



 **DIGITAL FUNNEL**
S Y S T E M

DIGITAL FUNNEL SYSTEM INTRODUCTION

Handwritten notes in the background include:
- 100% Orders
- \$5 each
- Conversion
- 8.4%
- \$12,000
- = 7,843
- 89%
- Upcoming Campaign
- Conversion Rate → 53%
- Average buyer purchase → \$14,900

WELCOME

- Welcome!
- If you want to grow a business or product online marketing funnels are key to your success.
- Follow the steps outlined in this training for building successful marketing funnels.

An aerial photograph of a city at sunset. The sun is low on the horizon, casting a golden glow over the city and reflecting on a body of water in the lower left. A tall, thin skyscraper stands out prominently in the center of the city skyline. The sky is filled with dramatic, orange-hued clouds.

**“WHAT MOST PEOPLE DON’T UNDERSTAND ABOUT A
MARKETING FUNNEL IS THAT IT HAS ONE PRIMARY PURPOSE.
THAT PURPOSE IS TO SELL YOUR FLAGSHIP PROGRAM.”**

THE PROBLEM WITH MOST SALES FUNNELS

- Most sales funnels are looked at from the perspective of “what else can I throw in here to make more money.”
- This leaves us with sales funnels that aren't congruent, don't convert, and don't help your customers solve their problems.

FLAGSHIP PROGRAM

- A Flagship Program is your core program that takes your customers from A to Z on the problem that you solve.
- Time leveraged.

FLAGSHIP PROGRAM EXAMPLE

- Personal trainer that helps new moms lose weight
- Most trainers would look at that and define their core offer as personal 1 on 1 training. However, this type of offer is limited by the amount of hours you can work in a day.
- To build a business that can grow it would be best to offer a program that is time leveraged. A program that can help customers achieve their desired end result without requiring your time.
- A digital course or home study course is the ideal flagship offer as it provides your customers with a complete A to Z process on solving their problem and is time leveraged.

FLAGSHIP PROGRAM EXAMPLE

- To build a business that grows that trainer would be better off offering a digital program that teaches clients how to lose weight with exercise routines, nutrition plans, video instruction. All of this could achieve the same end result for the customer without the trainers time.
- This is a time leveraged funnel that can sell 24 hours a day whether you're working or sleeping. This is the power of a digital funnel system!

HOMework:

Think about your business. What would be the ultimate time leveraged program you could create that solve your customer's biggest problem? Spend 30 minutes brainstorming some ideas. In the next part of the training will go into how to do research for building profitable funnels and getting tons of ideas.



DIGITAL FUNNEL SYSTEM FUNNEL RESEARCH

100% responders

5%

94% rate

costs

= 7,843 / buyer

89%

Upcoming Campaign



audience size 10000

conversion rate → 53%

average buyer purchase → \$14,900

RESEARCH!

- Most people design a funnel wrong.
- They create what they want to create with no market research.
- Designing a profitable funnel starts with research.

ASK THE RIGHT QUESTIONS

- What are people already buying?
- What courses are they buying?
- What coaching programs are they buying?
- What books are they reading?

ASK THE RIGHT QUESTIONS


- Who are they buying from?
- What blogs are they reading?
- Who are their mentors and coaches?
- What seminars are they going to?

ASK THE RIGHT QUESTIONS

- Before you even think about what product you're going to create you have to know the answers to these questions first. This will save you tons of time wasted on created a course on a topic that won't sell.
- While doing your research you want to make extensive notes. Look at sales pages and take screenshots. Record video sales letters. Record webinars. Look at the stats inside of affiliate marketplaces.
- Bookmark and link to awesome blog posts and articles on your topic that has tons of shares and comments.
- Save links to popular videos on your topic.
- Look at reviews on other products.
- Be 100% Certain people are already looking for what you are creating!

HOMework:

Go through all the questions laid out in this module. Make extensive notes of what you find. Start a new Google document or word document to track what you find. Take screenshots, record screencasts, of sales pages etc. The key is to have a file full of all the information you find to help you design a high converting funnel.



100% responders

5\$

94% rate

Costs = 7,843 / buyer

89%

Upcoming Campaign


ad

profit

audience size 10000

Conversion Rate → 10%

average buyer purchase → \$14.90

 **DIGITALFUNNEL**
SYSTEM

DEFINING YOUR CORE OFFER

CORE OFFER

- Building a successful funnel is all about developing the right offer. As we have already covered earlier:
- Every funnel needs a flagship program.
- Research should be done ahead of time to see what people are interested in and what they are buying.

CORE OFFER

- With that in mind we can now define our core offer. When we think about creating an offer we are no longer creating a “product.” Instead we are creating something much more than a product. We are creating a tool or system that solves a big problem for our customers.
- That is much more powerful than a “product!”
- Offers sell products don’t!

WHAT IS AN OFFER?

- Much like a flagship program it includes an A to Z process that solves a problem for your customers. But more than that it is comprised of multiple components that will help your customers be successful.

OFFER EXAMPLE

- In this example let's say you are someone that teaches other business owners how to run Facebook ads to grow their business.
- A product would be:
 - A step-by-step video course to grow your business with Facebook Ads.
 - Good? Yes. But an offer would make it much better.

OFFER EXAMPLE

- An offer would be:
 - A step-by-step video course to grow your business with Facebook Ads.
 - Fill-in-the-blanks Ad templates
 - Case studies of proven ad campaigns
 - Top 10 Landing page templates for businesses
 - A swipe file of 100 different ad campaigns

CREATING AN OFFER

- An offer takes a product and gives your customer every single thing you can provide for the price to get them results.
- To start map out your customers “dream offer.” If you’re niche is golf and you’re helping them take 10 strokes off of their golf game what would be the best way you could help them achieve that result?
- Make a list of everything you could teach them to help them get that result.
- When mapping out your initial offer don’t be afraid to really outdo yourself. If it includes you personally working with them to improve their swing write it down. At this point you’re just mapping out the dream offer (the best way to get your customer a result).

CREATING AN OFFER

- Next, you want to remove the elements that aren't feasible for the price you are selling the product for. For example: You can't help all your customers on a personal level but you can record a video of you helping a customer 1 on 1 improve their swing. This would be a good alternative.
- See how this works?
- You give them everything you possibly can to succeed for the price point you are charging. This is how you get customers results and get paid handsomely while doing so.
- This dream offer becomes your Flagship program in your funnel.

HOMework:

Brainstorm your dream offer. What is the ultimate offer you could give to your customers to solve their biggest problem? What additional elements could you add to make it even easier and faster for them to get results? What could you add that would overcome their biggest objections to buying your offer?



DIGITALFUNNEL

S Y S T E M

CREATING YOUR SALES ENGINE

SALES ENGINE

- Once we know what our flagship offer is we need a way to sell it. At the end of the day there are 4 primary ways to sell your product:
 - Sales Letter
 - Video Sales Letter
 - Webinar
 - 1 on 1 Consultation

SALES ENGINE

- All of these are effective ways to sell your product. The one you choose is up to you. Regardless of the one you choose there is a format for creating sales messages that get people jumping up and down with credit card in hand waiting for you to take their money.
- Ok, maybe that was a bit of exaggeration but you get the idea. There is a way to sell that gets people excited to buy and regardless of the format you choose you can apply this formula.



SALES FORMULA

The sales formula you can use to sell anything. This works for webinars, video sales letters, sales pages and more!

SALES FORMULA

- An attention grabbing headline that speaks to the problem you are solving for them. Example: Here's How To Lose The Baby Weight, Feel Great, And Finally Get Your Confidence Back!
- Who you are and a picture of you.
- Opener. Speak to their pain or pleasure. Example: Are you sick of looking in the mirror not being happy with the person inside? Are you tired of lacking energy and ready for a change? Or the pleasure side: Are you ready to get your confidence back and lose the weight for good?
- Another attention grabbing headline
- The story of your results and process. Paint the picture of how you or a client overcame the problem they are having.

SALES FORMULA

- The process. Give them a high level overview of the process they will get in the product that gives them the result they are after. This gives them belief in your system.
- Introduce your product. Include a product image. List the main result/outcome of the product. (It should be solving the problem they have.)
- What's inside/Feature & Benefit Bullet Points
- Recap of desired outcome
- Price reveal
- Buy Button or call to action

SALES FORMULA

- Guarantee
- Buy Button or call to action
- A recap of everything they get and stack. A list of everything they get along with an assigned value for each item.
- Imagine statement. Paint a picture of what their life will be like with your solution and without their problem. Example: “Imagine what it will be like fitting back into your favorite dress. Imagine going to the beach wearing that bathing suit with 100% confidence you look great.”
- Add any scarcity you may have.
- Buy button or call to action

SALES FORMULA

- Sign off with your name and image
- P.S. statements reminding them to buy now and not to miss out on this amazing opportunity.




SALES FORMULA

Thats an amazing sales formula for any type of format. Sales letters, video sales letters, webinars, etc. It flat out works!more!

HOMework:

Choose the format for your sales engine. Go through the sales formula and write your sales copy. It doesn't have to be perfect. Just follow the formula! Next turn that formula into the final version your copy will be delivered in.



The background is a dark, dimly lit image of a spiral-bound notebook. The notebook has several pages with handwritten notes in black ink. On the left page, there's a note that says "100% responders" and a circled "5%". Below that, it says "costs = 7,843 / buyer". At the bottom of the left page, there's a circled "89%". On the right page, there's a heading "Upcoming Campaign" and a bar chart with three bars of increasing height. Below the chart, it says "Conversion Rate → 10%", "Average buyer purchase → \$14,900", and "Audience Size 10,000". A hand is visible on the right side of the notebook, holding a calculator.

DIGITAL FUNNEL SYSTEM IRRESISTIBLE LEAD MAGNET

LEAD MAGNET

- The lead magnet is often the most overlooked part of any successful funnel and here's why:
- Your lead magnet is how people get into your funnel. The difference between a 20% conversion on your lead magnet and 50% is huge!
- For every 100 people that see your lead magnet that is the difference between 20 people seeing the products in your funnel or 50.
- Most people are so concerned with their flagship offer, sales conversions, email campaigns, graphics, etc. that they forgot how important the front-end lead magnet is to the success of their funnel. The more people in the more money out.

THE #1 RULE OF ANY LEAD MAGNET

- Know what it is? Congruency!
- Yup, boring I know but here's the deal...congruency is everything in a sales funnel. The more relevant your lead magnet is to your product the more likely a lead becomes a buyer.
- This is why it is extremely important to build your lead magnet around your Flagship Program. There is an extremely simple way to do this.
- Your flagship program consists of an A to Z process that helps your clients get the results they are after. That is a process that is covered in-depth in your flagship offer. This makes it very easy to create your lead magnet as it can cover that exact A to Z process from a high level perspective.

EXAMPLE:

- If you're Flagship program is an A to Z system for getting website traffic with YouTube then your system might include these steps:
 1. Find other successful YouTube Channels targeting your market.
 2. Create a content plan based on your research
 3. Record your videos
 4. Optimize your videos for rankings in YouTube
 5. Optimize your videos for getting clicks to your website

EXAMPLE

- In your course that would be an in-depth tutorial style training program.
- Your lead magnet could share that same process from a high level perspective. “Here are the steps for getting traffic to your website with YouTube” You list each step and give an overview of each step.
- This works extremely well as people are sold on your process by reading your lead magnet. The logical next step is to buy your flagship program that teaches them in detail step-by-step.

HOW TO MAKE YOUR LEAD MAGNETS IRRESISTIBLE

- The biggest key to making your lead magnet irresistible is simply giving your audience what they want. They want “systems, shortcuts, hacks, cheat sheets, action guides, etc.” Frame you A to Z process as a system, shortcut, hack, cheat sheet, or action guide.
- Let’s go through some examples...

“The 5 Step System For Dominating YouTube And Bombarding Your Website With Traffic”

**“Revealed: The top 5 YouTube
Hacks You Can Use To Drive Tons
Of Traffic To Your Website Daily!”**

“FREE Action Guide: How To Get Tons Of Traffic To Your Website Following A Simple 5 Step System”

PERFECT LEAD MAGNET FORMULA

- By framing our A to Z process in a way people want it become irresistible.
- Here is the perfect lead magnet format:
 - Your Headline
 - Pain of not having your solution
 - Inspiration (there is a better way)
 - Your System Steps
 - What to do next? (sells your flagship product)
- All of this can be accomplished in a short PDF or instruction video. The format doesn't matter much. The contents inside are what matters.

HOMework:

Outline the steps of your solution. Choose between a system, shortcut, hack, cheat sheet, or action guide. Turn it into a guide or video that gives them an overview of the steps of your solution. Transition them what to do next. (buy your flagship product.) Export in its final format.



100% responders

5\$

84% rate

Costs = 7,843 / buyer

89%

Upcoming Campaign

ad

profit

audience size 10000

Conversion Rate → 10%

average buyer purchase → \$14,000

DIGITAL FUNNEL SYSTEM AUTOMATED CAMPAIGN

EMAIL CAMPAIGN

- An email campaign is one of the most important parts of a sales funnel. Most people don't buy the first time they see an offer. An email campaign puts that offer in front of your leads multiple times giving them multiple chances to buy.
- When it comes to email campaigns it can be easy getting wrapped up into writing "the perfect email campaign." Usually this results in a super hyped up pushy email campaign that leaves people searching for the unsubscribe button. Not a good place to be when you're in the business of selling products with emails.

EMAIL CAMPAIGN

- Instead, there is a much better way. An email campaign serves a few purposes:
 - Delivers them the free thing they subscribed for
 - Brands you and your solution as the answer to their problem
 - Educates them on why your flagship program is the solution to their problem
 - Sends them to your sales engine to convert them into a buyer
 - Anything beyond that is icing on the cake.

EMAIL CAMPAIGN

- Email 1 is your welcome email. This email delivers your free giveaway and sets the tone for your email campaign. A good welcome email will get people to their free giveaway download, tell them about how you and your brand will help them, get them engaging.
- An easy way to get them engaging is to ask them questions. A simple way to do this is ask them what their biggest questions is about your niche. Or What the number 1 thing is they want to learn...or the number 1 thing holding them back. Or you can keep it even more simple and ask them to respond and let you know they got your free guide.
- However, by getting them to engage you get them acting on your emails and interacting with you. This means they are more likely to respond and open your emails in the future. It also helps deliverability for your emails as providers know that people are actively engaging with your emails.

EMAIL CAMPAIGN

- Now, the easiest way to build your campaign past this is what I call value emails. A value email is simply an email that delivers a tip, advice, or something useful to your subscribers about your topic. Again, if your niche was helping busy moms lose weight you could send short tips and advice on helping them achieve their desired result.
- Now here is what separates this method from what most people call a “value email.” Not only should your value emails deliver tips and advice but they should also lead your subscribers to the sales engine for your course. This is very simple.

EMAIL CAMPAIGN

- As an example let's say you gave a tip in you gave away a tip in your email about "the number 1 exercise you should do every day to kickstart your weight loss."
- At the end of that email you could add something like this:

"This exercise is the most important one for really kickstarting your weightloss however, its actually just 1 of 10 exercises in the daily routine we include in the Fit Moms Fitness Academy. If you want to learn more about the academy and how it can help you drop the weight check out the short presentation I put together explaining everything about the program here:

>> Link

EMAIL CAMPAIGN

- Not only did you offer them great advice but you also are helping them by telling them where they can get more. That link goes to the sales engine for your core offer! This is how you write an email campaign that delivers tons of value and makes sales for you 24 hours a day!

HOMework:

Write the first 10 emails that will go in your email campaign. Remember the first email will deliver the free giveaway you created in the last step. Focus on delivering value and transition into a promotion for your flagship product at the end of each email. Remember, keep it simple.



100% responders

5%

84%

costs = 7,843 / buyer

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Upcoming Campaign

ad

profit

audience size 10000

conversion rate → 10%

conversion rate → 53%

average buyer purchase → \$14,000

DIGITAL FUNNEL SYSTEM CREATING PRODUCTS

CREATE YOUR PRODUCT

- Not it's time to create your Flagship product. A question most people ask when creating a product is how long should it be? A product should be as long as it needs to be. It doesn't have to be x amount of hours, or a certain amount of videos, or number of pages. It has to give your customers the information they need to solve the problem they have.

EXAMPLE

- To start you will list the steps required to solve the problem they have. As an example let's say your flagship product is a course on creating and selling ebooks. The steps for this might be:
 - Choosing your book topic
 - Outlining your book
 - Writing your book
 - Editing your book
 - Graphics/Cover
 - Creating a sales system
 - Promotion

EXAMPLE

- Those 7 steps would be used to teach your customers how to create and sell books. The next step is to outline each one of those steps. So you would write out the 5 to 10 steps to choosing a book topic. You would repeat this process for each step in your process.
- By the end of this exercise you will have a complete outline of steps required to create and sell books. Next you would determine the format for your product. If writing you would write in detail for your audience on each bullet point within your outline.
- If you are recording your course in video format you take the outline and turn it into presentation slides in a program like Keynote, Powerpoint, or Google slides and record yourself going through the presentation.

EXAMPLE

- If it is audio you simply record your voice detailing the steps of your outline. At the end you will have either a PDF, mp3, or mp4 video file. You can decide to split those up into segments, leave them all as one, add supplemental material such as checklist and cheat sheets etc.



FLAGSHIP PRODUCT

Creating a flagship product can be as simple as that! It is exactly how this program was created. You're seeing a real life example of that process.

3 TIERED ASCENSION FUNNEL

- Now that you have your flagship offer put together you are ready for the next phase of your funnel. This part of your funnel doesn't have to be implemented immediately but it can have a massive impact on your business.
- At the end of the day they are three levels at which you can offer your products.
 - **Level 1** - Do it on your own
 - **Level 2** - Do it together (Group or 1 on 1 coaching)
 - **Level 3** - Do it for you
- Now, this doesn't apply to all niches. You can't physically lose the weight for someone else. However, you can customize things and do certain components for them. Let's illustrate through a few examples.

3 TIERED ASCENSION FUNNEL

- In the first example let's say you teach business how to get traffic with Google Adwords.
 - **Level 1** - Would be your course that teaches them step-by-step how to do it on their own.
 - **Level 2** - Could be a group or 1 on 1 coaching program where you personally help them implement the training. Answer questions. Provide accountability and support.
 - **Level 3** - Would you be running the ad campaigns for them.
- So you have now turned 1 product into 3 products with different price points.
- Maybe your course is \$497. Your 1 on 1 coaching is \$2000. Your done for you ad service is \$1k per month.

3 TIERED ASCENSION FUNNEL

- Let's look at another example in a different niche: Weight loss coach.
 - **Level 1** - Video Course and templated workout routines.
 - **Level 2** - A group coaching program that not only involves the course and workout routines but also provides accountability, assessments, and Q&A.
 - **Level 3** - Custom personalized meal plans and weight loss routines.
- Again all of these could be offered at different price points. The more of your personal time that is involved the higher the price should be.
- You have now taken 1 product and turned it into multiple products that you can offer in your funnel!

HOMework:

Outline the steps of required to solve your audience's problem. Break those down into sub steps for each one of your main steps. Choose a format for your final product. Record or write the product and export to its final format. Add any supplements that will add to the product. Choose how you will implement the 3 tiered ascension funnel.



100% responders

5\$

94% rate

Costs = 7,843 / buyer

89%

Upcoming Campaign

ad

profit

Adience See 10000

Conversion Rate → 10%

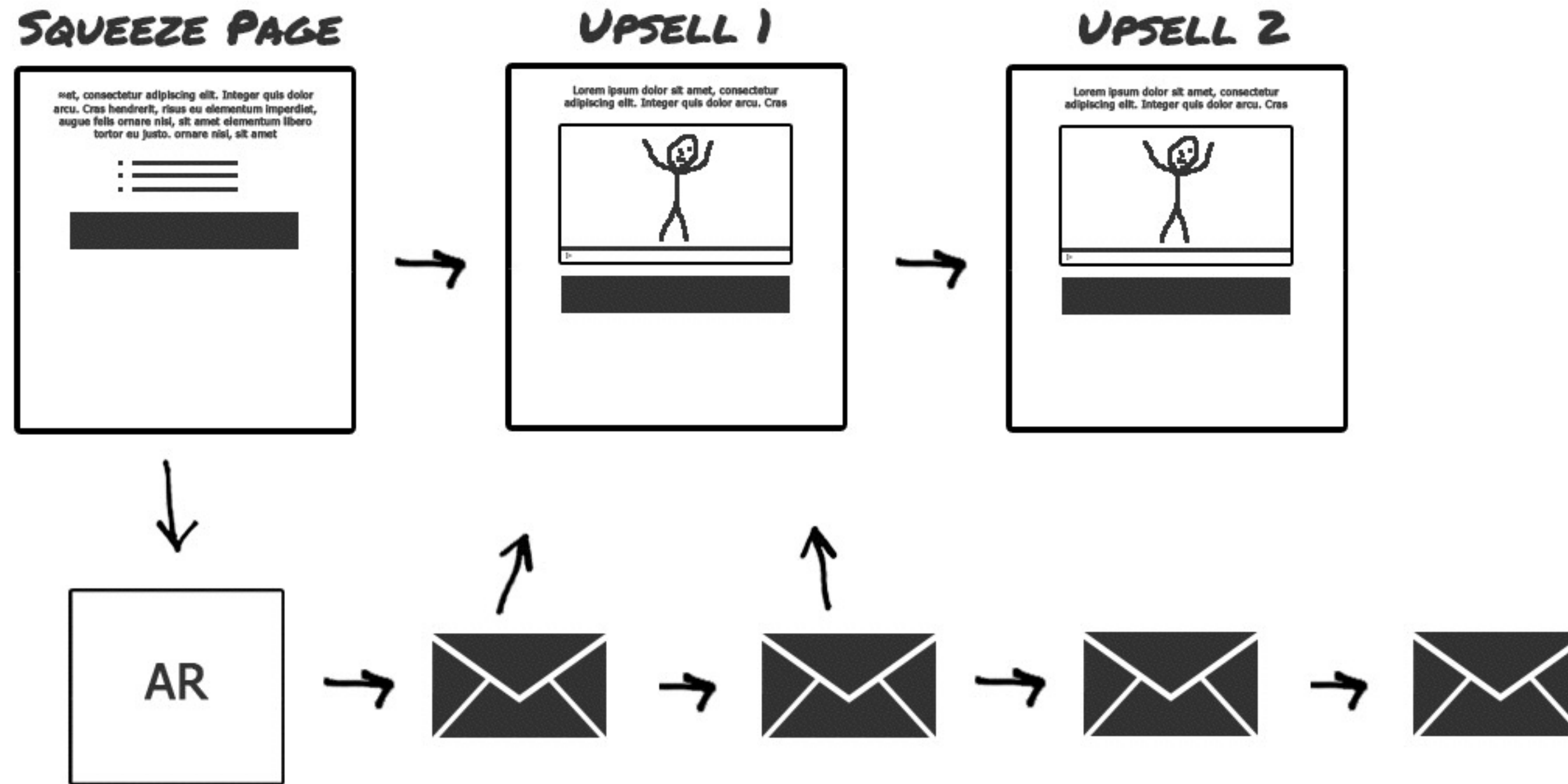
average buyer purchase → \$14.90

DIGITAL FUNNEL SYSTEM PUTTING IT ALL TOGETHER

SYSTEMS

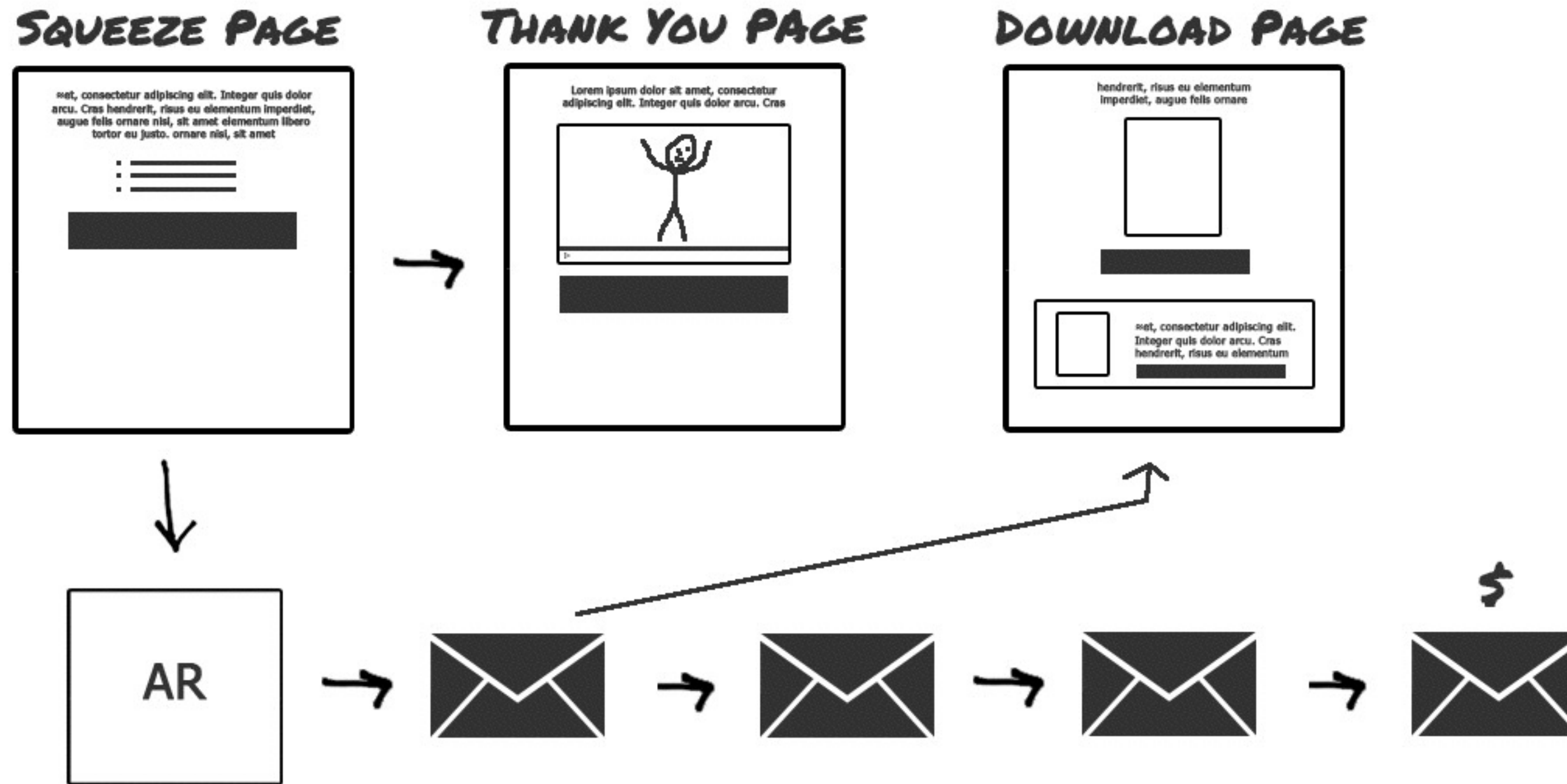
- Systemizing your funnel is where things get exciting. This is how you automate your business for passive income and build an automated sales machine. Once you have all your materials you are ready to automate your system.
- Let's look at a couple of different funnels to illustrate how it works:

ASCENSION FUNNEL



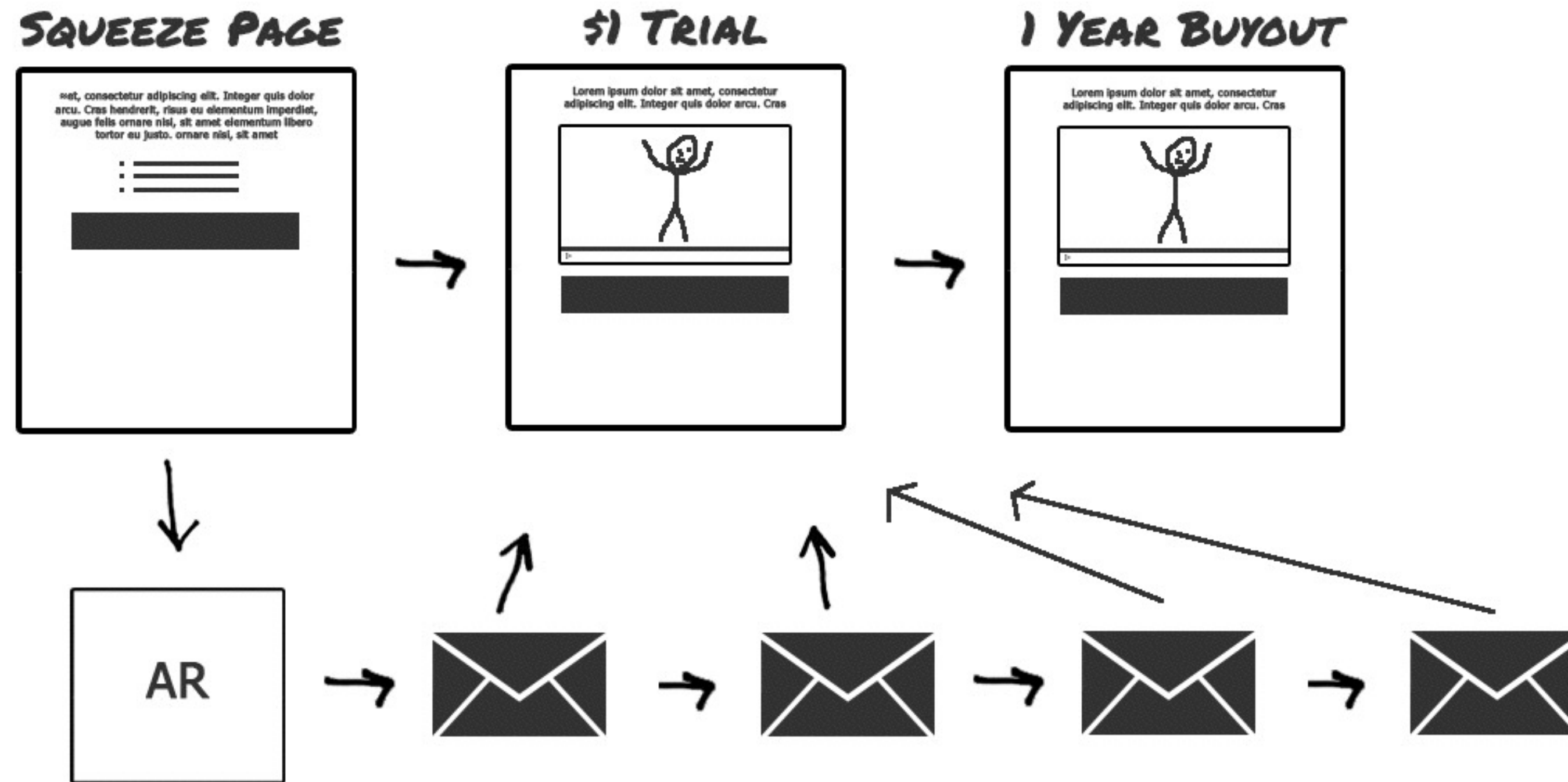
- In this funnel traffic is sent to a squeeze page where they optin to get your lead magnet for free. This could be a pdf, cheat sheet, video, etc.
- When this is done a couple of things happen. First, they are added to your email list illustrated as (AR) in the screenshot. Also they are sent to a sales page for a product. If they buy that product they are sent to an upsell product.
- This is a standard ascension funnel.
- Now what is very important to not about this funnel is that the subscribers on your email list are not sent emails that are sending them to the sales page for your product. By capturing subscribers on an email list we are able to continually market to them. By setting up an autoresponder series of emails this can happen on autopilot.

CHEAT SHEET FUNNEL



- This funnel again starts with a squeeze page where we capture contact information and put them onto our autoresponder email list. In this example after they subscribe they are taken to a thank you page that thanks them for opting in and delivers some value to them.
- They are also added to our email list where we have a series of emails set up that deliver value and promote to them. In this example the first email send them a link to the download page to download the cheat sheet that they opted in to receive.
- The next set of emails can be used to deliver value and send your subscribers to the sales page of your flagship product. Also note that the download page has a banner at the bottom. The download page could be used to promote the product as well. This is a very effective strategy!

CONTINUITY FUNNEL

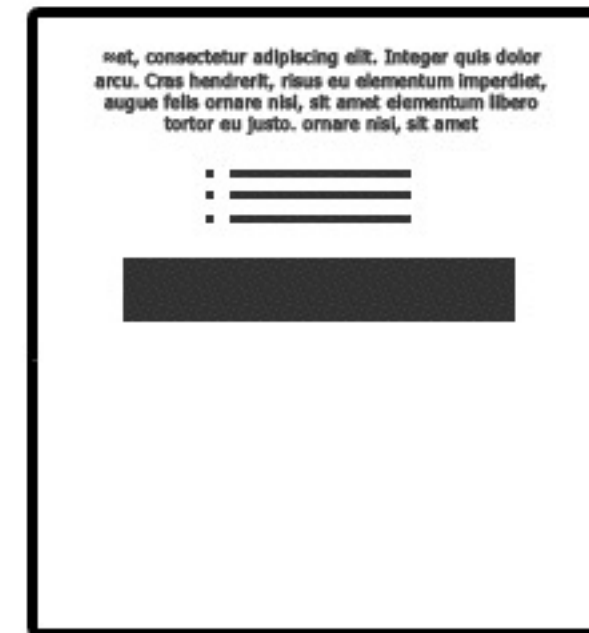


- This one is a little advanced but follows a similar structure as the others. In this one again it starts with a squeeze page where we capture the leads contact information. They are then added to our autoresponder email list and sent to a \$1 dollar trial offer for our membership.
- In this case your membership would be your flagship product. A price of \$47/month or \$97/month works well as the average stick rate depends to be around 3 months on a good membership. Meaning that a member of a \$97/month membership would have a value to you of almost \$300.
- The trial is typically 7 to 14 days long in which they are then charged your monthly rate after the trial. So on day 8 for example they would pay a full month's price.

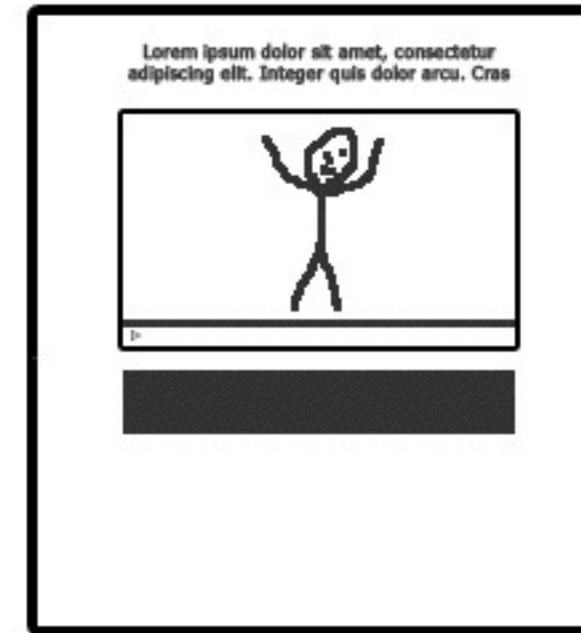
- Now, even though you're \$1 trial is very tempting not all will take you up immediately on that offer. This means throughout our email campaign we want to deliver value and continue to pitch the trial membership to convert more sales.
- The final piece of this funnel is the 1 year buyout. If someone takes your \$1 trial then you offer them a full years membership or even a lifetime membership at an extremely discounted rate. This gives them the opportunity to get a year or lifetime access to your membership at an amazing price and gives you a nice lump sum payday!
- Win! Win!

CONTINUITY FUNNEL

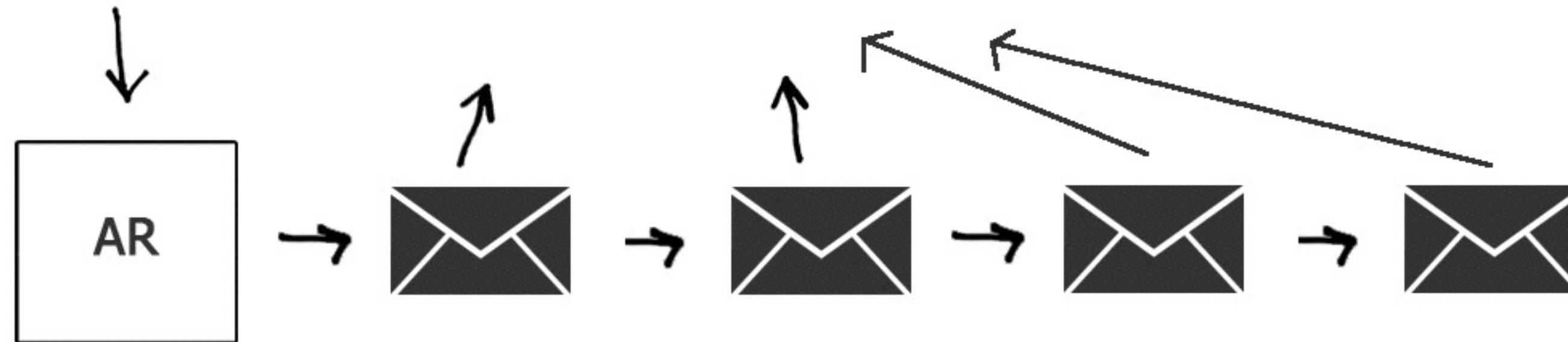
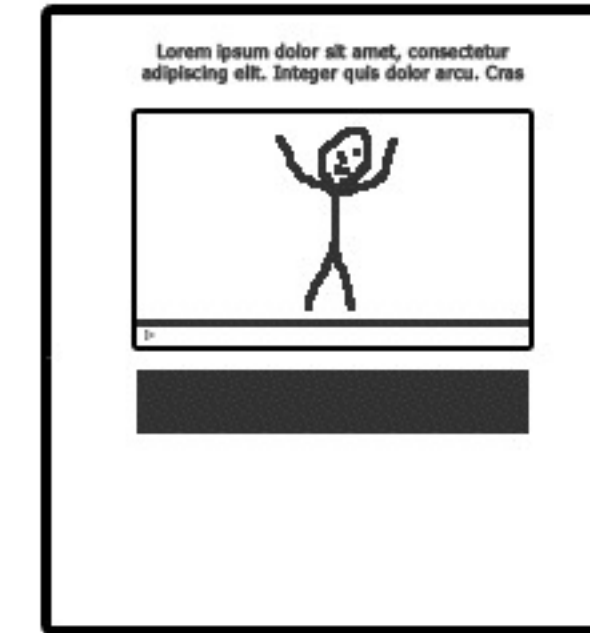
SQUEEZE PAGE



\$1 TRIAL



1 YEAR BUYOUT



- Another thing to note here is that you could set up a buyer's email campaign that promotes the year or lifetime buyout to everyone that takes you up on your \$1 trial or monthly membership.

- This is where a true automated passive income becomes a reality!

Funnel Pricing

- People often times get confused and overwhelmed when it comes to pricing. Pricing should be looked at in 3 different ways.
- How much are people spending for similar products and courses?
- How much time and personal touch will be involved in the product? More time and personal involvement means higher pricing.
- What are your income goals?

Funnel Pricing

- All three must be factored in when pricing the products in your funnel.
- In most cases the market dictates what people are willing to pay for a result. Depending on your product and branding determines where in that spectrum you charge.
- Maybe you want your product to be positioned as the elite solution so you charge on the high end of the spectrum.
- Or maybe you decide to go with the majority and price your products in relation to what most people are charging.

Funnel Pricing

- Once you have an idea based on what others are charging you consider how much time and personal touch will be required in your products? More time and personal involvement means higher pricing.
- Then you factor in your income goals. What do you need to charge to generate the income you desire?
- If you want to make 100,000 a year it is going to be hard to get there selling one \$10 ebook. You would have to sell 10,000 copies of that ebook. Pretty tough right?
- Well at \$1,000 price point you only have to make 100 sales.

Funnel Pricing

- Now not everyone wants to sell a product for \$1,000. Some will sell for \$97 some will sell for \$500 and some will have products at all different price points as I will display in this training. But, the key is that you know what your income goal is because once you know that you can build a roadmap to achieve it with your funnel.
- For example if your income goal is 100k per year that is roughly 8,000 per month. Next you look at your flagship program. Let's say it is priced at \$497. To make 8k per month with your flagship program you would have to sell 16 of them every month.

Funnel Pricing


- But maybe you decide to also offer a few spots for your coaching every month. Maybe you are willing to coach 2 people every month for \$1,000 a month. So now your coaching is making you \$2,000 a month. To hit your goal of 8k you only need to make 6k from your flagship program. So you know that you need to sell 12 of them a month.
- At this point your income becomes a math equation. That is why it is so important to know what your income goals are before you ever decide on a price for your offers.

Automate your funnel

- Now you have the pricing and all the components of your funnel. Now it's just a matter of connecting the pieces together into an automated machine.
- Your sales pages/webinars/videos will need to be live. Products will be put on a download page or membership. Squeeze page will be connected with your auto responder. Emails will be loaded in your campaign promoting your products.
- Take your time connecting together all pieces of the funnel. Once it is all in place test the funnel to ensure everything is working properly. Now you have a live sales funnel!

HOMework:

Now that you have all the pieces of your funnel assembled connect everything together. Once everything is connected and ready to go be sure to test your funnel and eliminate any errors. Your sales funnel is now ready to go.



100% responders

5\$

94% rate

Costs = 7,843 / buyer

89%

Upcoming Campaign

audience size 10000

Conversion Rate → 10%

average buyer purchase → \$14900

 **DIGITAL FUNNEL**
SYSTEM

ATTRACTING AN AUDIENCE

TRAFFIC

- One of the last pieces to the puzzle is getting people inside of your marketing funnel. This is an entire topic unto itself. But let's dive into the strategies used by some of the best marketers on the planet.
- In most cases traffic boils down to these 3 categories:

ORGANIC

- Traffic that naturally discovers your content through things like search engines and social media. Organic can be slow moving in the beginning but as you build an audience it can build up quickly.
- A great way to start with organic traffic is going where your audience already is. If you did your research in the beginning you probably have a good idea of this already.
- You can find out what podcasts they are listening to and try to book interviews on those podcasts.
- You know what blogs they are reading so you can try to book guest posts on those blogs.
- You know what social media platforms they are on. Maybe your audience is big on facebook. Start doing facebook live videos or posting in groups to gain their attention.
- Maybe they are watching videos on YouTube. Start creating content for YouTube and building a fanbase there.

PAID

- Traffic that comes in the form of paying for advertising. Paid advertising is one of the fastest ways to get traffic into your funnel. Simply create an ad that sends people to your squeeze page and you can have traffic within hours!
- A great place to start is Facebook advertising. Facebook is an amazing ad platform with many options for targeting your specific audience. Another great place to advertise is on YouTube with Google Adwords.
- Just like with organic traffic there are many places to go and tap into an audience.

PARTNER

- Partner traffic is traffic that someone else is sending to you in exchange for something. Usually they are earning a commission on the sale. This is typically referred to as an affiliate. Affiliate promotes your product and they earn a commission on the sale.
- This can be one of the fastest ways to get good quality traffic and only pay after someone has bought. This means it can be free to start and you only pay when you make a sale.
- Affiliate platforms like warriorplus and JVzoo and many others have made it super easy to set up a product for sale and offer great commissions to get affiliates to promote.
- The key with partner traffic is giving affiliates a reason to promote. A good product and good commission payouts are a great start. Beyond that it is a matter of networking and making affiliate relationships that make a promotion great for both you and the affiliate partner.

TRAFFIC

- At the end of the day all of these methods are very effective. Some are slower than others. Some are faster. Some are more expensive in the beginning. You have to assess where you are at in your business to decide a method that is right for you.
- There are literally so many ways to get traffic. Pick one method, stick to it, master it.

HOMework:

Choose the method you will use to get traffic to your funnel. Learn the ins and outs of the traffic method. Implement the strategy and start driving traffic to your funnel daily.



100% responders

5%

84% rate

Costs = 7,843 / buyer

89%

Upcoming Campaign

ad

profit

audience size 10000

conversion rate → 10%

average buyer purchase → \$14,000

 **DIGITALFUNNEL**
SYSTEM

FOCUS ON CONVERSIONS!

CONVERSIONS

- Once you have your funnel set up and traffic come in you want to become a master of conversions. Conversions involves testing, tracking, and making adjustments to your funnel to get more leads and sales. Every step of your funnel can be optimized.
- Once you have a significant amount of traffic through your funnel you are able to make changes to improve your funnel. Start with the front-end. Look at your squeeze page conversion rate.
- Maybe it's 20% so you start making changes to the headline and notice a 10% increase. Then you change a few of the bullet points and boom another 10% and now you're converting at 40%.

CONVERSIONS

- Then you start looking at your email campaign and notice that most people aren't even opening email number 3 in your email campaign. So then you adjust the subject line for that email and see a lot more opens. Then you notice people are opening email 7 but not clicking to the sales page so you edit that email.
- Then you move to the sales page. Etc.etc. etc. You keep testing and optimizing every single step of your funnel. This is how you turn a small business into a big business. Conversions are king!

HOMework:

Once you have a significant amount of traffic through your funnel look at your results. Start with your squeeze page and go through your entire sales process. Look at sales pages, emails, and everything in between. Look for opportunities to increase conversions and make the necessary changes. Continue testing and optimizing. Rinse and repeat.



DIGITALFUNNEL

S Y S T E M

WRAP-UP

100% responders

5%

8.4%

Costs

= 7,843 / buyer

89%

Upcoming Campaign



audience size 10,000
response rate → 10%
(expect, how?)

conversion rate → 53%

average buyer purchase → \$14,000

WRAP-UP

- So there you have it...the entire system for building a digital funnel. The key is to take what you have learned in this training to build your sales funnel.
- It won't be easy but at the end you will have a sales funnel that is setup, automated, and taking paying customers. Then you can focus on conversions and taking your business to the next level.