

Trying to Build Your Audience? Try “Reverse Funnel Marketing!”

People ask me all the time about how I earned my biggest client who keeps coming back and investing over and over.

There’s a ton of information out about how to create the ideal marketing funnel. This certainly is an effective approach. But it’s a long game. And most people don’t realize that when they’re first trying to build their businesses.

Traditional Marketing Funnel

The marketing funnel strategy starts wide at the top of the funnel, reaching out to large numbers of potential clients who have little or no awareness that you even exist. You have to find ways to bring them into the funnel and spend time and effort bringing them through the funnel by building relationships from scratch.

“Reverse Funnel Marketing”

Step 1. The narrow end

I’ve turned the funnel upside down. I focus on something I call "Reverse Funnel Marketing." This basically means start with those relationships that already exist. I recommend going through every contact you have - LinkedIn, Facebook, mobile phone contacts etc. Start reaching out and getting the conversations going.

This is going to be your weight in diamonds! In fact, this is what author Russel Conwell refers to in his book, “Acres of Diamonds.”

This is that narrow end of the funnel where relationships already are nurtured and developed. Relationships Return Revenues! And at this level, relationships ready exist.



Step 2. A little wider

Moving up a little wider to the next layer of the funnel, is a list of people whom you don't personally know, but with whom you have a mutual friend. In this case, you instantly leverage the credibility of someone you both know. Introduce yourself and start a connection that way.

Step 3. A little bit wider now

The third tier moving up a step wider in your funnel is to attend local business networking events. Introduce yourself to the event planner and get on the calendar as a speaker.

Although you may not have a relationship with anyone in the audience, you instantly elevate your trust and credibility with them simply by standing on the stage (of course, you have to deliver great content). Trust is something that must be earned over a long period of time.

But you shorten that time when you're speaking as the expert. By earning the right to be on stage, you earn trust.



Step 4. Where traditional funnels start

The last step is to cast that wide net. Use your Facebook ads and other strategies where the traditional funnel starts.

Of course, you don't have to wait to start working the top of the funnel. You can do this simultaneously while working from the bottom. The key to remember is that when you're at the top of the funnel, you're playing a long game. So why not work the long and short game together.

You'll be more likely to land your early and perhaps biggest clients who already are sitting in that narrow end of your funnel just waiting for you to connect with them.

How did it go?

Did your reverse funnel add value to your business?

If this resource helped you moved a step forward, I have more great ways to help you get even further, faster. If you're interested in learning more about coaching or my private Mastermind group, simply email me at Marianne@MarianneRenner.com and we'll start the conversation!

Coach with me - 1 on 1 coaching can be one of the most transformational experiences for anyone seeking growth. If you're feeling stuck and can't seem to gain forward momentum in your business or career, let me help you move from chaos to clarity.

Mastermind 360 - if you're committed to long-term, transformational growth, check out my private group helping leaders become all they were meant to become!



Additional Free Resources – find a number of free resources to help you move from chaos to clarity!

Simply email me at
Marianne@MarianneRenner.com
and we'll start the conversation!