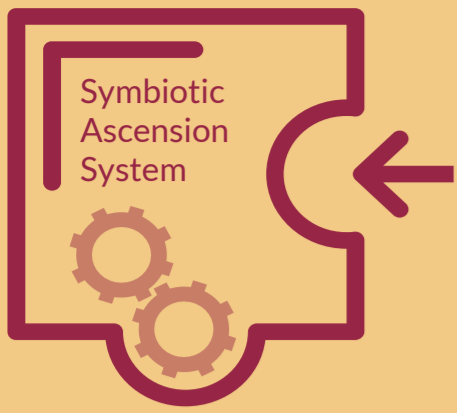


10-Step Funnel Blueprint

A Strategic Framework Designed To Attract A Better-Fit Audience, Build A More Responsive Mailing List And Ascend More Subscribers Into Customers Without Selling Your Soul.





The 10 Step Funnel Blueprint

Top Of Funnel (TOFU)

Awareness Content

Lead Magnet

Squeeze Page

Welcome Sequence

Middle Of Funnel (MOFU)

Action Guide Sequence

Transformer Sequence

Transformer Sales Page

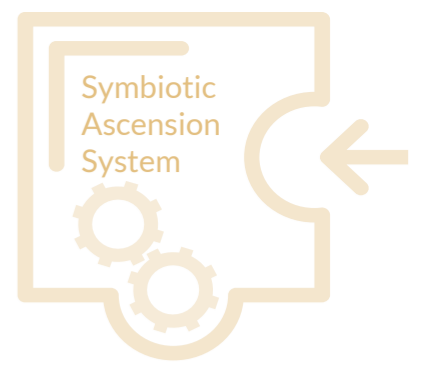
Bottom Of Funnel (BOFU)

Consumption Sequence

Core Product Sequence

Core Product Sales Page

The Blueprint



Awareness Content



Generally, this is the first piece of substantial content that cold traffic, prospective subscribers - and with any luck future clients or customers - come across as they seek guidance towards an outcome they seek. So called, because its purpose is to introduce yourself; your business; your process to a specifically targeted audience and make them 'aware' (duh) of who you are and what you're about. However, most importantly, it should not be a sales pitch and it absolutely must not be about you.

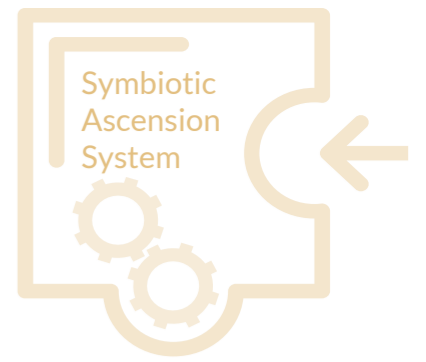
Huh?

It's like this. On first glimpse, your history, your bio, your credentials are not your new prospects top priority. What they care about at this stage - and in this world of limited attention spans - is the immediate value you can provide, relevant to their immediate needs. That means being helpful without selling anything. The NO SELLING thing is an important thing. You're at the very earliest stages of a budding relationship, potentially a long term relationship, don't go ruining your chances, coming on too strong before you've even been on a first date.

Easy tiger.



The Blueprint



Awareness Content

Core to the philosophy of symbiotic marketing is building relationships through showing, helping and guiding. So we begin as we mean to go on, with useful information, guidance, processes, tips or helpful, handy hints that can help our potential new BFF get a step closer to where they want to be.

This could be a blog post or a video, an introduction to free course or even all three. As long as its relevant to your target audience's needs, as long as it's helpful and ideally offers a progression in their quest and - this bears repeating - it doesn't try and sell them anything, you're likely to make a solid first impression; be a little more memorable and so make them more likely to give you the benefit of the doubt and so more open to what else you might have to say.



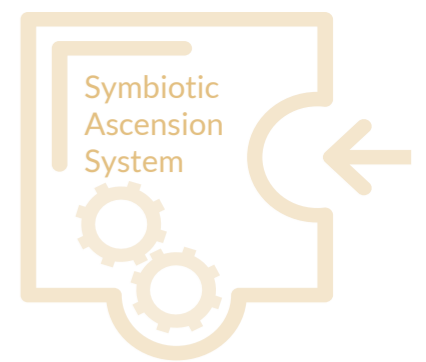
Example?

Awareness content for our SAS funnel begins with...

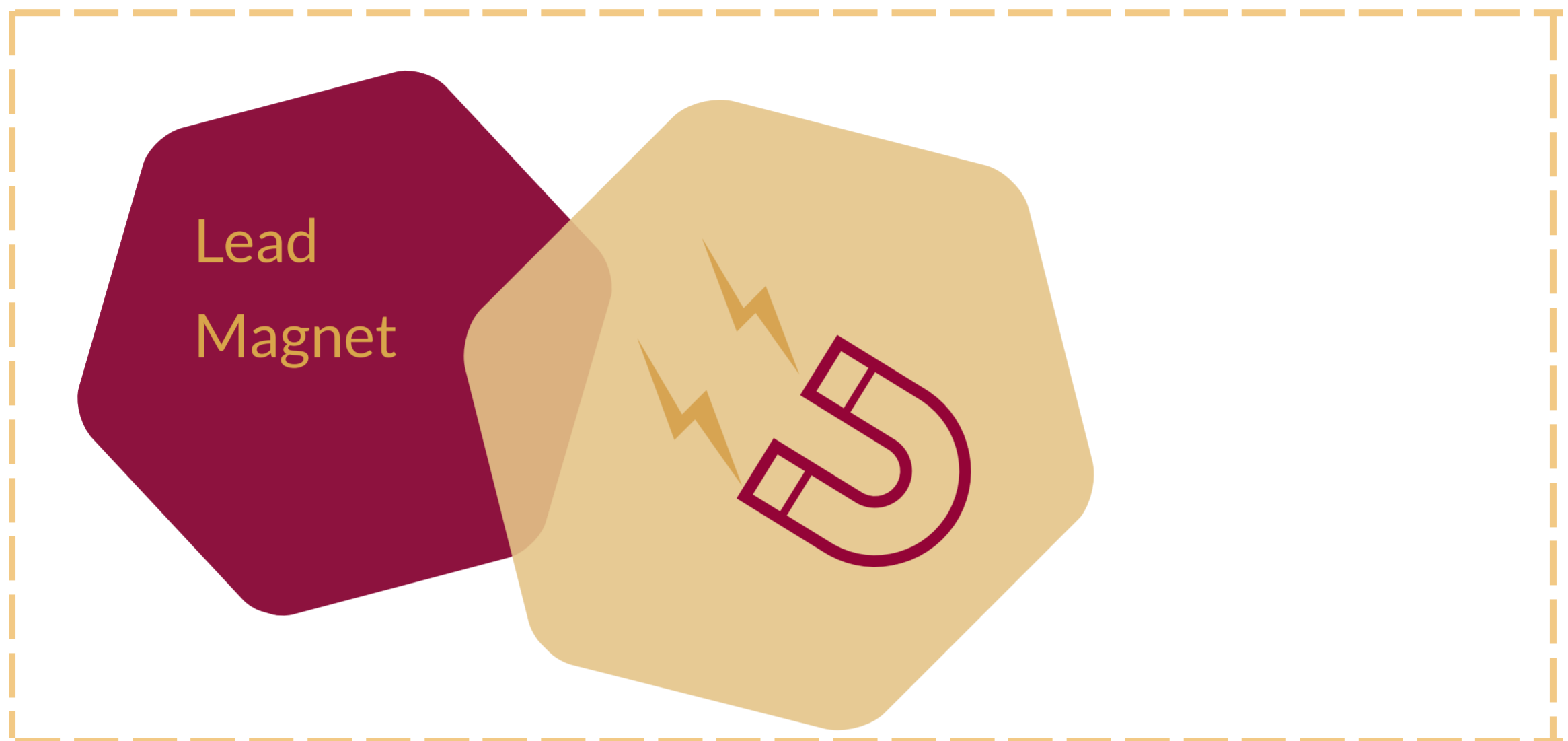
[An Introduction To Symbiotic Marketing Part 1: The Symbiotics](#)



The Blueprint



Lead Magnet



Having gently warmed up the object of your desire with some awesomely helpful and useful information, we don't want all the effort it took to create your awareness content - not to mention the cost of attracting them in the first place - to go to waste. Certainly, we *can* and probably should include an invitation to join our list within our awareness content, but without a compelling reason to do so - and with our inboxes full to capacity - it helps if the invitation to join our mailing list is not only a natural, strategic next step, but also offers something more tangible as well.

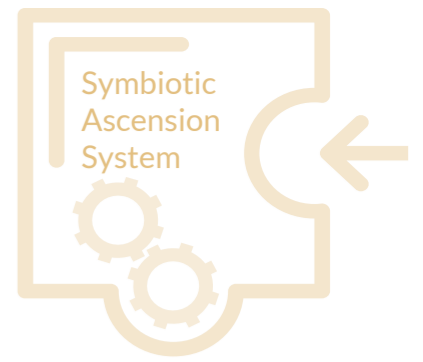
So it's lead magnet time.

The truth is; if you want to build a quality over quantity list, you have to land the right kind of leads. To attract leads that will last, you need a magnet put together with thought and foresight to provide actionable, process-orientated value that can be put to use again and again. This is the kind of magnet that can then be valued by your leads, making them more likely to consume, engage and actually take action on it.

And so...



The Blueprint



Lead Magnet

“If you’re gonna do it... do it right, right?”

In the SAS, we use introductory process-orientated action guides or checklists, designed both for quick consumption and to engage our prospects (hello you) in a process that can tangibly move them closer to an outcome they seek. Oh and most importantly, goes without saying - but I’ll say it anyway - no charge, no cost, it should be jam-packed full of value while being absolutely free (in exchange for their email that is). Whereas, average vanilla magnets lead to average conversions, lower quality subscribers and ultimately less sales. A process-orientated lead magnet strategically aligned with something you're looking to sell - can provide subscribers with a more positive and engaging first experience with you.

And this means opening your emails and engaging with your content to steadily build awareness and knowledge, even if they know it’s probably moving towards you selling something makes a lot more sense.



Need some help with that?

It just so happens - hint, hint - we have a lead magnet that goes by the name of...

3 Steps To A Killer Lead Magnet (Action Guide & Checklist)

Which includes a simple process intended to help brainstorm and then clarify the kind of lead magnet that can not only effectively demonstrate your process, but also help you develop the kind of credibility and trust you need to keep your potential new customers moving towards a win-win: your solution, solving their problem.

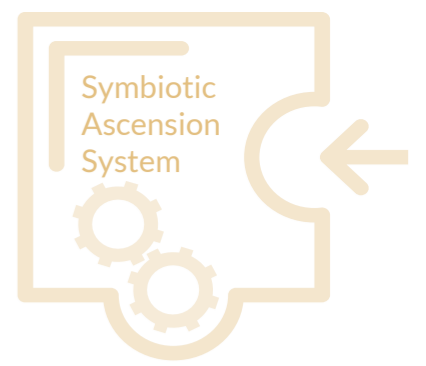
[Click Here To Get Your Free Lead Magnet Action Guide & Checklist](#)

Now, once you have your process orientated, outcome focussed killer lead magnet ready to roll, you’ll be wanting to tell the world - well your specifically targeted best-fit audience at least - all about it.

Which is where your squeeze page comes in...



The Blueprint



Squeeze Page



Your Squeeze Page; opt-in page; lead generation page, call it what you will - is a short but sweet landing page with just one job: persuade your hard fought for - or bought for - visitors that your lead magnet is actually worth giving up their email for.

If you're attracting your best fit visitors with focussed audience targeting and you've created a lead magnet that can quickly deliver a tangible outcome relevant to that audiences needs - well done you - the game is on for conversion success.

Except...

Consciously or subconsciously, questions will be asked and subtle judgments made. What? Why? How? Is this legit? Is it relevant? And is reading it even worth my time?

First impressions count.

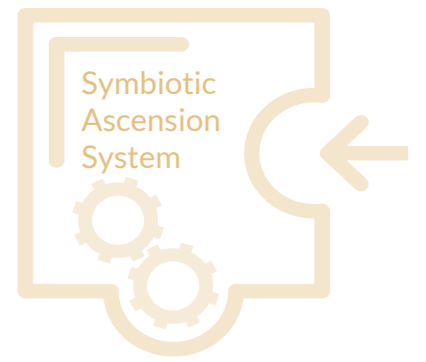
Quick connections count.

And clear communication counts.

A lot...



The Blueprint



Squeeze Page

So it pays to be self-aware, purposeful and conscious in everything you communicate.

You might have an awesome offer to make. You might well be able to provide value by the bucketload. You might even have the secret to untold riches and overnight success.

You might.

But if you fail to quickly and clearly communicate exactly how your deeds can meet your target audience's needs, in a way they might actually care about, you will fail to connect and when you fail to connect - you will fail to convert.

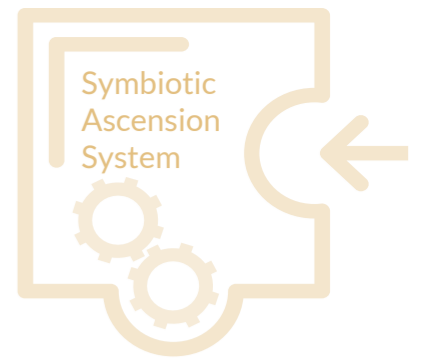
So, while it may be easy enough to create a functional squeeze page that does 'a' job, getting it to the point where it's delivering enough conversions to justify your traffic acquisition cost - be that time, money or a combination of both - is not quite so easy to do.

Bottom-line is, an average squeeze page is likely to lead to average (or below-average) results. Meaning, if you want above average results that will require some above average effort up front. That's the above average effort it takes to purposefully craft copy, that clearly communicates a progression in circumstance for your target audience by focussing on benefits and outcomes first.

But the good news is...



The Blueprint



Squeeze Page

You can, create an effective squeeze page - even with limited resources - as long as you take some time to...

1. Understand your target audience.
2. Follow conversion optimisation best practices.
3. Create clear outcome focussed copy.



Need some help with that?

Then you might be interested in a blueprint that enables you to structure your page and what it says, in the best possible way.

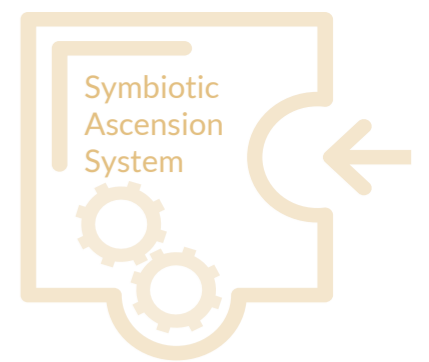
First Steps To A Squeeze Page That Converts includes an introduction to effective squeeze page creation, a conversion optimised blueprint and 5 (yes 5!) best practice checklists (one for each core section of the page) to help keep you on track.

[Click Here To Get Your Free Squeeze Page Action Guide & Checklists](#)

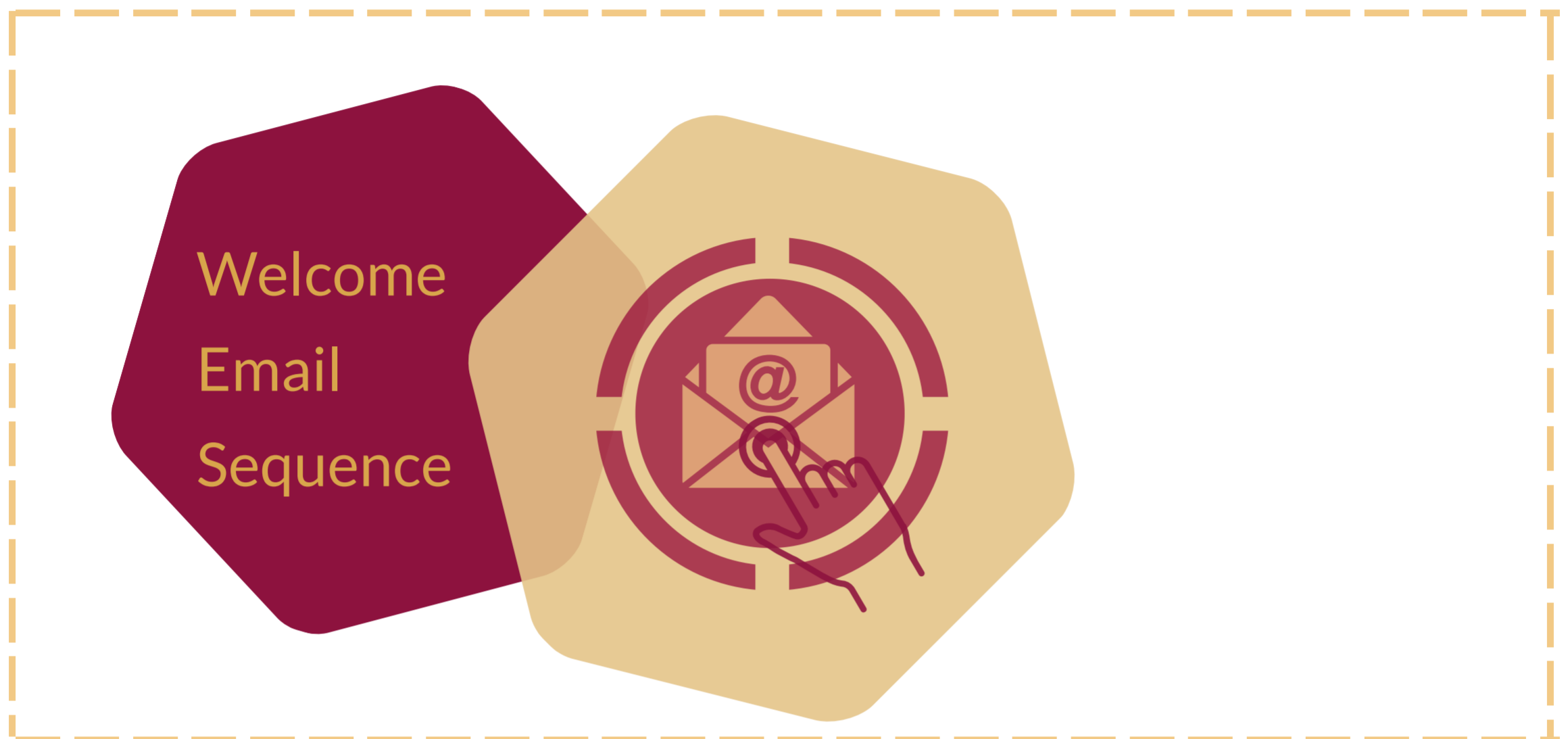
New subscriber safely secured, it's time to get the journey off to the best possible start...



The Blueprint



Welcome Email Sequence



Once you have a lead magnet that can deliver an outcome your target audiences desires and a squeeze page that quickly and clearly communicates the value that lead magnet - and/or your mailing list - can provide, it's important - and polite of course - to acknowledge your new mailing list member (before they move onto the next shiny thing).

So you'll be needing a welcome email then.

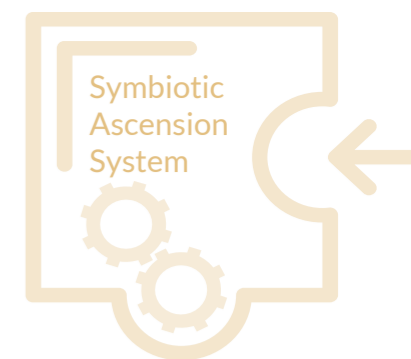
In the SAS, welcome emails are definitely not for selling, but definitely are for expectation setting; some admin and a little nudge towards some additional value along the way.

Immediately setting expectations means you can create some anticipation and give your new subscriber a reason to actually open your future emails - "here's what you can look forward to" sort of thing.

The admin stuff may be a bore, but it helps deliverability - whitelisting etc, keeps your emails out of spam folders. Which in turn means more opens, more opens means more engagement, more engagement means more sales - you get the picture.



The Blueprint



Welcome Email Sequence

Nudging towards an action helps increase initial engagement, which in turn helps memory connection, relationship building plus, again - all that deliverability and spam folder stuff. And it can be utilised in the form of more value: “you may also be also interested in this...” sort of thing.

Just no selling - yet.

However, leaving it at a single solitary welcome is not only an opportunity loss in terms of utilising your email content for productive purposes (your more likely to get an open, when you’re still front of mind). It’s also likely to cause a further tangible cost in terms of opens, engagement and ultimately of course - sales down the line.

So you can try and cram everything into one email (that no one will ever get to the end of), or, you could, spread those key objectives out over a series of emails sent every few days or so. More time and space means you can deliver more value from day one.

Not to mention the fact, that while a welcome email is more likely to be opened than most, there’ll always be a high proportion of new subscribers who ignore it, miss it, or who do open, but don’t click any links in it. A sequence on the other hand can provide a second (or third) chance to get at least one of your welcome emails opened, read and actioned while you’re still front of mind.

Which might be nice.



It’s checklist time again...

Want further clarity on exactly what to include to ensure your first email interactions with your new subscribers are properly primed for more opens, engagement and optimal deliverability down the line?

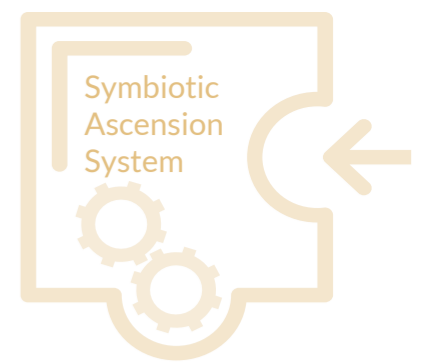
There is - you won’t be surprised to hear - a free checklist that can help you with that...

[Click Here To Get Your Free Welcome Email Checklist Now](#)

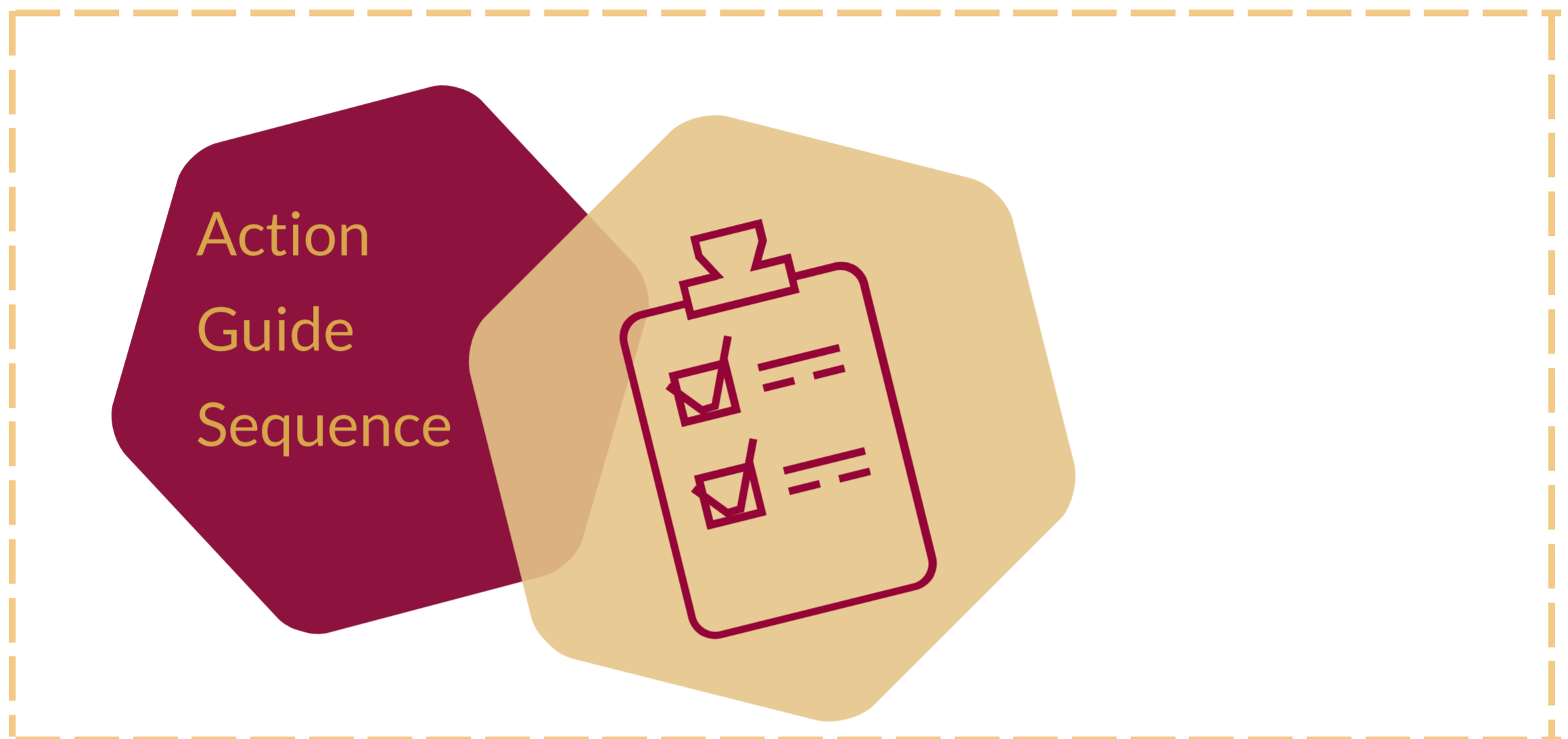
Introductions done and dusted, it’s action time...



The Blueprint



Action Guide Sequence



In the SAS, an action guide is pretty similar to a process-orientated lead magnet, except now the introductions are done, some attention and recognisability is under our belt, we can use action-orientated content to naturally, gradually, logically transition from the top of the funnel (TOFU) to the middle of the funnel (MOFU) where a subtle 'transformation' is preparing to take place.

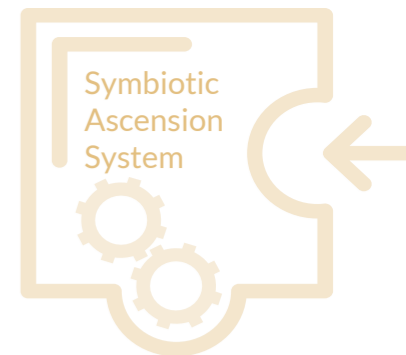
Still no selling then? Not quite, not yet, simply because, in relationship-building terms, it's still early days. If you tell me "I can fulfil your needs" you might get a hearing out of curiosity, but if I don't yet know enough about you - yet - I'm not gonna believe you - until - you've demonstrated you're competent, capable and do as you say, right?

Quite.

And so the action guide sequence is about utilising your knowledge, experience and skills to demonstrate you do know what you're talking about, and you do deliver on your promises, while also building a very natural bridge to your first high value, low cost transformer product (more on that next).



The Blueprint



Action Guide Sequence

So once the welcome sequence completes (opens, and engagement or not), in the SAS we make the choice not to go straight for a sale, but to continue to build the relationship and consolidate our position as a trusted guide. We do this by helping our new subscriber make further strides on their upwardly-mobile knowledge gathering path, while also helping them see some actual tangible results for their effort.

So at this stage in the funnel we're not going directly to a free PDF download or moving directly to a sale. We're setting up a series of emails each introducing a blog post, landing page, video or free course lesson and then possibly, optionally a free PDF checklist (for example) as well. Bonus time.

One action guide sequence is enough to get you going, but you can also, optionally then build it out into a 3-part connected sequence over time, allowing you to...

- Take your prospect on a natural journey that logically builds their awareness, learning as they go.
- Engage your subscribers in a series of processes that deepens their sense of who you are, how you work and how you approach things.
- Endear a sense of trust by delivering on your promises and by helping them move closer to where they want to be.



Here's one I prepared earlier...

To be honest, the very best way to get a feel for exactly what an action guide sequence is in the SAS, is to jump right in and check one out in context. And it just so happens...

[The SAS TOFU Level 1 Action Guide Sequence](#) digs deeper into some of the actual how-to processes that can help you get started and make progress on the TOFU list building part of your funnel straight away.

Having said that...

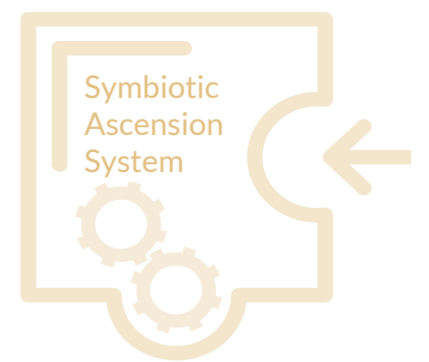
If you're reading this, chances are you're already on our mailing list and so the action guide sequence should kick in quite naturally. Difference is, now you'll be much more 'aware' of what's going on, all the while building more practical knowledge of how you can move your own funnel project along yourself.

Can't wait?

[Click Here To Fastrack The Free SAS Level 1 Action Guide Sequence Now](#)



The Blueprint



Transformer Sequence



In digital marketing the concept of a tripwire derives from an action designed to convert a subscriber into a customer pretty much as soon as they enter their email address, “tripping” an immediate offer of a product, usually via a pop or redirect to a sales page in other words..

Assuming the offer is good enough, relevant enough and low risk (i.e cheap) enough a small percentage of subscribers will get out their card details and boom: instant customer.

Fine. Except, obviously, the majority will ignore it and a proportion will no doubt be left a little irritated by it and so a little less likely to open your welcome email. So that’s one route you can take - and no doubt you’ve noticed many do - but is it worth the risk of getting off on the wrong foot for the sake of a few quid?

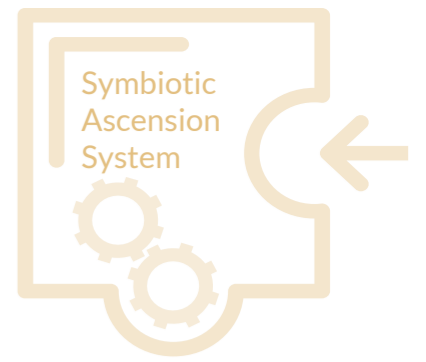
Up to you.

No judgement here. Well maybe just a little. :)

Goes without saying, both the strategy and the name are not a great fit with the symbiotic way of doing things. So in the SAS, we've chosen to rebrand the tripwire and take a slightly different approach...



The Blueprint



Transformer Sequence

Our 'ideal' transformer product is one that presents new process knowledge, learning and growth, while delivering a tangible solution to an important problem and also provides a strategic, natural bridge between your lead magnet and your core product. But it's core job, the thing, above all others, we want it to do, is to transform our subscriber into an actual customer.

Hence the name: Transformer. Obviously.

So far, so not so different then really.

Where our approach does differ significantly, is we don't jump the gun. We take a more gradual route to the transformation - via the aforementioned welcome and action guide sequences - and then honour our transformer with it's very own sequence as well.

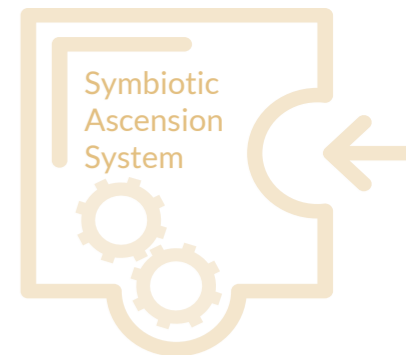
But this only works if your transformer is really, rather good and you have the time and space to communicate just how blimmim useful it could be. If it's really not that great, if it is just a bog-standard random gateway with little or no strategic connection to what's come before (or is to come next), then - the customer journey will be much less natural, with a lot more friction and you may be perceived as more of a disruptive presence than a welcome influence.

Which is not what we want, right?

So much like the action guide sequence, the transformer email sequence acts as a bridge. Only this time, we're taking the content up a notch, utilising a process, segment, formula or actionable tip or two, directly repurposed from the transformer product itself. This allows for an authentic taste of, while creating some optimistic sense of, what a purchase of the product might - just might - help our prospective new customer achieve.



The Blueprint



Transformer Sequence

Options are, an invitation to check out more via an additional - highly correlated - action guide (or two); or directly to the sales page (coming up); only then rounding out the sequence with a more directly sales driven email.

As with many elements in the SAS, you can set up a multi-email sequence that delivers all this (and more). But why? Aren't you just bugging your subscribers? Well, look you've provided a lot so far, so I think you can be forgiven for only looking for a little sale at this point.

But also these sequences are built on the real-world understanding that far from every email in a sequence will be delivered, opened and clicked on. And so we can in fact - mostly - send multiple emails on a similar subject without being a complete pain (hopefully). And we can, in fact, set up a sequence whereby subsequent emails can be sent to provide more opportunities for opens and engagement - but are only sent if previous emails have been missed and/or not engaged with.



Wanna see?

This link will take you to an example email, which then directs to a warm up blog post, which then directs to a sales page. Optionally we could also set up an email that goes directly to the same page.

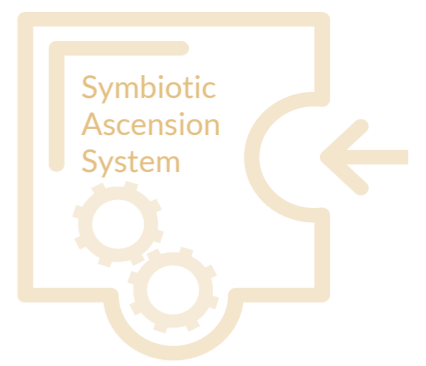
[Click Here To See The Customer Avatar Transformer Sequence In Action](#)

PS: Need some help clarifying what your transformer product should be?

[Click here to get your free Transformer Action Guide & Checklist Now](#)



The Blueprint



Transformer Sales Page



Having established that the transformer email sequence's job is to set the stage, for our first high value but low risk sale, these emails are not where any actual selling takes place. What does or should take place though is a clear prompt towards a page where the heavy lifting of the transformer selling definitely *does* take place.

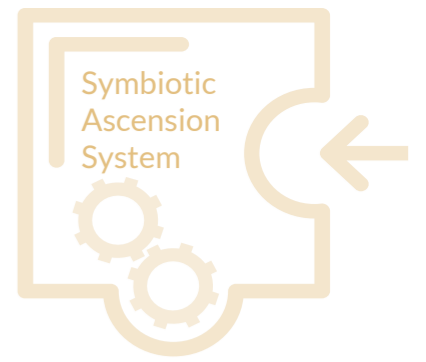
Your transformer may be low cost and so low risk for the buyer, but taking a slapdash approach to your sales page copy, also means running the risk of failing to convert them at the very point they're most likely to make that leap of faith.

That said, while you do want to ensure it includes enough information and gentle persuasion to make your hard-fought-for subscriber feel relaxed enough to splash some cash; some odyssey-like hero's journey that has your new BFF giving up half way through, is not the best allocation of resources either.

So balance is the thing...



The Blueprint



Transformer Sales Page

As is the case with your squeeze page, you definitely do need to clearly communicate value and benefits, but now you also need to dig a little deeper, elaborating on what the buyer will actually get for their cash.

In the SAS we're all about a balance between efficiency and quality in our processes, so we generally begin with a short-form sales-page template - basically a squeeze page template (hero, heading, benefits, qualifying statement & CTA) - extended to elaborate on the features, dig into the process and how it works. We then have the option of extending things further by overlaying elements of a PAS (Problem-Agitation-Solution) or AIDA (Attention Interest Desire Action) copywriting page structure as well.

Either option can work, depending on the price point and how much value there is to demonstrate, but beginning with the short-form version allows you to get things going with least possible delay (another thing we're pretty keen on).

Crucial though, is to keep the end in mind throughout the page, ensuring the objective (sale!) doesn't get lost halfway. And the reader can naturally move down the page without any clutter or distractions - links or sidebars for example - getting in the way.

Conversion-focussed copy drafted, page designed and built, you can now be well on your way to your first sale...



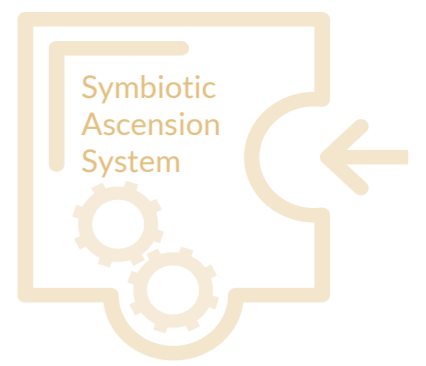
How might that look?

Well it might look something like this...

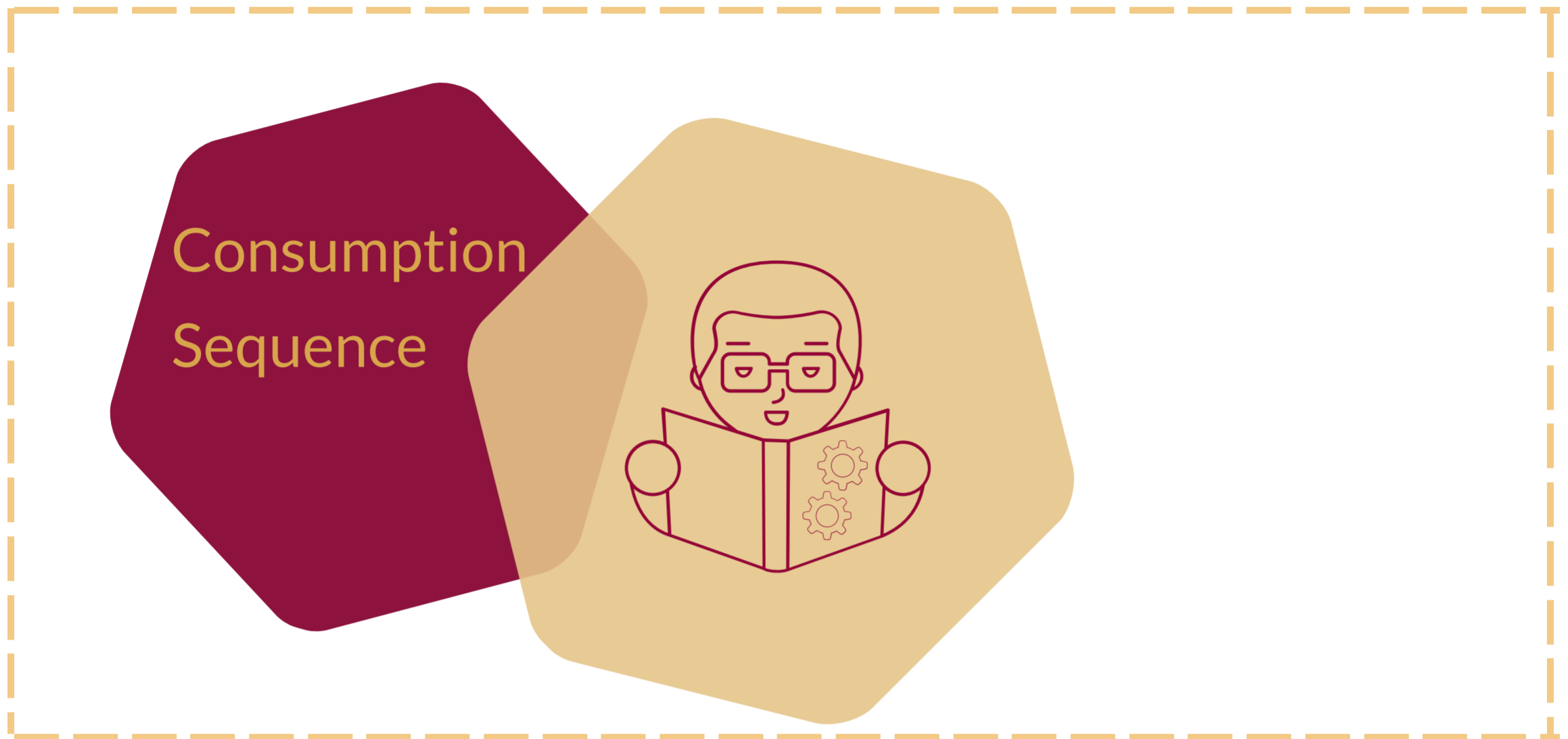
[Click Here To Check Out The Customer Avatar
\(Transformer Product\) Sales Page](#)



The Blueprint



Consumption Sequence



First sale in the bag, you now have a brand new customer - well done you.

However, a sale of one little product does not a loyal, happy satisfied customer make. So while yes, you are now better placed to go for a bigger sale, you are not in the optimal position for such a sale to take place (at least not in the most natural and friction free way) - yet.

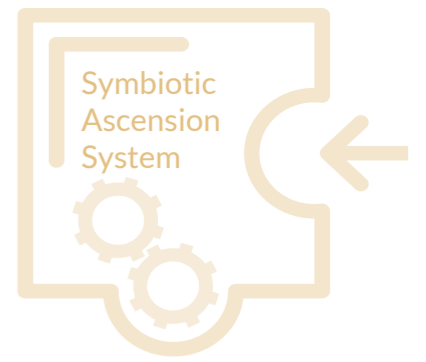
The very best place for such a sale, is one where your new customer has not only purchased a product from you, but has consumed and actioned that product to deliver themselves a tangible outcome and got themselves a step closer to where they want to be. That's how happy, satisfied customers, who will buy from you again are made.

So yes, you could go take the opportunity to make another sale straightaway, but then you could run the risk of losing some of your well earned trust by coming off as, opportunistic as well.

And so to avoid that...



The Blueprint



Consumption Sequence

In the SAS we advise that instead of defaulting to the quick win, you consider playing a longer game where both sides get what they need. Win/win at this stage of the 'game' means you can consolidate your position as both a trusted guide and someone your new customer will be happy to do business with again (and again). You can do this by reminding them of the benefits of actually consuming the product they just purchased; the potential for progress they have at their fingertips; and generally helping them get the most out of this shiny new thing, before the novelty wears off (and possibilities are still front of mind).

Ultimately it's about not taking any new customer for granted, but engaging with them to ensure they're left happy and satisfied with their experience of you and/or your product instead. Easier said than done, but done it can be, with a purposeful approach to the next step in mind...

You can achieve 'something' along these lines, in the simplest possible way by sending an "how's it going, need any help?" sort of email. But - you won't be surprised to hear - setting up a consumption sequence strategically designed to naturally segue into your core product sequence is the way we prefer to go around here....

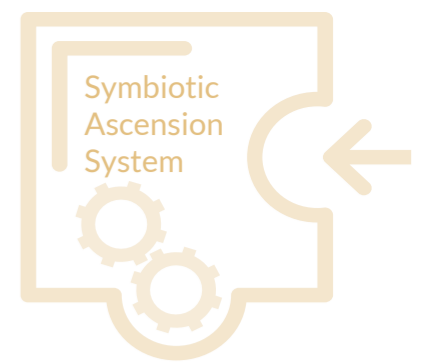
The consumption part of the sequence could be in the shape of an initial reminder that the product is ready and waiting, while building some anticipation around the end result it can help achieve, and a qualification of what difference that result or outcome could make towards the ultimate outcome they seek.

And considering they already have the information hand - if not in front of their eyes - the consumption sequence can also include content directly repurposed from the product itself. Allowing you to step by step, email by email, walk them through things with extra guidance, examples and helpful tips along the way.

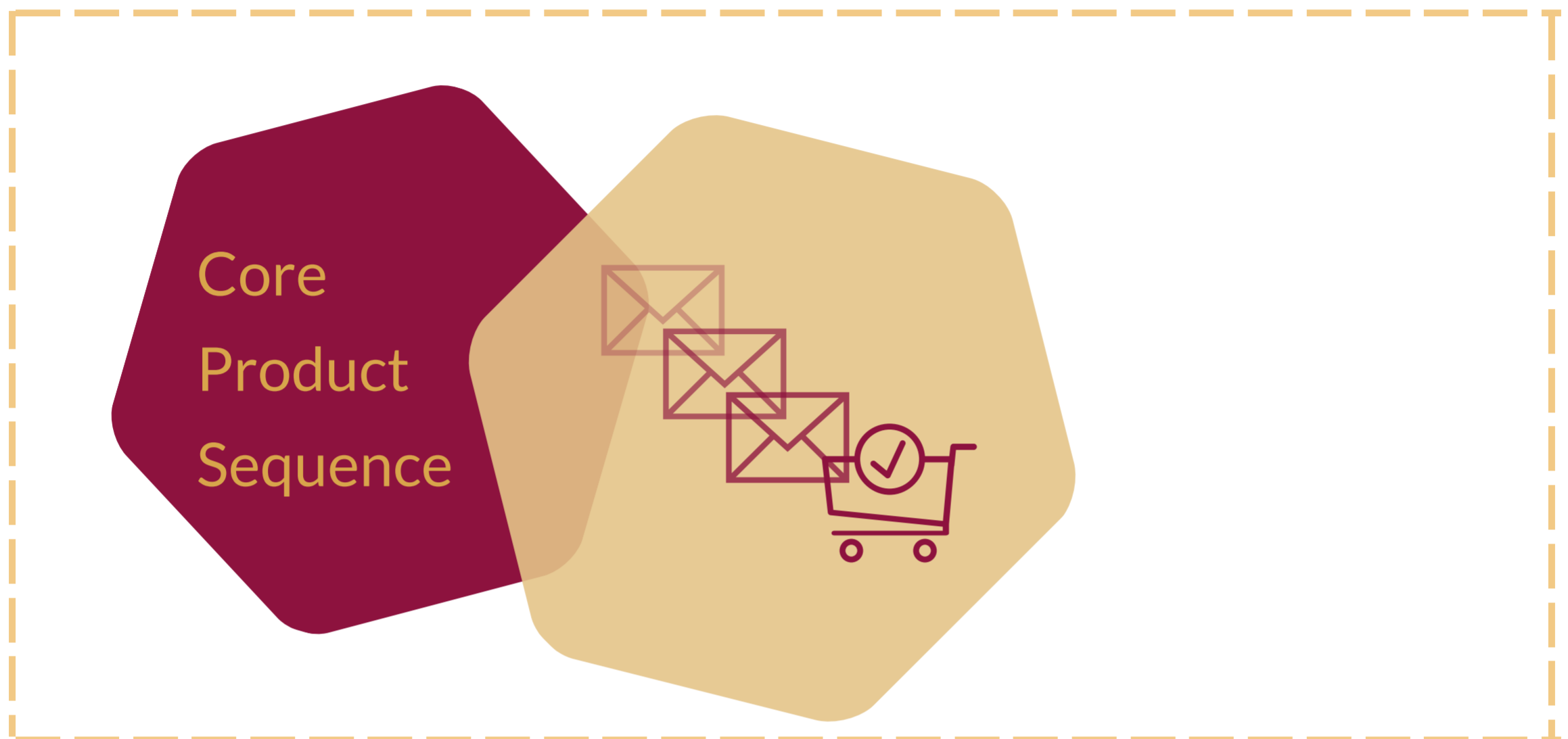
All this can not only tangibly help your potentially long-term, loyal, repeat customer make progress, it can also help you build up more goodwill as you go too. Then once they have taken some action, once they have made some progress and once they have got some results, they can then feel assured the purchase was a good decision - well done them - putting you in the best possible position to begin the next, most important final leg of the journey...



The Blueprint



Core Product Sequence



Oh how far you've come. You being the 'you' that is now a trusted guide and 'them' being those, once cold unaware visitors who became warm solution-aware subscribers; whom you then transformed into first time satisfied-customers by delivering plenty of useful, actionable value to them.

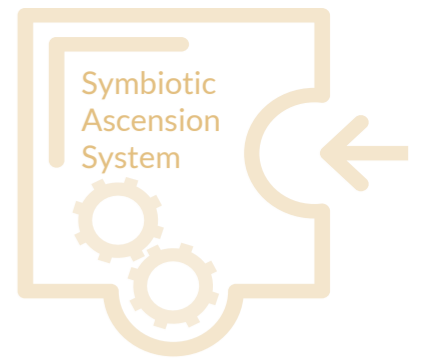
Well done both of you.

Now though, having come this far with the summit of a core product sale - the point where a profit can actually be made - now firmly in sight, stakes are somewhat higher than before.

And so, the core product sequence is where you do actually begin more of a conventional sales process. The trick to continuing opens and engagement though, is just not to be quite so obvious about it. You can do that, firstly by making your content, compelling, entertaining and useful in and of itself. Secondly by making a strategic segue from the previous consumption sequence seem like the most natural and obvious next step. And thirdly, optionally, you might want to consider not actually, moving directly from consumption to selling, but to take a little breather with a few nurturing emails along the lines of "you might be also be interested in this" sort of thing.



The Blueprint



Core Product Sequence

However, regardless of which path you choose, it's important to understand, it's not the job of your email copy to sell your core product as such. It's the job of your email copy to get a click through to your core product sales page (the job of which is to close the sale - more on that to come).

And how do you do that?

Glad you asked.

First things first, don't write your core product email sequence until, you have a first draft - or very clear outline at least - of your sales page copy to hand. That's simply because if the core objective of each email is to get a click-thru to your sales page, you need to know what that sales page is saying and doing first.

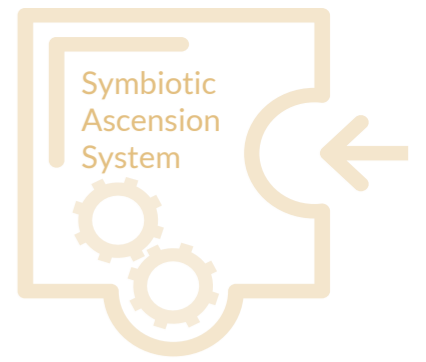
You're then in a position to use elements of your sales page in your emails or take the opportunity to more effectively warm the reader up, by providing an introduction to a specific section of the sales page and/or opening a curiosity loop that can only be resolved by clicking on the link.

There's also the option of digging into the outcome focussed reasons why it might be a good idea to click through; what a difference your core product could make to the reader; what your core product might help them achieve (or a non-purchase might have them miss out on); or specific stories of exactly how your core product has helped others get what they need.

What you're doing here, and in fact what you have been doing all along, is to get your audience to consider potential solutions to problems they've been facing and then help them decide on the best course of action to take. That may not actually be a purchase of your core product. You're not going to have the answer to everyone's dreams, every time. But you should, non-the-less, have a solution that's optimally positioned to be a very logical choice for them at this point in time.



The Blueprint



Core Product Sequence

Again as with other sequences, you can adjust and adapt exactly what is sent based on which actions are taken - who opens, who clicks, who buy etc - or not. The more potential emails you have in this sequence, the more chance you have of getting an open, an engagement, a click or a sale. And because - as previously mentioned - the stakes are now higher, those opens and that engagement matters even more at this stage.

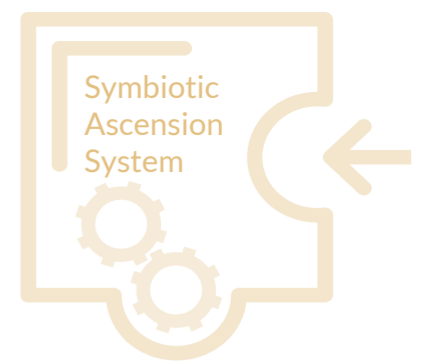
So, if email one is not opened, you need an email two. If email two is opened, but not clicked you need an email three. If email three is clicked, but no purchase made, send email 4 and so on.

Obviously, once a purchase has been made this sequence has done its job, whether that's on email one or email eleventy nine, the sequence can be automatically stopped, so you're not bugging anyone with stuff they no longer need.

Whatever you do though, just don't lose sight of the fact: it's all about that click. So everything you write should be geared towards a specific what + why call to action at the end of each email. Get that right and you're still in the game for a sale and your vitally important core product sales page can now naturally take over the reins....



The Blueprint



Core Product Sales Page



This is it then. The final hurdle. Win or lose. Life or death. Your brave endeavours to date having brought you to a precipice, which - successfully navigated - could mean riches beyond your wildest dreams lay on the other side.

That's one potential outcome anyway.

While your core product sales page may or may not hold the key to untold riches and success, it certainly does represent a tipping point where all your hard work can either be lost or a return of significant value can be made. If, that is, enough of your subscribers opened your emails, engaged with your content and stayed the course (of course).

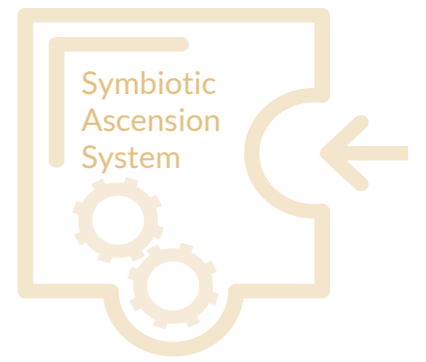
But if that is the case, you at least have a solid sign you've done a good job of laying the groundwork; of demonstrating your expertise and of proving yourself as a trusted guide, right?

Right. More than most then.

But even if the heavy lifting is now done, it's important to understand the real profit is only made with a final concerted push for a higher-ticket sale. That means a meek "Oh btw, perhaps you'd be interested in this product as well?" will not persuade enough of your subscribers to go the last furlong and bang your buy button at the finishing line.



The Blueprint



Core Product Sales Page

So, the prize can still be lost.

But all is not (lost that is)...

If your sales page does what it's supposed to do, then the majority of those it's specifically aimed at - those who are ready; those who have the means; and those who can align their emotional motivation with your logical persuasion, are highly likely to buy your core product from you.

So naturally, you must have a sales page to close the sale. But any old sales page is unlikely to do that for you. A sales page that is much more likely to do that for you, is one that can paint a vivid picture of a much improved future (that's not too far away) while also...

- Making an immediate connection based on something the reader really cares about.
- Demonstrating the unique value your product or service provides.
- Providing proof of tangible results.
- Alleviating doubts, worries or concerns.

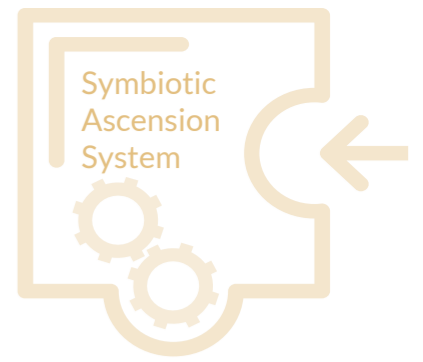
Not to mention, maintaining interest and forward motion; being easy to read; natural to navigate and avoiding friction, distractions or loss of focus along the way.

The bottom-line - quite literally - is: the offer and message the sales page at the bottom of your funnel conveys has to make so much logical sense, and be of so much obvious value, that it removes all resistance in the mind of your (almost) core-product customer, to the point where - given all they now know about you, your business and your product - clicking that buy button seems like the most logical thing in the world to do.

But to deliver a sales page that does this job effectively and makes your time and effort worthwhile: it's not something that can be banged off in an afternoon; you can't do it without preparation; or by skipping over the research. Ultimately you - or whoever you hire to write - must be versed in sales-page copywriting principles first.



The Blueprint



Core Product Sales Page

So, when it comes to sales page copy the SAS doesn't offer a way around this, simply because we don't believe there is a way around it. Not if you're to deliver the results your Symbiotic Ascension System so richly deserves. That said, what we do have, is ways, means and tools to help you - or any writer you hire - navigate through the copywriting processes efficiently, productively and effectively.

Or naturally of course - you won't be surprised to hear - we do have services designed to get it done for you too.

But, whether you choose the DIY or DFY route, be assured, there is a range of SAS process, templates, workbooks and checklists designed to get your copy drafted, delivered and done and remove a crucial barrier to success with much less head scratching, second guessing, disappointment and delay.

As long as you take the first step...



Hired help makes sense?

You can...

[Click here to find out more about our sales page copywriting process and services](#)

DIY route instead?

The following course (free with Thrive Suite subscription) comes highly recommended...

[The Sales Page Blueprint Course](#)

Not a Thrive subscriber?

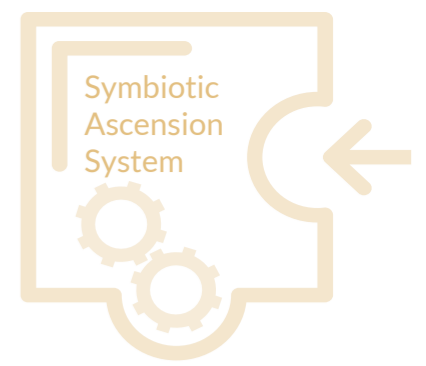
Never fear. There's also a really good sales page template - designed for course creators, but the fundamentals are applicable to other products as well - which makes for a good place to start here...

[Free Sales Page Template For Online Courses](#)

See you on the other side...



The Next Steps



Don't Stay Stuck

Whether you decide to go it alone or need some more direct advice or help to deliver your own funnel assets, we have a range of products and services that can help. From [free action guides and checklists](#) to big-bang-for-your-buck processes and workbooks; to [done-for-you services and done-with-you strategy & planning hybrids](#). Everything we do is designed with one core objective: to get your products, content and funnel infrastructure up and running, with the best balance of budget, quality and efficiency we can find.

So, no need to stay stuck. You can...

[Tell us what you're thinking or what you might need here](#)

[Review the full range of SAS Services \(some of which are free\) here](#)

Other Useful Stuff...

New to Symbiotic Marketing and want to know more?

[Check Out The Introduction To The Symbiotic Ascension System Here](#)

Need help with other parts of your list-building funnel?

[Check Out The Level 1 TOFU Action Guide Series Here](#)

[Check Out The Customer Avatar Action Guide Here](#)

[Check Out The Lead Magnet Action Guide Here](#)

[Check Out The Squeeze Page Action Guide Here](#)

[Check Out The Welcome Email Action Guide Here](#)



Symbiotic Ascension System

Who?

Over the years - ok decades - Nick Conneff has turned in his best work, initially as a deep house DJ turned produce, then a property investor turned entrepreneur and he's currently turning his hand to helping like-minded individuals with digital marketing and funnel strategy.

He's nice like that.

Currently, copywriting, landing pages, conversion optimisation, content creation (writing, video, audio), sales funnels, email marketing, traffic acquisition, project management and are all things he can turn his hand to and lend a hand with.

Significant projects in the past have included running an independent record label and developing an education & welfare program in The Philippines.

He works both from his home in the UK and - when the weather takes a predictable turn for the worst - remotely from places a damn site warmer.

You can [email him here](#) or
connect via [Linkedin here](#).

