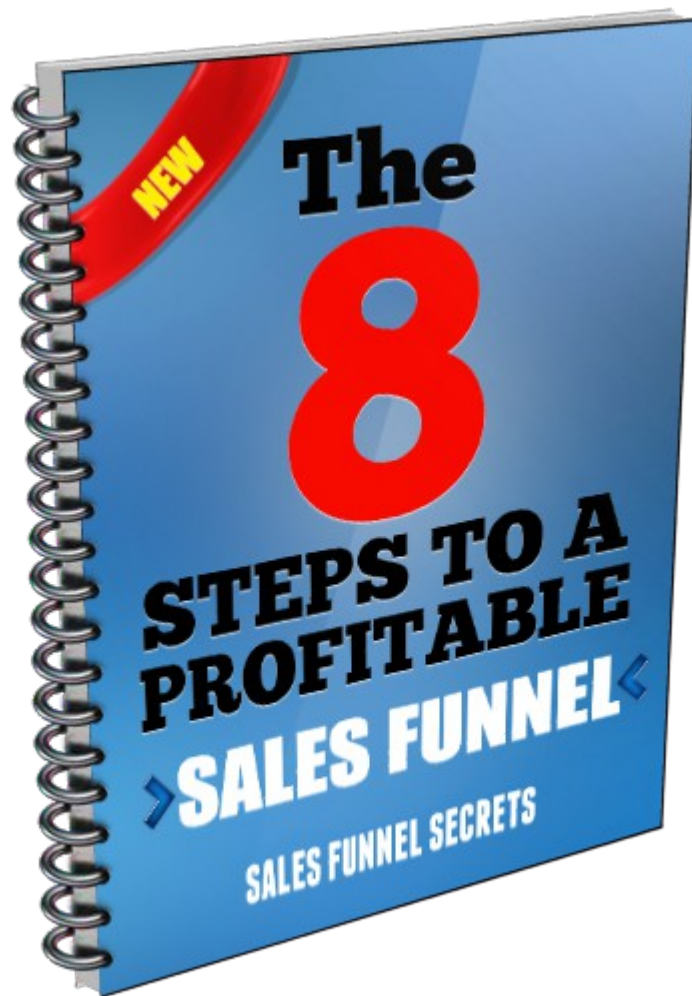


Sales Funnel Secrets



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Disclaimer

This report has been written to provide information to help you create a sales funnel. Every effort has been made to make this report as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this report contains information on creating a sales funnel only up to the publishing date. Therefore, this report should be used as a guide – not as the ultimate source of sales funnel creation information.

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Introduction

Do a search for 'what is the best way to make money online' and you'll get a thousand different answers... but the one common thread is that you must have a profitable sales funnel.

You might be able to make a few dollars here and a few dollars there, but without your own sales funnel in place, you will not have an online business that can make any consistent, reliable income.

So if you are still in the dark about what a sales funnel actually is, and why you need one, then read on....

What Is A Sales Funnel?

You might not have created a sales funnel yet, but pretty sure you have been put into one. In fact, as a consumer you have been through countless sales funnels (probably without even knowing it).

Quite simply, a sales funnel is a series of offers that are presented to the prospect/customer and which tend to increase in both price and value.

So when you go to McDonald's and are asked *'Would you like fries with that?'*, you are being up-sold - this is part of their sales funnel.

When you order from Amazon, and you see the message *'Customers who bought the Item that You Added also bought'* with a list of related products, this is part of their sales funnel.

The idea is that as you go through the sales funnel you become more and more engaged, and spend more and more money. You have already shown an interest in what's on offer (and in the two examples above have already got your wallet out), so are at your most receptive to spend more.

If you've been around internet marketing for any length of time then you will have undoubtedly come across a LOT of sales funnels...

In IM, a typical sales funnel works like this...



At the 'front-end' is a free product to capture people's interest.

In order to grab the free product people have to sign-up and hand over their email address on a 'squeeze page' - and in turn they are automatically added to an email list, or a database of prospects.

Immediately after signing up for the free product the prospect will typically be presented with a low priced offer (called an 'upsell' or

'one time offer')

Here they're moving into the 'back-end' of the funnel.

A certain percentage of people will take up this offer right away - the exact percentage depends on how good your offer is, and how relevant to the free giveaway). Even if they do not buy the one time offer, because the person has now been added to an email list, they can then be sent other related offers that they might be interested in.

Often if they do buy this low priced offer then they will then be offered another related product at a higher price.

If the person buys the higher product they are then offered another product at an even higher price.

... and so on.

As the price of the products increases, so does the value being offered.

For example, the free and low-priced upsell product might be a short 30-40 page report or eBook.

By the 3rd or 4th upsell they might then be offered a personal coaching program charged at \$497 a month.

These higher priced products are typically offered as customers go through your follow up email sequence. Provided you give real value in your emails, with free tips, information or products that your customers will *genuinely* value, you will build trust.

Because higher priced products are often bought through recommendation, customers who trust you are much more likely to buy again - based on your valued recommendations.

All successful internet marketers use these sort of sales funnels, and the reason why is simple.

It works.

The more products you present in front of people, the more sales you'll make... provided you do it the right way.

Some people will just want to buy one product from you, but as people go deeper into your funnel a good proportion of them will want to purchase more and more.

And it's these backend products where the REAL profit in internet marketing comes from.

If you could only learn ONE thing about internet marketing, it should be how to build profitable sales funnels - they are the foundation stone of ALL profitable online businesses.

The 8 Steps To A Highly Profitable Sales Funnel

Step 1. Find (or create) a high quality product to give away.

Because of spam and privacy concerns, people are becoming more and more wary of sharing their email address. So your giveaway product has to be high quality, of real interest to your target subscribers, and genuinely valuable.

The days of using rehashed PLR products are long gone. PDF reports can still work provided they are really good, but even better is free video training or software - or of course a combination of all three.

Step 2. Edit your giveaway to include your affiliate links.

This way you will generate passive income as subscribers click your links for more information. If your giveaway is good quality (which it should be) there is also a good chance it will be shared around the internet with people who have not actually opted in to your list.

So it is doubly important that you monetise your giveaway by including affiliate links to related products.

Step 3. Set up a series of high converting squeeze pages

In different niches, different squeeze pages will be more effective, so testing is key. Different headlines, bullet points, and different

designs all need to be created - sometimes simple squeeze pages will convert well, but you often get even higher conversions if you add a video to your squeeze page, or in the internet marketing niche use a 'guru' type squeeze page.

Step 4. Create all your legal pages

To comply with the Digital Millennium Copyright Act regulations, it is essential that you include links from all your squeeze pages to certain legal pages – namely a privacy page, terms of service page, a DMCA declaration and a disclaimer page.

Without these, there is a risk that your site could be taken down without notice – or worse you could be prosecuted.

Step 5. Create a Redirect page

This is the page which appears directly after a new subscriber opts in, and will typically say something like 'Please wait while you are redirected to a special offer'. This needs to be set up to automatically redirect subscribers to the 'one time offer' page.

Step 6. Set up a one time offer

Find a high converting product to offer your subscribers immediately after they request your free gift - this is your first upsell. To get good conversions, this must be very closely related to your giveaway.

You can either create your own (including the sales page, product delivery, etc), or find an affiliate product. One of the problems with affiliate offers is they tend to be low commission, so ideally you are looking for a product which offers 100% commission.

Step 7. Create a monetized Thank You page

You need a thank you page where you will send your subscribers after they opt in. (You should not send people here directly after filling in their details, because people will often add a bogus email address - instead email them the link to the thank you page).

On this page, add banners to related products (again with your affiliate link), or AdSense ads - or both.

Step 8. Write a welcome email

This is your first contact with your subscribers, so needs to be professionally written and designed to start building trust. Here you include a link to your (monetized) thank you page where your subscribers will get their free gift.

Conclusion

If it all sounds like a lot of work, well.... that's because it is.

And not everyone will take the necessary action... maybe you're one of these people.

And there could be a lot of good reasons for this - because it IS a lot of work, because of a lack of time, because you ran into techie problems (there is a LOT to get your head round), or maybe you got so far but became discouraged and gave up before you saw any results.

But if you want to stop spinning your wheels and have a profitable online business that continues to make money in the months and years ahead, you **MUST HAVE** your own sales funnel... you **KNOW** that this is where the money is at.

So...

Would it help if you could get your hands on a simple software solution that would help you complete ALL of these steps?

Something that would effortlessly create...

- ✓ A series of high converting squeeze pages... including video and 'guru' squeeze pages and 2-step opt-ins and exit pop function
- ✓ A professional redirect page leading to your OTO
- ✓ A thank you page, monetized with YOUR affiliate links
- ✓ A pre written welcome email, automatically including your download links and personalised with your details
- ✓ All of the legal pages, made & automatically linked
- ✓ All without ANY technical ability required...

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