

# AUTOMATED SALES FUNNEL



**"The Top 7 Funnel Hacks You Can  
Implement Today To Build An  
Automated Sales Funnel"**

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## "The Top 7 Funnel Hacks You Can Implement Today To Build An Automated Sales Funnel"

### **Introduction:**

Congratulations on making the decision to download this guide. The information inside this guide is not to be taken lightly as you are about to discover 7 of the best hacks for building an automated sales funnel.

Sales funnels are the key to making an income in the online marketing space. This guide will give you every single step you need to make a successful automated sales funnel.

### **Who this guide is for:**

- Anyone looking to make an income online
- Anyone looking to sell products online
- Experts, authorities, bloggers, and brands that want to sale products and information online.
- Business looking to sell their products online
- And more!

If you're someone that wants to sell digital products online you are in the right place! If that sounds like you then you will love the tips inside this guide.

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The great news is that anyone can build a profitable sales funnel if they focus on doing it the right way. This guide will cover the top hacks and tips you need to build a funnel the right way from the start. No longer will building a profitable marketing funnel be confusing or a challenge.

## **What we will cover in this guide:**

- Hack #1 - Funnel Research
- Hack #2 - Offers Not Products
- Hack #3 - Creating An Irresistible Front-End
- Hack #4 - Using Automation For Passive Profits
- Hack #5 - Meet Your Audience Where They Already Are
- Hack #6 - Become A Conversion King
- Hack #7 - The 3 Tier Ascension

So without further ado let's get into the **Automated Funnel System**.

## **Hack #1 - Funnel Research**

Every profitable funnel starts with good research. A common mistake marketers make is the "build it and they will come mentality." But this can be a funnel killer. You want to make sure there is a market for the products you sell before you ever create a funnel.

This process starts by looking at the market you serve. What are they currently buying? Who are they buying from? What prices are they paying for products and more?

Until you've done your research you don't know if you have profitable funnel idea. By researching you set yourself up for success before you create your first product, sales page, or email campaign. This can save you

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hours in wasted time and effort on a product and funnel that will never sale.

## **Hack #2 - Offers Not Products**

One of the biggest problems I see amongst those looking to sell online is that they are selling “products” and not “offers.” It’s really easy to confuse the two and create a product that don’t sell.

In the Digital Funnel System we talk about creating the “dream offer” for your prospects. A dream offer is an offer that gives your customers the absolute best chance to succeed with your system to overcome the problem your product solves.

### **Here is how it works:**

First you layout the dream offer. Think about it from the point of what would I offer my customers to give them the absolute best chance to solve their problem. List it out. That might be 1 on 1 mentoring, templates, check lists cheat sheets, video training etc.

Then it’s a matter of removing what you are not willing to give them for the price you will sell it at. So the biggest difference is *an offer takes a product and gives your customer every single thing you can provide for the price to get them results.*

Doing this will immediately make your offer stand out amongst the noise online. It will position your product/offer as THE solution to the problem your audience has.

## **Hack #3 - Creating An Irresistible Front-End**

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When creating a funnel most people put so much thought into the product they are selling that they forget how important the front-end is to their funnel. The front-end of your funnel is where people enter. This is often referred to as your lead magnet or free giveaway that you give an exchange for a lead's contact information.

Here's the deal.

The front-end is where people enter your funnel. *The more people that enter you funnel the more people that will see your products and offers.* This can be a huge deal. A 20% Conversion rate on the front end vs a 50% conversion rate is a big difference between the amount of people that get exposed to your products.

## **Making your front-end offer irresistible**

Creating an irresistible front-end to your funnel is a matter of giving people what they want. People want "systems, shortcuts, hacks, cheat sheets, action guides, etc. By positioning a free guide or video on the front-end of your funnel as a system, shortcut, hack, cheat sheet or action guide you are giving people what they want.

Think about it. This guide gives you the best hacks for building an automated sales funnel. That's something you want! You can do the same for your business.

## **Hack #4 - Using Automation For Passive Profits**

Once you have all the pieces to your funnel ready to go it's time to automate. A lot of businesses make the mistake of "winging it" and try to

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profit from one off promotions. Without automation your funnel will never make the profits it's capable of. Especially passive profits.

Once you have your funnel pieces in place you automate every piece of it. You connect your squeeze page to your Autoresponder. Your autoresponder then triggers a series of emails that promotes the products in your funnel to your customers. Then, when customers buy they are automatically given access to the products they purchase.

When done right this can become an automated machine that makes sales for your business 24 hours a day. The beautiful part is that once it's all set up it can be passive as you let the funnel automation do all the work.

This is powerful!

## **Hack #5 - Meet Your Audience Where They Already Are**

As we mentioned earlier most operate from the mentality of build it and they will come. The fastest way to be successful with a marketing funnel is meeting your audience where they are already at. Bringing your content to them so you can get them into your automated funnel system.

To do this think back to your research. Where does your audience already exist online. Are they on Facebook, YouTube, Instagram? Are they on certain blogs and websites? Are they listening to certain podcasts? Etc.

Once you know where they are you strategically put your content and message in front of them. By doing this you will start to build an audience of people that want more from you. That's when you invite them to

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download your lead magnet. Once they give you their contact information they are in your automated Sales funnel. Bingo!

Now you let the funnel do the work and sale your products for you.

## **Hack #6 - Become A Conversion King**

Once your automated funnel is in place it's time to take things to the next level. This is where you start focusing on conversions and turn your automated funnel into a conversion machine.

To do this you will optimize every stage of your funnel. Start with the front-end. What can you change on the squeeze page to get more people into the funnel?

Then look at your email campaign. What emails are making sales? Which ones aren't? Are their certain emails not getting opens and clicks?

Once your emails are optimized go to the sales page of your product. Would a different headline get a better reaction? Would certain pricing do better?

This is an ongoing process that you can continually focus on to better the conversion rates throughout your entire funnel. This is so important especially once you start getting into paid traffic and scaling your business.

## **Hack #7 - The 3 Tier Ascension**

It's very common when it comes to online sales funnels to see businesses tack on more products to their funnel. Problem in most cases is that these

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products are usually not congruent with one another and conversions continue to struggle.

## **Here's a better route to take:**

Deliver your flagship product at more than 1 level with different access instead of adding different products. For example, if you are a weightloss coach you could have:

- A video training program at one price
- A group training and accountability program at a higher price
- And A 1 on 1 training program at the highest price level

Instead of adding different products we have used one product to make 3! This is how you build a funnel that is congruent and converts like crazy.

## **The Next Steps**

The information in this guide is powerful but only if you put it to use. How would your business be different if you implemented an automated funnel? How would you like to learn every step of building an automated funnel in detail?

The Digital Funnel System covers every step of this system in detail. The Digital Funnel System is the step by step process for creating an automated funnel that converts.