

Profit
ACADEMY

MODULE 10
SEGMENT 2



Module #10
Product Creation
Create Your Sales Funnel



In This Class

- Draw Your Funnel Chart
- The Sales Funnel Elements
- Create Your Product Outline
- Upsells & Downsells
- Bonuses & The Thump Effect
- Set Pricing

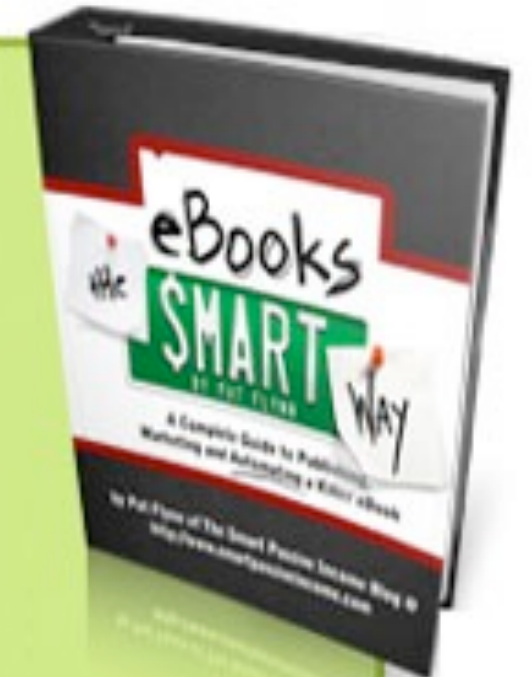
Sales Funnel Elements

PAT'S EBOOK GUIDE

Enter your name and email below to get **Free Instant Access** to the most comprehensive guide available on how to Publish, Market, and **automate** your own killer eBook.

Over 10,000 people have enjoyed my eBook and receive a weekly newsletter with exclusive online business and blogging tips.

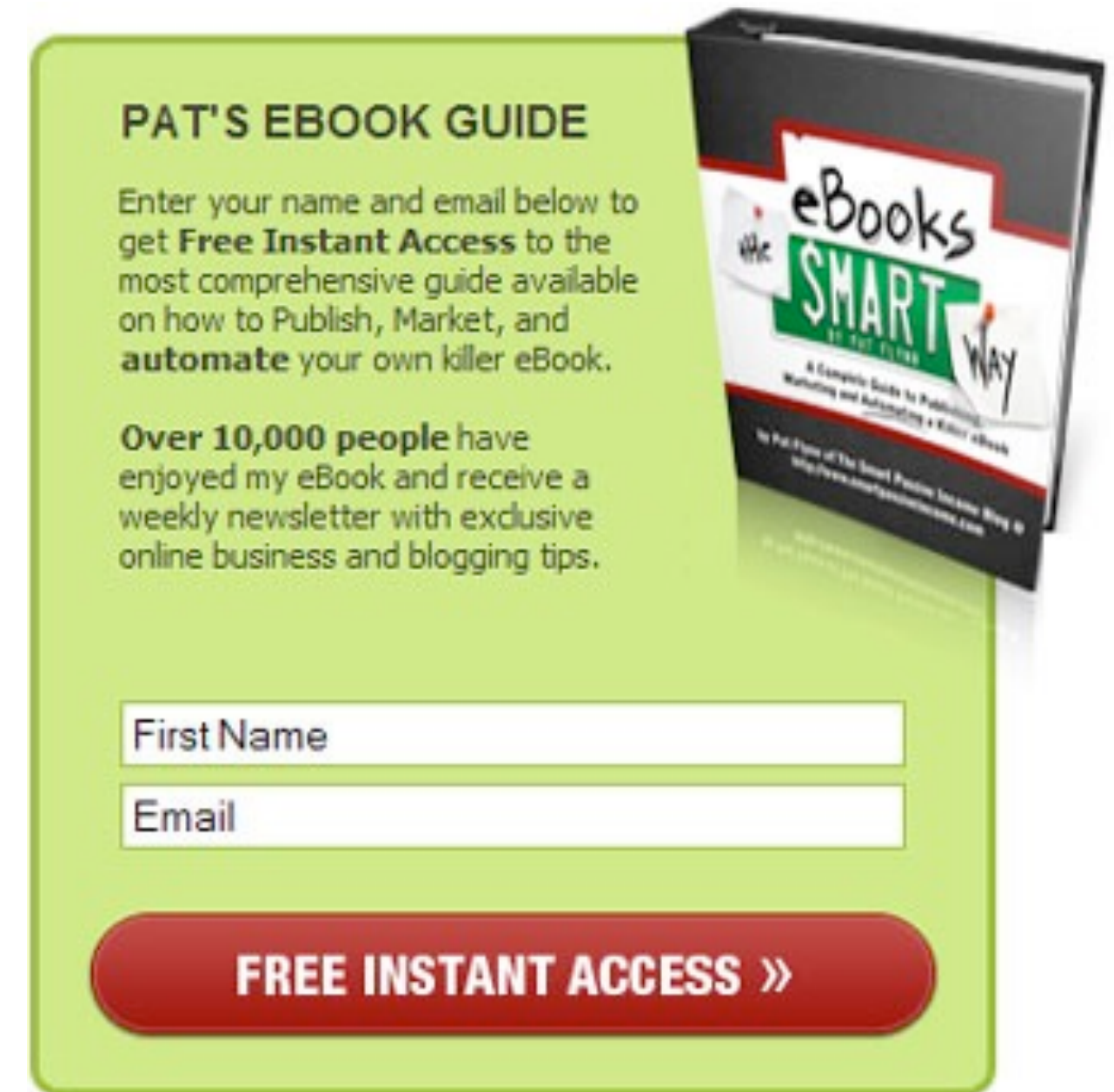
FREE INSTANT ACCESS »



Sales Funnel Elements

Opt-in Page

- Transition Page
- Thank You Page (Make an Offer)
- Main Offer + Bonuses
- Upsell #1 + Bonuses
- Upsell #2 + Bonuses
- 1 Downsell (No Bonuses)
 - Bonus-Heavy
- Set Pricing



PAT'S EBOOK GUIDE

Enter your name and email below to get **Free Instant Access** to the most comprehensive guide available on how to Publish, Market, and **automate** your own killer eBook.

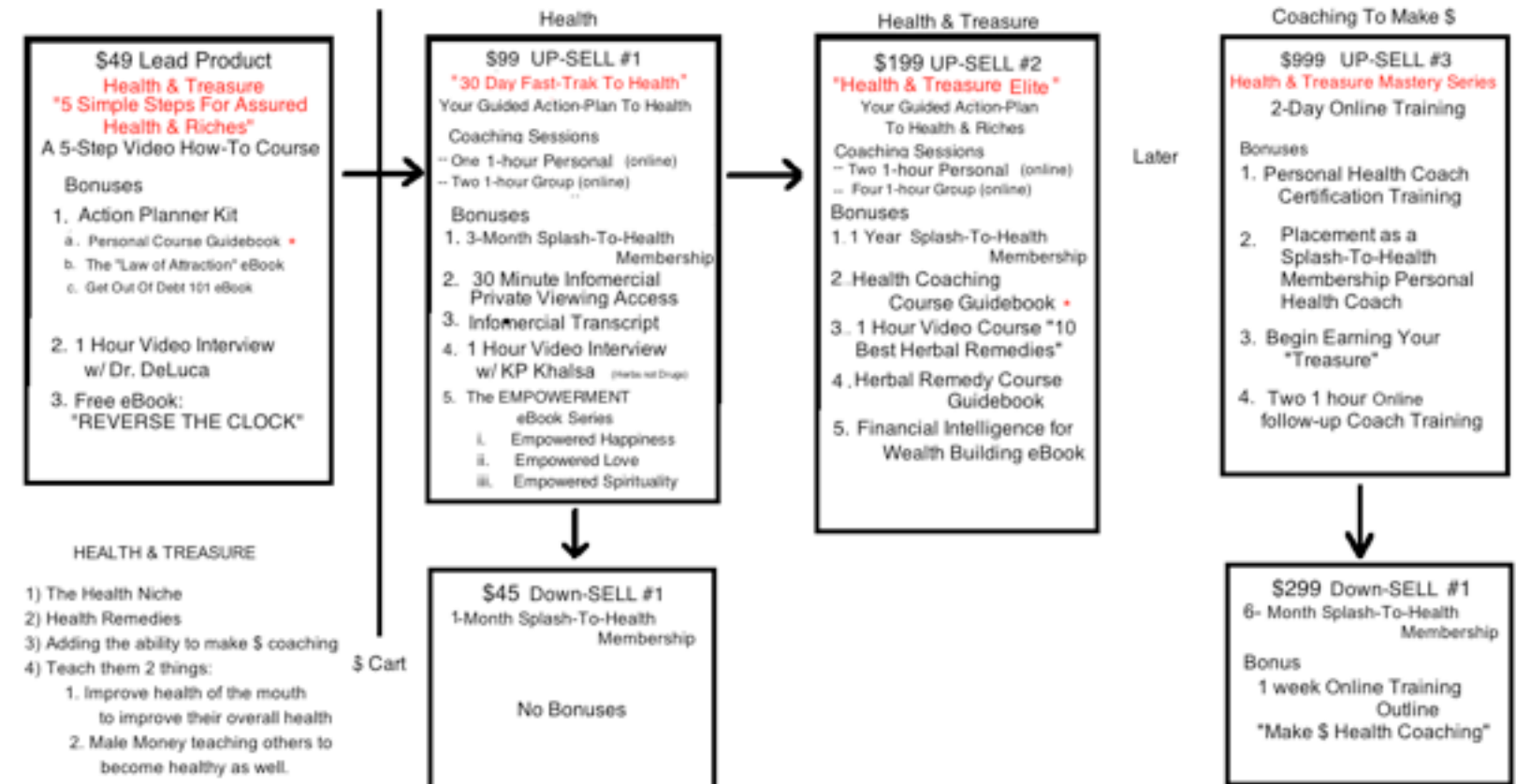
Over 10,000 people have enjoyed my eBook and receive a weekly newsletter with exclusive online business and blogging tips.

First Name

Email

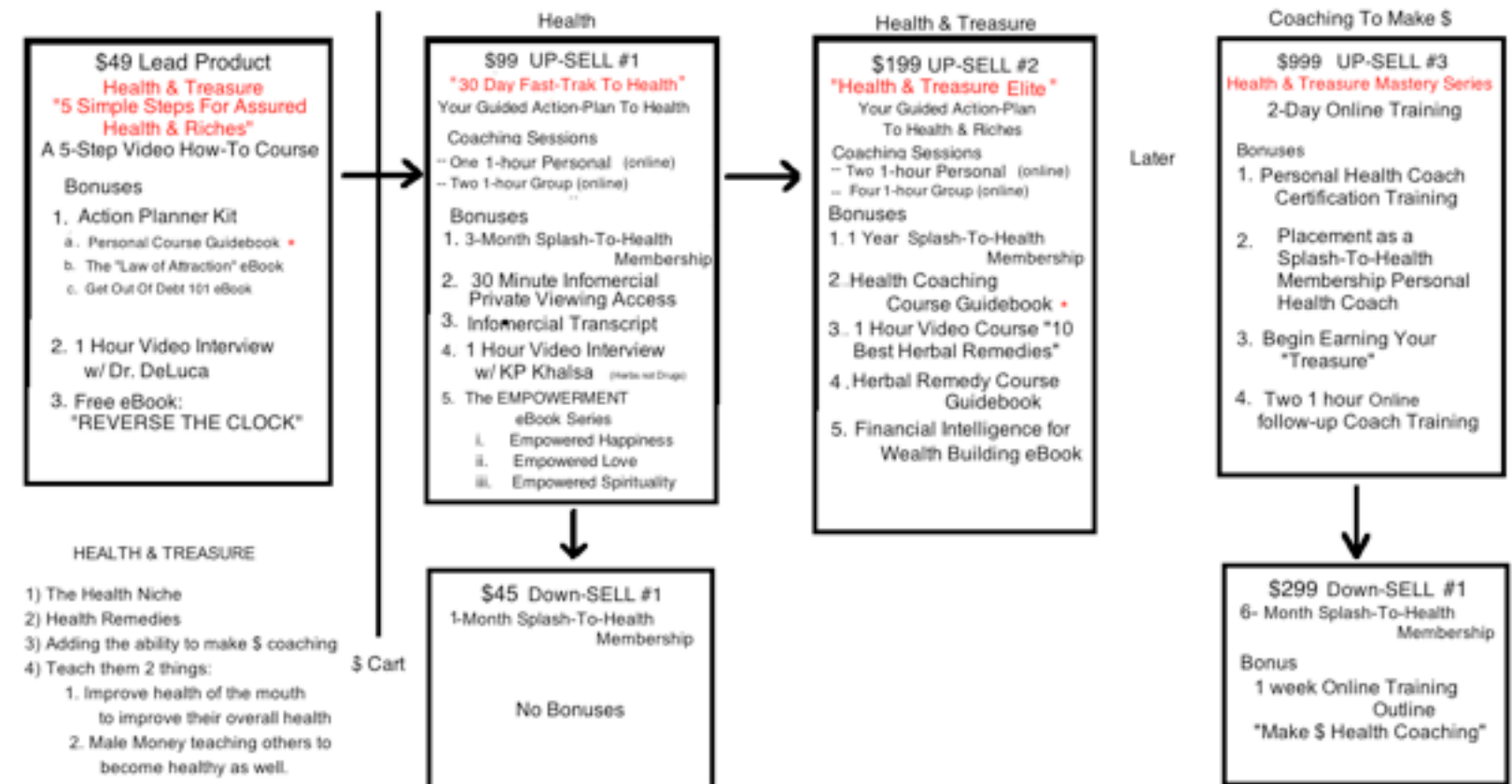
FREE INSTANT ACCESS »

Draw Your Funnel Chart



Draw Your Funnel Chart

- Main Offer
- 2 Upsells
- 1 Downsell
- Name Your Products
- Set Pricing



Main Offer & Bonus Ideas

- Interviews
- Single Videos
- Free Audio
- Webinar Archives
- Give Away Someone Else's Content



Bonuses To Consider If Your Offer Is Audio Or Video

- Guidebooks
- Cheat-Sheets
- Exercises
- Transcriptions



Follow The Strategy



Follow The Strategy

- Relate Your Bait To The Main Offer
- Upsells Provide Additional Related-Value
- Solve 1 Specific Problem With 1 Specific Solution



Items To Consider As Upsells

Items To Consider As Upsells

Items To Consider As Upsells

Upsells Are Related To Your Main Offer, But For More Money

Items To Consider As Upsells

Upsells Are Related To Your Main Offer, But For More Money

Items To Consider As Upsells

Upsells Are Related To Your Main Offer, But For More Money

Ideas:

- Media
- “Get More, & Get It Faster”
- Additional Course Material
- Case Studies
- Workshops & Coaching
- Webinars & Boot Camps

Bonuses & “The Thump Effect”

Bonuses & “The Thump Effect”

- Bonuses Add Value To The Main Offer Or Upsell
- The Added Value Sometimes Is The Reason A Buyer Buys
- Add Enough Bonuses That It Is Too Good To Pass Up
- “The Thump Effect”





- Main Offer
- Upsell 1
- Upsell 2
- Downsell





- Target Market
- Problem
- Solution (Your Product)
- Create Your Hook
- Develop All Products:
 - Upsells
 - Downsell
 - Bonuses



- 
- 
- Draw Your Funnel Chart
 - The Sales Funnel Elements
 - Create Your Product Outline
 - Upsells & Downsells
 - Bonuses & The Thump Effect
 - Set Pricing
- 