Profit ACADEMY

Action Step CHECKLIST

MODULE 8: BUILDING FUNNELS

NOTES

SEGMENT 1

This segment discussed five important ways to structure your funnel. Here is a checklist featuring these five things.

Discovery – Customers discover your products and become aware of them

- [ ] Your List
- [ ] Affiliates
- [ ] Advertising

Consideration - Customers evaluate your products and decide to purchase or not

- [ ] Free Gift
- [ ] Webinars
- [ ] Video Sales Letter
- [ ] Webinar Replays

Conversion – Customers purchase your products

- [ ] How To Increases Your Conversion Rate
- [ ] Webinars Usually Perform The Highest
- [ ] Give Value
- [ ] Scarcity
- [ ] Payment Plan

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Action Step CHECKLIST

MODULE 8: BUILDING FUNNELS

NOTES

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Customer Relations – Ensuring customers are satisfied and needs are met

- [ ] Welcome Video
- [ ] Great Customer Support
- [ ] Membership Site
- [ ] Easy Access
- [ ] Easy To Follow & Get Started
- [ ] Follow Up With Your Customers

Retention – Customers have pleasant experience and choose to stay or return

- [ ] Do Everything You Can To Make Sure They Get Results
- [ ] Give Added Value When Possible
- [ ] Extra Bonuses
- [ ] Live Events
- [ ] Have More Products Ready For The Backend To Keep Them Moving Towards Success