

Sales Funnel for Local Consultation Business

Copywriting Portfolio



Goal: Attract small business owners who need marketing & sales support, nurture them with value, and convert them into long-term clients.

1. Awareness Stage (Attract New Leads)

Target Audience: Local small business owners struggling with sales & marketing.

Traffic Sources:

- **Social Media Ads** (Facebook, Instagram, LinkedIn)
- **SEO-Optimized Website & Blog**
- **Networking Events & Local Business Meetups**
- **Referral Program** (Current clients refer others)

Lead Magnet:

Offer a free **“Small Business Marketing Audit”** or **“5-Step Sales Growth Checklist”** as a downloadable PDF to collect emails.

2. Interest Stage (Engage & Educate)

Tools:

- Automated email sequence
- Social proof (testimonials, success stories)
- Video content (YouTube, LinkedIn, IG Reels)

Engagement Strategies:

- Send **weekly emails** with actionable tips & case studies.
- Create a **"Behind-the-Scenes" video** on how you help businesses.
- Offer a **free consultation call (15-30 mins)** to diagnose their challenges.

3. Consideration Stage (Nurture Trust & Authority)

Tactics:

- Personalized follow-up emails
- Client success stories & video testimonials
- Invite leads to a **live webinar/workshop**
- Show ROI-driven case studies

Conversion Offer:

- **Limited-Time Offer:** "Sign up for our 3-month strategy plan and get the first month free!"
 - **Pricing Packages:** Clearly list consultation services with tiered options.
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4. Decision Stage (Convert to Paying Clients)

Action Steps:

- One-on-one **sales call with customized strategy** proposal.
 - **Trial or Intro Package:** Low-risk entry offer (e.g., \$99 for a mini audit).
 - Clear **call-to-action (CTA)** on website & social media:
 - "Book a Consultation Now" Button
 - "Let's Grow Your Business – Schedule a Call"
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5. Loyalty & Retention Stage (Upsell & Referral Program)

Keep Clients Engaged:

- Monthly strategy check-ins
 - VIP email list with exclusive tips
 - Referral program: "**Refer a business & get a free 1-hour session**"
 - Upsell higher-tier services (ongoing consulting, done-for-you services)
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Sales Funnel Summary

Step 1: Attract leads with social media, blogs, and free guides.

Step 2: Engage with email sequences, videos, and live Q&A.

Step 3: Build trust with case studies, webinars, and testimonials.

Step 4: Convert leads with free trials, strategy calls, and limited-time offers.

Step 5: Retain clients with upsells and referral incentives.

