Marketing Made Simple

Your playbook for how to build a successful sales funnel

with Donald Miller, Dr. J.J. Peterson, and Koula Callahan
Welcome to Marketing Made Simple

Marketing should be easy and it should work. But most business leaders struggle with marketing. They spend a ton of money on websites that don’t work. They need to send sales emails, but have no idea what to say. When leads slow down, they’re at a loss for how to get them going again.

The secret to solving these marketing problems is a sales funnel. This course is going to teach you how to create a sales funnel that works. This course will finally take the guesswork out of your marketing efforts.

No matter the size of your business, creating a sales funnel is the easiest way to grow. It’s the marketing playbook you’ve been looking for. It will work for your business regardless of what you sell or who you sell to.

**How a Sales Funnel will benefit your company:**

- They are inexpensive
- You can create them on your own
- No more guessing if you hire a marketing agent, you know what the deliverables should be
- They get an enormous return
- They win over clients without being pushy
TIPS FOR TAKING THIS COURSE

1. **Start with Module 1 and work your way through each module.** Within each module, you'll learn how to create one element of your sales funnel.

2. **For each module, watch the instructional video first.** This shows you HOW to craft that particular piece of your sales funnel. In your workbook, take notes on the main takeaways and what stands out to you.

3. **Then, watch the example video within that module.** This shows WHAT that piece of collateral looks like for an actual company. You can find the examples in the Appendix (seperate download).

4. **Pause after each module. Take some time to outline that piece of collateral for your own company.** Don’t feel like you have to write every word at the very beginning. As long as you have a solid outline, you can revisit that piece of collateral once you’ve finished the entire course.

5. **Choose how you'll implement it.** Once you've outlined your sales funnel:
   - Write out each piece of marketing collateral. Then hand that wireframed sales funnel to a designer to lay it out and develop it for you.
   - Hire one of our StoryBrand Certified Marketers to execute your sales funnel for you. You can hire one of our Certified Marketers at MarketingMadeSimple.com

Once you learn the components of a great sales funnel, you’ll have everything you need to create marketing collateral that grows your business. But remember — the success of your sales funnel depends on the extent to which you execute. The more pieces of the sales funnel you implement, the more your business will grow.
All relationships move through three phases. A sales funnel builds relationships with your customers over a period of time and it does that by obeying the three phases of relationship.

**Phases of Relationship**

1. **CURIOSITY**
   - 
   - 
   - 

2. **ENLIGHTENMENT**
   - 
   - 
   - 

3. **COMMITMENT**
   - 
   - 
   - 

Your marketing collateral should guide your customers through the phases of relationship.

If we ask for a commitment before the customer is ready, we will come off as pushy and demanding.
A sales funnel guides your customers through these phases at the natural speed of relationship. It does so with these five parts:

One-liner
Website
Lead Generator
Nurture Campaigns
Sales Campaign

**EXERCISE:**

Use this checklist to analyze how you guide your customers through the phases of relationship. Then take notes on what you could do better.

- Is my marketing collateral asking for the sale too soon?
- Have I identified how my product helps people survive and thrive?
- Do I make my customers CURIOUS about my product?
- Have I ENLIGHTENED my customers as to how I can help them win?
- Have I built trust with my customers before I ask them to COMMIT?

Additional Notes:
Use this checklist to analyze whether or not your marketing guides people through an exercise in memorization. Then take notes on what you could do better.

☐ Is my message clear and simple?

☐ Can customers immediately understand what it is I offer?

☐ Is my message short?

☐ Is my message repeatable?

**Key Takeaways/Notes**

Your marketing should be an exercise in memorization. Your job as a marketer is to figure out where you can repeat your message so that people understand it and don’t forget it.

Three reasons you want your customers to memorize your message:

1) __________________________________________

2) __________________________________________

3) __________________________________________

*Don’t be cute or clever. Be clear.*
The formula for a great One-Liner:

1. **PROBLEM**
   What is the main pain point you solve for your customers?

2. **PRODUCT.**
   What product or service do you offer that solves that problem?

3. **RESULT**
   What positive result will your customer experience if they buy your product or service?

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**EXAMPLE OF A GOOD ONE-LINER FROM CIRCUIT E-BIKES:**

With 110 people moving to Nashville every day, people are wasting more and more time sitting in traffic. With a Circuit E-Bike fitted just for you, you’ll get to work faster and add hours back to your day.
CREATE YOUR OWN ONE-LINER

PART 1: PROBLEM
State the problem or pain point that most of your clients face.

Things to consider:
1. Make sure the first statement is a problem and make sure it is a pain people actually feel.
2. Pick one problem to focus on. Don’t try to include every problem your customer faces in your One-Liner.
3. Make sure the problem you start with is a problem that your company can actually solve.

PART 2: PRODUCT
Talk about your resolution to the problem you just stated.

Things to consider:
1. Use your name in the solution. This associates your brand with the problem you solve.
2. Make sure your solution is connected to the problem you just stated.
3. Do not try to tell everything you do for your customer in this section. This is a short, clear description of what service you offer.

PART 3: RESULT
Show how your customer will feel and what they get after you solve their problem.

Things to consider:
1. This should be the direct resolution to the problem you stated in part 1.
2. Commas are not your friend. Keep it short and simple. Focus on just one or two ways you make your customers’ lives better.
3. Do not over-promise. Any result you state in your one-liner should be something you are able to deliver.
PUT IT ALL TOGETHER

Things to consider:
1. Say it out loud. Does it make sense? Does it sound natural? Sometimes what looks good on paper does not translate well when spoken.
2. Keep your one-liner simple. Don’t use inside language or awkward wording.
3. If it is hard to say, it will be hard to memorize. Simplify it so that everyone on your team can say it easily.

HOW TO IMPLEMENT YOUR ONE-LINER

When you implement your One-Liner, your business will transform. Here are a few ways you can incorporate this new tool into your business.

☐ Memorize it
☐ Have your entire team memorize it
☐ Make it your email signature
☐ Put it on your business card
☐ Make it your bio on all your social media accounts
☐ Make it the first sentence on your “About Us” section on your website
☐ Paint it on your wall in your retail space

ACTION ITEM
What three things will you do with your One-Liner?
The header of your website should pass the “Grunt Test.” A website that passes the “Grunt Test” answers these three questions that all customers are asking you:

1. **What do you offer?**

2. **How does it make my life better?**

3. **How do I get it?**

Does your website pass the “Grunt Test?” Does it answer these three questions?

- **What do you offer?**
  - YES
  - NO

- **How does it make my life better?**
  - YES
  - NO

- **How do I get it?**
  - YES
  - NO

**Key Takeaways/Notes**

- Your website guides customers through the curiosity phase of the relationship.
- The reason companies make mistakes on their website is because they aren’t looking at the website like their customers are looking at the website.

**Before you create your website wireframe, remember these things:**

1. People do not read websites. They scan them.
2. A picture is worth a thousand words. Use images to illustrate your services.
3. Reinforce what you offer throughout your entire website.

*Circuit E-Bikes website example from the video can be found in the appendix download on page 2.*
SECTION 1: THE HEADER

The job of the header is to get your customer to read the rest of your website. The way you do this is by writing copy that passes the Grunt Test.

First, answer these questions with clear and concise statements.

WHAT DO YOU OFFER?

HOW WILL IT MAKE YOUR CUSTOMER’S LIFE BETTER?

WHAT IS THE DIRECT CALL TO ACTION? THIS ANSWERS THE GRUNT TEST QUESTION “HOW DO I GET IT?”
EXAMPLE HEADER:
Circuit E-Bikes

BE THE LEADER OF THE PACK
Get on a revolutionary new bike

FIND A DEALER
SECTION 2: THE STAKES

What is at stake if customers don't buy your product?

To figure out the stakes for your website, answer these three questions:

1. WHAT PROBLEM IS YOUR CUSTOMER FACING?

2. HOW IS THAT PROBLEM MAKING THEM FEEL?

3. WHY IS THAT JUST PLAIN WRONG?

PUT IT ALL TOGETHER. WRITE YOUR STAKES SECTION HERE:
EXAMPLE STAKES:
Circuit E-Bikes

LIFE IS TOO SHORT TO SIT IN TRAFFIC
Traffic is no fun. Don’t be held back. You were designed for more.
FIND A DEALER
SECTION 3: VALUE PROPOSITION

What benefits will your customer experience when they buy your product or service?

LIST ALL THE VALUES YOUR PRODUCT OR SERVICE OFFERS YOUR CUSTOMER.

Circle the top 3 or 4 that you feel are most compelling.

PUT IT ALL TOGETHER. WRITE YOUR VALUE PROPOSITION HERE.
EXAMPLE VALUE PROPOSITION:
Circuit E-Bikes

SAVE TIME AND TAKE BACK CONTROL OF YOUR LIFE WITH A CIRCUIT E-BIKE

AVOID PARKING HASSLES
Ditch the parking meter - and park wherever you want - when you get on an E-Bike.

SAVE MONEY ON GAS
Hop on your e-bike for even half your trips and enjoy a significant dip in your gas expenses.

ARRIVE ON TIME - OR EARLIER
Impress your boss when you’re the first one at the office everyday.

FIND A DEALER
SECTION 4: GUIDE

To position yourself as the Guide in your customer's story, you need to establish empathy and authority.

SHOW YOUR EMPATHY. How can you communicate to your customer that you care about their primary problem?

SHOW YOUR AUTHORITY. How can you assure your customer that you know what you are doing to help them solve their problem?

PUT IT ALL TOGETHER. WRITE YOUR GUIDE SECTION HERE.
EXAMPLE GUIDE:
Circuit E-Bikes

WE DON'T JUST CARE ABOUT BIKES. WE CARE ABOUT YOU.

- More than 20,000 happy riders
- More than 5mm gallons of gas saved
- More than 100,000 commute hours saved

FIND A DEALER
SECTION 5: PRICING CHOICES OR PRODUCT DESCRIPTION SECTION (OPTIONAL)

In this section, list out the pricing options that you offer or show the top three products that you sell.

LAY OUT YOUR PRICING OPTIONS OR PRODUCT DESCRIPTIONS HERE

PRODUCT OPTIONS EXAMPLE:
Circuit E-Bikes

THE MOUNTAIN CLIMBER

THE COMMUTER

THE BEACH COMBER
SECTION 6: THE PLAN

The goal for the “plan” section of your website is to provide your customer with a simple path that shows how simple it is to do business with you.

WRITE YOUR THREE-STEP PROCESS PLAN. What are the three steps your customer can take to do business with you? Keep it simple. Only use a few words for each step.

1. 
2. 
3. 

Each step of the plan should be accompanied by a statement that describes the benefit for the customer. For instance, if step one in the plan is “Schedule a Call,” the statement would describe what benefits the customer will experience from that step. It could be something like this:

SCHEDULE A CALL
This allows us to get aligned around your vision and goals for the project.

STEP 1 BENEFITS

STEP 2 BENEFITS

STEP 3 BENEFITS
Put it all together. Lay out your three-step plan here:

GUIDE EXAMPLE:
Circuit E-Bikes

1. GET FITTED
2. CHOOSE A BIKE
3. LEAD THE PACK

Pro Tip: Give your process plan a title that communicates how simple it is to work with you.
SECTION 7: THE EXPLANATORY PARAGRAPH

This section should offer customers a more in-depth explanation of what you offer, how you overcome their problems, and what success looks like once they use your product or service. One way to write your explanatory paragraph is to empathize with your customers' problems then illustrate what success looks like on the other side. Another way is to overcome objections your customer might have around doing business with you.

Think about the top 5 reasons why people would not do business with you. Then think about a statement that overcomes those objections.

Here is an example for Circuit E-Bikes:

<table>
<thead>
<tr>
<th>OBJECTION #1</th>
<th>RESPONSE #1</th>
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<tbody>
<tr>
<td>I'm not athletic and not good at riding bikes.</td>
<td>No matter what level of rider you are, from beginner to expert, our electronic bikes give you that extra boost to help you keep pace with other riders.</td>
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<th>OBJECTION #2</th>
<th>RESPONSE #2</th>
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<tr>
<td>Buying an e-bike is expensive.</td>
<td>Though it is an investment up front, you’ll end up saving a ton of money on gas and car maintenance once you make the switch from your car to your e-bike.</td>
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</table>

List the top five objections you know your customers have. Then craft a statement that overcomes each objection.
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<th>OBJECTION #2</th>
<th>RESPONSE #2</th>
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<th>RESPONSE #4</th>
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PUT IT ALL TOGETHER. COMBINE THESE STATEMENTS INTO A PARAGRAPH ABOUT HOW YOU HELP CUSTOMERS OVERCOME OBJECTIONS AND GET TO SUCCESS.

Pro Tip: When you lay this out on your website, don't show all the text at once. Show the first sentence or two, then have a button that says “Click to Read More” that will expand the entire paragraph on that page.

EXAMPLE EXPLANATORY PARAGRAPH:
Circuit E-Bikes

STOP STRESSING OUT IN TRAFFIC AND BREEZE THROUGH LIFE ON A CIRCUIT E-BIKE
With 110 people moving to Nashville every day, people are wasting more and more time sitting in traffic. With a Circuit E-bike fitted just for you, you’ll get to work faster and add hours back in your day.

Continue reading...
SECTION 8: LEAD GENERATOR AD

Later in this course, you'll create a lead generator for your business. For this section of your home page, you'll include an ad that gets people to opt-in for this lead generator.

WHAT IS THE TITLE OF YOUR LEAD GENERATOR? (you can come back to this section once you’ve watched Module 3 of this course)

IN ORDER FOR SOMEONE TO GIVE YOU THEIR EMAIL ADDRESS, YOU NEED TO COMMUNICATE THE VALUE THEY’LL GET FROM THE LEAD GENERATOR YOU’RE ADVERTISING. HOW WILL THIS LEAD GENERATOR BENEFIT YOUR CUSTOMER?

PUT IT ALL TOGETHER: WRITE YOUR GUIDE SECTION HERE.
LEAD GENERATOR AD EXAMPLE:

Circuit E-Bikes

10 WAYS AN E-BIKE WILL MAKE AND SAVE YOU MONEY

DOWNLOAD OUR FREE PDF AND START DOWN THE ROAD TO SAVING MONEY

DOWNLOAD THE PDF
SECTION 9: VIDEO (OPTIONAL)

This section will house your video if you have one. Don’t include a video just for the sake of including a video. Not every website has to have one.

Tips for effective videos:

- Keep it short. The appropriate length varies from brand to brand, although most experts say videos should be shorter than three minutes.
- Give your video a title that gives your customer a reason to push “play.” If you don’t give customers a reason to click “play” they won’t ever watch it.
- Use videos when it’s important to show, not tell.

WHAT IS THE TITLE FOR YOUR VIDEO?
MAKE SURE THE TITLE “SELLS” THE PLAY BUTTON.
SECTION 10: THE JUNK DRAWER

The Junk Drawer is the final section on your website that includes any additional links or information about your company (Careers Page, Terms and Conditions, FAQs, Blog, etc).

WHAT ARE YOU GOING TO INCLUDE IN YOUR JUNK DRAWER?

JUNK DRAWER EXAMPLE:
Circuit E-Bikes

Additional website examples from the video can be found in the appendix download on page 18.
Creating a Lead Generator

Use this checklist to assess how effective your current lead generator is:

- Positions you as the guide
- Stakes claim to your territory
- Qualifies your audience
- Creates trust by solving a problem
- Is worth an email address
- Has a catchy (but clear!) title

Is my current lead generator effective? Why or why not?

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Key Takeaways/Notes

- Your lead generator guides your customer through the enlightenment phase of relationship.
- A lead generator is an excellent way to generate highly qualified leads for your business.
- A lead generator allows a customer to continue to engage with your brand without having to place an order.
**Types of Lead Generators You Can Create**

- Checklist
- Host an interview with an industry expert
- Reusable worksheet
- A giveaway that convinces people to enter
- Sampler
- Webinar
- Keynote presentation
- Value list
- Pitfall list
- Open house

What other ideas would make a strong lead generator for my business?

Brainstorm ideas and titles of lead generators you can create.
Creating a Lead Generating PDF

Mistakes to avoid when creating a lead generator:

1. Focusing on too many problems at once
2. Using too much text
3. Being too vague
4. Having an uninteresting title

Key Takeaways/Notes

Circuit E-Bikes website example from the video can be found in the appendix download on page 2.
CREATE YOUR LEAD-GENERATING PDF

Refer to the example lead generator for Circuit E-Bikes as you work through this section. Feel free to download the appendix in the additional resources section of this course.

CATCHY TITLE:

SECTION 1: INTRODUCE THE PROBLEM

Things to consider:

1. What’s a problem your customer is experiencing?
2. In the first paragraph, identify the external and internal problems your customer faces.
3. What is an empathetic statement you can make about their pain? And what have you accomplished that would elicit trust that you can solve their problem?

SECTION 2: RAMP UP THE PROBLEM AND OFFER A SOLUTION

Things to consider:

1. Agitate the problem a little further. Speak, perhaps, to the emotional frustration a person may experience because they are dealing with the challenge you help solve.
2. How will you ramp up the stakes?
SECTION 3: DELIVER THE VALUE

Things to consider:

1. Spell out the solution in a step-by-step plan or in a list of tips. Offer the five tips, expert advice, or worksheet that can help your customer overcome their problem. This is the main content of the PDF.

2. Each of these tips either shows the value of your product or service, or gives customers information to overcome a problem.

SECTION 4: CAST A VISION AND CALL TO ACTION

Things to consider:

1. Close with a vision of what life looks like after they have purchased from you.

2. Cast a vision for what life can be like for your customer.

3. Close out the PDF with a strong call to action.

Additional PDF examples from the video can be found in the appendix download beginning on page 26.
Developing Effective Nurture Emails

Types of nurture campaigns

- Announcements
- Tips or inspiration
- Weekly notifications
- Valuable content you’ve curated

Four tips for creating effective nurture campaigns

1. Position your brand as the Guide
2. Remind people of the problem you solve
3. Offer value and create a sense of reciprocity
4. Remind people you exist

Key Takeaways/Notes

- An email nurture campaign guides your customer through the commitment phase of relationship.
- An email nurture campaign is a series of emails, delivered regularly, that offer value to your customers.

List at least 3 ideas for nurture campaigns you can create. You might even create a nurture campaign for different audiences, if you have them.

Nurture email examples from the video can be found in the appendix download on page 58.
A Proven Formula for a Sales Email Campaign

- The point of a sales campaign is to close the deal. This is the ultimate commitment from your customer.
- A customer who gives you their email address is a highly qualified lead.

Types of emails in a sales campaign
- Delivery of asset
- Problem and Solution
- Testimonial
- Overcome an Objection
- Paradigm Shift
- Sales Letter

Key Takeaways/Notes

Now, let's create your email sales campaign. Follow the prompts in your workbook and complete each exercise.

Note to participant: the entire sales email campaign for Circuit E-Bikes is in the appendix download.

Use the following pages to write the six types of emails that will make up your effective sales campaign:
EMAIL #1: DELIVER THE ASSET.

Thank your customer for downloading the free resource (your lead generator). Don't try to sell them on anything.

A few things to remember:

- There should be very little text in this email
- Add enormous value and show how the lead generator will solve the customer's problem
- You're giving away free stuff - don't oversell

*Circuit E-Bikes delivery asset email example from the video can be found in the appendix download on page 9.*
Write the first email of your sales sequence:
EMAIL #2: PROBLEM + SOLUTION

In the second email, identify a problem your customer is facing that is preventing them from getting what they want. Acknowledge and resonate with their pain. Then, introduce your product or service as the solution that is going to resolve that exact pain point.

A few things to remember:

- Be specific when identifying the problem
- Position your product as the solution to the problem
- Identify specific benefits your product will deliver to the customer that shows how their problem will be resolved
- Make sure to talk about both the external and internal problem your customer is facing
- Show how your product solves both problems
- Close with a P.S. at the end of your email

Circuit E-Bikes problem + solution email from the video can be found in the appendix download on page 10.
Write your problem/solution email:
EMAIL #3: TESTIMONIAL

The third email should be a customer testimonial. Find someone who has experienced success with your product or service, and get that person to describe their success to other potential customers. When gathering this testimonial, capture the problem your customer was facing prior to buying your product. Then, have them explain how your product resolved their pain points. Finally, ask them to describe the successful results they have experienced.

A few things to remember:

☐ The customer testimonial should not be about you — It should be about how the customer overcame a problem and experienced success with your brand.

☐ The testimonial email could be a note from a customer or a video clip of a customer talking about their success.

☐ End the email by showing the customer’s specific success and include a strong call to action.

*Circuit E-Bikes testimonial email from the video can be found in the appendix download on page 11.*
Write out your testimonial email:
EMAIL #4: OVERCOME AN OBJECTION

Why do most people NOT buy your product or service? In this email, you want to speak to that common resistance, and then overcome it with specific benefits the customer will experience.

A few things to remember:

- The objection you overcome in this email should be the main point of resistance your customer has around buying your product or service.
- When overcoming the objection, use empathy and authority.
- It’s always a good idea to include a “P.S.” section in this email that adds additional value and further overcomes the objection.

*Circuit E-Bikes overcome an objection email from the video can be found in the appendix download on page 12.*
Write an email that overcomes a major objection your potential customer has:
EMAIL #5: PARADIGM SHIFT

This email shows how your product or service is different than the competition. The easiest way to do this is to highlight how your customer's current way of thinking is costing them something. This email shows that the way you approach your product or service is different and better. We call this a “paradigm shift.”

A few things to remember:

☑ Make sure to establish the problem you solve first. Connect your unique solution to that problem

☑ Pick a paradigm shift that makes you stand out from the crowd

☑ You don’t need to bash your competition to stand out. Just point out how your thinking and approach is better

What is a major paradigm shift you can highlight for your customers?
Most people think

But really they should think

Circuit E-Bikes paradigm shift email from the video can be found in the appendix download on page 14.
Write your paradigm shift email:
EMAIL #6: SALES LETTER

Now it's time to close the deal and get an order. It's smart to close an email campaign with a sales letter. You can also send one-off sales letters to qualified leads to get them to make a purchase.

1. **Start with the problem:** A good sales letter begins with the primary problem your customers are facing.

2. **Identify the emotional or philosophical struggle:** Ramp up the pain point by diving into the emotional struggle your customers are facing as a result of the problem.

3. **Brief Testimonial or Success Story:** Show how your product or service has solved this same problem for other people by using a testimonial or success story.

4. **Explain your offer:** Focus on how this offer helps your potential customer overcome their problem and get to success.

5. **Direct Call to Action:** Ask your customer to buy your product or service. Your call to action in a sales letter should be clear, direct, and focused.

6. **Illustrate What Success Can Look Like for Your Customer:** Paint a picture of what your customers' life could look like if he/she buys your product or service.

7. **Repeat your Call to Action:** Include another call to action.

8. **Include a P.S. Section:** The P.S. of a sales letter can include a limited-time offer or a bonus.

**A few things to remember:**

- Include the direct call to action and include it more than once!
- Be clear and specific when illustrating the success your client will experience
- Don't be afraid to sell — It shows confidence in your product's ability to overcome their problem and helps position you as their Guide

*Circuit E-Bikes sales email from the video can be found in the appendix download on page 15.*
Write your sales letter email using this 8-part formula.

Another example sales email can be found in the appendix download on page 69.
Tips for Writing Great Emails.

Writing great emails is an art form. You can follow these formulas, but know that there is a ton of room for you to improvise.

Key Takeaways/Notes
 Execution is What Matters Most

6 steps to execute on what you've learned

1. Conduct a “war room” day
2. Give specific individual instructions
3. Set a follow-up meeting(s)
4. Launch
5. Analyze the results
6. Adjust the sales funnel

Key Takeaways/Notes

You will only see results when you execute on what you learned in this course. You don’t have to do it all at once, but you do need a plan to get it done.

Full sales funnel example for HogEye Cameras can be found in the appendix download starting on page 70.
## My Marketing Made Simple Execution Plan

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<th>Action item</th>
<th>Deadline</th>
<th>Owner</th>
<th>Notes</th>
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**Need help implementing?** We’ve certified marketers who’ve mastered this exact framework and know how to implement it in businesses like yours. You can find and hire a StoryBrand Certified Marketer at [marketingmadesimple.com](http://marketingmadesimple.com).