

# TENX Marketing Super-Funnel Program

The TENX Marketing Super-Funnel Program is designed to walk you through our step-by-step program in order to design, develop and deploy funnels that are fully functional, converting sales at a high profit margin, and set up to be as automated as much as possible (typically 80-90% automated).

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**IMPORTANT NOTES AND DEFINITIONS:** Since we believe that all Business Owners and the Small Business itself is really no different than developing your own ‘Super-Powers’ and ‘Super-Systems’ to annihilate the villains of the ‘Month-to-Month Monster’, ‘The Sinister of Systems Chaos’, and the ‘80 Hour Slave Driver’ we want to make sure you know our definitions below and... just to have a little fun :-)

- **The Client Super-Power Sheet:** Worksheet that defines everything you have and offer that makes your business, products, and services unique and valuable.
- **The First Super-Strategy Call:** The initial call that launches your funnel objectives
- **The Second Super-Strategy Call:** The follow up call that finalizes your strategy and “MAP” that the pre-build and build team will use to create your funnel.
- **The 5 Offers:** Magnet, Qualifier, Core, High-Profit, Continuity
- **Super-Funnel Architect:** The principles of TENX Marketing that lead the entire pre-build and build teams.
- **Funnel Super-Power Pack:** The full packet that contains your funnel flow chart, analysis, strategy, and defined actions that will make up your full profitable funnel.
- **Pre-Build Out Team:** The team that collects assets and prepares for build out and sets up all tools necessary for the Build Out Team to use.
- **Final Build Out Team:** The team that will build web pages, automation within Infusionsoft and other marketing tools necessary for a successful funnel buildout
- **MFP Project Manager:** Your go-to person throughout the entire 3 phase buildout process. Be sure you have their email and skype information.
- **The 10X Super-Hero Headquarters:** The online client portal that contains all tools and resources for you to use for your assignments and training help. Essentially this help you to do everything that is required on your part.

It will take a minimum of 60 days and a maximum of 90 days to complete your full funnel build out in 3

Phases:

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- 1. Design Your Marketing Funnel**
  - 2. Develop Your Marketing Funnel Content**
  - 3. Deploy The Build Out Of Your Marketing Funnel**
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We will work with you to architect the ideal funnel for your business and/or product line. You can go as fast or slow as you like. The 60-90 days is simply a suggested guideline for the total time to complete every phase of your funnel.

Let's walk through each Phase to be clear and set clear expectations.

## **PHASE 1: DESIGN Your Marketing Funnel**

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The Design Phase begins the process of creating your funnel. Upon your admission into the TENX Marketing Funnel Program ("MFP"), you will first receive a Onboarding Call from your MFP Project Manager. You will also receive your project manager's contact information that you will have access to during these three phases of build out.

### **The 10X Super-Hero Headquarters (AKA: Super-Hero HQ)**

We also have the 10X Super-Hero Headquarters that contains a collection of tools and resources that will assist you in completing your assignments as you move through this program. It's important to understand that you must do your part and complete the assignments found in the Super-Hero HQ.

### **The Client "Super-Power" Sheet**

The first thing for you to do as soon as you receive access to the Super-Hero HQ is to complete the Client Super-Power Sheet. This interactive form asks you all the questions that will provide our team with the information we need to best assess your current products, resources, copy and content (if any), your target market and advantages and/or disadvantages relative to your competitors (AKA: Your Super-Powers). After you complete the form, we will review it to prepare for our first Strategy Call.

### **The First Super-Strategy Call**

After you complete the Client Super-Power Sheet, we will contact you to schedule your First Strategy Call. On the First Strategy Call, one of our top Super-Funnel Architects will work with you to gather the remaining information we need to help design your funnel and to begin the process of determining the ideal materials and sequence for your Marketing Funnel buildout.

**Every Marketing Funnel consists of “The 5 Offers”:**

1. Magnet Offer
2. Qualifier Offer
3. Core Offer
4. High-Profit Offer
5. Continuity Offer

We provide detailed training and explanations of each of The 5 Offers which are contained in the 10X Super-Hero HQ you receive access to as part of your MFP. At the end of the First Strategy Call, you will have a clear outline of what each of these 5 Offers will be for your funnel. The call is recorded and you will receive a copy for your review.

**The Funnel Flowchart**

After the First Super-Strategy Call, you will receive your Funnel Flowchart that diagrams the funnel we designed together on our First Strategy Call and provides you with a visual representation of how your funnel will flow.

**The Weekly Check-In**

After the First Strategy Call, you will receive an email to set up your Weekly Check-In Call. This is a 15 min call with your MFP Project Manager to update you on tasks, clarify any questions, and set the goals and expectations for the next week. This is designed to be a repeat meeting that is “set in stone”. If you are not able to make the agreed scheduled time, we will email you the updates and proceed with that weeks actions. This is no “make-up” meeting for this call, so please make it a priority. If you absolutely cannot make it then you will still receive the email update from your MFP Project Manager. These calls will last for the duration of your MFP and will stop once it’s complete, this is not an ongoing call after your MFP is completed.

**The Second Super-Strategy Call**

After completing the tasks that we agreed to on the First Super-Strategy Call, reviewing your Initial Funnel Flowchart and participating in at least one Weekly Check-In Call, we will schedule your Second Super-Strategy Call. This call usually lasts about 20-30 minutes and is designed to allow us to work with you to refine your 5 Offers and for us to make any final tweaks to your funnel before you move on to the Develop Phase described below.

**The Video X-Ray Review**

Immediately following the Second Strategy Call, one of our head ‘Super Funnel Architects’ will review your new funnel program and provide the final analysis and tweaks in a custom video X-Ray Review that’s specific to your funnel. The video review will briefly walk through the funnel you have, the proposed final design and will then make any last minute tweaks that we believe would improve your new funnel and prepare for Pre-Build.

## **The Funnel Super-Power Pack**

Shortly after the Second Strategy Call, you will receive a Funnel Super-Power Pack that will include an updated Funnel Flowchart as well as several pages showing our analysis of your existing funnel (if you already have one) and a complete visual representation of what our analysis shows your final funnel should look like. You will then review the Final Funnel Flowchart and sign off on it to approve it for pre-build. The Funnel Super-Power Pack and Final Funnel Flowchart will be used by both your Pre-Build Team and your Final Build-Out team to create your actual online funnel.

## **Your Pre-Build Team**

As soon as we receive your sign off on your Final Funnel Flowchart, it will be sent to your pre-build team. Your pre-build team will communicate with you to gather any final information necessary to begin building out your site.

The pre-build team will evaluate your initial assets and complete all preliminary tasks to ensure that you have everything you need to move to the Full Build-Out Stage. For example, you will need domain names, web hosting, a CRM (customer relationship manager software), multi-channel marketing automation tools, video hosting, video player, Wordpress theme, Wordpress site, and Wordpress plug-ins BEFORE the full build out team begins their work. You may already have some of these items, but the pre-build team will be responsible for setting everything up so your funnel can operate at 100% capacity with as much automation as possible.

The pre-build team does all of this work for you. You will need to provide them with a credit card to acquire hosting, CRM and other materials that are needed.

As soon as the pre-build team has reviewed your Funnel Super-Power Pack and Final Funnel Flow-chart and acquired the necessary pre-build components for you, they will create a rough pre-build of your funnel on one of our development servers. At this point, you will be able to see your funnel coming to life online. Your pre-build funnel will contain placeholders for each of your 5 Offers with the rough titles we agreed on and in the rough format we agreed on during the Strategy Calls.

There will be no final content there yet, because that content will be created during the Develop Phase, but the placeholders and rough look and feel of each of The 5 Offers for your funnel will be present and will interact with one another in the initial flow of your funnel.

## **PHASE 2: DEVELOP Your Marketing Funnel Content**

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In Phase 2, the Develop Phase, we work with you to develop the actual content of each of the 5 Offers in your funnel. During this phase you will:

- Create or repurpose the content needed for each of the offer pages in the funnel for each of the 5 Offers we agreed on together in Phase 1. That will include the website sales copy for your Free Magnet Offer, Qualifier Offer, Core Offer, High-Profit Offer & Continuity Offer.
- Prepare and complete additional content necessary for the actual deliverables for your Free Magnet Offer, Qualifier Offer, Core Offer, High-Profit Offer & Continuity Offer.
- Participate in the Weekly Check-In Calls to get all your questions answered
- Receive email support above and beyond the one-on-one help you receive on the Weekly Check-In calls.
- Headlines & Offer Creation
- We will be helping you to create the most compelling titles, headlines and offers for each of your 5 Offers during this phase. As part of this program you have access to our Head Copywriting and Offer Creation Expert Brent Attaway, to help you with this part of the process. He will receive and review your rough content from your consultant as he works with our staff and you will get the benefit of his insights and suggestions.

### **Proven Copy Templates Inside Super-Hero HQ**

During Phase 2, you will be following the templates and interactive training in the Super-Hero HQ to create the rough content for your sales copy for each of your 5 Offers, and you will be creating the deliverable content for each of the deliverables for each of your 5 Offers.

### **Copy Review By Our Copywriting Team**

Don't worry, our staff copywriting team will be available to review your sales copy as you create rough drafts for each of your 5 Offers. Also, remember, we will be helping you with the most important elements of your copy like Headlines, Lead-Ins and Offers.

Your biggest task during Phase 2 will be to be creating each of the deliverables for your opt-in leads and for your buyers.

### **Emergency Email/Skype Support**

If you have any emergency questions that just can't wait until the Weekly Check-In Calls, you have access to your MFP Team via email and/or Skype. Email is for a same day response, Skype is for emergency response, which is typically within the hour or even faster. Be sure you have your MFP Project Manager's email and skype saved in your phone and computer.

## **PHASE 3: DEPLOY The Buildout Of Your Marketing Funnel**

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Once you have all of your copy for the sales materials for each of the 5 Offers and have completed the deliverables for each of your 5 Offers, you enter Phase 3: The Deploy Phase. During this 30 Days you:

- Work with your assigned Build Team Leader to put together a Creative Brief and Build Spec for your funnel with our help.
- Meet your Build Team, the team that will be taking all of your content and building it out with your funnel
- Your Build Team will completely construct your funnel to our exacting standards contained in the final Funnel Super-Power Pack.
- Complete Phase 3 with a LIVE funnel ready to receive traffic and start converting sales.
- At the end of Phase 3 you will have a fully functioning and optimized sales funnel.

### **Meeting Your Build Team**

As soon as you have completed all of your final content and sales copy, we will introduce you to your build team. You will work with your Build Team Leader as they build out the pages and assets that we agreed on in your Funnel Super-Power Pack and Final Funnel Flowchart. Depending on the Final Funnel Flowchart we agreed upon, your build-out may include an free book or report, a membership site with dripped content, video sales letters, etc. The more complex the build, the greater the cost, and your MFP program includes a build out of a Landing Page for your Lead Magnet Offer, Thank You Page for your Lead Magnet with Qualifier Offer, Thank You Page for Qualifier Buyers with Core Offer sales page, Thank You Page for Core Offer Buyers containing High-Profit Offer and Thank You Page for High-Profit Offer Buyers. It also includes the Order Pages and Product Set-ups in Infusionsoft and the strategic steps and automation logic that moves buyers among these pages. If you want a more complex build-out, that can be contracted for with our team for an additional fee.

Your Build Team Leader will work with Ross Walker and John Hopkins who are some of the top experts in Infusionsoft automation, web page buildout, and strategic funnel buildout. They will work with your Build Team Leader to adjust your funnel to get you the maximum benefit in the minimum development time that meets your needs.

### **What Happens After Your Funnel Is Built?**

After your funnel is complete, you can elect to continue to work with us and have us assist you with driving traffic and conversions to your funnel, or you can choose to drive traffic and conversions yourself. We do NOT receive any ongoing revenue share or profit participation from your completed funnel unless both you and we decide we would like to work together after your funnel is built. You own your funnel and it is on your servers using your CRM and hosting.

If you would like for us to help you with traffic and conversions after the funnel is built, we will work with you to design a traffic and conversions plan and budget that meets your needs and financial objectives.

## Your Immediate To Do List:

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- ❑ Complete the Fast Start Checklist contained in Super-Hero HQ.
- ❑ Complete the 3M's (Market, Media, Message) Worksheets contained in Super-Hero HQ and email it to your project manager.
- ❑ Do your research on competitors and what magnets and qualifiers they are using (if any). Make a list of their websites and landing pages that have those magnets and qualifier offers and email it to your MFP Project Manager.
- ❑ Set Up Your Weekly 15 minute call with your Project Manager (typically a Monday or Friday). This is the call you will have for the duration of your initial funnel build out. The best way to set up this time is to email them immediately for this time to be set up (if it hasn't been set up already).