

## HowTo Do A Sales Funnel

**S1:** Hello and welcome. In this video tutorial, I am going to teach you how to do a sales funnel. Ready? Let's go!

**S2:** If you've been around internet marketing for any period of time then you will have undoubtedly come across a lot of sales funnels.

A sales funnel is a series of offers that are presented to the prospect or customer and tend to increase in both price and value.

A typical sales funnel works like this:

A "front end" is a free product to capture people's interest but in order to redeem the product, prospect will have to sign up and give their email addresses.

And then, they will be added into a database of prospects whereby other related offers will be sent to their inbox.

After signing up for the free product, they will receive another low priced offer. We called it an "upsell".

If they purchase this low priced offer, they will be offered with a similar product but at a higher price.

The concept behind it is that as people go through the sales funnel, they become more and more engaged eventually spending money on various products.

**S3:** If you're setting up a sales funnel for the first time, it can be overwhelming to decode all the information out there.

But no worries, we will go through the entire process one step at a time.

First up, let's talk about the squeeze page.

A squeeze page is also known as an opt-in page, a landing page or a lead generation page.

However, the main purpose of this page is to turn your visitors into subscribers.

In order to build a squeeze page that converts, there are 3 things you need to do:

Firstly, you need to determine your target audience.

It is very important for you to know where your market is heading.

Start with a general subject, and then narrow down to your niche.

Once you have narrowed down your niche, your conversion rate will improve significantly.

Secondly, describe your main selling points in bullet point form as they are easier to read for your readers.

Lastly, include a call to action in your squeeze page too.

It creates a sense of urgency that could push people to take action.

For example, "Click Here Now To Get Your Exclusive Offer!" or "Grab This Early Bird Promotion Before It's Gone!"

**S4:** Next up is doing giveaways or freebies to get people to opt-in to your list.

With freebies, you are providing an irresistible offer for your prospects which will increase your subscribers' opt-in rate at the same time.

For a giveaway or freebies, e-books are great at delivering value

The best way to give away a free e-book is to provide a snippet of an e-book or part one in a series.

This can be a great starter to get their desire to make a purchase.

Besides e-books, free reports are great giveaway items because they have a clear value proposition and they don't undermine your attempts at selling e-books later on.

**S5:** Finally we have come to the last module, the upsells.

Basically, it is an additional offer at a higher price which includes the product you just sold or you are about to sell.

For example, burgers and fries often go hand in hand.

If you're not going to order a combo meal with fries and a drink, the cashier will suggest to you to order a combo meal.

This sales technique is pretty much the same as doing upsells to attract customers to make more purchase and it is great way to make more profitable sales.

**S6:** Here's the end of the module and I hope it's helpful to you. Thanks for watching and best of luck to you in building your sales funnel.

