CALLED:LEADER
EQUIPPING WOMEN FOR EFFECTIVENESS

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Digital Sales Transformation Project Timeline

The following chart outlines the estimated timeline for this project over the course of 8 weeks. Called:Leader will provide approval for each phase of the project over the course of development. Dates and milestone achievement are interdependent.

Leadership: Kelli Wild & Kathy Cunningham

Project Management Team: Richard Hayes, Chris Whitten, Paul Tejera, Renee Burgdorf, Nikki Aramas & Michael Mills.

	August 13 - August 17	Budget Solidification & Kick-Off Meeting
Week 1	August 20 - August 24	Timeline & Digital Transformation Audit & Outline
		Conduct Pre-Optimization Website Traffic Report of Google Analytics
Week 2	August 27 - August 31	**Acquisition Funnel: Generate New Leads**
		Creative: Update Graphics & Photos / Content Development
Week 3	September 3 – September 7	Development: Home Page Modification & Functionality
		Address & Correct Website Issues: Meta tags, Duplicate Content & Keywords
Week 4	September 10 – September 14	Develop Social Media Campaign / Social Selling
Week 5	September 17 – September 21	Product Video Development
Week 6	September 24 – September 28	**Activation Funnel**: **Conversion to Buyers**
		Creative: Develop HTML Email Series
		Development: Create Consumer Conversion Landing Pages
Week 7	October 1 – October 5	Begin Launch of HTML Campaign / Continue Social Selling / Approval of Video
Week 8	October 8 – October 12	**Monetization Funnel**: **Generate Revenue**
		Creative: Graphic Design / Content Development
		Development: High Ticket Product Conversion Landing Page
		HTML Email Series / Social Media Campaign / Social Selling
		Upload Video to Website / Post of Social Media & YouTube
Week 9	October 15 – October 19	Develop Webinar for Website to obtain Visitor Information
Week 10	October 22 – October 26	HTML Email Series / Social Media Campaign / Social Selling
Week of	October 29	Conduct Post-Optimization Audit / Next Steps & Recommendations

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Digital Sales Transformation
www.calledleader.com

A direct response to the fact that the "buyer" is transforming.
Client Goal: Called:Leader - Add 14 new digital buyers each business day and 280 each month.

Three stages of the Digital Sales Transformation:
1. Acquisition
2. Activation
3. Monetization

Each of the elements of the Digital Sales Transformation is leveraged for a better digital sales process experience.
It is specifically designed to build and influence consumer's movement through the sales funnels and continually move their actions toward conversion.

- Responsive Design Website
- Search Engine Optimization / Analytics
- Social Media Strategy / Social Selling
- Develop and Distribute Strong Content / Blogging
- Videos
- Webinars
- Email Marketing Strategy
- Paid Ads
- Lead Management
- Marketing Automation
- Micro Events
- Direct Mail / Print Marketing

Three stages of the Digital Sales Transformation:
By leveraging the strength of each type of the following **Digital Sales Transformation Funnel**, Called:Leader will acquire new leads, activating buyers and seamlessly transforming them into high-ticket buyers.

1**. Acquisition Funnel: Generate New Leads**
- Responsive Design Website / Landing Pages
- Social Media Strategy / Social Selling
- Develop and Distribute Strong Content / Blogging
- Videos
- Webinars

The goal of an Acquisition Funnel is to provide free offers in exchange for the prospect's contact information.
Provide a Low Risk Offer – "Free Limited Time Membership," "Free / Reduced Cost Training Course"
(Prominently display the regular product price to demonstrate savings).
 (Progress to Email Marketing)

2. The Activation Funnel: Conversion to Buyers, the Flash Sale

- Email Marketing Strategy
- Responsive Design Website / Landing Pages
- Develop and Distribute Strong Content
- Videos
- Webinars

The goal of an Activation Funnel is QUANTITY of converted customers — NOT profit. Profit comes later when these activated buyers enter a Monetization Funnel.

Answer this important question in the prospect's mind:

- Why should I buy NOW?
- Is the price going up?
- Is there a limited quantity?
- Is there a sale?

The Flash Sale Funnel employs two conversion triggers proven to activate buyers:

- A deep discount.
- A limited time.

3. The Monetization Funnel: Generate Revenue

- Email Marketing Strategy
- Responsive Design Website / Landing Pages
- Video
- Webinar

The goal of the Monetization Funnel is to generate as much revenue (gross sales) as possible.

Ask the question: "Want some help?"

Set up a landing page offering a **"Done-For-Me"** service at a high-ticket price.

From this online opt-in form take them to a video that explains your high-ticket product or service and either

- Asks them to make a deposit to hold their place for the consultation;
- Takes them to a questionnaire to get the information you'll need to qualify and close them on the consultative sales call.

Three Main Components exist to transition to a sales organization without losing the message are:

- Mindset
- Tool Set
- Skill Set

MINDSET:

Change to the product up front.

Transitioning from a ministry to a sales organization without losing the message.

Action Item 1 - Brand Repositioning:

Current Brand Position:

- Home Page immediately talks about the **pitfalls and biggest mistakes** of Ministry Leaders. These ministers already know they are struggling and mistakes may not be the keyword for interest.
- **"Discipleship that Transforms"** – the most prominent words on the Home Page reads as if Called: Leader offers the discipleship, not that they will train the Ministry Leader in effective discipleship.

Brand Repositioning Recommendations:

The verbiage should position Called:Leader as the experts who provide **understanding, hope** and the **SOLUTION** for the challenges of the Ministry Leaders:

Demonstrate that Called:Leader understands and relates to their concerns:

- The demand for sermon originality is an especially burdensome and constant pressure.
- Maintaining the right ministry balance: progress, performance and people.
- Getting the right volunteerism in the ministry: pushing people too hard, those who don't participate, encouraging the use of distinct spiritual gifts.
- Fostering the right kind of unity: getting people on the same page versus adapting and compromise.

Action Item 2 – Reposition as a True e-Commerce Experience:

Current Brand Position for the Digital Buyer:

- The buyer does not immediately know what the product is.
  - A training <u>specifically</u> designed for Leaders in Ministry that will help their ministries thrive **through <u>their renewed enthusiasm</u>** for discipleship as a result of the healing and self-awareness of their congregation.
- It is unclear how much will it cost.
- How much time will it take?
- What is the measurable outcome they will experience?
- What is the acknowledgement of completion? (Do they receive a hardcopy certificate).
- **Consider the perspective of a modern digital buyer**.

Brand Repositioning e-Commerce Recommendations

Upon landing on the website - Pop-up with a simple title:

- Make your Ministry Thrive with Renewed Enthusiasm for your Calling!
- We're Here to Help!
- **Acquisition Funnel: Generate New Leads (the first step in sales):**
  Free Limited Time Membership / Free Consultation – capture prospects information.
  - **Define it:** A Step by step discipleship plan that helps **_your_** congregation grow in self-awareness in key areas of their lives.
  - **_You_** can help them attain better emotional healing and spiritual growth as they break old patterns and learn practical tools to maintain their freedom in Christ.
  - **Use words such as You and Your in the content to speak directly to the audience.**

Communicate the product through social media, website, partners, affiliates.

We'll help those you serve get unstuck and stay unstuck!

- **Create Awareness:** Create a Social Media Campaign of Key Questions struggling Ministry Leaders may ask themselves to agree they need help with discipleship of their congregation.
- **Link to a page on the Called: Leader Website** that answers the questions with the online form with a free offer for prospect's information.
  - Am I blinded by my own vision?
  - Do I need to be more accountable to someone?
  - Is my near-term future one big question mark? Do I need a plan?
  - Am I experiencing burn-out?

Benefits when consumers think of the Called:Leader brand:

This should be referred to in all content and social media posts about the training.

- Ministry Leaders are busy: The training is convenient, easy to follow, accessible, and proceeds in a step by step manner.
- Experts who truly understand the stress and challenges of ministry are here to help.
- Ministers will become part of a community of ministry leaders. They are not alone in their struggle.

- Ministers have access to a full library of trainings
(**varies with product purchase – see Monetization Funne**l)

Competition: Instantly compare what this product is similar to.

https://ministrygrid.com/training/

https://www.pastoralcareinc.com/resources/leadership-training-outline/

https://mintools.com/leadership-ministry.htm

https://trainchurchleaders.com/

TOOL SET:

- **Website Audit:** What tools are currently on the website?
- **Fillable Online Form for a Free Guide.**
- **Video of Kelli explaining Called:Leader**.
  - o Should address the ministry problems up front to immediately relate to the Minister and let them know tools, help, and expertise are available.
  - o Use that video to provide the free offer. Give examples of specific training steps and how they can help this person who is seeking assistance.
  - o "Join thousands of other Ministry Leaders who have implemented the training with amazing results"
  - o Next to the video have a Register for Free Consultation, and Buy Now button.
- **Visuals**
  - o Mainly Kelli, Kathy, and a few small group photos
  - o Include photos of large thriving ministries, smiling Ministry Leaders in front of a crowd, etc.
  - o Visually show success the Ministry Leaders desire.
  - o Have testimonials visible on Home Page with photo of past client.
- **Webinar Page should be fully utilized**.
  - o Provide a sample of the training this way.
  - o Provide a "login" for some of these webinars "exclusivity" when visitors provide their personal information. Some webinars are "free" others require registration and personal information to view (Acquisition Funnel).
- **Current Tools**
  - o FoxyCart, Authorize.net, Zoom, Lead Pages, Stat Counter, MailChimp, Google Analytics, etc.
  - o SumoMe – suite of tools to create Pop-ups.
    Recommendations:
  - o CRM upon growth (Currently using MailChimp for this function).
  - o Marketing Automation upon growth to keep Called:Leader in front of current, past and prospective clients.
- **Social Media**
  - o **Facebook – Currently have photos mainly of Kathy and Kelli. Verbiage is vague about what Called:Leader can offer to their clients.**
    - ▪ Use Facebook to funnel traffic to website, obtain prospect information through pop-up.
    - ▪ Posts should have specific, short case studies, testimonials, photos of clients, photos of happy Ministers in front of large crowds showing passion.
  - o **Instagram – Currently have posts that have "self-help" quotes, but they are not directly significant to their target audience of Ministry Leaders looking for solutions.**
    - ▪ Pose questions about the challenges of Ministry Leaders.
    - ▪ Talk directly to them. Entice the audience with quotes about solving their problems.

- o **LinkedIn – Currently have a profile page, but it does not get right to the point of what Called:Leader does for the client.**
  - How does it solve their problems?
  - This platform would be good for connecting with large groups who may need this type of training. Colleges, Universities, Pastor Conferences, etc.
  - Articles should be consistently posted and connections made with all type of Ministry Leaders, schools, organizations, etc.

SKILL SET:

- What Digital Lightbridge learns and shares.

Examples of Called Leader Objectives:

- John Maxwell
- Michael Hyatt

Relationship Resources:
Right Now Media

You Version Bible App – Currently calling on authors to create content for upload.
Create free leads back to Called Leader.

Tim Clinton, American Christian Council Association (ACCA)
Members would be a good audience for Called Leader training.

Mike Sharrow, The C12 Group

Dr. Larry Hazelbaker, Southeastern University (from Kelli's email).
Center for Pastoral Training and Care.

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