

# Our 15 step process for finding your first and next marketing funnel customer

	Identify a new niche
	Discover who the influencers are in that niche
	Discover who the other suppliers are in your niche (bantS)
	Build a 90 minute webinar on ONE key topic the audience desires
	Invite our network and be clear WHO it's aimed at
	Record a 90 minute call to test 3 things (even if it's to 1 person)

- does the problem/solution resonate
- how big is our network?
- can we sell something?

	Turn the recording into a blog post (1 hour = roughly 10 000 words)
	Include worksheets with our blog post
	Create lead magnet/content upgrade to blog post with optin form

(You could even use the webinar recording)

	Share the new blog post with my network
	Share the new blog post with influencers

(This is as close to cold calling as you'll get)

	Set up remarketing campaign to webinar squeeze page
	Set up cold traffic campaign to killer post
	Follow up with ALL enquiries - book a call on appear.in
	Follow up with ALL meetings - offer to help them with the same topic