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Hey there and welcome to module six, lesson two. We are talking about creating the warm client pipeline. So if you remember back to module three, we talked about the client process, the secret sauce and all that sparkle factor stuff, right? And in this lesson we are diving into how to get people into that pipeline and having a really intentional process to get them to that point. So we are talking about a couple different pieces. So building a pipeline means that you're creating a pathway for your customers or your clients to go through as they were from not knowing you, to actually purchasing from you and making that decision and hopefully that they're doing it more than once and intentional pipeline creation will ensure that you're getting really quality leads who are super jazzed up and that are excited to give you money. Like, please take my card, take my money right, and think of a company that you're irrationally excited to hand over your money too.

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For me, it's target. And how did that happen? Think back, what did they do to make it most inevitable for you to pay that money? For what they're offering, how do they make it super easy? Whenever somebody releases a product line, what makes you super excited? I know that when target released the Lilly Pulitzer line, there was like a massive line the day before when they closed the store, right? And people were lined up what causes that kind of irrationality so that people will hand over money. So basically that's what we're talking about here. So this is possible for both product and service based businesses for product based businesses. Pipeline building means more warm customers who were really excited to buy from you and whenever you're ready to launch and they're excited for your presales, they're excited for, you know, the VIP offers, they're excited to hear about something first or get extra perks.

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So having this sort of inner circle, whether it's an email list or just like a club helps you in making better decisions for the kinds of products you create and develop. So when you're thinking about, you know, research and development phase of any of your products, having this inner circle really, really helps you in making those decisions. And for service based businesses, this is about growing your pipeline and that means that your leads for your services are much warmer when they finally arrive in your inbox. Um, rather than having lots of people who are bargain hunting or like price conscious, you'll find people who are looking for your expertise and are ready to invest money with you. They're ready to hand over that credit card, even if it costs a lot, it might take them a little bit to pause and think and say, is this a good fit?

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But honestly they probably end up paying. So let's start at the very beginning of this journey. So you've seen some of these slides in the last lesson and I hope you have. We're diving into this part and this is the heart key number one, which is what we call free, free free. So this is your absolutely no strings attached content. This is the very, very introduction to you. So this is, this can be your main content, whether it's your blog posts, your podcast episodes, youtube channel. You have to decide where is your main content hub. That thing that you can think about next is your social, so that could be the place where you promote your main content, guest expert content or podcast guest content.

That's just whenever you have an opportunity to be on somebody else's platform where you're adding a whole lot of value, but the purpose of the free free free is to offer value to give people who don't know you or maybe no you, but haven't been versed in your stuff and to give them a whole lot of value so they start paying more attention to you.

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And here's the pathway, right? So if you create one solid blog post a week and then you go and take that blog post and create 10 different pieces of social content. Let's say you're posting three times on facebook, um, and then the rest of the time on Instagram, partially instagram stories, partially instagram, those are your social post. Out of that one blog post or youtube or a podcast episode, you were able to create these different posts. You want to publicize the content and you're wanting to add value in somebody else's newsfeed. The guest expert content is very similar to your main content hub in the way that it's just volume of content. It's a big piece of content, but you'll want to also share it out on social. So this is your no strings attached content. They're not giving you anything, they're not paying you anything and you're just adding a whole lot of value.

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So the heart key number two is a Freebie with the trade. So the Freebie with a trade is essentially you give your content away and in return you get an email address. And so basically you want to have one solid optin for this vertical. So now that you've chosen this vertical, whatever it is, you want to have at least one solid opted for it. What empathy reflection, can you create an immediate resolution for them? What problem are you solving here? What's going to give them a really quick win? So whatever they're thinking about, how can you sort of nip that in the bud and get it to them asap? So the quick win could be really different depending on your industry. So if you're getting stuck here just to pop into the facebook community and let's help you brainstorm, I don't want you to think about all the verticals.

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We're focused on one vertical right now, right? So dive into this, figure it out, and then move onto the next vertical. This is all for. This is true for all of the things that we're talking about right now. The next thing I'll say is that the format can come in any shape or form. So some of it, some of the ideas that I have for you, it can be a downloadable pdf, it could be a video training, a challenge, access to a special training that you've done, a coupon code, any kind of swipe files are templates that you might have and these are super fun for people to receive and it's high value, right? So make sure that it's high value. And what I mean by high value isn't like, let me just cram everything into one folder and give it to you, but what is the experience of the person and somebody is somebody going to really use this. So you want to be really intentional about the format and intentional about the experience for somebody to use this.

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So a pro tip here, this is helpful for a lot of purposes, but you want to use a pretty link for your freebies. I don't want it to be reinaandco.com/sparkle-find-how-to-.... whatever. I want it to be something simple like

reinaandco.com/sparklefactor, right? And have it be very, very simple. So my rule of thumb is if it's hard to say they won't go and type it, so make it short and simple, whether you're using wordpress or squarespace, you should be able to change this relatively quickly. So that's Freebie with a trade. So pause this and if you have some ideas, go jot it in the workbook under the heart key number two section.

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So we're moving on to the offers so you might know what this might look like and I am guessing that you're going to have, um, if you have no idea what this is, it's totally fine. But let me walk you through. There's three of them. Offer number one, offer number two, offer number three. Here's the thing, you do not need to have three offers for this vertical. You might later, but you don't right now. The purpose is to understand each of these different offers so that you can say, oh, is my current offer that I outlined in a module three? Does it make sense for this one, this one, or this one? Does that make sense? So moving into this offer, number one is the small ticket price offer and this is a no brainer offer that somebody can buy without really thinking about it.

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They don't need to consult somebody about it. They could just make a whip decision. Um, and especially in the product space, is this something that's usually less than \$30? It's kind of like at the target dollar section, it's a no brainer, they just throw it into, I just throw it into the cart. Or if you're in the checkout lane, it's like those last minute things that you can buy, like a pack of gum or whatever. So what are those last minute small ticket price offers that you can add, um, that will enhance the experience and they might not even even thought that they needed it. So that's one offer that you can have. Next thing is your least time intensive offer. So this is not an offer that's like, I'm going to spend an hour with you kind of thing. This is both for product and service based businesses.

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You could do it in different ways, but for product based businesses it's a ready to ship product. Maybe you've created 50 of them, they're ready to go, or they're manufactured and you have lots of them. You're not doing a whole lot of customization on it. You're probably just slapping a address label on it and sending it out to go. So for a service based business, this might be a diy version of your service or maybe a piece of educational content that will allow somebody to do the work that you're trying to do on a one on one business and be able to sell it in a one to many offer. So offer number two is your medium priced product. And let me just say that I'm giving you sort of dollar amounts, but this is really subjective for your specific business. If you have a small, a product based business or you have a manufacturing product based business, it might look really different versus if you have an agency or you have a one on one kind of a situation.

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So really depends on your business what the dollar amount is for each offers. All right, so the mid tier product is an offer that's going to take more of your attention or customization for a client or a customer. So while the pricing is completely relative, like I said, for each business in the product world, a mid

price product might look like a \$200 course that's sandwiched between a \$27 trip wire product, the no brainer offer or the \$500 more comprehensive service. So it really kinda depends on where you fall in the line. Offer number three is the high priced product. It's the most intensive usually for the service provider or if you're creating a product or maybe a more customized offer, um, this is the option that's most high value to your customer. It's specialized, it's personalized, tailored to you or luxury. And so depending on what you're offering, it might be one of those things and maybe it's specialized or personalized or tailored or luxury.

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It doesn't have to be all of them necessarily, but it has to be something that differentiates it between the mid price product and the high price product. So some examples that are kind of like in real life is at a car dealership. It's the car that's the most has the most amenities. It has. The sunroof has this, it has that has all the added goodies to it. Maybe on a cruise line you have the best view or has the luxury services and the concierge and all of the excursions that are added in. And then best meal reservation times, right? It's the high value that you're getting on the cruise line. And then with like a surgeon, maybe an invasive surgery versus a quick visit to an urgent care center. So very different, right? Getting a invasive surgery procedure that's gonna take a lot of hours versus just a quick stop at an urgent care. So really thinking about your product, what is the most intensive part of the thing or luxury, um, offer that you can create for this particular vertical?

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So let me pause and talk a little bit about passive income. In the first offer, I talked a little bit about the trip wire. I talked about the little positive thing or the no brainer offer. And remember that passive income isn't actually passive. You need an audience, you need a larger following and you need volume of product sold before you really see an roi in spending money or time on these products. And also it's my personal recommendation that you have a proven idea or an audience in a process that's already proven before you start charging money for these passive income products. So one of the things that I'll say is that some of my trip wires now that are like less than \$30 were free before and after we got testimonials after people were saying, yes, this is awesome. Then we started charging money for it and it takes a little while for something like that to catch on and honestly it's going to take you more time and energy to sell a thousand dollars worth of a \$30 product versus at a thousand dollar package.

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So that's just something to think about. So let's start filling this in. Go back to lesson number one for module six, and we talked about philosophy, which was donut one, a donut to with stories. Donut three was empathy, reflection, and start filling this out. You're going to see this in your workbook and you can start to fill out some of the notes that you need for this. And this is really important so that you can have a one pager that kind of destroyed, describes your philosophies, your stories, your empathy, reflections. So you're not flipping, flipping through notes whenever you need to write something down or type something up, or create new content.

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Next step. Remember these, the heart key number one was the free free free heart. Key number two was the Freebie with a trade. Okay? Moving right along. So you remember all of these, the free, free, free, the Freebie with a trade offer, number one, which was your trip wire product offer number two, which was your mid price product. And then offer number three, the high value product. So here's what I'll say is that I want you to fill in everything, both this page and this page, but here's the catch. Offer one, two, and three. You do not necessarily need all of them filled out. I would say of the dollar signs. Pick at least one to fill out. So if you already have a passive income product, go ahead and put it into the trip wire. If you have a mid price product or a high price product, go ahead and put it in. And if you know that you want to offer something in the future, maybe you put a posted over it and say, here's what I might offer in the future, or put it in parentheses or something like that and indicate that here's what I'm thinking, but it's not quite ready yet.

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So I want you to take a pause and start filling this in and dive into this content because this is your first vertical and if this is the first time doing it, you can repeat it for your other two, um, possible verticals. But this is really important work and it's going to translate to opportunities in the future where you're doing publicity and visibility work.

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And I want to mention to you that here you go. You just created a sales funnel. I know a lot of people talk about sales funnels and how they can be so confusing, but essentially a sales funnel is a process for somebody who has no idea who you are to buying from you. And just creating this process of free, free, free to your high value product. You've just created a funnel. Sometimes you skip steps, sometimes you don't necessarily offer all of your offers, but truly this is a sales funnel for you. We just made it and it's completely easy to do after you map it out like this.

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So for a product based business, the small, medium and large isn't necessarily in order for your business. So here's what I mean by that. So I know that I pointed it down like this is sequential for you, but it's a little bit different for you. The offers might be stacking, so your offer is could look like and upsells. So let's say somebody buys a necklace from your shop and the necklace has a matching set of earrings. The earrings are a little bit less expensive than the necklace, but you can offer it as an upsell. You can offer it as a down sell or you can even combine it, especially during the holiday season or pre holiday season. You can do bundles as long as it makes sense for what your dreamy might need. So you'll often see on ecommerce websites, here are some suggested products, right? People are encouraged to look at other things that might look good with something or might make sense for whoever shopping and their tastes, so it's not necessarily like in order, small, medium, large, and you have to offer it that way, but it's just an opportunity to think about the different offers that you might have, the different price points you might be able to serve.

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So like I said, don't feel like you need to fill up all of the vertical spots. You might have only a few offers to fill in the verticals board right now and that's totally

okay. The most important thing is to have the offer be aligned to the content that you're creating and to promote it right, you have to continually promote it and once you get into the habit of content creation and product offer creation, you will be able to spend more time focusing on filling in more of those boxes. So for example, in this table you own, you have the free, very free, you have the Freebie and you have one mid sized product. That's actually how I started. I had one coaching offer. It was a one hour coaching session or a three month coaching session at the very beginning, and so I had offer number two, offer number three, and since then it's changed quite a bit.

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I went to doing one hour sessions, I did three months coaching sessions and then I did six month coaching sessions and wanted to see which ones would sell and so knowing what you have right now is totally fine and you can absolutely change this, but you need to make a decision for where you are right now. All right, so now that you've done this on paper and hopefully you'll take the time to dive into this for your other two verticals. I want you to really get it organized so we have a Trello board for you. You can create this in Trello so it's they're living, breathing document. You won't like lose this piece of paper that you wrote on and you'll be able to document it in real time and so we'll have this ready for you and it's in the supporting documents section of the module six.

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So you can go and download this and start putting in yours, um, and make sure that you start putting in your content here. So I want you to dive in. It means leveraging the content you've already created when you fill this out. So when you create a new blog posts your main core content, you can update that in the free, free, free. Once you start doing webinars or workshops or podcast episodes, you can start inserting that into this living, breathing document. And these are the people who are excited about buying from you in the future. So in the next lesson we're going to be talking about how you can leverage this trello board to the Max. As you do more visibility work, I know a lot of you are interested in getting more visible, but you don't really know how to do it or what to talk about. And this is super going to help you. So take a minute to dive into this work. I really do encourage you to pause this before you move onto the next step.