



SURPRISINGLY  
SIMPLE SALES  
FUNNEL SUCCESS



Your Sales Funnel  
Information Suite

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# WHAT IS A SALES FUNNEL?

A sales funnel is the process used to convert your customers into potential buyers. Sales funnels help every business owner to make an effective business decision. When visitors came to your website, they will become your leads. Filling up the opt-in form, they are now your potential buyers.

Once they have signed up to your opt-in form, they will be taken to your sales page with a call to action. You will also have access to their email address, where you can send emails. If they buy your product immediately, they are now called "customers." Other people will be undecided, but don't worry because they are still your prospects. Continue sending them emails and make sure that you are providing valuable information to attract them to your offer and be your customers.

A sales funnel image is like a reverse pyramid with a hole in it, which only means that every visitor that enters your site has the chance to pass through your entire offer. So make sure that your offer is compelling and it's something the customers really need or want.

You should also consider the market for the products or services that you are offering. Choose a market where there is a demand for what you offer, and if you meet the demand, you can now begin planning your own sales funnel. Keep in mind that what you want to do is to meet the needs of your customers.

You should spend a balanced amount of time on each stage of your sales funnel. Don't spend too much time on the smaller

opportunities; instead, try to focus on large and medium opportunities because your main goal is to get all the potential buyers from the top stage down to the bottom.

You will notice that less interested buyers drop at every step of the purchasing process. The customers who can reach the lowermost stage of your sales funnel are the best prospects, and the ones most likely to buy the products and services you are offering. A clear marketing message is a great way to create a successful sales funnel. If your marketing message is not clear and focused enough on what you are offering, the sales funnel will become stagnant with uncertain buyers.

If you do not build a sales funnel, you will lose the chance to potentially earn from your prospective buyers. Having a well thought-out sales funnel makes your work interesting and drives time management and sales-related activities.

Rich Schefren says it very well:

*"It's not the product that makes a business, it's the offer presented to solve a very painful problem. Once you find the golden combination of a hungry market, a believable promise (offer) and proof that you can and have delivered on that offer, you have the foundation for a very successful business."*

## **HOW WILL IT HELP SALES?**

Having a precise picture of your business can help you run your business more effectively. How you market your offer is really important, and having a sales funnel can help in planning your business strategy. Your sales funnel should reflect the special needs of your business, whatever it is. So how can you get people to enter the funnel? Simple. Offer them something they really want. You can also give them gifts in exchange for their email address.

There are two elements of a sales funnel: the front end where you attract potential customers and focus on marketing techniques like PPC ads, text links, and forum and blog posts, and the back end where you are trying to retain existing customers and maintain long-term business growth.

The sales funnel has a wide part and a narrow part. The wide part of your funnel captures as many visitors as possible. This helps to generate traffic to your site. It starts with your marketing campaign that will initiate awareness about your products and services. As visitors travel deeper into the funnel, they become more interested and committed to pass through all the stages of the funnel. At each stage, visitors who have an interest in what you are offering will proceed to the next part of your funnel where they have to decide if they will purchase or not.

You should consider people's responses to your sales funnel. The main goal of creating a sales funnel is to establish a relationship with your customer based on their needs. Potential buyers always

consider the quality of products or services that you offer. Providing quality will influence them to purchase from you.

# HOW IS THE SALES FUNNEL SET UP?

If you are an online entrepreneur, try building a profitable sales funnel. It works by attracting a large number of people and converting them to customers. Once they are your customers, offer them higher priced products on your following offer.

So, how to set up a working sales funnel?

The first thing you have to do is to think of the ways to attract clients who will be interested in your products or services. Most marketers focused their attention on building a list of potential buyers. They give away something free in exchange for email addresses they can market to in the future. You can offer many items: audio recordings, newsletters, mini ebooks, free consultations, and so on.

Building a squeeze page to showcase your free gift is a great idea. The squeeze page should have a headline that speaks directly to your visitors. You don't need fancy or sparkling graphics. But you should make sure that your headline will have an impact on your visitors. Check out what your competitors are selling to get an idea of what type of offers you should put together. Each step of the sales funnel should contain valuable and quality information relevant to your niche.

Your initial offer should be a lower priced product that demonstrates your expertise. Then, start developing your medium to high cost items that present significant value. It will be much easier to make sales to the customers who are already enjoying valuable offers inside your

funnel. Finally, create a download page with a thank you message and instructions on how your customers can get their purchase.

Make sure that you are paying attention to all the stages of your funnel. Start capturing the attention of your prospective buyers by providing an offer they can't resist. In order to send as many people as possible through your funnel, create great products and offer the best deals.

# WHAT ARE THE COMPONENTS?

A sales funnel is a necessity to online marketers especially when doing network marketing. Knowing the basics of a sales funnel will increase your ability to generate the income you deserve. Below are some of the components of a successful sales funnel.

The first component is Marketing. There are so many different marketing methods out there but not all of them work. Marketing is a skill that can be easily developed if you will put some effort into learning it. Understanding the responses of each buyer and learning ways to improve the sales results are very effective ways to enhance your marketing skills. Developing these skills may take some time and money, but once you've learned them, it's worth it.

The next component is the Lead Capture Page where visitors put their details such as name, email address or even phone number in exchange for something they are interested in. The offer on the lead capture page is usually valuable and free. With a lead capture page, you will capture the information that tells you who visited your site. You also have the ability to contact them if you have additional items to offer. The more reliable your offer is, the better you will convert visitors into leads.

Another component of the sales funnel is the Autoresponder Series/Email Autoresponder. An Autoresponder is set up to help build a relationship between you and your prospective buyers. When visitors show interest your offer, they will sign up to your website and then will start receiving messages that you set up in your autoresponder. Aweber is the popular autoresponder used by many

internet marketers on the web, but there are many choices out there. Choose the one that you are comfortable working with.

Another component of the sales funnel is Follow Up. You might want to direct your prospective buyers into your social media sites such as FaceBook and Twitter in order to connect with them more personally. Social media plays a very important role in every online business nowadays. If your goal is to convince your prospects to buy your products, don't give them the chance to forget about your offer. Use social media to keep yourself in their minds.

## **WHAT MAKES A GOOD SQUEEZE PAGE?**

Squeeze pages contain an Opt-in form where you can get names and email addresses of your website's visitors. It is the most powerful tool when it comes to list building. You can build a squeeze page using almost any platform tool that you're using for your website. The main goal of building a squeeze page is to convert the visitor into a subscriber or a buyer.

Your squeeze page should only contain a few paragraphs but make sure those paragraphs are persuasive. Presenting a clear value without any distractions is a great way to attract visitors to opt-in. The squeeze page should include a written product description or a video, a bulleted list of benefits regarding your product, and a call to action. You could also offer your prospective customers a free report or other free incentive. Most important, remember that one of the most essential ingredients of a squeeze page is the headline so make sure that yours is a great attention getter.

Include a link on your squeeze page redirecting to your sales page so that when your visitors decline to subscribe, they can still go back to your sales page. Having too many links on your squeeze page will cause potential customers run away from your opt-in form, but an enticing squeeze page can attract visitors to opt-in.

## **WHAT MAKES A GOOD OFFER?**

It's always good to determine first exactly who your ideal prospect is before deciding what you're going to give away in exchange for opt in details. Give yourself multiple opportunities to make sales by enticing your visitors to opt-in. Make changes to your squeeze page if it's not attracting any visitors. You might want to change the headline or try to change your free gift to attract more visitors to your offer.

A good offer is always an excellent way to increase your response rate. To get your prospect join your list or newsletter, etc, create a relevant offer and make it no brainer. If your subscribers feel that your offer is not relevant to their life, they will not spend time to read it and might think that it's spam. As an entrepreneur, keep in mind that no one wants to put money into something that will only result in disappointment.

# WHAT KINDS OF PRODUCTS ARE GOOD TO GIVE AWAY?

One of the best tactics online entrepreneurs use in growing their mailing list is to give away products for free. Free articles, reports, special offers, VIP programs and discounts are just some of the most used incentives. Giving away products for free attract subscribers and increase your reputation as an expert.

Despite how amazing your product will be, don't charge for it. Instead of letting prospective customers pay for it, why not just send them to your squeeze page and add them onto your mailing list. It's a win-win for the both of you because as you are building your mailing list, they are receiving something valuable that can help improve their lives.

People love receiving free gifts, especially when those gifts provide a real solution. One marketing approach you could try would be to produce a contest where the participants will have the chance to gain an entry if they sign up to your mailing list, but make sure that the prize is something they truly want to win.

The freebies or incentives that you can offer could be:

## **Physical product:**

- CD/DVD
- book/report

### **Digital product:**

- Article
- video
- software
- newsletter
- membership
- e-course
- ebook

### **Commonly used free giveaways:**

- Coupons or special offers
- Color, opt-in box placement, copy, etc
- free app or software
- free trials
- entry to a contest with a prize

Keep in mind that your first priority is your subscriber instead of your own profits. If you really want to have a huge mailing list, place your opt-in box on every page of your website or blog for a greater effect. But be sure to give something that can truly help. Build their trust and don't forget to leave them thirsting for more so you can sell your product to them easily.

# **WHAT KINDS OF PAID PRODUCTS WORK IN A SALES FUNNEL?**

As an entrepreneur you should think of offering prospective customers something valuable and not just getting money from them. Provide for their needs, help solve their problems and be one of their most trusted internet marketing advisors.

Free trial offers can make your prospects feel that it's not really impossible to sign up for your products or services. It's a good way to show your subscribers who you are and what you can do for them. That is the stage where you impress your prospects and attract them to buy. Guiding your prospects to become more confident with your offers is a very simple marketing technique that can boost sales and profits. At this point you begin to introduce your paid products, and there is great variety in the paid products you can offer. All the products mentioned above as free products can be paid products. They are often related to the free products in genre or content, but more extensive.

Here are some examples of paid products.

An ebook - Creating an ebook is not a difficult task because you don't need custom software to do it. In fact, you can create a .pdf file but make sure that it will provide useful information.

Your product can be a series of videos or live or recorded webinars, a training series, and so on. You could also offer workshops, a consulting package, group coaching or teleseminars.

Keep in mind that the focus must be on customers' needs and your solutions to those needs. Customers want to be educated so you need to establish yourself as a trusted source of information.

The sales funnel is the pathway to building good relationships with your customers. Win the confidence of your customers by giving good deals. Sales funnel systems usually start by giving away free products, then offering something with a low price and gradually increasing price and value of the offers.

The best strategy for knowing what will be a successful product is through creating and testing multiple offers and then selecting one that pulls most effectively to your prospects.

One Time Offer (OTO) - This is another way of building relationship with your customers. Your OTO should be unique so that it stands out from other offers in the marketplace. It should relate in some way to the original offer something with higher value but, with lower price. Be ready to deal with increasing customer support issues as you're implementing OTO marketing campaign. Make sure that your OTO is well presented in order to minimize complaints. The nature of an OTO creates a sense of urgency since it offers a product of value at a special, temporary price. Tell your customers that they won't see the offer again so they should take advantage of it now.

Add-ons are additional products or services offered to consumers at time of purchase. Once the consumer selects the main product, show him/her something else that makes the first purchase better. Add-ons probably double the seller's profit. For instance, when you are offering a printer, suggest add-ons like an ink cartridge or cable.

Advertise related products after a consumer's order is completed. It could be on a thank you page with a link to your products page.

Your offer could be anything; just make sure that you are providing for the customer's needs and interests. Give value and good quality products and services to gain more trust and support.

## **WHERE DO YOU GET IDEAS FOR OFFERS?**

Your offer needs to be essential and appealing to your target market and that will leave some prospects wanting more. Develop prospective customers' awareness of your expertise. Offering low cost items is like feeding your customers into your sales funnel.

Prospects will be your immediate customers if you know their needs and desires, and if you have already established a degree of trust with them. So continue building relationships by sending newsletters and using social media like FaceBook and Twitter.

Once you have determined your own expertise and your target market, check out threads, blog posts and even your competitors' products/ services to have an idea what to offer for you clients. This strategy will work as well for determining new markets and products you want to create

Planning is the key to online business success. Using the Sales Funnel Success plan over and over again will ensure that every customer will receive the same great quality product and service you have to offer. Whatever your products and services are, don't forget to consider the needs and wants of your customers. Give something valuable and useful to make it as easy as possible for customers to order again.

To Your Success!

Alex Major

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