

ABLESITES SALES FUNNEL

Phone prospect from an old-style directory and ask for permission to send email.

Make note of email address.

Import email address into Aweber or some other safe email provider which doesn't bounce.

Send email_1

(Email_1 asks prospect to read both main pages of Ablesites website.)

Wait 24 hours

The prospect may complete the opt-in Aweber form, in which they indicate they are interested.

The welcome email they get (Aweber_1) in return will tell them that they need a domain name, and supply a link to for-subscribers.htm where there is a download link to the domain name ebook PDF guide.

Phone prospect (whether or not they completed the Aweber opt-in form) to see if (s)he has read the Ablesite's website content (both pages) and if (s)he is interested in having a new website which is high quality, and without the high monthly charges.

Send them Aweber_1 so that they are up to speed as if they had completed the Aweber opt-in form themselves.

If it is of interest, discuss what is wanted in the new website. GSG (me) to speak to them directly.

GSG to discuss the domain name and hosting. Also whether they want to sign up with Aweber or make do with a simple web link for gathering their own prospects email address only (without name and phone number).

Send email_2

(Email_2 sends the prospect links to proceed.htm which is the contract and the method of payment.)

THE PROSPECT SHOULD DOWNLOAD THE CONTRACT FROM THE SITE, COMPLETE IT, SIGN IT, SCAN IT AND SEND IT BACK BY EMAIL TO MY ADMIN ADDRESS.

THE PROSPECT SHOULD ALSO PAY AT THIS POINT.

Prospect > Client.

Client has now committed to a new website.

Do research for the new domain name.

Discuss the free report to offer client's prospective customers in return for contact details via opt-in form (if Aweber account is chosen). What are the client's USPs?

There is a link at the foot of proceed.htm to hosting-aweber.htm.

Send email_3.

(Email_3 has links to hosting-aweber.htm where client should sign up for a hosting account and the optional Aweber account. Client should also sign up for Google Analytics and get the GA code to put on each page of the new website; alternatively client should give GSG the login and password for the Google account so that GSG can set up GA and copy the GA code to the website. Client can also download Kompozer from hosting-aweber.htm.)

By this stage GSG should have:

1. Either the Google Analytics code or the client's Google account login and password
2. The Aweber autoresponder code or the client's Aweber account login and password
3. The client's Facebook, Twitter, LinkedIn, Google+ account URLs, etc.
4. Full payment for the website.

By this stage the client should have:

1. A domain name for the new website
2. A hosting account with either InMotion or Bluehost (or some other 3rd party host)
3. An email account with Aweber (or none, if opted only for link responder on site).

GSG will then brief the website developers on the design of the new website.

After one week a draft copy of the new website should be ready and should be shown to the client for approval.

GSG will then discuss the website with the client and copy any changes to be made to the website developers.

After a few days a final draft should be presented to the client.

