



HERE WITHIN, FIND THE KEYS TO THE KINGDOM!

**THE ULTIMATE
BUSINESS
BLUEPRINT**

EZ Funnel Formula



www.XpanZion.com

THE ULTIMATE BUSINESS BLUEPRINT

Based on the top 10 Business
Development Systems



Grow your business by mastering each step until you level up
to the next step. Xpand until you reach your business goal.

EZ Funnel Formula

1 to 1 Enrollments:
Premium Service Model

\$50K TO \$100K

1 to few Enrollments:
Magnetic Marketing

\$100K TO \$500K

1 to Many Enrollments:
Workshop Model

\$500K TO \$5MM

1 to Many Enrollments:
Technology Enrollment Model

\$1MM TO \$10MM

1 to 1,000's Enrollments:
Membership Site Model

\$10MM TO \$50MM

1 to Millions Enrollments:
Social Network Model

\$50MM TO \$100MM

If you're going to brand...

then **BRAND**
Put Your Brand in the Spotlight

to **PAND**
Reach a Wider Audience

& Meet the
DEMAND
Create Repeat Customers

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Lead Generation Systems:

- (1) Phone calls
- (2) Referrals
- (3) Social media
- (4) List marketing
- (5) Speaking engagements
- (6) Launches
- (7) Workshops/Retreats
- (8) Membership sites

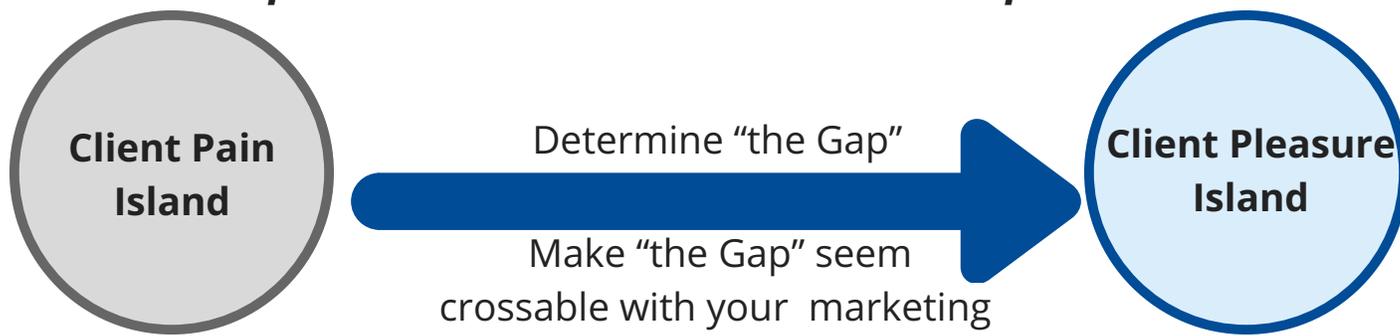
I. One-to-One Premium Service Model

\$50k - \$100k

Provide a complete end-result of a new lifestyle for your client.

- Provide a complete end-result that will improve your client's life.
- Design a premium program for a minimum of \$1,997 which includes a combination of blueprint, training and coaching.
- To manifest \$4000 per month: Enroll a new client into your program approximately every two weeks.
- To manifest \$8000 per month, enroll 4 new clients/month into your program.
- Make proportional amount of consultations to meet desired income goal.
- Determine "the Gap" so your marketing will make "the Gap" seem crossable with your help.

How to help clients see value and decide to improve their lives --



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Personal Enrollment System for Transformation & Empowerment

Heart Selling Enrollment Conversation

(5 Elements of Chinese Medicine) by Thrive Academy



Fire = Connect:

Find common ground

Earth = Serve:

Establish and close the service gap

Metal = Acknowledge:

Their service is valuable

Water = Go Deeper:

Find pain points, desired outcome, consequences

Wood = Growth:

Give client a choice to get started

Consultation Generation System - Use this model to enroll people into free consultations with specific end-results such as "Client Rush Cash Machine" from Christian Mickelsen

Specific Audience: Work with your Ideal Client

- **Choose clients** that are a joy to work with, value your services, and can afford to invest.
- **One avatar per piece of marketing** (example: Deliver your product/service end result for 5 different problems – 5 different marketing pieces that speak to only one problem at a time.
- **Stand in peoples' shoes** as you identify their problems.
- Identify potential clients by their **Egoic Label** – what they refer to themselves as.

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Example: Uptight executives in their 40's. Marketing to this avatar, to this ideal client would sound more like "super focused executives". That is how they are more likely to identify themselves.

Think about how you label yourself. Examples: woman, spiritualist, truth seeker. How about Single mom? Identify ideal clients by getting specific on who they are, by standing in their shoes.

II. One-to-Few : Magnetic Marketing

\$100k to \$500k

Attract your perfect customers

- A **tight niche** and **specific audience** get results, going general doesn't.
- **Education Based Marketing**(E.B.M.) breaks the glass and creates "Intimacy".
- Create intimacy in your marketing with specific audience and **symptoms**.
- Pre-qualify your members. Identify who you want to work with. Who is your **ideal client**?
- **Top of Mind Symptoms** = What keeps your ideal client up at night?
- **Problem** : Become their hero by revealing problem that causes symptoms.
- **Solution** : Your path to "Pleasure Island" gets them excited and actually positions the offer.
- **Irresistible offer** : Big reveal and comparators.
- **Bonuses** : Know their objections and give bonus for every objection.

Top of Mind Symptoms: Knowing this establishes your “Humanity”

Your next client is experiencing symptoms that are caused by the problem that you solve. If they knew the problem, they would solve it themselves.

- Put yourself in your potential client’s shoes, feel their pain, see from their perspective, and use their words.
- Define symptoms that keep client on “pain island.” What keeps them up at night, praying for a solution?

The Real Problem: Knowing this establishes your “Authority”

By clarifying the difference between the symptoms they are suffering and the problem that is causing it, you give value to your self and establish your credibility.

The Irresistible Offer: Providing this establishes you as the “(S)Hero”

When you reveal the irresistible offer that delivers exactly what your client needs, you make the transformation accessible and become their (s)hero.

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III. One-to-Many: Workshop Model

\$500k to \$5mm

Use workshops to add value to products, deliver content and promote programs that dive deep with your clients.

IV. One-to-Many: Technology Enrollment Model \$100k - \$10mm

Automated Funnel / Product Delivery System

- List Builder/Contacts Manager
- Lead Capture page(s)
- Lead Magnet page(s) – Free download i.e. blueprint, roadmap, e-book
- Newsletter/Mass Mail Manager
- Education based marketing videos for leads generation (webinar)
- Automated email sequences
- Check out process
- Product launch formula (can later become “Optimized”)
- Automated delivery follow-up system
- Complete workshop script – can be end result experience by education based marketing
- Speaking engagements – deliver same teaching material in synopses – give them a sample of the transformational experience.
- Include an ‘event’ in the premium package
- Upsell V.I.P. intensive personal development at event
- Include online academy social network environment and fb group
- JV Partnerships = grow list larger = gets me, the academy, the courses, the coaching, the content out in front of more and more people

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XpanZion's EZ Funnel Formula Implements a Technology Enrollment Model in 3 Simple Stages

- **Brand:** Put your product in the spotlight with done-for-you funnels
- **Xpand:** Reach a wider audience with automated marketing campaigns
- **Demand:** Satisfy your customers with automated product & course delivery

Move your business to the next level with EZ Funnel Formula

EZFunnelFormula.com



EZ Funnel Formula

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EZ Funnel Formula is the completely "Done For You" internet business solution where in 3 simple stages, you will have a professional team embed all your branding assets and automate your marketing materials into a fully functioning internet business system for you so you have a working cash machine that fills your bank account and funds your lifestyle!

EZ Funnel Formula is upgradable to both membership sites and social network models.

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IV. Team-to-1,000's: Membership Site Model \$500k to \$5mm

Provide exclusive paid access to training, libraries, communities, and events.

IV. Team-to-Millions: Social Network Model \$50mm to \$100mm

Provide membership environments for social interaction and community building.

