



The



5-STEP PROCESS

FOR SELLING YOUR
SERVICES ONLINE

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The Problem and The Result

The two major concerns on your potential customers' minds are:

- **The problem** they have that they do not want
- **The result** they want but do not have

All effective marketing – whether that's an elevator pitch, USP, business card, or paid advertisement consists of 5 building blocks or 5 steps.

These 5 building blocks result in a marketing message expertly showing your potential clients why you are the best choice for their needs.

Effective marketing encourages your prospect to connect with you before they leave your presence – be that in-person or online.

No different from meeting a stranger, getting to know them a little bit and then instinctively exchanging details to keep in touch.

These 5 effective marketing building blocks make up the ACEON Framework.

The 5-Step ACEON Framework

Attract

Convince

Educate

Offer

Nurture



The 5-Step ACEON Framework

Attract

This is your headline or introduction either textual or verbal.

It must highlight the PROBLEM your prospect has, that they do not want.

This is Point A.

Convince

This is your headline or introduction either textual or verbal.

It must highlight the PROBLEM your prospect has, that they do not want.

This is Point A.

The 5-Step ACEON Framework

Attract

This is your headline or introduction either textual or verbal.

It must highlight the PROBLEM your prospect has, that they do not want.

This is Point A.

Convince

This is the second thing your prospect sees or hears.

It is your sub-headline or supporting text.

It must highlight the RESULT that your prospect wants but doesn't yet have.

This is Point B.

The 5-Step ACEON Framework

Educate

This is the information you provide... either verbally or in writing.

It provides initial evidence to your prospects that you and your product or service will help them get from **Point A (The Problem)** to **Point B (The Result)**.

Done correctly, this information will cement you in their minds as the best solution.

Your product or service will be seen as preferable to your competition in every single way.

Offer

You **MUST** create a compelling offer (also known as a lead magnet) that encourages your prospect to continue their education.

This offer is exchanged for their permission to keep in contact with them after they leave your presence.

The 5-Step ACEON Framework

Nurture

Many of the prospects that accept your offer are what we call “Someday-in-the-future” buyers.

These prospects are in “information gathering” mode.

They’re gathering all the information they need to make the best decision for their needs.

You need to continue educating and informing these prospects.

You need to nurture the relationship with them and consistently help them work out that you are the best solution for their needs.

This is a the heart of effective email marketing and email automation.

FREE MARKETING & SELLING TRAINING

As simple and powerful as this strategy may be, the most important thing you need to understand is that your lead qualification strategy is only a small part of an effective marketing strategy.

If you want to get crystal clear on the EXACT STEPS you should be taking right now to increase your leads and revenue...go to: attractsellnurture.com/free-marketing-training and watch my free client attraction training.

