



MODULE 8: BUILDING FUNNELS

NOTES

SEGMENT 3

This segment reviewed different backend products to complete your funnel. Here is a checklist for each of them.

Recurring

- ☐ Monthly Subscriptions
- ☐ Coaching
- ☐ SAAS

High Ticket

- ☐ Insider Access – Information Based
- ☐ Do It For You
- ☐ Mentorship
- ☐ Coaching
- ☐ Masterminds

How To Get People Excited

- ☐ Rule #1: Create A Good Front End Product
- ☐ Great Customer Service
- ☐ Keep Giving Value
- ☐ Fill In The Gaps
- ☐ Take Them To The Next Level

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When The Time Is Right To Promote These Products

- ☐ Give Them Time To Use Your Front End Product
- ☐ Make Sure They Are Having Some Success
- ☐ Testimonials
- ☐ At Events (Live Or Online)

How Often To Promote Backend Products

- ☐ Not Every Day
- ☐ Around 2x A Month Is Best
- ☐ Put Your Energy Behind Each Promotion & Backend Product
- ☐ The Better You Treat Your Customer, The More They Will Buy