



Kingdom Messenger Advancement: Funnel Building

3 Types of Calls to Action / Focus

1. Build my tribe. - *Follow me.*
2. Build my list. - *Subscribe to me.*
3. Build a product. - *Work with me.*

Why a Funnel?

- The core building block is a landing page for people to take action...for people to take the next step with you.
- This is not a website. (showroom)
- 1 single page. (salesperson)
- We're not going to get hung up on the tech. So we are going to focus solely on the content.

How it's going to work:

- *work on copy*
- *Edit and refine*
- *We'll help you build the page*

Landing Examples

Tribe Challenge

Free 3-day challenge for people looking to build their online community.

[Click to View](#)

Kingdom Messenger Free Training

Free 90 min training accessible after users enter an email.

[Click to View](#)

Business Made Simple

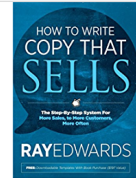
Start a free trial for Business made simple course

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P.A.S.T.O.R. Copywriting Framework

From Ray Edwards book, *How to Write Copy that Sells*.

How to Write Copy That Sells: The Step-By-Step System for More Sales, to More Customers, More Often
How to Write Copy That Sells: The Step-By-Step System for More Sales, to More Customers, More Often [Edwards, Ray] on Amazon.com. *FREE* shipping on qualifying offers. How to Write Copy That Sells: The Step-By-Step System for More Sales, to More Customers, More Often
 <https://amzn.to/3FWM3yB>



P - Person, Problem, Pain:

Identify the person you are writing to (your who), the problem that your product or service solves, and the pain your person is experiencing.

A - Amplify (pain and aspirations):

Stress the consequences of what will happen if that problem isn't solved. Then, paint the picture of paradise. What does it look like with this problem solved.

S - Story — Struggle, Solution, System:

Share the story of how the problem (struggle) can be solved with your solution. Highlight your system.

T - Transformation and testimony:

Articulate the results that your product and service will bring, providing real-life testimonials to strengthen your case.

O - Offer:

Describe exactly what you are offering for sale, focusing more on the transformation instead of the deliverables (all the stuff).

R - Request a Response:

Ask the people to take action, with step-by-step instructions telling them what to do next.

Kingdom Messenger Tech Helpline

Book anytime: <https://calendly.com/kingdommessengers/km-techsupport>

KM Tech Support Helpline - Kingdom Messengers
Book a 20 min Zoom tech support Zoom call to help get unstuck! Use as often as you need.

 <https://calendly.com/kingdommessengers/km-techsupport>

