

\$ales *FUNNEL MONEY*



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Sales Funnel Money

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What is a sales funnel.

A Sales Funnel is, basically, just a blueprint for your lead to sale procedure. You can start with, say, one thousand leads (i.e. site visitors).

One hundred of these leads may click on the sales page URL for your product, fifty could click on the 'Order Now' button and be taken to the shopping cart and 10 might actually finish the sales process and purchase the product. If your funnel begins with 1000 prospects and finishes with 10 sales, then that is a 1% conversion ratio.

In reality, though, the sales funnels for most online businesses are actually very complex. This is due to all the different kinds of website traffic that visit websites, the various kinds of behavior that need to be assessed, the buy and connection outcomes and the number of varied ways a visitor may become a buyer.

To produce a more streamlined sales funnel, you firstly have to identify each and every way people can enter the funnel, see where they've originated from, what their agenda is and where they're at in the purchase cycle.

Then, you need to identify every activity that somebody can undertake on the website: read some content, read more content, contribute to a newsletter, view a social networking profile, buy something, or exit the website.

Finally, you ought to identify the measures to place on every activity: the time on the page, the entry path, the exit path, etc.

Then, you analyze this info and come up with all of the different pathways a visitor may take during your funnel. The key is to not change your website yet.

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How to implement a sales funnel in your own business.

When a funnel is designed and the systems have been put in place, start compiling reports at each stage to comprehend how your funnel operates in reality.

Try out this in your weblog. Once you've collected enough information to begin making decisions, I guarantee you will see obvious points of failure in your process and they're likely to appear in two main areas:

1) A webpage that does an excellent job at encouraging a different behavior (i.e. instead of keeping somebody in the sales funnel).

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2) A webpage that, basically, does not move a person to another part of the funnel.

Initially, you'll probably feel as if there's a lot to get through, so you'll have to prioritize the changes you wish to make. Concentrate on the areas which are costing you the largest quantity of sales (which might be at the end of the funnel).

With effort, focus and time you can see huge improvements in the performance of your site and never have to attract one new visitor.

Sounds good doesn't it?

A sales funnel can only flourish in an industry where there's a demand for the product you offer. If you're yet to locate your market niche, you should concentrate on choosing one.

When you are happy you've got a profitable niche, you can start work on crafting your sales funnel.

Your primary focus is definitely meeting the requirements of the customer. Across the funnel, you do that with more and more specifically tailored products and services. Your capability to charge high ticket prices and maximize profit rests on developing quality back-end products and services.

Initially, a need may appear quite broad; however, when you dig deeper you may find that it's actually an extremely specific facet of the overall problem that many people face. Having an in-depth knowledge of the most popular issues your visitors face when trying to meet an over-all need, allow you to know what products and services to offer.

The sales funnel and how you can use it in your business.

After you have a summary of the most typical issues in your market, you could start to plan how better to deal with them. Think about delivering solutions utilizing varied media, like: downloadable video or audio, text, telephone or face-to-face conferences, private tuition or workshops.

A typical practice in the front end of a sales funnel for an internet business is to pay attention to digital goods. You create the merchandise once and, assuming it remains current, it's set-and-forget.

As you move down the funnel, you are able to still utilize digital items to fulfill your super-responsive clients, but maybe with more bespoke content (a much more specialized problem), or by providing your innovative methods or supplying a bigger package of content all together.

Broadly speaking, as clients move towards the back-end, particularly if you operate an information publishing business predicated on your expertise, they'll be

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prepared to receive more personalized attention. The back-end is usually where private coaching or small workshops work nicely. You are able to gather an extremely small number of your general customer base, who is ready to pay well and work with you in a far more personalized format.

To begin building your sales funnel, you'll need to look beyond that first sale and see the picture as a whole. The procedure is flexible and takes effort and testing. A great sales funnel will tap all of the correct triggers (empathy, social proof) in the folks who have the requirement for your product. With that degree of clarity, you'll be able to produce a perception that you provide the best answer for them and can charge a high ticket price.

As you will have gathered by now, the sales funnel is the key to success on the internet. We know the theory that it is a stage-by-stage procedure for attracting the attention of prospects and converting them into clients.

In this final lesson we will look at the actual steps required for its' practical implementation.

Marketing

You need to use marketing strategies such as: PPC Adverts (Google, Twitter, Facebook, Youtube), Banners, Blogging and Forum Posts. Draw in your traffic using those tactics and send it all to your individual capture page.

Your individual capture page

Your Sales Funnel should be set-up to capture the prospect's information. A capture page has an opt-in form for the prospect to input their private information.

These details get automatically used in your email Auto-responder. When somebody entered your sales funnel to be a prospect, they literally decided to receive some kind of communication from you. This is permission marketing whenever your prospects provide you with the permission to make contact with them with further materials.

Your Email Auto-responder

You will find various kinds of auto-responders. Typically, the most popular are AWeber and Getresponse. I take advantage of AWeber. It's among the most significant marketing tools. Utilizing an auto-responder enables you to construct a list of potential buyers and begin creating a relationship together.

Follow-up and Develop a Relationship

Develop a relationship through giving. Hand out your knowledge, your expertise and guide them. You are able to do that by email and on the phone. Keep your prospect interested and updated with new information. Use Twitter, Facebook and You-tube videos and direct them onto your site. Befriend them!

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Your Main Business

When you have formed a solid relationship with your leads, you are able to direct them to your main business. As often said before... 'People join people'.

They join you due to your individual personality: they trust you, they like you, since you bring value to them by providing them with the information they require.

There's always a possibility that a prospect won't join most of your business.

Reasons can differ: they are, maybe, not ready yet; or maybe they have signed up to another company and wish to stick to it.

Regardless of any of this, you need to communicate with your prospects through emails so they will be able to join you over time. Should they not sign up to your main opportunity, you still could be profiting once they join your affiliate programs.

All of the first 4 steps above would be the front end of the funnel and your main income opportunity would be at the back-end. That's where the actual profit is!

So, in the event that you don't have a Sales Funnel in place yet, don't delay and obtain one NOW!

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