on your side.

If you're tired of trying to figure all of this out and want to cut to the chase to begin generating revenue and profits, let us help you today by booking your appointment with us to get you started with your very own personal Client Flow System!

BUT NOW...

WHAT'S NEXT?

Stop wasting time trying to do this all yourself, and instead, work with a team that can handle all of this for you and will get you to Profits Quickly! Click the link below and let us help you bring your Client Flow System To life!

[I'M READY TO BOOK MY CALL!](#)



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