



Instant Agency Funnel

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A note from Chris,

Hey there, first of all I want to say thank you very much for investing in one of my products, I really appreciate your trust and I'm 101% confident that what you're going to learn in this product is going to put you in the right path to launch successfully an extremely lucrative Digital Marketing company.

Who the heck is Chris?

Good question duh! If you don't know me, my name is Chris Toziani and I run a successful marketing company in Latin America. I've been doing marketing and sales for 15 years and I really love it, but I didn't have real success until I understood some key points that I will share with you today.

What you are going to learn here are my best strategies and my highest converting funnel. I've invested hundreds of thousands of dollars in advertising, trials, mistakes and years after years improving absolutely everything, from creatives to funnels to closing scripts, you name it. By the time you finish this product, you're going to have absolutely all the knowledge, tools and resources you need to launch successfully your own Marketing and Advertising agency!

So ready to rock? Awesome, let's make some cool stuff!

Step 1: Why Digital Marketing to Local Businesses?

I'm the kind of person who thinks that in life we're constantly doing marketing and sales. Think about it:

- do you want to get a new job? You need to “sell” yourself
- do you want to get a girl or a boy? You “sell” yourself again
- do you want to launch a business? Do you want to get investors?

Whatever you do, you're always marketing something in some way or another.

Can you imagine the “power” that you'd have if you'd know how to market effectively whatever you want? You can literally gain from friends, to business opportunities to close amazing deals, you name it and that power becomes only greater when applied online.

There are literally hundreds of thousands of businesses worldwide competing to attract new leads and customers online and guess what, luckily for you and me 95% of them are doing it the wrong way!

Simply because online marketing is not that similar to offline marketing in fact, most of the times it is exactly opposite and That opens a HUGE door for agencies to help clients improve their marketing, gain new leads, close sales like crazy and pay a nice chunk of money for it.

This is by far the most lucrative niche out there. Most of business owners are used to invest in advertising, they know very well that without promoting their products or services there are no chances of making sales.

Can you imagine yourself with a list of just a few hundreds business owners? Just for you to get an idea, in the online marketing industry is very used to say that a subscriber in your list is worth \$1 a month. In my lists, each of my subscribers is a local business owner, and each of them is worth \$100 a month AND my agency specialize in Latin American businesses, you don't want to know how different is that to US/UK or any first-world country based business but I'm sure you get an idea right?

So what is it that makes my list worth 100 times more? Only 3 things:

1. It is the right audience
2. For the right product
3. In an extremely lucrative niche

The reason why this is important is because most people focus on the wrong audience when they want to launch a successful business.

What do you think it will be easier to do:

To try to sell a new mobile phone to an 80 years old man, or to try to sell the new iPhone 6 to a group of apple fans 1 day before the official launch of the new iphone? I'll give you 3 seconds to reply...

3..

2...

ok don't need to wait till the end, pretty easy to reply, isn't it?

Well, in this niche, you're dealing with people who not only is used to invest in marketing, but they NEED it to fuel their businesses. Basically, when you learn to target the right audience with the right message (aka selling the right product), you are selling fresh water in the middle of the desert. You'll be the guy selling the iPhone 6 ;)

Now so far, you may have the right audience and the right product for that audience, but how about doing it on a extremely lucrative niche?

Let's make it simple: 1000 subscribers in a normal online marketing list will represent \$1,000.00 per month in profits (when doing well). On the other side, 1000 subscribers in an entire business owners list, will represent on average \$100,000.00 per month in profits. I don't know about you, but I prefer to have the second kind of subscribers

Now you may be thinking:

Ok Chris, but I don't know how to do marketing, advertising, design, web-design, absolutely anything. How can I do it? My answer is pretty simple: You don't need to know almost anything. You're going to learn everything you need here, and with a little of patient and practice here and there you can very soon become an expert in this niche.

So to recap:

The main concept I want you to understand is that you're launching a new real world business on an extremely lucrative niche that is ready to buy your products and services while mastering an expertise that will open doors to you to basically whatever you want!

Now that you understand the importance of this and why this is so important to you if you want to achieve a real and huge success, let's move to step 2!

Step 2: The Key Points

I've wasted thousands of dollars and a lot of time before knowing these 3 key-points that makes THE difference between failure and success:

- 1) Deliver and amazing product/service
- 2) Don't be afraid to charge what it is really worth
- 3) Have a system

Those 3 are responsible for taking me from earning a few thousands here and there to a few hundred of thousands again and again with less stress, more freedom and absolutely to love to work with my clients so let's discuss one by one.

Deliver and Amazing Product / Service:

There's huge difference when you have an outstanding product/service that will truly solve the needs of your customers. They will rapidly fall in love with you and become recurring customers that will buy from you again and again. Unfortunately, most people don't understand this and they want to make a quick dollar and that's why 99% fail.

Don't be afraid to charge what it is really worth

If you have a great service you can also charge higher prices and guess what, people will happily pay for it, in fact, most of my customers even

pay me extra money and send me gifts because they are so glad with my service, and my prices are 10X more expensive than the average competitor in 5 countries that I work with. If you follow this guide, that WILL also happen to you.

The reason this is important is because believe or not, it is way easier to get a single client to pay you \$10,000.00 per month than to get 20 clients to pay you \$500 per month. That means that if you want to earn \$100,000.00 per month (which is over a million a year) it is easier to get only 10 clients than to get 200 clients @ \$500/month, with all the support, staff, etc that 200 clients would represent.

I'm giving you this example because most people is not prepared from the very start, to launch a million dollar business. I hope you can see the difference.

The only thing that allowed me to grow my business so high is the ability to get a ton of money with a low number of clients. That gives me more control, more budget to advertise so I can “pay more” to acquire a new high-ticket client and it becomes like a snow ball that only grows and grows, but everything start with an amazing product or service (side note: in this guide you'll learn how you can deliver an outstanding service, don't panic ;))

Have a system in place

I can't say how important this key is. Without a system you'll be like a ship in the middle of the ocean with no clue where to go and your business will die before it even starts. You need to know your numbers, your times, your staff, everything. How much does it cost you to get a new lead? What about a new client? How much does it cost you to advertise in different channels and I could go on and on.

The system that I'm going to teach is proven to make hundreds of thousands of dollars in revenue and it has been working like a clock in the last 6 years even with the Google updates, Facebook updates, twitter changes you name it, and guess what... it will continue to work because it is a real world system and I'm not leveraging any loophole or magic trick whatever.

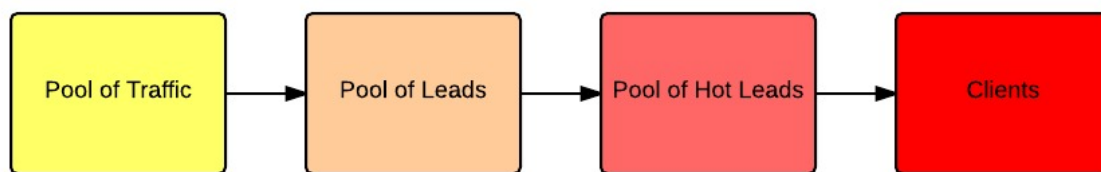
I hope you're not bored so far, I've tried to be as brief as possible but it is very important that you know this concepts so you're in the right mindset to understand all that we do and how we do it so you can get the most benefits out of this.

Soooo, that being said we're moving to the action stage!

Step 3: Where the Magic Happens

So this is how it works: I'm going to show you the system that I use, and then we will go part by part so you don't get lose, cool? Awesome!

This is where the Magic Happens:



Part 1: Pool of Traffic

One of the main problems for marketers usually is traffic, but traffic is actually not a problem! Traffic is everywhere, Twitter, Facebook, Youtube, Instagram, Pinterest, just to name a few are websites full of traffic ready to go to your website. The problem is that most people don't know how much does it cost to acquire a new customer and therefore they don't know how much to invest in traffic.

As I said at the beginning, in this guide you're learning how to launch a real world business and therefore we're going to talk about paid traffic. I won't say that SEO doesn't work but it is too slow for our needs. In the time that you will rank for a nice keyword that will send a few thousand clicks per day, you'd have already tested, grow, and scaled 100x more

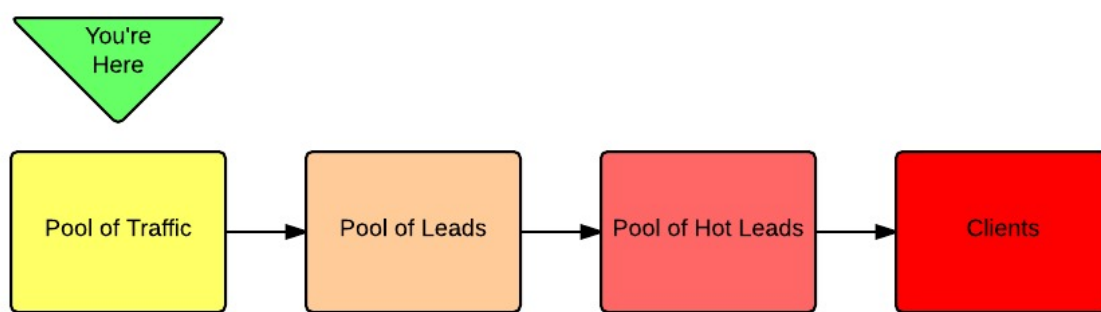
with Paid traffic, and when done well it will pay for it self over and over again. If you don't have budget to advertise, don't worry, there's still a way you can start until you land your first client that we will discuss later. After that you'll have budget enough to advertise :)

Ok Chris, but I have done paid traffic and it doesn't work!

Ok ok ok, first of all, there is no “work” or “doesn't work” here. This is the first myth that we're going to kill. You buy traffic, you get traffic, period. After that, what you do with your traffic it is up to you. The problem with most of the people is that they think that something “doesn't work” instead of thinking that they might have done something wrong.

We've figured and perfected a system to completely kill traffic problems and attract the right audience, convert them into leads and finally customers and the beauty of this system is that you can scale it as much as you want.

This is how it works:



Most of the people advertising target small keywords, or small audiences in Facebook in order to get low costs per click, but the problem with that is that you will end up with a saturate audience very soon. We've found that the best solution is to target a BIG niche and then segment our pool of traffic into more specific leads. (To expand this, Together with this guide you have an FB Ads Guide with our main technique).

As an example:

First we target business who want to make more sales. Think about it: How much business do you think that will want to increase their sales? Almost all of them and you have millions around the world, you will never run out of people to target in a niche that huge.

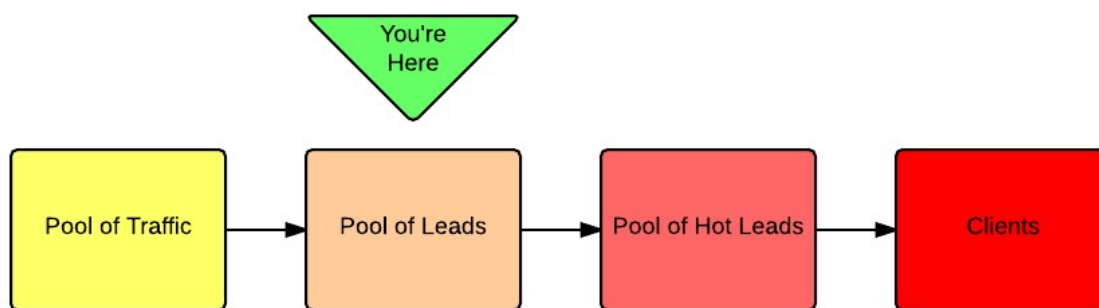
It is a very broad niche, and therefore the leads that we may get in that niche probably are not that qualified enough to buy our services but still, that allows us to build our own pool of leads that we can later segment with our proposals.

So this is how we do it:

We start with an advertising campaign in Facebook targeting local businesses (more about the exact strategy in the "Fb Ads Guide") and we send them to a first optin page that looks exactly like this:



As you can see, this is a very broad optin page that is targeting a very broad niche: Businesses who want to get more sales, and that's our main Goal with this step, get leads that MAY qualify for our service or not.



After they opt in they are going to get a special report, an article, or something that provides an extremely high value in a very short period of time. What I mean is that people don't need a whole book on this

stage of the funnel, most of the people usually think that the bigger the better, the more quantity the better and that's totally wrong.

People are full of information all the time! They want easy and fast solutions so if you can deliver something extremely valuable for them that they can consume in less than 5 minutes, then you have a winner. In my main funnel I deliver a short, 4 paragraphs article with exactly 4 key-points that they can use to increase their business sales.

4 Steps to sell **Up to 500% MORE** in absolutely ANY business **since TODAY!**

Step 1



Know you LCV
9 out of 10 new business never learn to identify their lifetime customer value (LCV) AKA: how much money per client per "X" period of time do they get.
As an example: an average Mc Donald's client invest \$10 and visit the restaurant at least once a month. That means that their average customer represents \$120/year to them. On this way, they know exactly how much they can invest to get that client!

Step 2



Have Instant Additional Sales
50% of businesses don't have a system to instantly offer get an extra sale when someone buys. On average a client has up to 20x more chances to buy again.
The best way to increase sales instantly is to offer new product and services to already existing customers AND doing this right at the moment they have just purchased something is really huge!

Step 3



Target the Right Audience
Nowadays and thanks to the new technologies and the internet it is possible to advertise targeting the exact audience that is more likely to buy "x" products/services and therefore, launching extremely targeted marketing campaigns is now affordable for businesses of any sizes.
The companies who are leveraging this kind of marketing are selling up to 300% more in light-speed timeframes with up to 10 times lower costs in comparison with traditional media/advertising.

Step 4

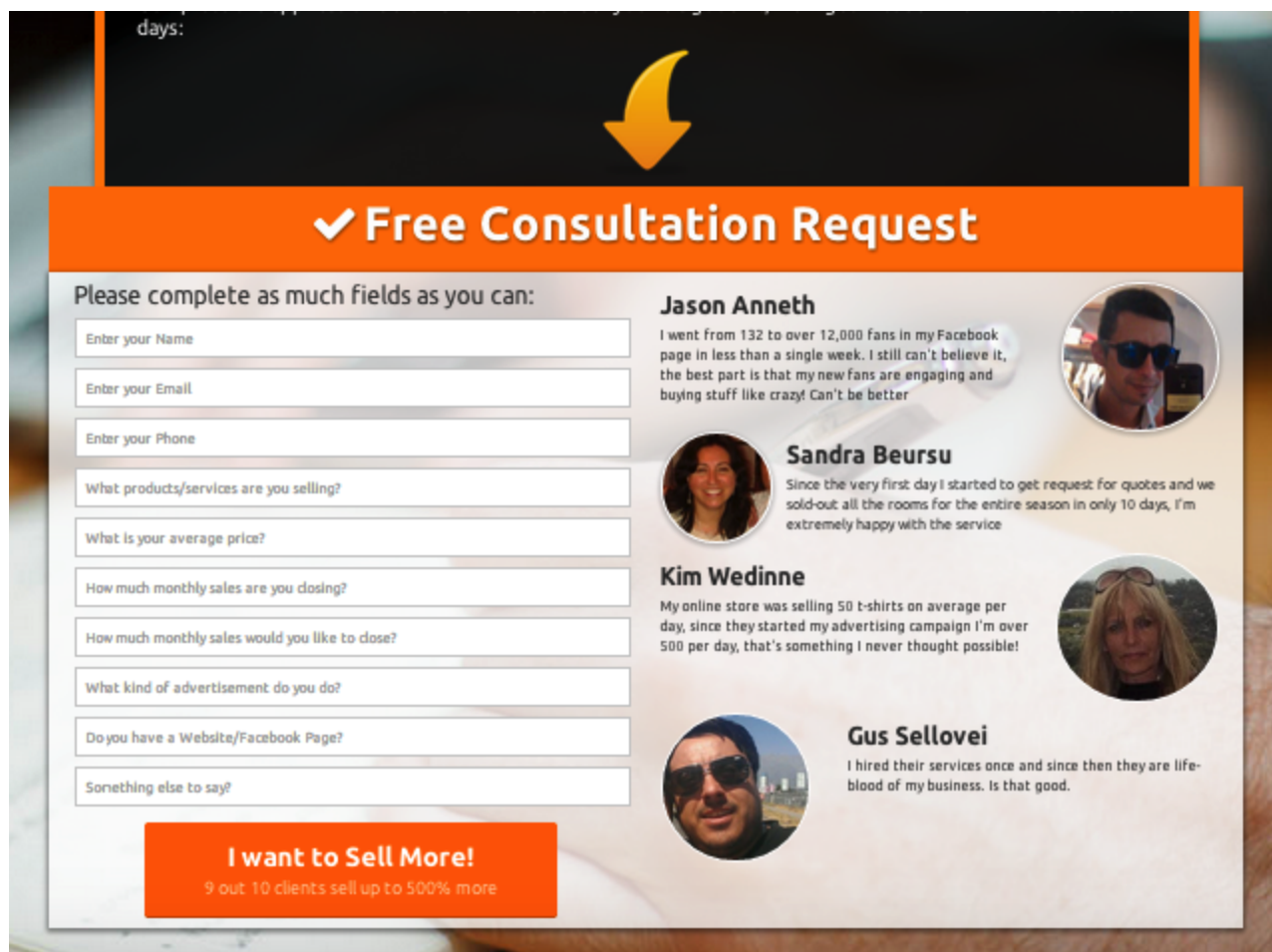


Measure and Scale
The world's most successful business model are franchises. Absolutely 100% of franchises know exactly what kind of ROI they can expect for each and every dollar they spend on advertising. On the other side, less than 10% of normal business know what Kind of ROI they can expect from their advertising efforts.
Today is possible, affordable and even easy to measure absolutely everything, from getting leads to getting customers. You can track ads, phone calls, visits, advertising channels, media buying, you name it. When you can measure you know your numbers, and then is when your business becomes unstoppable!

Please note that I'm delivering exactly what I promised in the squeeze page: 4 Steps to Sell Up to 500% more.

But here comes the interesting part:

Below the article they're going to find a second optin form. That is an application to our services and the reason this is important is because NOW we're going to get new EXTREMELY TARGETED leads. Basically these new leads are qualifying themselves to buy our product or services. It looks like this:



days:

↓

✓ Free Consultation Request

Please complete as much fields as you can:

Enter your Name

Enter your Email

Enter your Phone

What products/services are you selling?

What is your average price?

How much monthly sales are you closing?

How much monthly sales would you like to close?

What kind of advertisement do you do?

Do you have a Website/Facebook Page?

Something else to say?

I want to Sell More!
9 out 10 clients sell up to 500% more

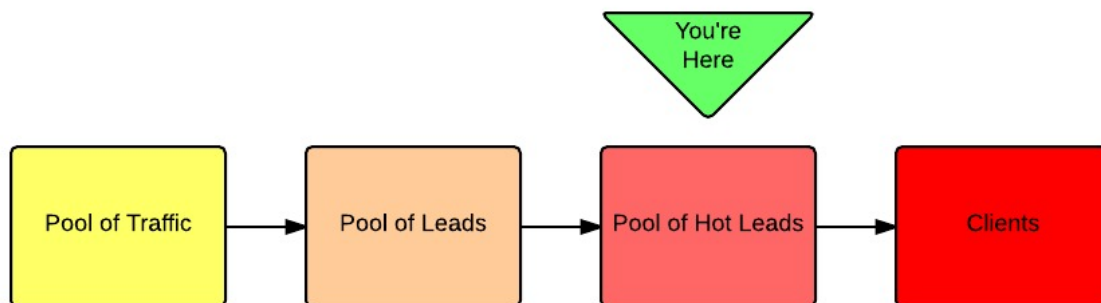
Jason Anneth
I went from 132 to over 12,000 fans in my Facebook page in less than a single week. I still can't believe it, the best part is that my new fans are engaging and buying stuff like crazy! Can't be better

Sandra Beursu
Since the very first day I started to get request for quotes and we sold-out all the rooms for the entire season in only 10 days, I'm extremely happy with the service

Kim Wedinne
My online store was selling 50 t-shirts on average per day, since they started my advertising campaign I'm over 500 per day, that's something I never thought possible!

Gus Sellovei
I hired their services once and since then they are life-blood of my business. Is that good.

Once they fill this application (AKA 2nd optin form) they will be removed from our first list and moved automatically to our “hot leads” list and a member of our team will call them by phone to close the sale.



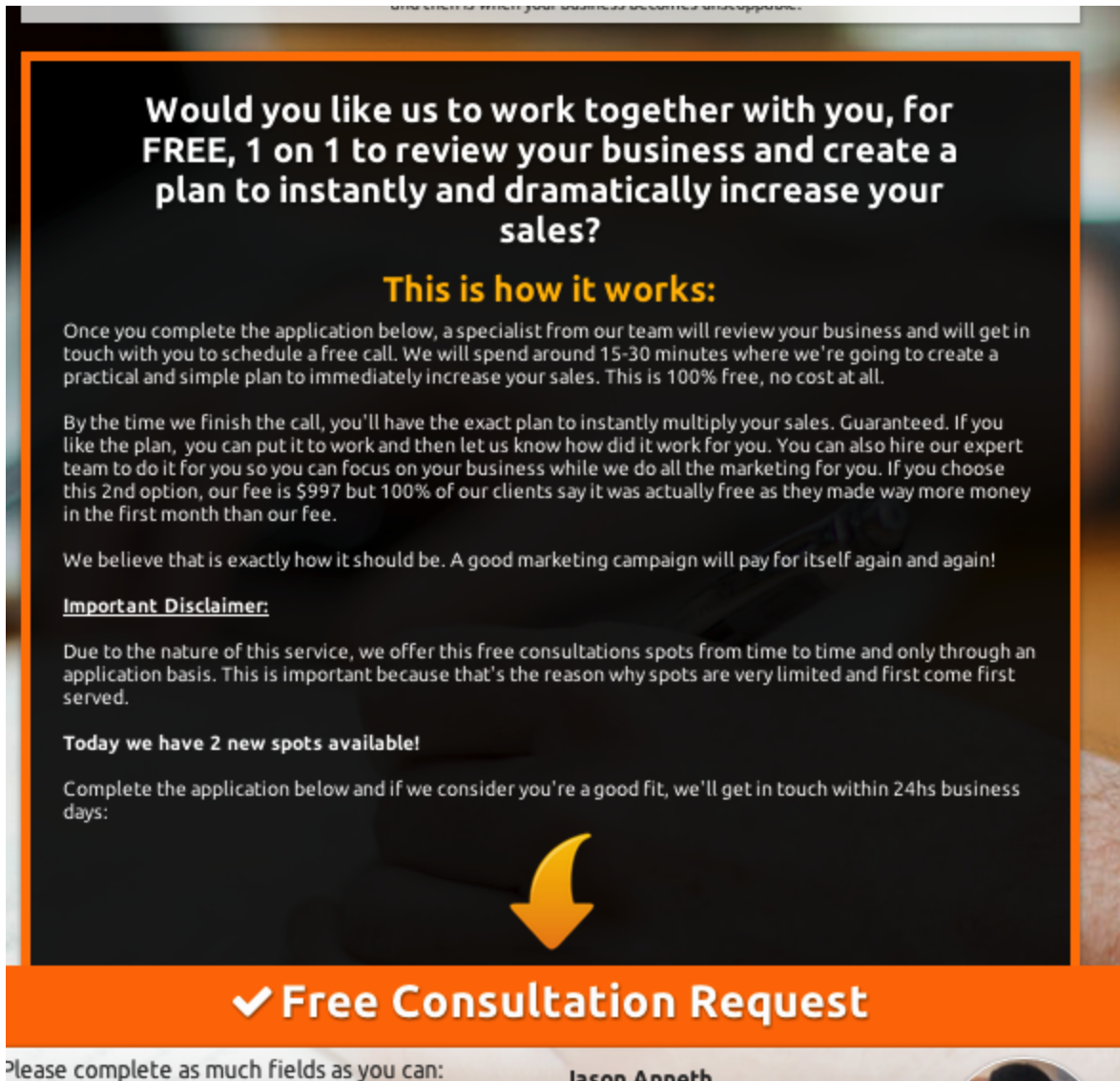
Now you may be wondering Chris, but do I have to call them?

Well you have 2 options: you can call them and or you can hire someone to do it but either you choose one or the other, I'll tell you exactly what to say, because this is not a normal call. When you do this on our way, people are ASKING you to please call them because they WANT your services and they want it bad!

Wanna know why? Because they didn't only filled **2 optin forms**, but they also filled a **multiple fields second optin form**, and I don't know if you have previous knowledge regarding conversions or not, but we have done the hardest thing ever: make people to sign up twice and with multiple fields form!

That means that people who did it are SUPER interested in continue to hear from you, but here comes the best part: BEFORE they apply, they

are going to see a message (script attached with this product) that says that after the call if they want to work with us, our fee is \$X.XXX,XX



Would you like us to work together with you, for FREE, 1 on 1 to review your business and create a plan to instantly and dramatically increase your sales?

This is how it works:

Once you complete the application below, a specialist from our team will review your business and will get in touch with you to schedule a free call. We will spend around 15-30 minutes where we're going to create a practical and simple plan to immediately increase your sales. This is 100% free, no cost at all.

By the time we finish the call, you'll have the exact plan to instantly multiply your sales. Guaranteed. If you like the plan, you can put it to work and then let us know how did it work for you. You can also hire our expert team to do it for you so you can focus on your business while we do all the marketing for you. If you choose this 2nd option, our fee is \$997 but 100% of our clients say it was actually free as they made way more money in the first month than our fee.


We believe that is exactly how it should be. A good marketing campaign will pay for itself again and again!

Important Disclaimer:

Due to the nature of this service, we offer this free consultations spots from time to time and only through an application basis. This is important because that's the reason why spots are very limited and first come first served.

Today we have 2 new spots available!

Complete the application below and if we consider you're a good fit, we'll get in touch within 24hs business days:



✓ Free Consultation Request

Please complete as much fields as you can: Jason Ananth

This is extremely powerful because that means that people are not only super interested in your services, but they also already know your price BEFORE you even talk to them and therefore price won't be an objection anymore! Can you see the power behind this?

Once you call them, they are waiting basically for you to tell them where to send you the money! But wait, you still must do a little extra step which is to demonstrate in the call that you can really help them and...

This is how we do it:

BEFORE the call you will have already read their application where they send you their website. You can easily go to the website and check for Optin forms. If they have or not, you can opt in (if they have) to see if they also have some kind of funnel in place or not.

Trust me with this: 9 out of 10 people either don't have a follow up sequence or a funnel with upsells/downsells, etc. By implementing only those changes and running a simple advertising campaign in Facebook to them (If you don't know how to run FB ads for them, there's a guide attached in this product) you'll be instantly duplicating, triplicating and most of the times even more, their businesses.

So this is how it works:

You'll set an appointment for the call and in the call you're going to tell them the improvements you've found for their website, for FREE (the exact close script is attach in this product). As for instance: if you found they don't have optin forms, you're going to tell them in the call, if you found they don't have upsells, you're going to tell them in the call. The

reason why this is important is because they are going to see LIVE and for FREE all the money they're leaving in the table!

That is going to cause 2 things:

First they are going to love you for telling them that improvements for free and that will set you instantly as an authority. Second, they are going to easily see that your fee will pay for itself when they make those improvements so this is how you will close them:

Once they realize about the improvements they must do in order to stop leaving money on the table you'll simply ask them if you they want you to do it or they prefer to do it themselves.

In that moment, 9 out of 10 will happily say yes! (that's an 90% conversion btw) because now they trust you (a LOT) and because you helped them for FREE, and when someone help us without asking anything in return, by human nature we feel the need to give back, ALWAYS.

This is why you won't get objections at all in your call, because trust is not an objection any more nor the price (and it will be a high ticket price remember?)

In the rare situation that for some reason someone won't get your deal, they will be extremely grateful and happy with the call, because you

really helped them and for free; and trust me, sooner or later they will come back for you to buy. Guaranteed.

This is the reason why I can close HIGH TICKET sales all they long without any pressure at all, without any stress and making people happy since the very beginning while position myself as an authority and the go-to guy for any of their marketing services.

The beauty of this is that your job will be to install simple follow up sequences or run simple advertising campaigns that you can do in a few hours per day and get paid MONTHLY a high ticket fee again and again.

Your clients will get amazing results with those simply changes and will happily pay you every month. In fact, I get on average 1 extra client per client, because they ALWAYS share their experience with their friends and once their friends enter the funnel (more even based on a previous "review" from a friend of them) guess what will happen!

This is how you can charge high prices, deliver outstanding results, build an extremely lucrative list (that you can promote again and again) and afford to have several clients without saturating yourself or having to hire a 300 people staff.

I started doing this business model completely alone and I did it for 2 years. Now I have only 2 people working with me and it has been really

fun and profitable. In addition to this guide, I have included a resources area with:

- 1) The exact follow ups I use for my funnels so you can literally “clone” them.
- 2) The exact facebook ads campaign I run for my and my clients
- 3) The exact script to close the sale

Once you have the funnel installed, it works all on autopilot and you can be closing sales all day long and 5 figures days won't be surprising at all. Literally the sky is the limit.

What you have here is my exact business model, from A to Z and you can launch your own successful marketing and advertising company TODAY.

Additional resources:

Now that you can see the real power behind this real world agency funnel, I know some of you will want to run fast. That's why I've prepared everything completely done for you at a terrible price. Would you like to have a copy of the entire funnel ready made for you?

Yes, You can have an exact copy of my funnel because there are a few copies available here and it even includes my internal tools to handle the

entire business from a laptop. [Get it here \(Disclaimer: only 200 copies available\)](#)

But that's not all, I know that some guys like to be on the trenches and some prefer to have a business running on autopilot while they can enjoy the beach and the family. Not bad huh?

Outsourcing Special!

I thought about you also and I've made a guide with my experience outsourcing the entire business model to only 2 people so you can put your business on autopilot and leverage your time doing what you love (and investing) [Get it here for a stupid price that will pay for itself again and again :\)](#)

I hope you found this guide very usefull and I would really appreciate your feedback in the membership. I've been as clear as possible and if you put this to work it will be by far the best investment in all 2015 for you, I can guarantee that to you.

Additional “money making” services:

In addition to this product, if you want to be running and making money in no time, we have a very limited “done for you” service that you can also leverage and put my team and my structure to work for you. This is a service that normally would cost thousands and even ten's of

thousands of dollars, but hey! this is a special offer right? [You can check it here.](#)

Want to make even more money?

You are just a few minutes away to start building the most lucrative email list out there. What if you could have someone to create additional products and funnels for you, so you can promote to your new BUSINESS OWNERS list and make HUGE money instantly?

We are launching a new membership service where you're going to receive an entire new funnel every single month filled with additional campaigns and resources that we USE daily in our company.

What does it mean? Can you imagine if you have a new funnel and new campaigns ready made for you every single month to promote to your list? That's an easy extra 5 figures a month :) [We have a ridiculous huge discount for early adopters Available here](#)

Let's crush it on 2015, I will love to see your new marketing agency making hundreds of thousands this year.

Warm Regards,
Chris Toziani