STEP 0: READ THIS BEFORE STARTING! RUNDOWN

FUNNEL WEBINAR BUILDOUT (JUST UP TO THE WEBINAR)

Welcome.

It's Time to Create Some Magic.

What's going on beautiful humans? Step 0 is here to support you in understanding the flow of creating your funnels and email automation in order to get your webinar up and running as fast as possible. So, let's start with a little educational run-down for everyone on the Do-It-Yourself path.

- What is a script builder?

Script builders are the forms that you will fill out that will create all of the "script" or "wording" needed to copy & paste your unique, dynamic wording into your funnel and emails.

- What is a funnel?

A funnel is essentially a one-page website that allows the desired prospect to sign up for <u>or</u> buy a specific item you are promoting. Traditional websites can have a lot of distracting information so a funnel helps simplify the process to focus on one specific item in order to avoid distraction/information overload. Funnels have been proven to produce a higher conversion rate than websites.

- What programs do I need in order to get started?

Clickfunnels & Active Campaign used in video tutorial examples. <u>Clickfunnels = Funnel Builder | Active Campaign = Email Sender</u> (Once you have these 2 subscriptions, then you will be able to create a fully automated & customizable funnel with Smiles Intl.)

- What do you mean exactly by "fully automated funnel"?

Well, once you have completed Steps 1-4 correctly, then you will NOT have to send out emails yourself, but your emails will automatically be triggered to send when your prospects click on certain actions on your funnel. Technically, once you follow our steps to build your webinar funnel and email sequences, then you can sit back and watch as your automation does the rest!

Okay, now that we have done a little education, let's get started!

FUNNEL WEBINAR BUILDOUT (JUST UP TO THE WEBINAR) SECTION

- What does this include?

This provides the path to make your webinar funnel and write your fully automated email sequence in order to promote your webinar and get people to sign up to watch your webinar!

- How do I start building my funnel?

Start with Step 1 & follow along with the video tutorials provided. The videos will instruct you from A-Z on exactly how to take your questionnaire you fill out to a fully functioning funnel by Step 4!

Follow the chart on the next page to see what each step will guide you through in order to complete a fully automated funnel!

STEP 1
Fill Out Your Script Builder:
Answer the questions in the Typeform questionnaire in order to receive your dynamic answers straight to your email to then use that to copy & paste into your funnel website & emails in the following steps.

STEP 2
Build Your Webinar:
Download the provided pre-made funnel, from your email, into your Clickfunnels account. Follow the video tutorial to copy and paste the script provided in your email straight into your fully customizable funnel.

STEP 3
Build Your Email Sequence:
Open up Active Campaign and follow along with the provided video tutorial in order to see how to create an email automation. Then, copy and paste your provided dynamic script into the sequence that will auto-send once done.

STEP 4
Finishing Touches:
Follow along with the video tutorial to see how to link Active Campaign & Clickfunnels and add the last professional touches. Once this is completed, you can sit back as the automations function on their own.

- What about after the webinar?

If you don't already have a sales page or website that you want to redirect your prospects to during the webinar, then we have a more detailed Webinar Funnel Buildout to guide you in adding a POST-webinar sales/conversion page for people to be able to "Apply for Your Program" or "Buy Your Course".

Note: If you would like to build out a sales or sign up link to send your prospects to during/after the webinar then please reference the more in-depth section called:

WEBINAR FUNNEL BUILDOUT (INCLUDES POST-WEBINAR).

*Pro-tip: If this is your first webinar, then in order to let your audience on Zoom (or whatever platform you are using) know how to access more information or be able to buy/apply to your product, then you usually just drop a link in the chat. A funnel is the best way to ensure your audience doesn't get distracted and can only see the product that you want them to see with one path to purchase or apply.

- I don't want to take the time, can y'all do it for me?

Yes! Our team can make your whole funnel and full email automation with all the necessary integrations and professional touches with our Done For You Package. With this service, all you have to do is fill out our Quiz Questionnaire and send it to us and we will take it from there! Our team will fully customize your funnel with the color scheme, fonts, picture and videos you desire!

- To sign up for this, go to the "Done For You" tab on the left side of your membership page.