

THE FUNNEL CLIENT ATTRACTION CHEATSHEET

**HOW TO ATTRACT
YOUR DREAM CLIENT
& IGNITE YOUR
FAAS AGENCY**

Hi, I'm Mikael Dia, and I help digital marketers shift their mindset from selling individual marketing services to creating scalable funnel marketing agencies.

I have built three 7-figure businesses in three vastly different niches, including my Funnels as a Service (FaaS) Agency, White Coat Digital.

Every one of those businesses had to get their first few clients, then build on that success to scale to over a million dollars a year. But most importantly, I was able to scale my FaaS Agency to that level – and I am using everything I learned from that process to help dozens of FaaS Agency owners do the same thing for themselves inside the **FaaStrack Program**.

That's how I know that one of the biggest issues that new FaaS Agency Owners and Freelancers struggle with is making the jump from taking whatever client work they can get to being able to attract quality, high-ticket clients that they know they can help.

There's a ton of information out there about the Client Attraction process, and it's really easy to get overwhelmed, overloaded, and enter into information paralysis... and find yourself stuck in the research phase while you just keep doing what you've been doing.

I designed the Funnel Client Attraction Cheatsheet to cut through all that noise and give you a clear set of steps to follow to get you from where you are right now to attracting your dream client.





FIRST THINGS FIRST: YOU NEED A NICHE

If you are familiar with me or any of my trainings, you know that I firmly believe that if you don't establish a niche for your Funnels as a Service Agency, you are setting yourself up to be stressed out, overworked and generally miserable.

One of the most important things you can do when you are starting an Agency – or even working with funnel clients as a freelancer – is to establish a clear niche that defines what kind of clients and funnels your agency focuses on.

“BUT MIKAEL, DO I REALLY NEED A NICHE? ISN'T THAT JUST ME TURNING AWAY PERFECTLY GOOD CLIENTS?”

Yes, you need a niche. You don't have to only work in that niche forever, but if you don't focus on trying to get just one kind of client who has

one kind of business and one kind of funnel, you are not going to be able to scale your business.

For more on why, go watch my video on how to run your agency like an assembly line, which you can't do if you are building a completely different funnel for every single person who comes in the door.

Anyway. You can skip this section if you already have a clear, defined niche. But if you don't (and if you're here, you probably don't), read on.

QUICK TIP: Use the Define Your Niche Spreadsheet on Page 6 to make your list using the steps below.

STEP 1: WHAT BUSINESSES HAVE YOU HAD SUCCESS WITH?

The first thing that you need to do is think about all the types of business that you've had success with. What funnels have you built that have made money? Have they made a little money or a lot of money? Do you think you could do it again with a similar client? If the answer is yes, put them on your list.

By the way, this doesn't just have to be client work. It can be funnels you've built for yourself, friends or family. It doesn't even necessarily have to be funnels – if you've found you're very good at running Facebook Ads for a particular business type, put them on the list.

If you're completely new to Funnels as a Service, you can also brainstorm what kind of businesses you think you'd be good at helping because you have a lot of personal experience or because you have a lead that could become your first funnel.

Then you're going to have to either find your potential dream clients and offer to do the work for a steeply discounted rate or even for free just to get the case study.

Do excellent work and turn it into a case study and get a testimonial, and you'll be able to leverage your first client into second, a third... and beyond!

STEP 2: WHAT CATEGORY IS YOUR CLIENT'S BUSINESS IN?

Next, note what category your client's business fits in to.

There are really only seven categories of businesses, so your client will fit into one of the following:

LOCAL BUSINESSES / SERVICES: This is any local business that provides a service or requires someone to be local to use their services. Think local gyms, dentists, lawyers, small shops on main street, local restaurants.

SOFTWARE AS A SERVICE: A business where you sell technology and software on a subscription basis, like [Funnelytics](#).

COURSES / DIGITAL CONTENT: Any kind of downloadable or online course or content that you download or pay for access to watch like ebooks, downloadable templates, or courses like [FaaStrack](#) that include video or online content.

ECOMMERCE / PHYSICAL PRODUCTS: Anything that someone buys online and has physically shipped to their house.

COACHING / CONSULTING: One-on-One or group coaching that you provide online.

ONLINE / GLOBAL SERVICES: Selling services that are executed online, like digital marketing or Funnels as a Service.

EVENTS: Any one-time event that has a set time and location, like Funnel Hacking Live or Austin City Limits.



STEP 3: WHAT NICHE DOES THE BUSINESS BELONG TO?

Now you need to list what the niche and sub-niche are for each of the business types you know you can successfully market for. It's very important that you dive at least two layers deep.

For example, photographers are a niche. But photographers are a very, very broad niche, with a lot of sub-niches. You have wedding photographers, food photographers, sports photographers, product photographers, family photographers... and each one of these photography niches will need completely different targeting.

So when you're choosing your niche it's important you don't just pick something broad and go with it, because that isn't going to help streamline and automate your process. You can't just target photographers; you might as well not set a niche at all. But if you know you have particular success with helping fashion photographers connect with local clothing businesses that need great photography of their products, now you're on to something.

STEP 4: WHAT CORE OBJECTIVE DID YOU HELP THIS BUSINESS ACHIEVE?

Once you've defined your niche and sub-niche, you need to write down what core objective you helped your clients achieve with their funnel.

For example, if you helped the fashion photographer fill up their calendar with potential photo shoots with independent clothing companies in their city or state, your core objective was filling up their calendar with clients who want to work with them.

Other objectives would be to schedule a consultation, to fill out an order form and buy something, to get email leads, to reduce churn for a software company... that's the kind of objective you need to define for each of your potential dream client types.

STEP 5: DO YOU HAVE A STORY OR A REASON FOR WANTING TO HELP THIS TYPE OF BUSINESS?

The last thing you need to define is whether or not you have a compelling reason or story for wanting to help this kind of business. If you're going after fashion photographers, is there a reason why you want to help fashion photographers? Are you a fashion photographer yourself? Is there a story around how you fell into this niche?

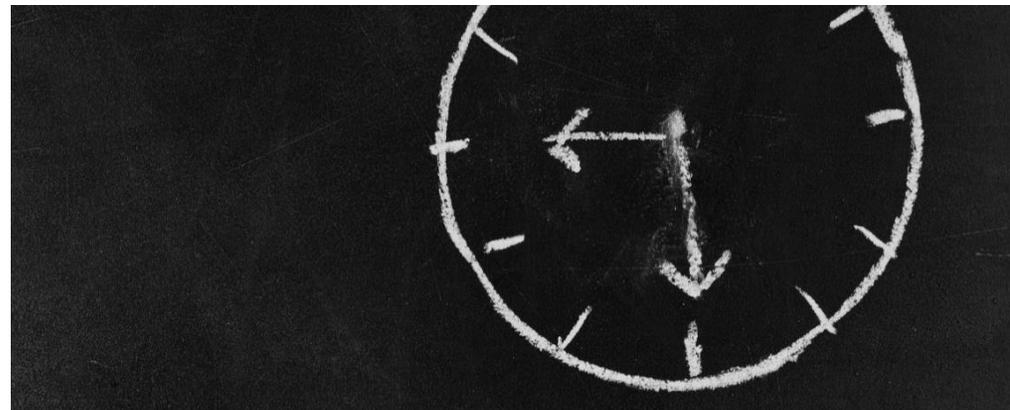
The reason you need this is because it helps you not only connect with your potential photography clients; it also allows you to demonstrate that you really know the core pains and desires that your client has. The better you are at showing that in your funnel, the more successful your funnel will be at attracting clients who want your funnel services.

While you're doing this for every client you've had success with, you may also want to list the following:

- 1) **What Funnel or Services did you provide for your client?**
- 2) **What results did you generate for your client?**

These two questions will help you narrow down what kind of funnel you used and what your success metric (and possible testimonials!) will be.

If you haven't already, spend a little time on the next page figuring out what niche you should target.



DEFINE YOUR NICHE SPREADSHEET

CLIENT NAME				
BUSINESS CATEGORY				
NICHE				
SUB-NICHE				
CORE OBJECTIVE				
STORY OR REASON YOU HELP THIS KIND OF CLIENT				
FUNNEL OR MARKETING PROVIDED				
RESULTS GENERATED				

THE DREAM CLIENT CHECKLIST

As you worked on that last exercise, there's a good chance that one or two of your clients really stood out because you got excellent results for them or you just really liked working with them. This is good! It means you are headed in the right direction.

But even if you didn't have a client that really stood out over the rest of them, the Dream Client Checklist will help you narrow down your list to the niche you target with your client attraction funnel and marketing materials

Run this checklist for the clients who made your Define Your Niche list to see if they would be a good option for your future business... and run it again every time you're talking to a potential client so you can quickly eliminate people who are not going to be a good fit for your agency!

You'll notice in this list that one of the items is that their clients/customers need to be worth at least \$500 to the business for me to choose to work with them.

The reason for this is simple: if someone is only making \$10 or \$20 in profit per client, it's going to be very difficult to get them to pay for a high-end funnel and feel like they're getting a good return.

DREAM CLIENT CHECKLIST

- Is their offer proven? Have they sold it more than once before?
- Do they have case studies / testimonials for the offer?
- Is their offer niche enough?
(Photographer verses Wedding Photographer)
- Can they handle more business?
(Do they have the team/resources?)
- Are there enough of them out there?
- Can they deliver their part of the process?
(Phone sales, Fulfillment, etc.)
- Is a customer/client worth at least \$500 to them for their offer?
- Do they have front-end and back-end offers to increase the Long-Term Value of each client?
- Are they already generating leads/sales or are they starting from scratch?
- Can they make a good return (with ad spend + your fee)?
Does the funnel math make sense?

THE 1-PAGE FAAS AGENCY PLAN

Now that you have defined your niche and know how to decide whether or not a client is going to be a good fit for your FaaS Agency, it's time to create your **1-Page FaaS Agency Plan**.

Like the Dream Client Checklist, this FaaS Agency Plan is something that will keep you on track and jump start your Client Attraction process, because you will be able to refer to it as you are creating your funnel and other marketing materials.

The plan is made up of five parts:

WHO IS YOUR DREAM CLIENT?

You need to understand precisely what client (niche & sub-niche) you want to attract to your FaaS Agency.

WHAT IS THEIR CORE PAIN TODAY?

Why are they looking for a funnel marketer right now? Why do they need help with their business?

WHAT ARE 3 CONSEQUENCES OF THAT PAIN?

What negative things are happening in their business because they don't have whatever it is they need?

WHAT IS THEIR CORE DESIRE?

What would a win look like? What would it mean to your dream client if you were able to help them with their pain and turn things around?

WHAT ARE 3 RESULTS OF THAT DESIRE?

What positive things would happen/would they be able to do if they had a successful funnel that eliminated their core pain?

When you are creating marketing materials to attract your dream client – your funnels, your ads, your follow up emails, even your website – **it is important that you speak to not only the pain they are struggling with, but also the desires they will be able to achieve if they use your services.**

If you only focus on one side but not the other, your argument is not going to be as compelling as it is if you can both prove you know what their pains are AND you can implement a system that will eliminate their pain and give them the things they want.

Use the 1-Page FaaS Agency Plan on the next page to define your dream client, as well as their core pains and desires.

Then use this plan to inform the rest of your client attraction process – starting with building the Agency Ignite Funnel that will attract dream clients who want your Funnel Services.

THE 1-PAGE FAAS AGENCY PLAN

WHO IS YOUR DREAM CLIENT?

WHAT IS THEIR CORE PAIN TODAY?

WHAT IS THEIR CORE DESIRE?

WHAT ARE 3 RESULTS OF THAT PAIN?

- 1.
- 2.
- 3.

WHAT ARE 3 RESULTS OF THAT DESIRE?

- 1.
- 2.
- 3.

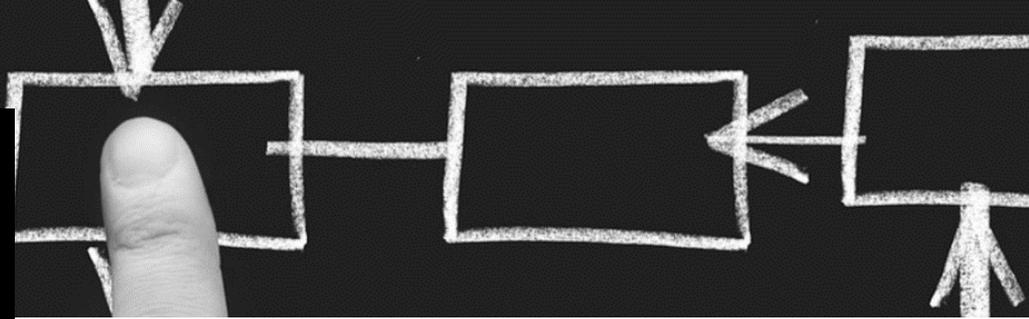
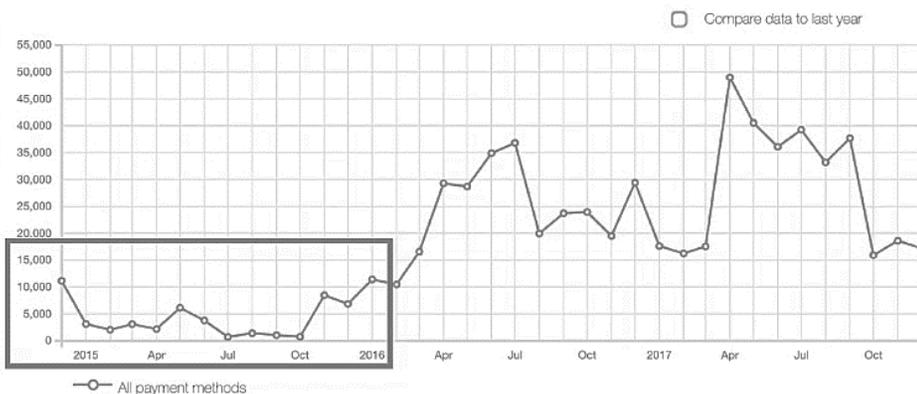
IGNITE YOUR AGENCY WITH THIS FUNNEL

When I first launched my FaaS Agency, White Coat Digital, I had no idea what I was getting myself in to. I knew how to build successful funnels and make them convert. I had a ton of ideas and a few prospects... but I had no idea how to fill my calendar with qualified leads that I could turn into clients.

At first, I did what everyone does – I was on Upwork looking for clients, I was cold calling people, I was messaging people on LinkedIn who had no idea who I was, I tried opt-ins, webinars, everything else I could think of to bring clients into the business. Nothing worked.

After a year and a half of struggling, the “ah ha!” moment came when I figured out the Agency Ignite Funnel... and suddenly the agency just took off. **We went from months where our income was literally zero to consistently selling funnels for as much as \$50,000 per funnel.**

Here’s an actual screenshot from inside my PayPal account where you can see the payments before and after implementing the Ignite Funnel.



The key was realizing two things:

1) What business owners need is the ability to turn strangers into customers.

If they believe you have the solution they’re looking for, you will be able to charge premium prices for your services and your clients will be happy to pay them.

2) People who want “Done For You” services don’t really want to learn how to do the service they’re asking you for.

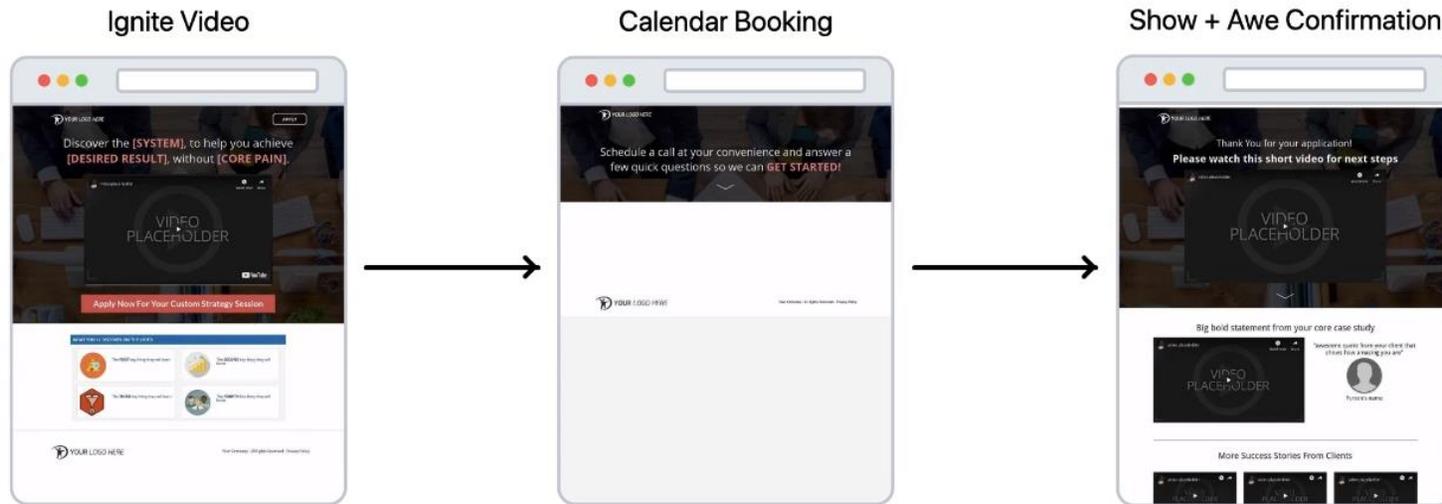
You don’t want to know how your plumber does their job, do you? No! You want them to come in and fix the problem. So you only need show people that your system works, not the details of the process.

Once I realized that, I knew how to put together a funnel that would convince my clients that I had a proven system for converting strangers into customers for their business... without forcing them to wade through information they don’t care about to find out I’m the right person for the job.

Anyway, you wouldn’t be reading this if you didn’t believe in the power of funnels, so you know how a simple funnel can change everything for a business.

And this is the one that changed mine.

THE AGENCY IGNITE FUNNEL



THE AGENCY IGNITE FUNNEL HAS THREE CORE PARTS:

1) Your Ignite Sales Video (or Letter) Page

This is your funnel sales page. You don't need a complicated webinar or lead magnet, you just need this.

2) Schedule a Call / Application Process

This is your book a call page. It's where your client schedules their Discovery Call. It may also include a questionnaire.

3) Show & Awe Confirmation Page

This is your thank you page. It's designed to get your client excited about talking to you.

I'll walk you through each of these pages and how they work together to attract potential clients to your business below.

THE IGNITE SALES VIDEO

This is a single page with a Sales Video where your goal is not to educate people like a typical webinar or opt-in. Instead, your goal is to do one thing:

To get them to understand that you know their problem and you have a solution.

Then you ask them to go on to step number two, which is to schedule a call. That's it. It's really that simple.

Well, of course it isn't THAT simple. It took me awhile to figure out the right format, the right script that would appeal to our target customers and convince them to apply to our services, but a simple page and a persuasive sales letter are all that we needed.

Inside of the **FaaStrack Program** we go in-depth into this and give you examples and script templates you can use to create your 7 to 12 Minute Ignite Video, but at the core it contains these elements:

1. An attention-grabbing opening
2. An introduction to who you are, what you do, and your reason for helping the kind of client you help.
3. The system you use to get your clients results
4. Case studies and testimonials
5. A call to action (book a call)

Watch the "Attract Clients for Your Funnel Service" video for a full breakdown of how to most effectively use these elements in your Ignite Video script.

Once you nail your sales video, it will be enough to establish you as an authority and convince your potential clients that you might have the solution they're looking for.

It's good to get on video and introduce your clients to you and let them see your face, but if that's not something you're comfortable with, you can also use a sales letter with similar components for this page.

But if you start with a letter instead of a video and you find you aren't getting applications, one of the first things I would recommend you test is a video to see if that would work better for the kind of clients you are trying to attract.

SCHEDULE A CALL

The second part of your Ignite Funnel is the Schedule a Call page. This can either be just a calendar that allows your potential clients to schedule a call with you directly, or it can be a combination of an application and a calendar (in either order).

If you are just starting out, you might want to get on the phone with everyone who wants to schedule a Discovery Call with you to work on your pitch and your close.

But as your calendar starts filling up, you might find that you want to narrow down some of the incoming leads to people who have a higher potential to be good clients for you. To do this, you can either add an application up front, or you can have your clients fill out the application after they have scheduled a call.

In your application you can collect their website, business information, information about their products – anything that will help you use your Dream Client Checklist to narrow down whether or not they're going to be a good match for you.

That way you can email leads who you know you can disqualify and cancel their appointments instead of wasting your time talking to someone who isn't a good match for your agency.

SHOW & AWE CONFIRMATION PAGE

Once your lead has scheduled a call with you, you could take them to a generic thank you page... but why would you do that?

Instead, send them to a page that gives them an awesome impression of you.

Your Show & Awe Confirmation Page should be loaded with value, testimonials, results you've gotten, information about your team... anything and everything to demonstrate your authority to your clients.

The goal is to impress your client and get them excited to get on the phone with you – and since they'll already know how awesome you are so you can spend your Discovery Call figuring out how you can help them with their business.

And that's it! **That's the exact funnel I used to build my 7-Figure FaaS Agency.**

Once you have your funnel in place, you can run ads to it, link it on social media, use it in networking emails – it's your gateway to getting new clients in the door.

But it's not the only thing you need to be able to position yourself as an authority in your niche.

For more on how to host a Discovery Call that makes people want to work with you, make sure to check out the next video in my FaaS Agency series: [How to Close Funnel Clients at Premium Prices.](#)

Discover the Exact **AUTOMATED** Conversion
Funnel To Sell Your Product or Service Online



WHAT YOU'LL DISCOVER ON THE VIDEO:



The 4 Key Elements of a Highly-Effective Conversion Funnel.
Miss One and Your Funnel Won't Work



The EXACT Conversion Funnel We Built To Help Anthony Scale from **\$2,500 per month to \$150,000 per month**



The 6 Core Conversion Funnels
That Can Be Implemented in ANY Business to Increase Traffic, Leads, and Sales



The **DREAM TEAM** That You Need If You Want To Build One Of These Conversion Funnels In Your Business

Are you ready for your
White Coat solution?

We can help you!

Apply Now For a Strategy Session

Connect with the White Coat Digital team about a strategy for YOUR business



BONUS: POSITION YOURSELF WITH AUTHORITY

“BUT MIKAEL... WHAT ABOUT MY WEBSITE? DO I JUST USE MY AGENCY IGNITE FUNNEL OR WHAT?”

If you are going to have a successful Funnel Agency, you'll eventually need more than an Ignite Funnel to attract your dream client. Your website also needs to do its job, because chances are people are going to research you before they're going to be willing to get on the phone.

I don't know about you, but I know I went through several different website designs before I landed on one that not only worked to position my Agency as an authority but actually helped me get leads by supporting and pushing people to my Ignite Funnel.

Once I settled on this Authority Site format and laser-focused it to attract and inform my dream client, I knew I had a winner.

It doesn't have to be complicated, and it definitely doesn't need a blog that you're forced to update and maintain.

Instead, each page of your Authority Site serves a specific purpose for helping your clients get to know and trust you, then pushing them toward your call to action – to apply to work with you.

Your website should have the following pages:

- Homepage
- Start Here
- About
- Services
- Portfolio
- Process
- Apply

I'll briefly explain each page below.

HOMEPAGE

Your homepage establishes your authority and tells your potential clients everything they need to know about you. It has a combination of a bold claim, your Funnel System and testimonials to back up your claims.

The core structure looks like this:

- ▶ **Headline:** Bold, eye-catching claim
- ▶ **Sub-Headline:** We help [DREAM CLIENT] achieve [CORE RESULT] by implementing [MAIN OFFER]
- ▶ **Proof of your main claim with video testimonial**
- ▶ **Short section about how your company helps your clients achieve their goal**
- ▶ **More success stories**
- ▶ **Call to action**

START HERE

This is where your **Agency Ignite Funnel** (as outlined above) lives.

ABOUT

Use this team to introduce yourself and your team. Make sure to list any certifications you or your team may have to support your authority.



Proof headline to backup the bold claim at the top that provides tangible numbers



"This is an awesome testimonial from a client"



Your awesome client, TheirSite.com

How [OUR COMPANY] Helps You [ACHIEVE GOAL]

Describe in one short paragraph who you help and how you help them. Remember to focus on the END-RESULTS that you get your clients and not the intricacies of your services. Talk about how it elevates their status.

We do this through the following activities:

- Provide a high-level bullet list

More Success Stories From Happy Clients



Client #1

"Useful quote from the testimonial video that provides proof"



Client #2

"Useful quote from the testimonial video that provides proof"



Name of Person

"This is their *highlighted* quote"



Name of Person

"This is their *highlighted* quote"



Name of Person

"This is their *highlighted* quote"

Are you ready for your CUSTOM solution?

We can help you!

Apply Now For Your Strategy Session

Connect with us and we'll put together a strategy for YOUR business

SERVICES

Your services page should break down the technical pieces that are part of your Funnel Package. Give a brief outline of each service – Strategy, Copy, Design, Tech Implementation, etc. – so your clients who are less funnel-savvy will understand what “digital marketing services” that they are more familiar with come as part of your Funnel System.

PORTFOLIO

This is your chance to impress your clients with what you can do, so make sure to show your clients your most impressive funnels and results paired with a clear call to action.

PROCESS

Like the Services page, this page should answer questions for your clients and help them trust what you are offering. I recommend starting with a video about your process, then outline the overarching strategy you will follow during your time working with your client.

APPLY

This goes to the application page for your funnel, which is linked from the “Start Here” page as well as every CTA on your site. Use this page for your final call to action, as well as to potentially turn off anyone who is not your niche client.

That’s it! Once you have your laser-focused Authority Site and Ignite Funnel in place, you’re ready to start attracting your dream clients to your agency.



1st Thing We Offer

Question relating to the pain and desire that they have relating to the service

Write a short paragraph explaining HOW this service solves a problem they have or how it helps them achieve a desire they want. Focus on how it increases their status and what it does for them!



2nd Thing We Offer

Question relating to the pain and desire that they have relating to the service

Write a short paragraph explaining HOW this service solves a problem they have or how it helps them achieve a desire they want. Focus on how it increases their status and what it does for them!



3rd Thing We Offer

Question relating to the pain and desire that they have relating to the service

Write a short paragraph explaining HOW this service solves a problem they have or how it helps them achieve a desire they want. Focus on how it increases their status and what it does for them!



4th Thing We Offer

Question relating to the pain and desire that they have relating to the service

Write a short paragraph explaining HOW this service solves a problem they have or how it helps them achieve a desire they want. Focus on how it increases their status and what it does for them!



5th Thing We Offer

Question relating to the pain and desire that they have relating to the service

Write a short paragraph explaining HOW this service solves a problem they have or how it helps them achieve a desire they want. Focus on how it increases their status and what it does for them!



ORGANIC & PAID CLIENT ATTRACTION METHODS

If you want to be able to attract clients, you need to be able to find those clients wherever they hang out on the internet and lead them to your Ignite Funnel.

So the first thing you need to do is research where your clients spend time on the internet.

Take your time with this step.

Don't just assume you know what social media platforms your Dream Client is using or blogs they're reading because they're the ones you like or use.

Then, and only then, do you start using either Paid or Organic attraction methods to lead them to your funnel building services.

PAID ATTRACTION

Paid attraction means you're buying ads bring clients for you. This includes all paid ads – Facebook, Instagram, Google, LinkedIn, whatever – as well as other methods of paid promotion like banner ads.

I almost exclusively use Facebook Ads for advertising because just about everyone is on Facebook and their ad targeting allows you to drill down to niches and sub-niches that can get your ads in front of your dream clients immediately.

Facebook Ads can run also anywhere on their entire platform – Facebook, Instagram, Messenger and their Audience Network – which means you have lots of options for targeting your dream clients in the places that they're hanging out.

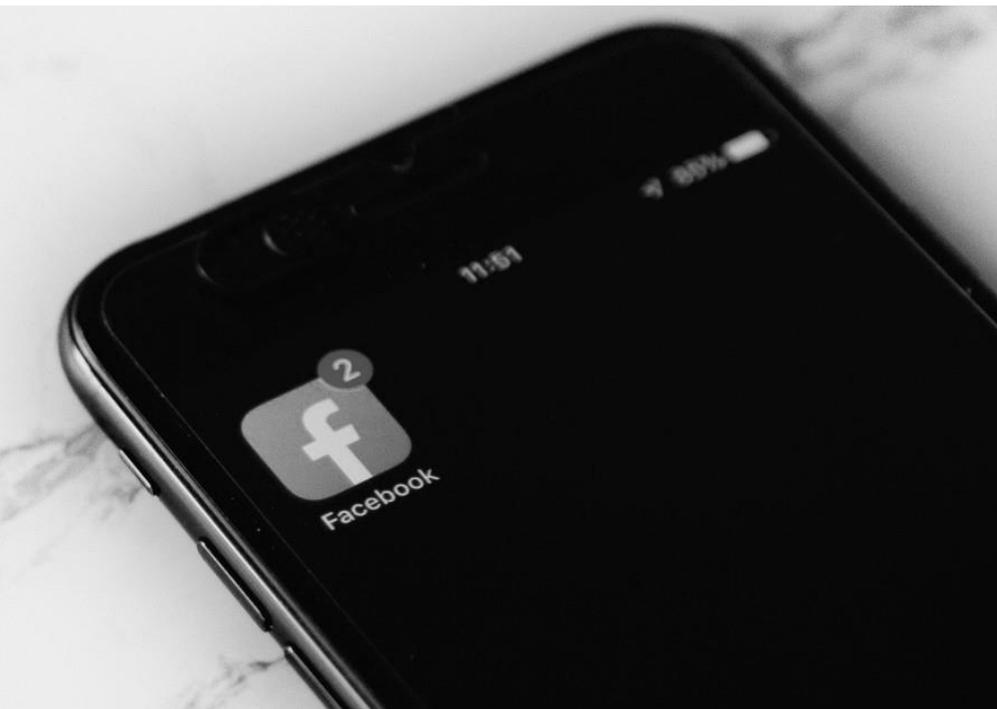
Just remember to do your research.

Facebook has a broad market and a lot of users, but that doesn't mean it's the perfect place for your ads.

If your niche is business consultants, you might have better luck running ads on LinkedIn where you can target specific job titles.

And if you want to find course creators who help people declutter and organize their homes, you might want to try Pinterest or banner ads on related blogs.

Make sure that wherever you are putting your paid ad spend, **it allows you to laser focus on attracting your dream client** because it's where they are hanging out.



ORGANIC ATTRACTION

Organic attraction is any method you use to attract clients that happens organically – so you don't pay for them to interact with your message. That can include things like SEO and establishing a social media presence, but it also includes things like:

- Sending emails to your existing client list (or old clients who you did good work for)
- Posting messages on social media offering your services to friends and family
- Finding Facebook Groups related to your niche and answering questions/making connections
- Cold calling local businesses
- Messaging potential leads on LinkedIn
- Emailing potential clients or using their website contact forms to reach them
- Looking for clients on Upwork, Craigslist, Reddit or wherever else they may be hanging out

Organic attraction often requires a little more time and work, since it's usually a numbers game – the more people you contact, the more likely you are to get a lead.

But if you're just starting out or you don't have the money for ads, it can be a great way to get clients.

Inside the **FaaStrack Program** I share a bunch of organic campaign templates that you can use to attract your dream client, but since you're reading this right now...

On the next page there's a Quick Win Group Post Campaign that you can start using immediately to attract clients to your Funnel Agency.



QUICK WIN BONUS: GROUP POST CAMPAIGN

WHEN SHOULD YOU USE THIS CAMPAIGN?

Use this campaign if you are looking for new clients or looking for your first ever client.

PROCESS BREAKDOWN

1. Search Facebook and LinkedIn for Groups that are relevant to you and your services. Be aware that the members of these groups must be people that you can provide services to.

2. Join the Facebook and LinkedIn groups and post valuable content to help those business owners grow their business through marketing.

Make the post tailored to the audience. If you are posting in a group of dentists, make it relevant to their industry.

After every post, add “I hope you find this advice valuable and if you’re looking for a system to help you make more [sales/traffic/revenue. etc.], don’t hesitate to reach out to me on here. I’d be happy to help!”

Do this 2 - 5 times within the next 14 days.

These posts need to be straight value. When creating these posts, consider how the digital marketing services you offer can truly help prospects in these groups.

EXAMPLES OF POST CONTENT:

- ▶ How to create exciting YouTube videos to share on your homepage
- ▶ Why Facebook / Instagram / LinkedIn / etc. is where you need to be so that you’re seen by your audience

3. Reply to other group members’ posts to help them out with their problems or to just interact. (Aim to do this every day or every other day for about 7 to 10 days.)

4. After building a small reputation in that group, make a post about the services you offer and your interest in using your skills to help a business scale to new heights. If you don’t have case studies, consider working with a client for 1 month free to build up your portfolio.

Go to Page 20 for a template you can steal for that post.

5. Reply to each comment and direct message as soon as possible and give more information to the people that are interested. Schedule a phone call with those that are interested.

6. On the call, set expectations and understandings. As you are starting from scratch, offer the potential client a free 1-month trial to work with you with the opportunity to continue working together after the 1-month trial ends at your stated price. Also, clarify that you would like to use results from this partnership for future prospects.

7. Get contract written up and sent to the client.

POST TEMPLATE (FILL IN THE BLANK)

Hi everyone! My name is _____.

I am a Funnel Marketer that helps **[PROFESSION]** with **[DESIRE 1]** and **[DESIRE 2]**.

I have a new system that **[BENEFIT]** and I'm looking for 3 people who want to **[OUTCOME]**.

This system will:

1. **[STEP 1]**
2. **[STEP 2]**
3. **[STEP 3]**

If you are interested or know anyone who is interested in **[DESIRE 1 & 2]**, then comment down below and I'll send you some more details.

P.S. See my past posts for some valuable tips that can help you advertise your specific business.

POST TEMPLATE (DENTIST EXAMPLE)

Hi everyone! My name is _____.

I am a Funnel Marketer that helps **Dentists** with **growing their number of clients** and **increasing their revenue**.

I have a new system that **helps dentists generate more leads on autopilot**, and I'm looking for 3 people who want to **generate anywhere between 20-40 leads per month for their dental practice**.

This system will:

1. **Target patients in your local area**
2. **Have them automatically schedule an appointment with you**
3. **Allow you to have full control of how many clients and leads you want**

If you are interested or know anyone who is interested in **growing their client base and increasing their revenue**, then comment down below and I'll send you some more details.

P.S. See my past posts for some valuable tips that can help you advertise your specific business.

NEXT STEPS

And that's it! You've reached the end of the Funnel Client Attraction Cheatsheet.

But before you go, there's one more thing I need you to do.

If you're currently selling whatever to whoever, if you're struggling to get clients, if you don't have a defined niche or a funnel that will ignite your client attraction process...

I want you to PROMISE that you'll take some time to think about the Funnel Client Attraction Cheat Sheet and how you can use these steps to attract clients to your agency.

Remember: the ROI of skimming this and doing nothing is ZERO – but taking action could completely transform the way you find new clients and make a huge difference in the future of your agency.

Speaking of transforming the way you manage your business...

If you want to skip the months (or even years) of figuring out how to systemize your agency and what tools you need to get the job done, you might want to check out the **FaaStrack Program**.

FaaStrack is designed from the ground up to teach you how to systemize your business and get incredible results for your clients while stepping away from the day-to-day... and it provides all the tools, templates and support you need to get to the next level FAST.

It's the ultimate shortcut to scaling your Funnel Marketing Agency.

If you're interested in seeing exactly how FaaStrack can transform your marketing agency, [pop on over to find out more about the program](#).

Then, if you think it's for you, we'll jump on a call and talk about how FaaStrack could benefit your agency.

LEARN MORE ABOUT FAASTRACK

