

ENTREPRENEUR'S GUIDE

4

STRATEGIC SHIFTS FOR
CLIENT GROWTH
THAT YOU NEED TO KNOW

JONROGNERUD.COM

AN ENTREPRENEUR'S GUIDE

4 STRATEGIC SHIFTS FOR CLIENT GROWTH

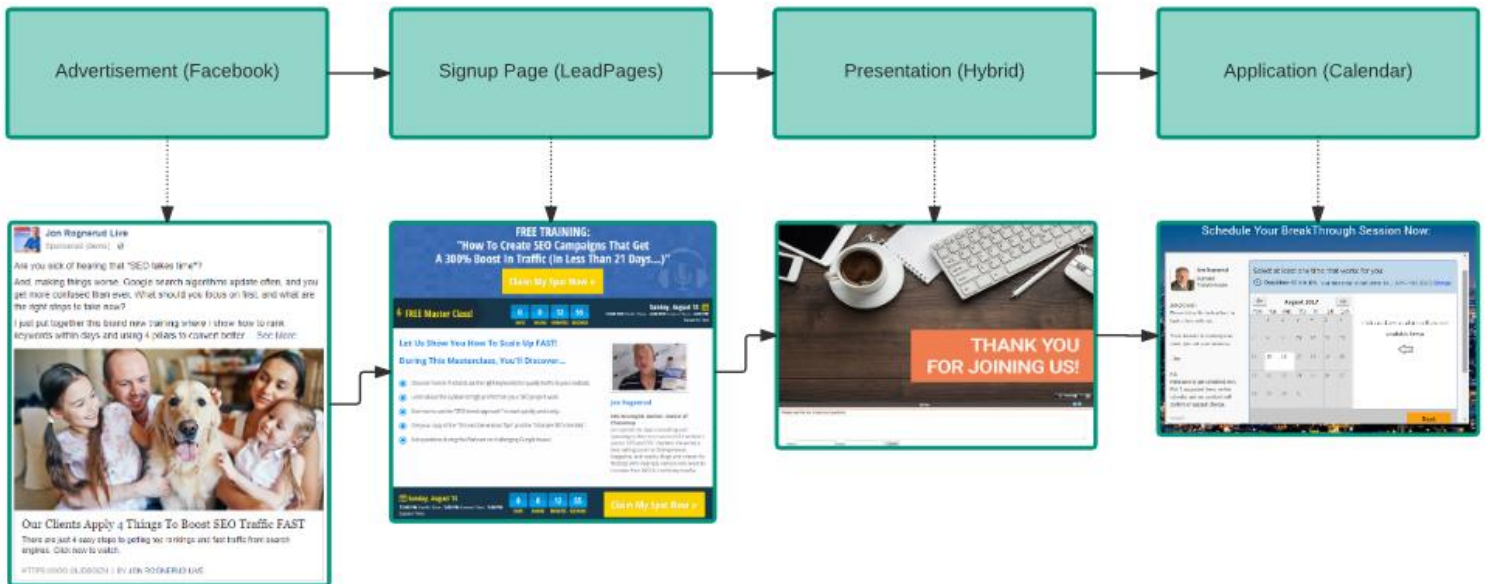
"THE SOCIAL SELLING PROCESS"

By:

Jon Rognerud

4-STEP PROCESS FOR HIGHLY TARGETED CLIENT APPLICATIONS

www.freeonlinemasterclass.com



OVERVIEW:

The above process chart shows a highly profitable and scalable model for client growth. This framework has been proven repeatedly and represents multi-million-dollar growth numbers for businesses all around the globe. It uses a webinar as the ultimate in rapport-building.

Step 1:

Attract and present a relevant advertisement to a targeted audience

Step 2:

Share a compelling message or offer in exchange for name & email

Step 3:

Provide the thing you offered (checklist, guide, webinar, video training)

Step 4:

Upsell to related product or offer a free call to help them further

The idea or hope that you sell a client (your target audience) on the first click or touchpoint is a dream of fools.

If you do happen to make a sale, it's 1 in 1,000 - and it's likely not going to be your best client.

Below, I've outlined the right way to sell your services online. This is a model you can use for both B2B and B2C markets, even e-com.

You are reminded of - and now learning to - create real engagement, and ultimately, sales - on social platforms.

We do a lot of work in Facebook and on their ads platform, but the process and framework applies to all networks.

Remember, you are selling to humans, not logos or robots!

PHASE 1 – “SOCIAL PROOF & KLT”

In the social selling and sharing environments... and specifically on a platform like Facebook – you **MUST** present your solution in terms of value first.

That means that you set out to build a tribe of people that know, like and trust (KLT) you. This is not done overnight of course and it’s not expected to either. You will run campaigns like these page or post engagements for a several weeks at first -- and run them ongoing.

The net effect is that your ad campaigns and posts end up becoming social proof (“they think: this must be good stuff”) for you and your business. This also has the added value of creating a “viral” opportunity via shares, likes and comments. Plus, Facebook provides better engagement metrics (e.g. lowered click costs by a vast margin) and the positive feedback is one of the core triggers of “love” from the Facebook algorithm.

PHASE 2 – “CONVERSIONS & URGENCY”

Now it’s your turn to use the ‘trust’ and ‘authority’ that you have built up in phase 1 to create “conversion” campaigns to sell. That could mean a retargeted advertisement to invite the folks from phase 1 to join you on a webinar.

In Facebook, you can easily build custom audiences and look-a-like audiences, and attach these groups of people to your conversion based campaign. Here is where the “real” selling begins.

NEXT -- if you want to learn how to do this for your business, [set up a quick call here.](#)