Mapping Out Your **Sales Funnel**

In This Class

- Identify Your Goals (There Are Two)

- Identify All Of The Pages That Your Funnel Will Contain

- The Two Choices for Product Delivery Pages

- Email Management Resources

- What You Need For Your Affiliate Page

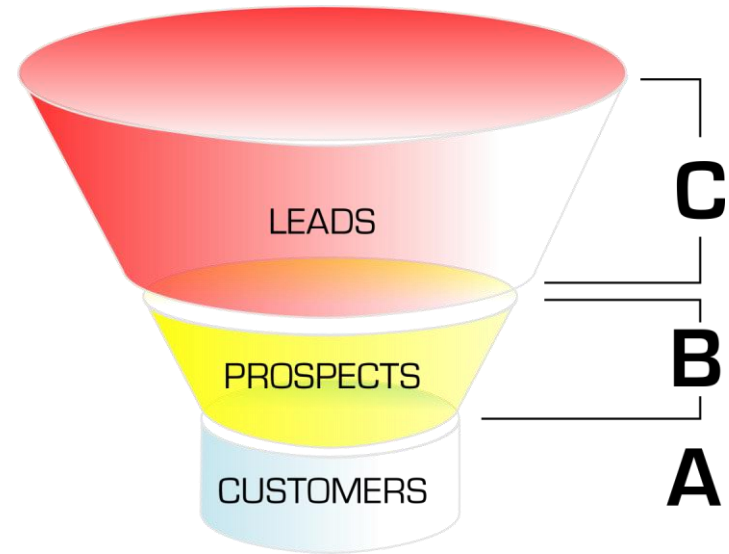- Minimum Elements Your Support Page Must Have

Your Goals

❑ Convert Visitors Into Leads/Subscribers

❑ Convert Leads Into Customers.

Sales Funnel Overview

First, Let's Identify All Of The Pages And Elements You're Going To Need In Your Sales Funnel...

LEADS

PROSPECTS

CUSTOMERS

C

B

A

Sales Funnel Overview

❑ Email-Capture **Landing Page** (aka, Opt-In Page) is Designed With One
Purpose: To Get The Email.

Sales Funnel Overview

❑ **Follow Up Emails** Scheduled Into An Autoresponder That Repeatedly Send Leads Back To Sales Page (5-7 Times).

❑ **Autoresponder** Sources:

✓ SendLane.com

✓ GetResponse.com

✓ Aweber.com

✓ MailChimp.com

Sales Funnel Overview

❑ **Sales Pages**

✓ Primary Front-End Product Sales Page (Either VSL or Text – More On This In Module #11).

✓ Upsell Sales Page(s).

✓ Downsell Page(s).

Sales Funnel Overview

❑ **Affiliate Page** (If Accepting Affiliates).

✓ To Include "Signup" Info, Sales Stats, Promotional Tools (Email Swipes, Graphics, Etc), and Training.

SIGN UP   **PLACE AD**   **GET PAID**

Sales Funnel Overview

❑ **Support Page**

✓ Simple Page That Tells Them How To Contact You For Support To Include Average Response Time, Hours, Etc. Include Your Support Email On This Page Or If Using A Help Desk, Provide A Clickable Hyperlink.

KNOWLEDGE BASE   COMMUNITY FORUM   24/7 TICKET SUPPORT   CONTACT US

Sales Funnel Overview

❑ **Method For Accepting Payment**

- ✓ PayPal
- ✓ Stripe
- ✓ Clickbank
- ✓ Authorize.net

Sales Funnel Overview

❑ **Customer Registration Page**

    ✓ Page Where Customers Opt-in To Your Email Database For Future Updates, Bonuses, Offers, Content, etc.

    *This Page Redirects To The Download Page After Form Submission or Redirects to Upsell/Downsell Funnel.

In The Next Video...

Setting Up Your Back Office, Post Sales Setup, and Rolling Out Your
Launch...