



THE MVO & MVF FORMULA

Hi, I'm Sam Bell and I help coaches, consultants and services providers like you create a consistent stream of targeted high-ticket clients by applying our "Client Flow™ Methodology!"

We have spent over \$10 Million dollars on Facebook™ over the past few years testing, tweaking and developing our methods for consistently acquiring high-ticket clients.

The "MVO & MVF Formula" Is a foundational piece of what we do to help our clients effectively develop a winning offer. Then rapidly validate and prove the offer will convert to paid traffic.

This allows us to put together a customer acquisition strategy so the advertising pays for itself and our clients can earn a healthy profit!

Get ready to enjoy and be sure to watch the corresponding video!

THE MVO & MVF FORMULA

You're about to discover the fastest way to build, validate and profit from any product or service even if it doesn't exist yet!

What Are You Going To Learn

1. MVO = MINIMUM VIABLE OFFER
2. MVF = MINIMUM VIABLE FUNNEL

What Are You Going To Learn - MVO

1. Validate The Offer
2. Identify The Target Market
3. Deeper Market Analysis
4. Crafting The Offer
5. Developing The Messaging For Your Offer
6. Presenting The Offer

Validate The Offer

- Are there offers similar to mine in the market place
- Who are the top competitors with a similar offer
- Are the competitors actively advertising there offer
- What channels are they using - Google, Facebook, YouTube
- What message are they using in their ads and emails
- Get on their list or go through their sales process

Identify the target market

- Who are my competitors selling to?
- Where do they hang out
- What is their psychographic profile
- What is their typical demographic
- What is the end result or outcome they desire

Deeper Market Analysis

- What beliefs do they need to have to buy
- What are their biggest fears around the problem my product or service solves
- What makes my offer unique from the others (My Mechanism)

Crafting The Test Offer

- What's the end result my offer can help them achieve
- What can I put in my offer to get results fast
- What social proof or results can I demonstrate in the offer
- Is the offer irresistible - Does the value proposition outweigh the cost

Crafting The Test Offer

The Four Big Questions are:

- What are you offering?
- How much will it cost?
- Why should I believe you?
- What's in it for me?

Developing The Messaging For Your Offer

Follow The 12 Step Selling Formula to craft the sales message

1. Get attention
2. Identify the problem
3. Provide the solution
4. Present your credentials
5. Show the benefits
6. Give social proof
7. Make your offer
8. Inject scarcity
9. Give a guarantee
10. Call to action
11. Give a warning
12. Close with a reminder

Presenting The Offer

- Long Form Sales Letter
- Video Sales Letter

What Are You Going To Learn - MVF

1. Squeeze Page Fundamentals & Structure
2. Building The Sales Page & VSL
3. Order Page Conversion Structure
4. Thank You Page Construction
5. The Follow Up Sequence.

Build The Landing Page

Build The Squeeze Page To Capture Leads

- Headline With Big Promise - [Common Bond] - [Benefit] - [Mechanism] - [Ultimate Benefit] - [Dominant Emotion]
- Name
- Email
- Submit Button

Build The Sales Page

- VSL / Sales Letter
- Fulfill on Promise Made In Headline
- Provide Value
- Transition Into Offer

Build The Order Page

Offer Recap

Guarantee

Order Form

Conversion Elements

Build Thank You Page

- Simple TY Page Video
- Book A Call
- Upsell For Other Products

Email Follow-ups for Non-Buyers

- 1 Deliver On First Promise From Page
- 2 Problem / Pain
- 3 Story / Social Proof
- 4 Scarcity / More Proof
- 5 Guarantee
- 6 Fast action bonuses
- 7 Strong Call To Action...

Send Traffic

Email List / Email Drops / Solo Ads

Facebook Ads

YouTube Ads

Resources

1. Great Leads – Michael Masterson & John Forde
2. Breakthrough Advertising – Eugene Schwartz
3. Triggers – Joe Sugarman
4. Words That Sell – Richard Bayan
5. Cashvertising – Drew Eric Whitman

Want A One-On-One Consultation With Me?

Need Help Setting Up Your MVO & MVF? Lets talk!



<http://CallSamBell.com>