

# 10 Profitable Funnels that Will Change Your Business FOREVER!



Presented by

[MyNAMS Insiders Club](#)



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# 1

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Every business person must have the ability to persist until they prosper by training the right mindset...

# 2

## Monetize

Making money is urgent and important for ALL businesses. It's the key to financing your growth...

# 3

## Methodize

After mastering sales and marketing, creating your own products correctly adds zeroes to your business...

Click here to start today!

# NAMS.ws/14trial



## WHAT DO INSIDERS GET?

Weekly MASTERMIND Call - What's working

30-Day Challenges - 12 months essential topics

Insiders Facebook Group - active peer community

PLR Articles - articles, report and ecourse each month

Audio & Graphics Gallery

Micro Workshops - nearly 2 dozen training sessions

Tutorial Library - Tech tool & process tutorials

Custom Tutorials - 18 essential tools tutorials

Custom Marketing Suite Software including site builder, video management, tracking, quiz engine

And much more...



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## Next Steps: Download & Access

Since you're in this document, I hope you've already downloaded **10 Profitable Funnels that Will Change Your Business Forever**.

From here, it's a simple process, but let's make sure you know what to expect.

## What you'll receive:

There are 3 parts to the 10 Funnels package.

- **Actual funnel templates.** There are 3 formats.
  - PNG image files so you can print as large as you want with an image viewer.
  - PDF files so that you can keep them accessible on your computer for easy reference.
  - Import funnel links so you can use the free version of our favorite tool to create and manage funnels. (Receive those after you sign up for [free funnel creation tool](#).)
- **Video training.** This short eCourse leads you through which funnel is appropriate for your business and task. It's an overview course. We'll have more in-depth training in the resources section of this document.
- **Text Book.** This eBook is the bridge between the funnels, the video training and any further training you may want. There's a ton of information here and you may need nothing else, but if you want to dig further, we have tools for that too.

## 10 Funnels Zip File

- 1) Download the zip file containing all the funnel files.
- 2) Unzip those to your hard drive.
- 3) Open the Video Training pdf companion file here.
- 4) Next, click here for the Video Training.
- 5) Watch the video training (about 40 minutes) – you can fast forward to the funnel you'd like more information about.

When you've completed the training, we'd love to get your feedback. Please send an email to [support@namssupport.com](mailto:support@namssupport.com) with a testimonial. Giving testimonials for use on our sales page is a great way to get exposure and people to your website.

So, be sure to include:

- NAME
- Website URL

And your comments about what these funnels have done for you including any results you can share. You can even comment on how easy it is to understand funnels now with this training. Thanks again for your input.

## Why Funnels? And Why Me?

My name is David Perdew and I'm the CEO and Founder of MyNAMS.com and the Novice to Advanced Marketing System.



I've been doing business online for 15 years. And we've sold millions of dollars of our own products as well as affiliate products.

I discovered early on the importance for simple funnels to increase product sales, but it took many years for me to actually implement *automated* funnels.

Those are the ones that go to work as soon as someone comes through the front door for the first time.

Done well, automated funnels will deliver exactly the right content to the customer at exactly the right time.

That's a tall order.

And frankly, not one we'll deal with today. But keep that as a goal, because what we are going to provide you today is the first step toward that long-term automated business.

## Everything Starts with a Funnel

Like you, I had to learn how to build a successful online business without breaking the bank or working myself to death.

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When I discovered simple funnels to improve sales, it was like finding hidden treasure in my backyard.

But it took me a while longer to realize that EVERY interaction starts in a funnel.

Let's talking about dating.

I'm a man, so I'll describe this process using a man's language, but women, it's probably the same with different goals and results.

**Step 1:** A man sees a woman he'd like to meet across the room. They're eyes meet. He walks toward her. *(She's a targeted prospect.)*

**Step 2:** Wearing his best smile, he introduces himself and extends his hand. *(He's beginning the Know, Like, Trust process by offering some information about himself.)*

**Step 3:** She accepts his handshake and responds with her name to indicate they can proceed to the next goal – having a conversation. *(The initial transaction is complete and now he's data gathering.)*



**Step 4:** They have a nice conversation and learn a bit about each other. At the end of the evening, they exchange numbers. *(He has the permission to continue marketing to her and he has her contact info.)*

**Step 5:** He calls her and asks her for a date. *(He continues the conversation until she accepts the first offer.)*

**Step 6:** They have a successful first date. *(They achieve results and the first goal is accomplished. Now, she "likes" him, moving forward in the Know, Like, Trust process.)*

**Step 7:** They continue dating over the next 3 to 12 months and the relationship progresses to the point where they are seriously talking about marriage. She accepts his proposal. *(She has now moved to the "trust" phase of the Know, Like, Trust process. And she's buying everything he's offering.)*

**Step 8:** They get married. The conversation flows easily as they pursue common goals. *(She's now become a lifetime customer making progress and accomplishing many of her goals toward success.)*

Okay, that may seem a little simplistic, and maybe even a little silly. But you get my point.

Everything is a funnel!

A funnel is nothing but a graphic representation of the step-by-step process.

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And make no mistake, this and everything else you want to accomplish in life is a funnel process. When you start thinking along these lines, you'll see funnels and processes everywhere between the Consumer and the Producer.

## Which Are You?

If you're buying, you're the Consumer. If you're selling, you're the Producer.

If you're in business, you want to be the Producer all the time. And it's simple.

To become a Producer, find desperate problems in a target market and offer excellent solutions.

The Consumer is the person in the market who is experiencing the problem and needs the solution in a big way...

A funnel is the marketing process of connecting the two.

# Getting the Right Funnels in Place Will Change Your Business Forever.

That's not hype.

The emphasis is on "right funnels" and implementing them.

Let's go over 10 funnels presented in this package.

First, you can have 1000s of funnels. We have a couple of hundred at NAMS. But all of them are built from the same basic building blocks.

That's why these 10 are so important. Everything grows from these. In fact, when we get into the more complex funnels we've provided, you'll see that they are really just a couple of the basic funnels combined.

Most of these are very simple funnels for that reason.

If you want to get new leads, new sales, more returning sales, and the ability to actually segment your list

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based on interest, focus on your funnel from the beginning.

We start with what we call a strategic funnel. That can be really involved. We have more training on the [strategic funnel creation here](#).

The funnels presented here are the ones you'll use every day. The same funnel can be used for different products and courses just by duplicating and changing out the details.

My first mentor Mark Hendricks compared online business to fishing.

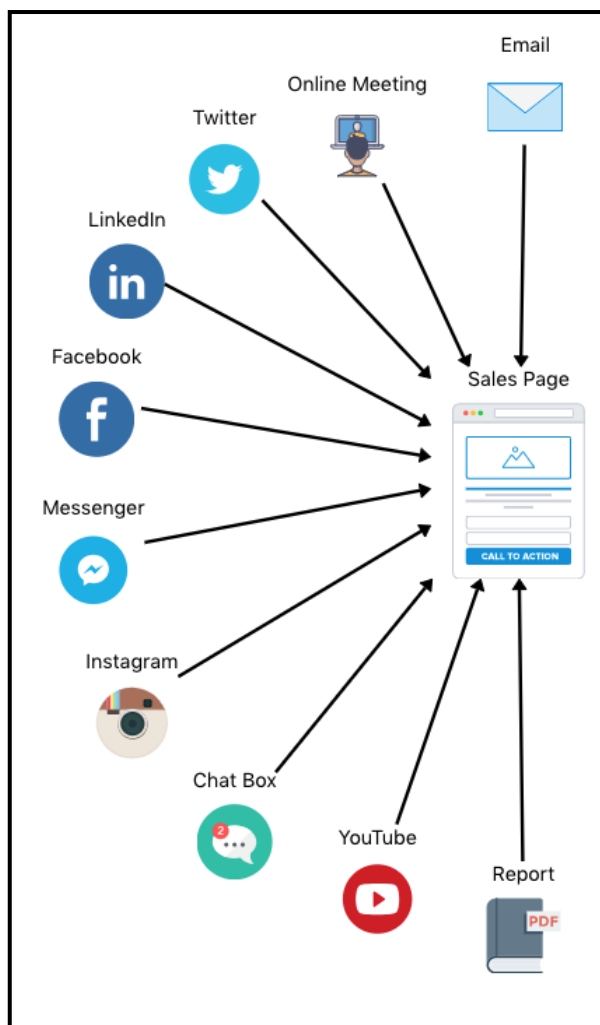


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*"The more lines in the water, the more fish you catch."*

I go one step further to show you how each 'line' is only the beginning because of your funnels behind those.



Before we look at each one, be sure to open the funnel pdf file in your zip file. You can follow along and see a bigger version of these funnels as well.

You'll notice that each funnel has a common "traffic" source at the front of the funnel.

That's boilerplate. In other words, it's a representation of generic traffic.

If you were getting traffic from all those sources, you'd be a master marketer. Chances are you're getting most of your traffic from one or two

sources – period. Choose the one or two traffic sources that work for you and continue to master those before moving on.

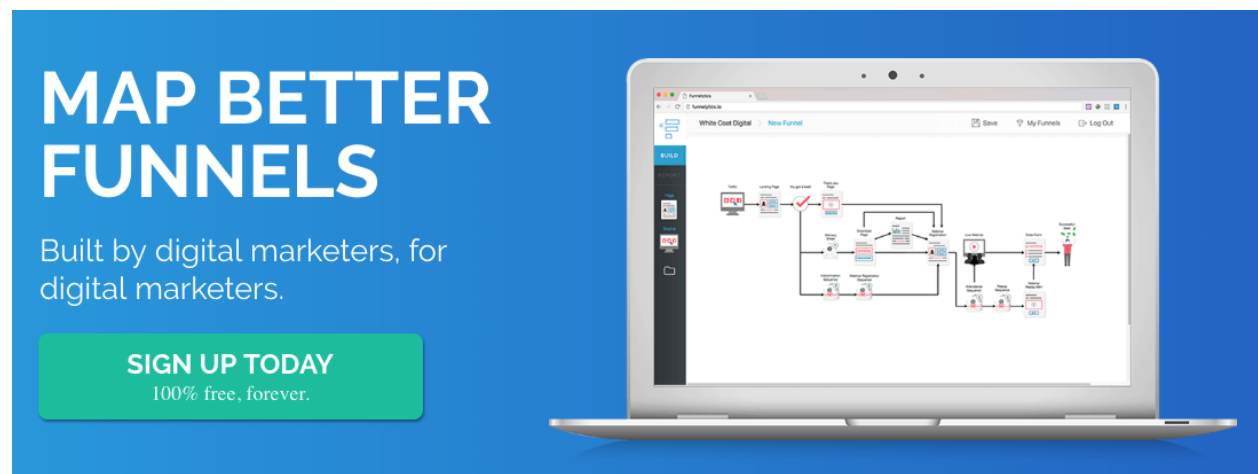
Just realize that each funnel **MUST** have a source of traffic (or more) or nothing happens.

## And finally, a gift...

The right tool is always helpful for getting the job done. Creating effective funnels is no different.

That's why we've acquired a free version of the most powerful tool available today called Funnelytics.

The free version is very powerful.

A promotional banner for Funnelytics. On the left, a blue background contains the text "MAP BETTER FUNNELS" in large white letters, followed by "Built by digital marketers, for digital marketers." and a green button that says "SIGN UP TODAY 100% free, forever." On the right, a laptop displays the Funnelytics software interface, which shows a complex funnel diagram with various steps and connections.

Register above, and then request the document with all 10 funnels that you can import directly into the app. [Click here or the image to get started.](#)

Submit an email here ([support@namssupport.com](mailto:support@namssupport.com)) with this subject line:

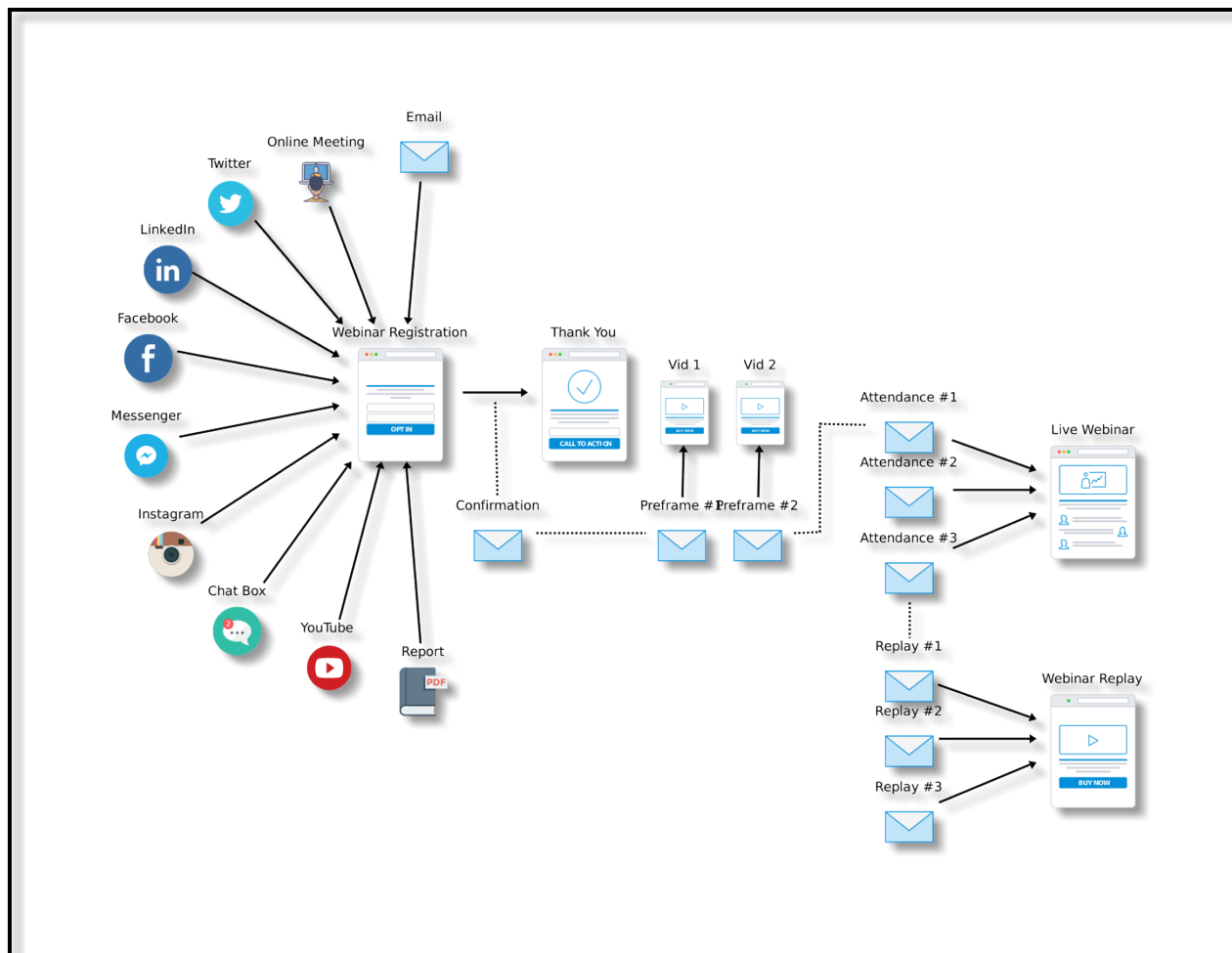
**“Please Send My Funnelytics Funnels”**

We'll send it to you automatically.



## Funnel #1: Simple Webinar Funnel

You probably know how this works because you've either attended a webinar or you've produced a webinar, but you may not know what's happening behind the scenes on an effective webinar.



All the traffic is driving to the webinar registration page.

Webinars are effective for several reasons, and a continuing favorite among successful marketers.

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Webinars can be a GREAT source of new leads. Sending new traffic to an autoweinar (or a pre-recorded webinar that you can run over and over) gets great results.

Plus, webinars are terrific sales opportunities, especially for higher ticket items.

Notice we start with the webinar registration page.

That is a yes or no proposal.

If the prospect registers for the webinar, they're taken to the thank you page.

The thank you page is where you set expectations and give the prospect a set of instructions on next steps. Usually, it's a 3-step process.

1. Check their inbox to get their registration information. This should include an instruction to add the information to their calendar. Most webinar systems like [GotoWebinar](#) and others provide a button or a link to do exactly that.
2. Join your Facebook group or some kind of social media platform to start building a social media list and communicate regularly.
3. Finally, this is an upsell. Right away, you can convert your prospects to customers and actually get them to buy a related product before the webinar.

The confirmation email will drive them back to the thank you page as well so they get a second shot at your offer and your instructions.

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Then we have the pre-frame video one and the pre-frame video two.

If there's time between the mailings and the live presentation, some marketers like to send people to a Facebook live or a short video to introduce the speaker or talk about the topic in a way that builds anticipation.

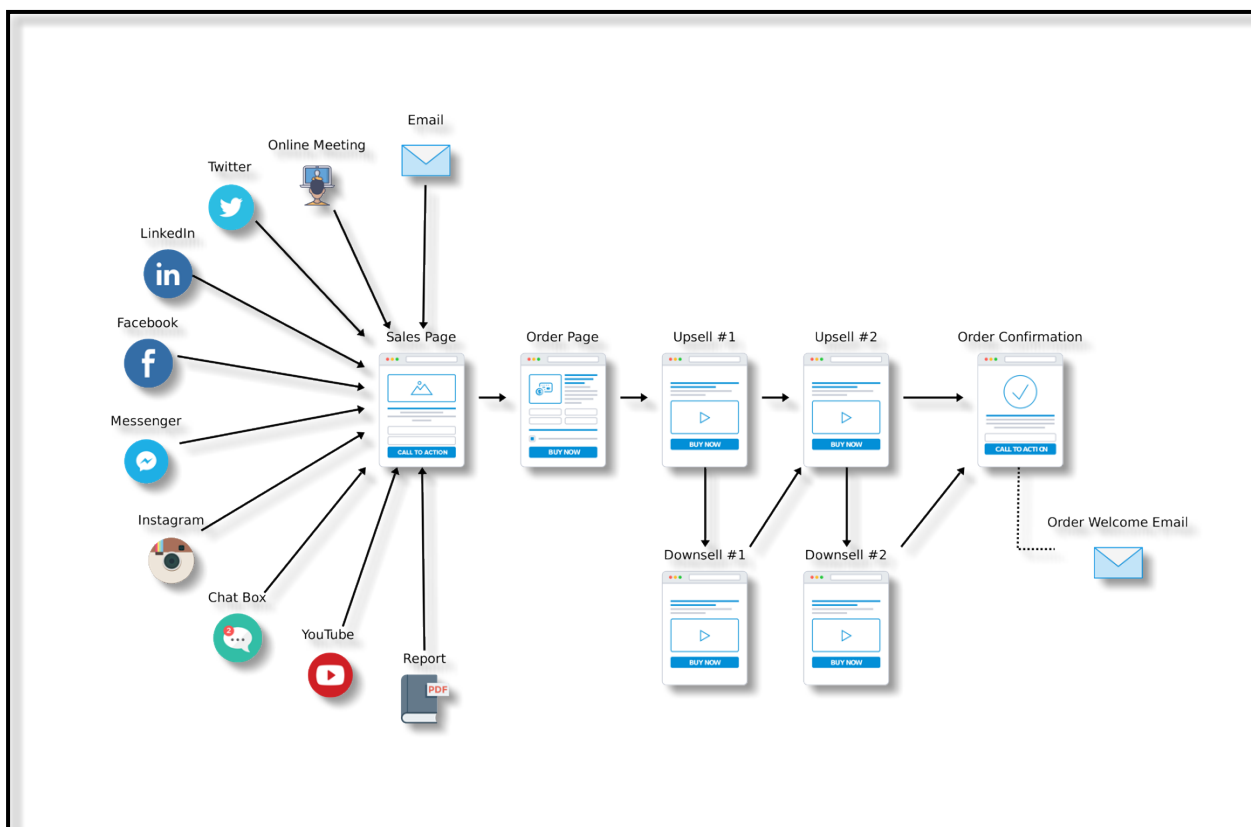
Then of course, the important part about webinars is to make sure that you have the right emails going out to ensure that prospects actually show up on the call live.

If you can collect the phone number and add SMS notifications, so much the better.

Webinar attendees on live calls always buy more.

After the webinar is over, you'll have replay emails as well for people who missed the live call.

## Funnel # 2: Simple Product Sales Funnel



Funnel number two is what we're calling the Simple Product Sales Funnel.

This is an overview of an essential foundational funnel. Nearly every product will have upsells, downsells and perhaps even crosssells. And if you don't, you're leaving money on the table.

Even though it took me a long time to understand the mechanics of this funnel, it turns out to be very simple.

It consists of these parts:

- sales page

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- order (or cart) page
- order confirmation
- upsell 1 (OTO or Special Offer)
- upsell 2 (OTO or Special Offer)
- downsell 1 (OTO or Special Offer)
- downsell 2 (OTO or Special Offer)

That seems like a lot. And it can be. I've seen some upsell / OTO pages go on until you give up and turn your computer off.

We don't do that. We seldom – maybe never – go beyond what we've laid out here, but we also seldom do less. Although in the beginning, I was happy to have a sales page and a thank you page.

The sales page is the key. The offer has to pass the "Are you stupid?" test.

In other words, this is such a good offer at such a good price that you'd have to be crazy not to take it.

Once you've got the prospect buying that, the upsell 1 and 2 and the downsells 1 and 2 are gravy. We usually see a 30 to 60 percent increase in sales from the upsells to our front end offers.

So, don't be afraid to load up your front-end offer with HUGE value.

And be sure to deliver on that value too.

We like to have cart pages separate so that prospects can take advantage of our one-click upsells in the cart.

Once the purchase is complete, they go to the confirmation page.







**Start making the money you deserve and break that 6-figure barrier without packing your schedule with calls and 1:1 clients from morning to night...**

Here's something no one tells new consultants and business owners. The number of 1:1 clients you need just to break even is... well, it can be overwhelming.

I bet you never thought you'd have to be on the phone all day long (every single day) just to make the money you truly deserve.

In fact, if you're like many of the entrepreneurs I know, you're probably asking yourself...

-  How can I get a break from working all the time without compromising my income?
-  How can I even charge the hourly rates necessary just to earn a real living?
-  How do other business owners make this look so effortless?
-  Is it even possible to get to 6-figures without feeling stressed and totally overwhelmed?

This is the MOST important piece of real estate you own. Every buyer sees this page.

So, almost every confirmation page has the same message structure at the top.

The color varies. The offer varies. And the wording varies. But the elements are the same.

There are three parts to this page:

- 1) We acknowledge the purchase, say 'thank you' and tell the customer what to expect: What you just purchased is heading to your inbox.

This is an incredibly important concept: *NEVER send your buyer directly to a download page.*

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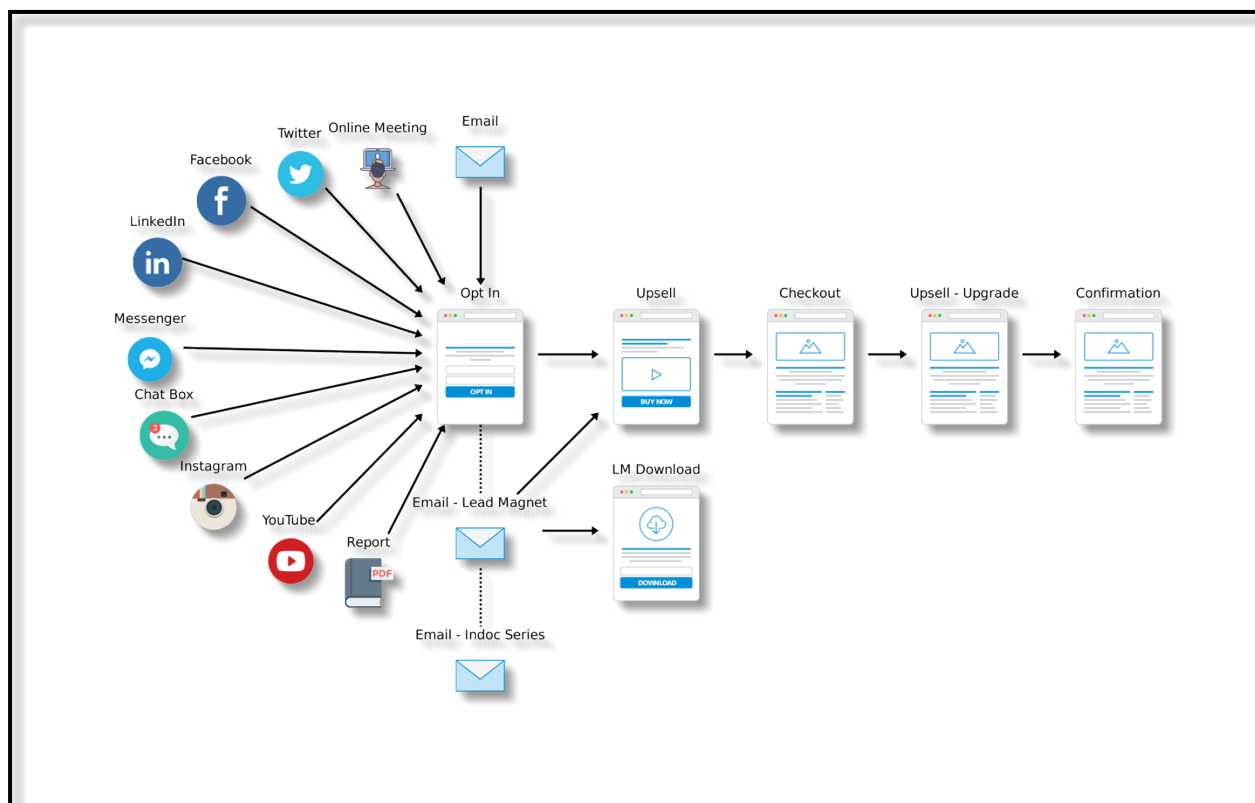
*ALWAYS send your buyer to their inbox to get the link to the download or access pages.*

Otherwise, they can give you bogus email addresses and walk away with your stuff.

- 2) The first upsell. It's always an offer that complements the thing they just bought. It does NOT and should NOT be something they must buy to make the initial purchase work. The initial product must stand alone.
- 3) At the bottom of every page, we have a small "No, thanks. I'll pass on this offer..." And of course, when they click that, they go to the next offer. A downsell.

Putting the pages together is just mechanics. And frankly, that's why we use [Funnelytics](#). It's just so easy to connect them in the app first before building out the pages. ([Make sure you grabbed your free copy of Funnelytics here.](#))

## Funnel # 3: Simple Lead Generation Funnel



If you've been online for a minute, you'll notice that everyone wants your email address.

Why?

More than 85% of revenue is generated by email marketing.

For every dollar spent on email marketing, the average return is \$44.

Those are powerful numbers and a really good reason that list building needs to be your number 1 job.

So, Funnel #3 becomes your best friend.

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It's a Simple Lead Generation Opt-in Template.

Instead of sending someone to an order page where they would purchase a product, you send them to a page where they get something for free.

That's called a lead magnet, lead gen page or a squeeze page, or a landing page.

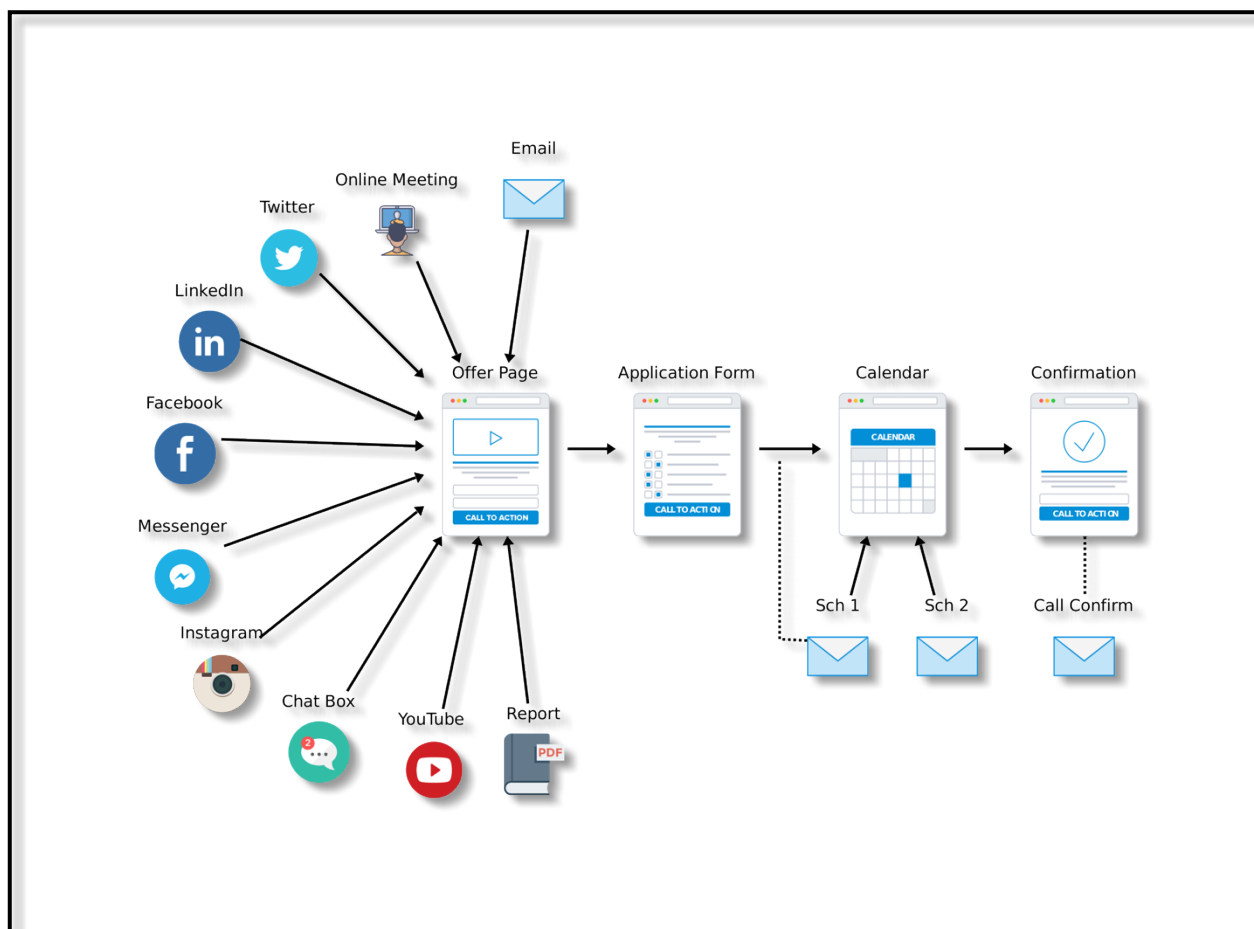
It's such a popular concept that an entire company sprang up around it and did ONLY that for years – creating [Lead Pages](#). And that's their name. Check it out if you want an easy way to create landing pages.

Essentially, it's a sales page where you're SELLING a FREE gift in exchange for their information.

When they optin, the funnel follows the same process as Funnel #2.

The only difference is that the goal is not to sell on the front end but gather email contact information so that you can market to them for a very long time by providing high-value content.

## Funnel # 4: Simple Application and Appointment Funnel



Funnel #4 is a Simple Application Funnel.

I hate cold calling. I always have and really refuse to do it because it's such a waste of time.

But if people want to come to me to talk about some way I can help them, I'm happy to do that. I love talking to prospects and clients.

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If you are a coach or service provider, you want to know more about people before you talk with them so you can help them best, and also so you can determine if they are serious.

Do it now and get personalized results immediately...

## Take the NAMS Assessment and Discover Exactly What YOU Need to Be Working on Today to Improve YOUR Business!



Watch this short introduction to the Assessment first!



**Start Now**

- 🔍 Uncover your strong skills
- 🎯 Find out what to improve
- 👤 Get personalized results
- ☰ Simple multiple choice questions
- ⚡ Quickly breeze through the quiz
- ⚙️ Create a clear blueprint for your business
- 👁️ Get an unvarnished look at your business
- 🔑 Discover the keys to moving forward now...

That's why we have the [NAMS Assessment](#) to let people contact us to determine how to best help them.

The goal is to get people to complete an application (in this case it's a questionnaire to deliver personalized results).

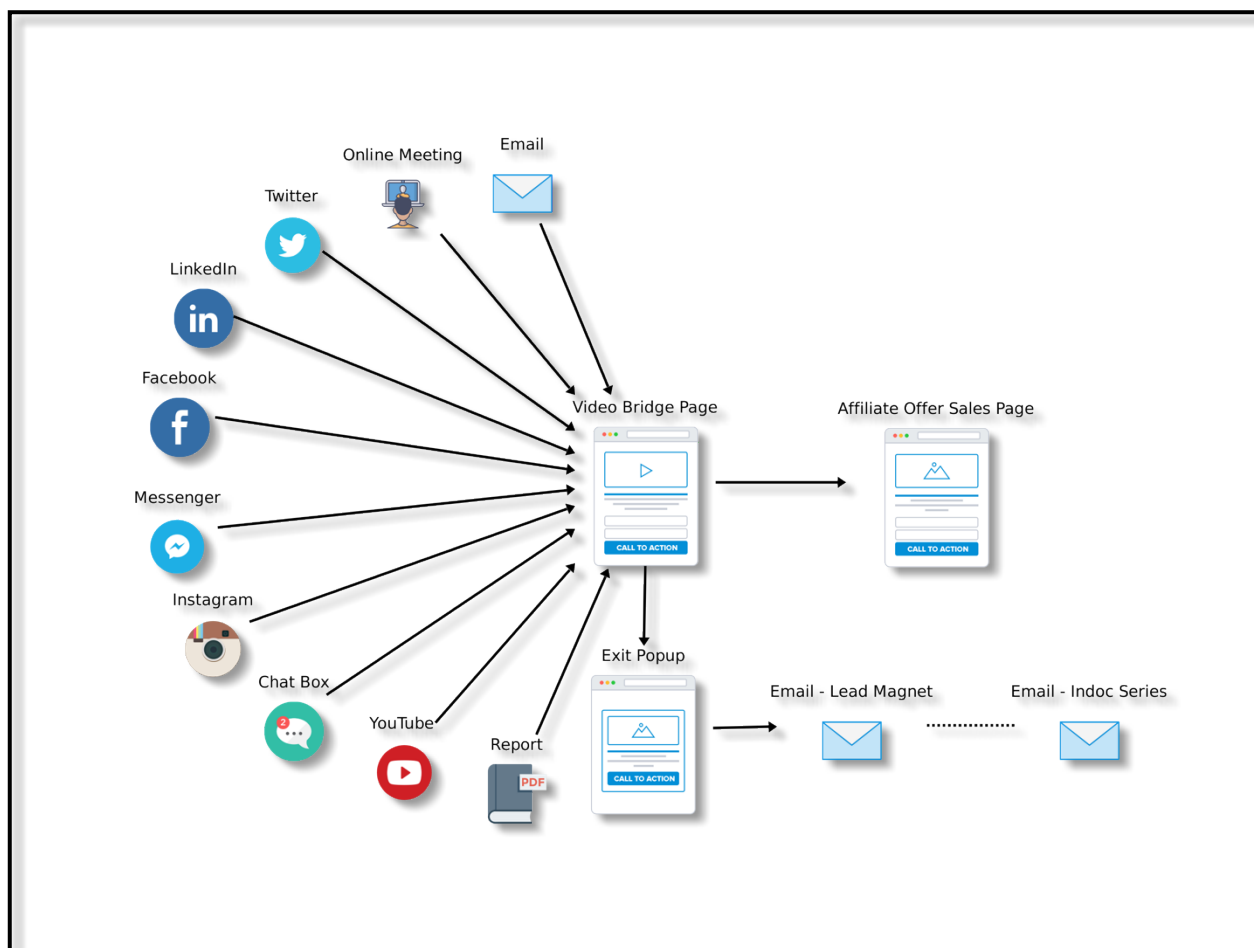
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This is one of my favorite funnels because I know a lot about the person before we talk. I can ask them key questions that get to the heart of their issues fast while establishing rapport.

But another reason is that my close rate after someone completes the application and we talk on the phone is anywhere between 70 to 85%. We cut through the Know, Like and Trust factor right on the phone call.

## Funnel # 5: Simple Affiliate Bridge Page Funnel



Funnel #5 has made us a lot of money!

And it's helped us (at [NAMS](#)) win a lot of contest cash awards. That's why I love this funnel.

This is called a *Bridge Page*. It's a very simple concept.

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I create a video that reviews, demonstrates or sells the product and put that on a simple page with NOTHING else to distract the viewer.

Our team keeps it short, but long enough to be valuable content. At a key spot in the video, we have script running that drops down a button with a message for the viewer to "Continue" to the next page – the sales page.

If we've done our job well, the viewer is ready to buy and is looking for the buy button. That's why our conversions on affiliate promotions – especially launches – can be through the roof.

Here's an example:

The screenshot shows an email from Jeremy Gislason. A red callout box points to the header "That's US! See the private message image." A yellow box highlights the text "We have affiliates making anywhere from \$10/EPC all the way up to \$37/EPC on this one!". Another yellow box highlights the text "you're getting about \$37/EPC across all price points right now". A red oval callout at the bottom states: "As you can see from the message at the left, and the email to the JVs above, we know how to crank up qualified conversions with high EPCs. Those numbers boost the product owners conversion numbers attracting other serious promoters." The email body includes a link to a download access page and a call to action to click a link to get swipes and promo material.

That's US! See the private message image.

Jeremy Gislason

if you want to pick 3 more bonuses (for a total of 6) from the semi exclusive bonuses we gave you here: <https://s3.amazonaws.com/downloadaccess/PDextraBonusesforJVs.zip>

- you can during the closing phase- also

you're getting about \$37/EPC across all price points right now

We'll have updates on who won the 72hr weekend contest as well as the main sales contest leaderboard later on today so stay tuned to more updates soon!

We have affiliates making anywhere from **\$10/EPC** all the way up to **\$37/EPC** on this one!

Seeing as most affiliate offers barely make \$1-\$2/EPC...

**You are absolutely crazy if you are not promoting this offer** or following up today and tomorrow with it. Our tests showed sales will double and even triple up during the final 24-48hrs (that is right now!)

[Click Here to Get Your Swipes & Promo Material](#)

As you can see from the message at the left, and the email to the JVs above, we know how to crank up qualified conversions with high EPCs. Those numbers boost the product owners conversion numbers attracting other serious promoters.

During a promotion for one of Promote Labs products, Jeremy sent out a message that people were getting anywhere from \$10 EPCs (Earnings Per Click) to \$37 EPC.

We were the \$37 EPC because we pre-sold the product with a bridge page.

It seems counter-intuitive: Send fewer people to the offer and make more money.

But it works. And it works because YOU own the relationship and YOU'RE warming up the prospect instead of sending them to a sales page where they have no relationship.

When we do a bad job of adding value to the bridge page video, the conversions will be poor. So, it only works if you give it your full attention.

If you have a small list, a bridge page is the fastest way to become the trusted authority in your niche.

Send people to a bad product though and you'll never become the trusted authority. (But now, we're talking about affiliate marketing – not funnels, and that's a different course.)

If you want to be a trusted affiliate marketer, a hero not only to your list but also to your vendors, then you spend time learning this funnel.

We use our own special video management tool called [Simple Video Management System](#).

The dropdown html settings in the WordPress plugin make it dead simple to add this to your videos.

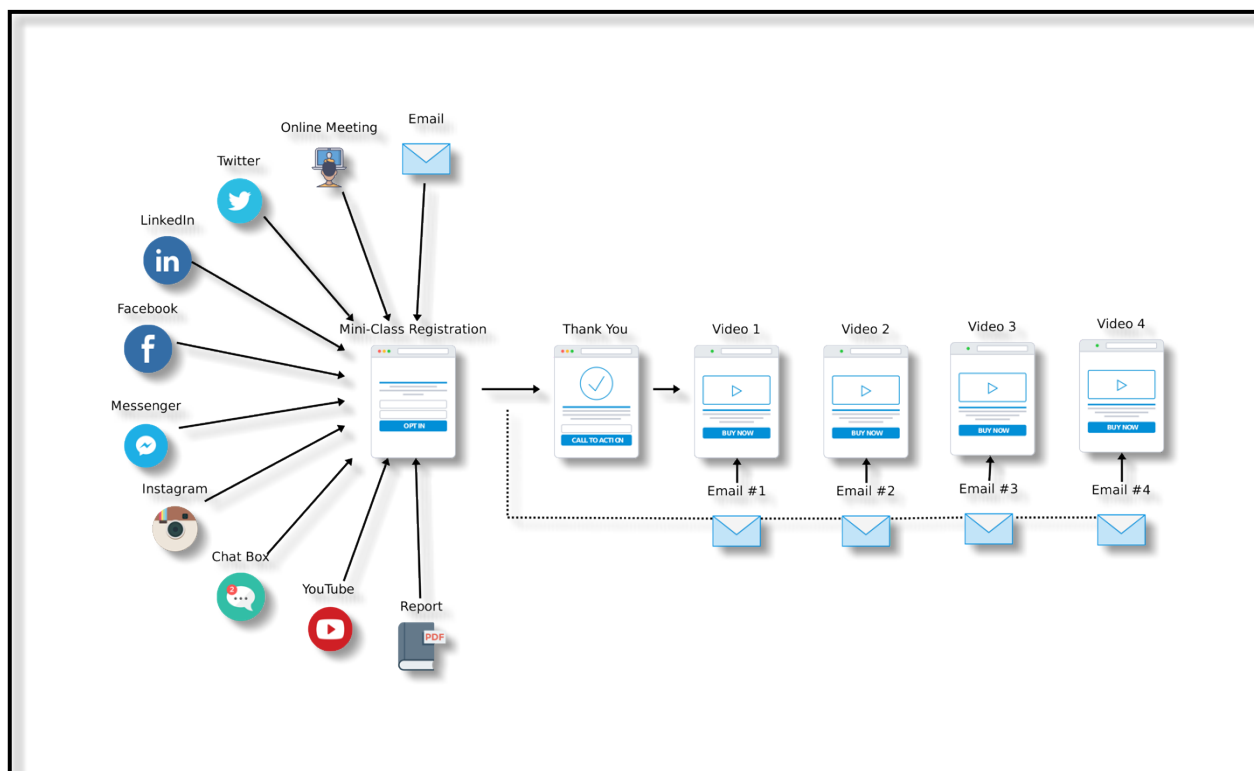
If prospects are interested in the product in the video on the bridge page, we give them an exit pop and collect their opt-in information with a lead magnet.

So, in other words, we combine the opt-in funnel that we showed you earlier with an exit pop and an affiliate promotion bridge page so that we're always building our list too.

Remember, everything is list building.



## Funnel # 6: Simple Mini-Class Delivery Funnel



The Simple Mini-Class Launch Funnel is part sales and part delivery.

The most important thing to remember about this funnel is to forget the upsells and downsells. People will disagree with me, but I believe that a course is the absolutely best way to establish your credibility and authority.

And no course, in my opinion, is complete without resources, checklists and templates. And ALL of those should contain links to your OTHER courses and affiliate links to tools you use.

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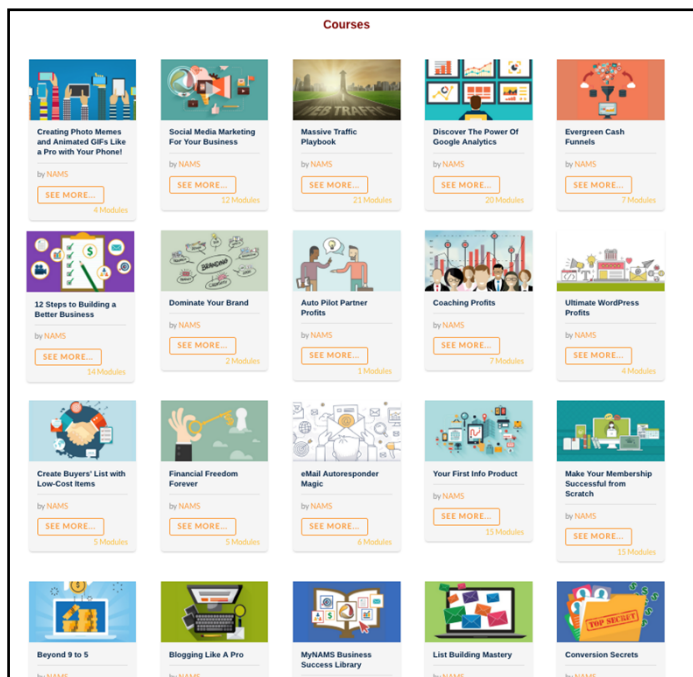
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In fact, this pdf is a testament to that. Almost every section recommends a tool or course that we use.

Presented this way, it's not offensive, but helpful information.

With more than 40 courses delivered in our system, we use this funnel all the time.

And it's made us hundreds of thousands of dollars. And helped us establish a reputation for outstanding training.



Each course averages four to six video modules. Sometimes more. The longer the course, the shorter the modules because we want people to consume each of them quickly, and consistently.

It's starts with a Mini-Class sales / registration page.

If the prospect doesn't complete the registration (purchase), we offer them an exit pop which captures their information, so we can find out what they want and offer that if we have a course on it.

Once they've completed the registration, they drop on the thank you page. Then, an email process begins that delivers the video course lessons.

The video lessons can be completed in one sitting (or drip fed), but we still send the emails over a few days. The emails may also recommend other tools for additional sales.

*PRO TIP:* Create courses fast with this technique.

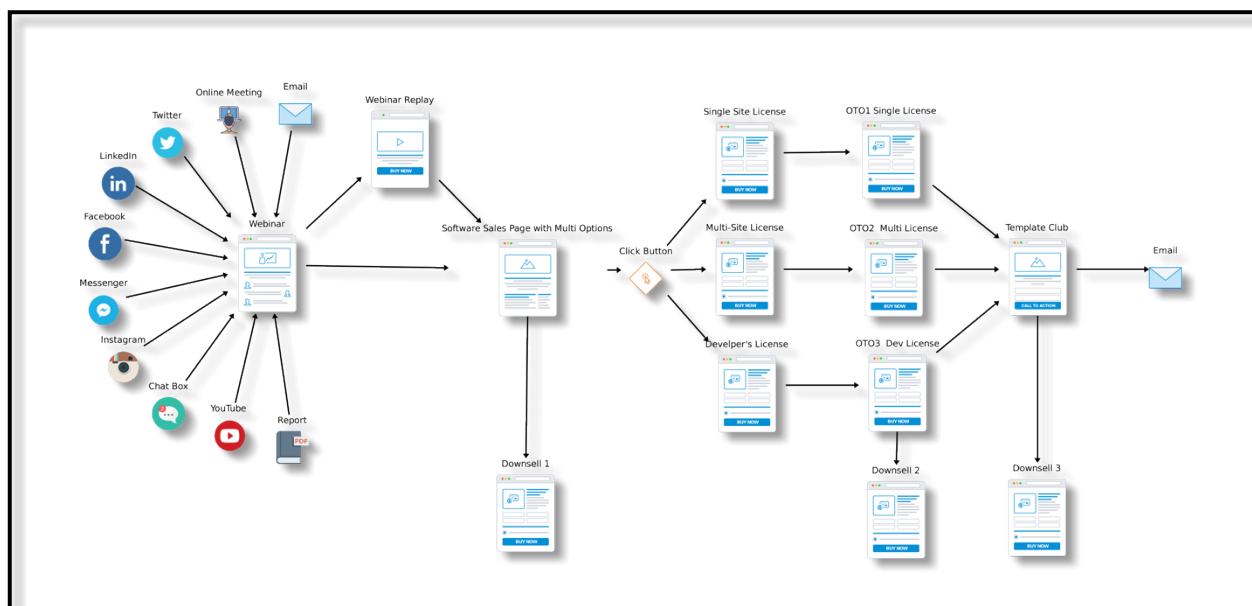
- 1) Know your subject inside-out.
- 2) Create a quick 1-page outline with the major module description and benefits.
- 3) Create the sales page for the course.
- 4) Sell it.
- 5) If the market wants it and will pay your early-bird price, schedule a time to record the modules live – either in one sitting or over a period of time.
- 6) Produce the course.
- 7) Sell it over and over.

What happens if people don't buy it? You're out just a little bit of time. You put it on the shelf and don't invest the money or time to create the course.

If lots of people buy it, you create the course.

That can be a scary proposition for people who've never done this but once you do, it's easy-peasy. And if you need help with your first course, grab our course (believe it or not!) on [how to create your first course](#) 😊

## Funnel # 7: Recurring Monthly Multi-Purchase Option Software Launch with Webinar Sales



The next funnel is a little more complex, as the name indicates: Recurring Monthly Multi-Purchase Option Software Launch with Webinar Sales Funnel.

Simple funnels are great, and once you understand those you start combining them for even more power, profit and real long-term business income streams.

A recurring monthly, multi-purchase software launch with webinar sales front end is exactly that. Whether it's a monthly, quarterly or annual recurring fee, it becomes the base, predictable income upon which you can build a real business.

We like to drive to a webinar registration page (for list building purposes). That can be auto webinar replay or a live webinar, it doesn't matter.

The webinar drives to the software sales page with multiple options, and you'll see when people click the button to buy, they're presented with two or three options.

Here's an example of a single site license or a multi-site license offered on a yearly renewable basis. (This one is for the Simple Video Management System. [And you can see this in action here.](#))



In this case, we're offering different licenses for the same product during the same time frame:

For one year:

Single Site License OR Multi-Site License.

And you'll notice by the pricing that we don't want anyone taking the Single site license since Multi-site license is only \$3 more.

We could have offered (and have tried it other places) a different pricing structure:

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## Multi-Site License

Monthly, Quarterly, or Annual

That works as well.

Most often, you'll see the multiple options in a table that displays:

- Single, Multi-Site, Developers
- Bronze, Silver, Gold
- Monthly, Quarterly, Annual
- Personal Use, Agency License, White Label License

Or other combinations.

But always (if done correctly), there's only one variable:

Time, License or Users

Never mix them because that can get incredibly confusing.

In this funnel, the advantage is that you can select three different paths to send the customer. Each level tells you something specific about that buyer.

A single site license buyer would go down path one because they are probably new to online business with little experience. They go to OTO1 path that caters to that experience level.

A multi-site license buyer probably has multiple sites or is expecting too. That's more experience. OTO2 path might

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be more appropriately targeted for a higher experience level.

And a developer's license buyer has clients. That's why they'd buy the dev license, to sell or use with their clients. That means they are very experienced. OTO1 or 2 probably wouldn't interest them, but you may offer them something for the advanced person in OTO3.

This is ALL about conversions and getting more money from a funnel. By doing this, you're offering targeted high value products to exactly the right market.

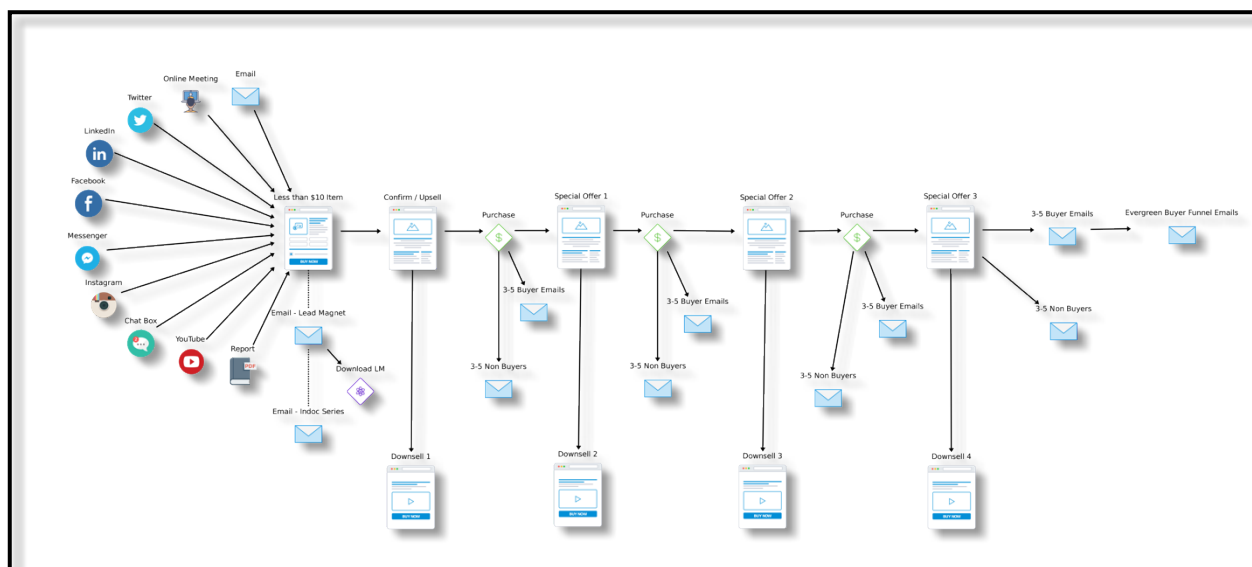
Selling the same thing to all three license levels is lost money.

We also have downsells for each path and those can be a lot more flexible.

The final opportunity is to drop people into a recurring template club offer. You see this a lot these days, especially with video and image software licenses.

The goal, of course, is to create monthly or annual recurring income for you and your affiliates.

## Funnel # 8: Low-Cost Product Funnel Lead Generation Funnel



The Low-Cost Product Funnel Lead Generation Funnel is my favorite funnel of all time.

It may look complex, but it's so simple that it can be easily duplicated.

Guess what? You're in this funnel!

You've purchased a high-value, low-cost offer (10 Funnels that Will Change Your Business Forever!) and were offered a couple of other products for slightly higher prices after purchasing that one.

Those products were all complementary to the 10 Funnels product.

There is so much we can do with this funnel.

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Tack on a free gift to the front end and send solo ad traffic (buying email clicks from other email providers) and you've got a Solo Ad List Building Funnel.

But this is why it's my favorite.

In fact, we believe in this process so much we've created a low-cost course to take people through the entire process called "[Create Your Low Cost Item Buyers List](#)".



In most cases in today's marketing world, you have to pay good money UP FRONT to get traffic to your lead generation pages.

That's either paid advertising such as:

- Facebook Ads
- LinkedIn Ads
- Youtube Ads
- Instagram Ads
- Pinterest Ads
- Solo Ads
- Direct Advertising with Display Banners
- Telemarketing
- Magazine Advertising
- And on and on and on...

With most advertising, you send people to an optin page where they get something for free. The investment is in the advertising to get someone to pick up a free gift.

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From the beginning, money goes out the door.

But with low-cost products like the one you just purchased, there were no advertising costs.

You paid us to get on our list by giving us less than \$20 because the value was huge.

In the grocery business, that was called a Loss-Leader.

*"Good or service advertised and sold at below cost price. Its purpose is to bring in (lead) customers in the retail store (usually a supermarket) on the assumption that, once inside the store, the customers will be stimulated to buy full priced items as well."*

This works great online too. Here's an example from our recent promotion called Affiliate Swipe Email Profits.

Offer Name	Pages / Products	Visitors	Sales	Conv Rate	Visitor Value	Total Revenue			
☐ Affiliate Swipe Email Profits	6 / 6	7431	875	12%	\$1.66	\$12,345.51	32.72		
» Affiliate Swipe Email Profits		6364	636	10%	\$0.99	\$6,328.20			
» Endless Affiliate Profits - 20 Pro Checklists		647	132	20%	\$3.47	\$2,244.00			
» Email Autoresponder Magic		410	44	11%	\$3.22	\$1,319.56			
» 12 Steps To Building a Better Business		150	10	7%	\$6.47	\$970.00			
» Automated List Profits		248	4	2%	\$3.18	\$788.00			
» [Case Study] 5 Days to 12K		241	34	14%	\$1.40	\$338.30			

Those are all the products offered in the funnel. Affiliate Swipe Email Profits was the Loss Leader, or the Low-Cost Product front end.

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To encourage affiliates to promote the \$9.95 product, we offered 100% commissions during the first week. This is one of our favorite techniques for driving early (and many) sales.

Of course, in the initial period, we don't make any money on the front end.

But we make 50% commission on all the products on the backend at the higher prices.

We don't create these low-cost products to make a lot of money, but to build our list with buyers. That's why there are so many launches on WarriorPlus, JVZoo, Clickbank, [Zaxaa](#), and other platforms.

We didn't make money on the front end. We didn't spend money to get the buyers either.

We got 636 new buyers (during that period) on the front end, and 239 of those (37.5 % of them) bought *additional* products.

That's a GREAT list. Buyers.

Let's compare to our Facebook Ads.

We've spent about \$30,000 in the last year on Facebook. Our cost per click averages about \$1.67. Our ROI was breakeven about 30 days.

In other words, we had to really work those new people on our list to make enough sales to pay for our initial outlay for advertising.

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That's a cashflow problem.

(We go into a lot of detail during this webinar training about getting that 30-day ROI down to 7 days and making money with advertising faster in [Evergreen Cash Funnels](#). This is a free training with a course option at the end.)

The last part of this funnel that we really need to address is the email series. Email follow-up is a huge part of ANY funnel, but in this one particularly, we wanted to show you how it works.

When a buyer exits the funnel, we know what they've purchased. No matter where they are.

So, if they exit at Special Offer 3 and DO NOT buy that product, we have an email series that starts with:

- 1) Congratulations on your purchase and here's your access. BTW, you did not pickup Special Offer 3. Here's an opportunity to get take another look, blah, blah...
- 2) Then, the next few emails talk about what they bought and how to use those products. We call those *consumption* emails – consuming the product. That's to reduce refunds and actually help the buyer be successful with the product.
- 3) Each one points back to the products they purchased and forward to the ones they missed (for more sales).

- 4) And finally, we make sure that our buyers end up in our general autoresponder series to add more value.

Something we're adding to our email series (at the end) is a quick survey to the buyers.

*"Now that you've completed the fill-in-the-blank product, what's your biggest issue that you need help with next?"*

We give them a selection of options.

Those options lead to – you guessed it – our additional courses and tools.

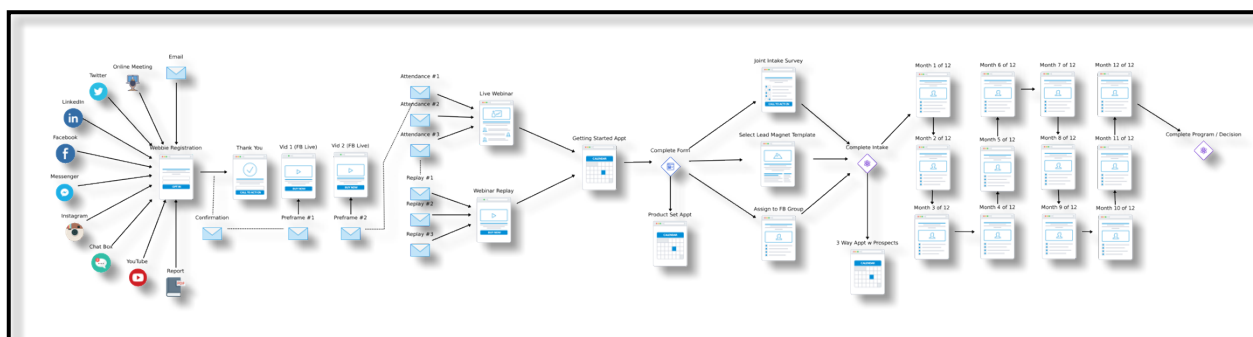
That's how you keep people moving through your funnels and successful with your products.

If they respond to a topic that you don't teach, you refer them to an affiliate product.

You ALWAYS want to be the source of solutions for your community.

And it starts in earnest with the Low-Cost Product Funnel.

## Funnel # 9: 12-Month High Ticket Coaching Funnel with Webinar Sales Funnel



This 12-Month High Ticket Coaching Funnel seems like a massive undertaking. And it can be if you let it overwhelm you.

But remember, it's multiple funnels pasted together starting with:

- Webinar Funnel leads to...
- Application Funnel leads to...
- Mini-Course Funnel

Not so bad, right?

One of the keys to being successful at marketing is to see the big picture as a series of smaller projects.

In training my students, I always show them this picture from the Huntsville Space Museum in Huntsville, AL where they built the Saturn 5 rockets that sent men to the moon.

Very few people understood how what they were building would propel someone all the way to the moon.

But a few people did. And the rocket was built one grommet, one bolt and one panel at a time.

Businesses are built one product, one funnel and one sale at a time.

The 12-Month High Ticket Coaching Funnel starts with a webinar. Talk directly to the people who are on the presentation (whether that's an autowebinar or live).

The purpose is to cut through that Know, Like and Trust factor fast.

Your goal for the webinar is not to make sales (although you can if you get really good at), but to make appointments.

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That's where the Application Funnel comes in.

Once the application is completed, the one-on-one conversation with you or the sales team happens. Either they are converted to the coaching program or another downsell product.

Once converted the Mini-Course Funnel is implemented where they go into the delivery system.

See how simple this very complex process is?

This is an example of this process using our [Business Startup Blueprint](#).

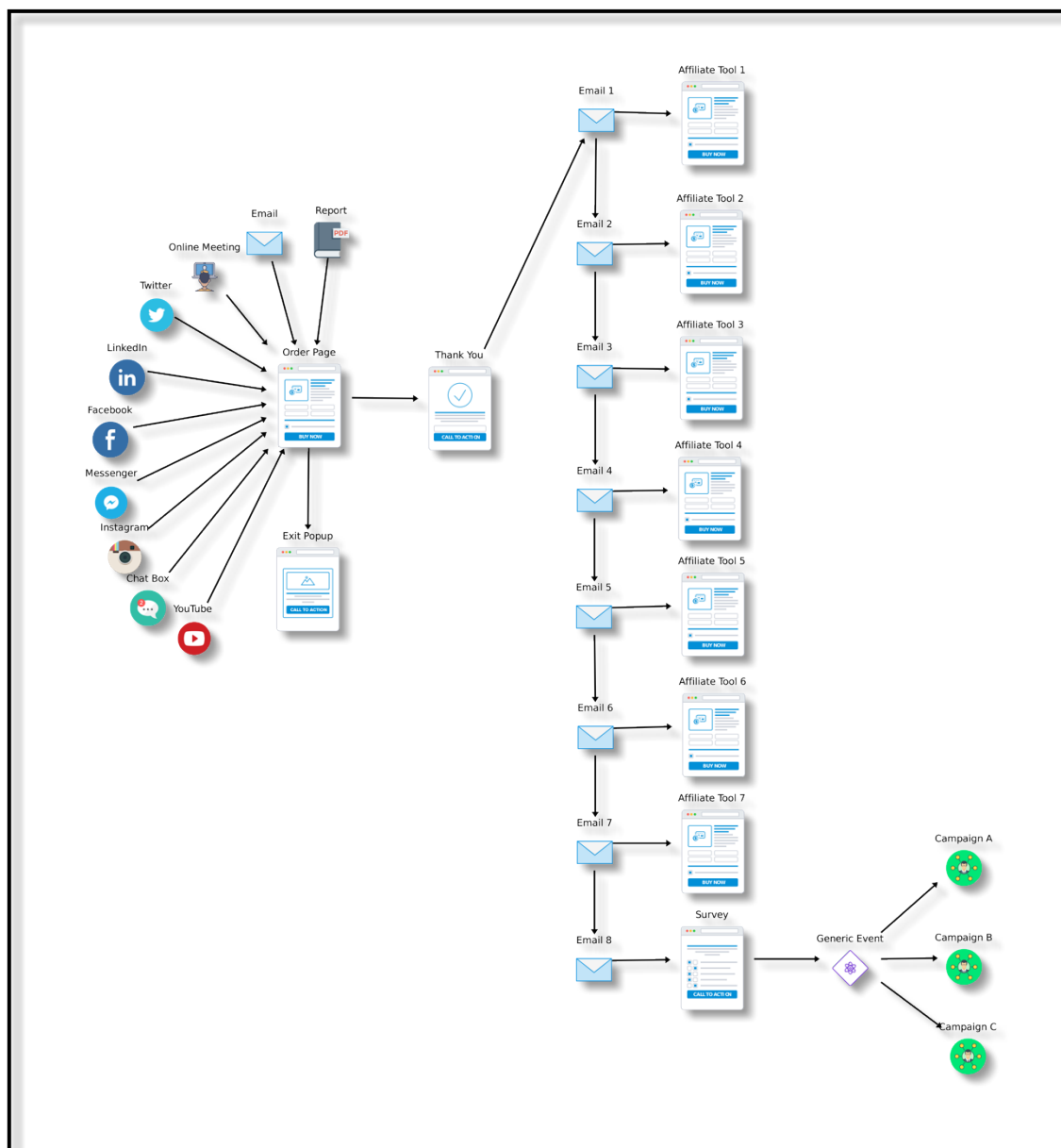
This is also a FANTASTIC approach for network marketers. You're probably more familiar with them as Multi-Level Marketing people.

Network Marketing gets a really bad reputation because of people who don't know how to do real marketing and sales. However, if you find a good company like [Isagenix](#), you can do really well, get great training in sales and marketing and earn fantastic long-term passive income.

The successful ones have this funnel in place.



## Funnel #10: 7-Day Email Only eCourse Funnel



The 7-Day Email Only eCourse Funnel is where it all started for a lot of online marketers and continues today.

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It's low-cost, low-investment, low-infrastructure but high return.

An email eCourse is all email all the time.

You may have a sales page, but you can actually create one of those with a 3<sup>rd</sup> party software like [LeadPages](#) so that you don't have to worry about hosting or anything else.

You just need an autoresponder. We HIGHLY recommend [Aweber](#) for someone just starting out.

After people register for your eCourse, you send them to a thank you page telling them what to expect. You should include elements like:

- Step one – check your email for confirmation and respond back to make sure you got it. (That improves deliverability and white lists them in your and their email system.)
- Step two – join your Facebook group to answer any of your questions there. (If you don't have a dedicated group for this, set one up. It's free.)
- Step three – grab this tool (autoresponder or other affiliate program) to help you with the course.

Don't forget Step 3 – you want to make some money right away.

Notice that the eCourse is really about selling products – yours or affiliates. But this is a beginner technique, so you'll probably be selling affiliate products.

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Each of the emails will add a lot of value about how to do something on the topic you sold and usually it means that you use a tool to do it. So, recommend the tool that you use because people do NOT want to have to figure this stuff out themselves.

They appreciate your recommendations.

The final email in your course should probably be a survey. You can do Survey Monkey, or any kind of tool that you want to use that handles surveys to find out what their biggest problem is, and then you decide based on their responses to the surveys where to send them next.

We show three choices in the funnel, but you could have more depending on your audience.

Each choice delivers them to a different solution. And again, those can be your solutions or an affiliate solution.

It's all about delivering value, building your list and making more money.

## Which will you implement?

We've covered all 10 of our funnels in this process, and I hope you find this valuable.

These 10 funnels really do drive our 7-figure business. And frankly, I haven't met anyone who doesn't use these funnels in their successful business.

Many of my mentors use these as well with their own personal tweaks. And once you get comfortable with them, you can tweak them however you want.

But test.

Always test.

That's the only way to make sure the funnels are working for you and your audience.

The goal is always:

- Build your list
- Make more money
- Offer fantastic value

We've included all the tools mentioned in this training in the next section.

# Resources

## Funnelytics

We built these funnels, and all our funnels, using a product that we love. Luckily for you, we've got an opportunity to give you a free account. Get the [Free Funnel Tool](#).

## MyNAMS Insiders Club

This is our baby. The Insiders Club is an exclusive group where we provide training, tools and access to most of our courses for one low fee. It includes a weekly mastermind call where we talk openly about what's working in our business and yours. [Check out the free trial here](#)

## Sales Funnel Leverage

Discover how to use the 4 types of funnels in an in-depth training course. They include:

- The Strategic Funnel
- Product Launch Funnel
- Automated Funnels
- Segmentation Funnels

[Check it out here.](#)

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## LeadPages

Confidently grow your business by turning clicks into customers with high-converting landing pages and lead generation campaigns. And do it all without a lot of infrastructure. [Check out Leadpages here.](#)

## GoToWebinar

This is one of those tools that you just can't do without even if you really want to. We've tried them all. The Hangout systems that record to your Youtube just don't compare to this system. We used it for 5 years, left for 2 and finally determined – yep, gotta go back to GTW. [Check it out here.](#)

## Zaxaa

This is one of the finest all-in-one lead generation, cart and autoresponder platforms available today. And frankly, if you're wanting to build a solid, automated business with low-investment, stop looking. Jump on Zaxaa. Go create an account here free and browse through the marketplace. [Check it out here.](#)

## Clickbank

A great affiliate platform for digital products in EVERY niche. This is the granddaddy of them all. [Check it out here.](#)

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## WarriorPlus

This affiliate platform is run by marketers for marketers. The features of this platform are deep and powerful. Plus, the support is second to none. The audience is smaller than JVZoo, but we find the buyers to be higher quality. [Check it out here.](#)

## JVZoo

If you're looking for a massive selling and marketing platform where tons of affiliates and buyers swap products and make lots of money, JVZoo is it. Hit it big with an offer here and you can do really well. And if you want to consistently build a long-term affiliate marketing business, these folks are top-notch. [Check it out here.](#)

## NAMS Assessment

Discover exactly what you need to do next in your business with a personalized plan based on your own answers to this short survey. You'll love knowing what to do next. [Click here to find out for free.](#)

## Simple Video Management System (SVMS)

No other video tool gives you the marketing power combined with the organizational integrity to keep all your video access in one place like this amazing video tool. [Check it out here.](#)

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## Your First Info Product

Follow a proven Info Product System for generation real sales online. Product creation may be a mystery, but it's not hard with this step by step course. Whether you're creating an ebook or a course, this will guide you to building it fast and profitably.

[Check it out here.](#)

## Affiliate Swipe Email Profits

Download the exact 427 original email swipes that generated more than \$1 million in affiliate sales for NAMS with this amazing peek inside a big business affiliate marketing system. [Check it out here.](#)

## Business Startup Blueprint

What if someone did all the business building for you? I mean ALL. The only thing you have to do is learn to be a traffic master and focus on sales and marketing. We do the rest! It could happen. [Check it out here.](#)

## Create Your Low-Cost Item Buyers List

Stop paying for people to join your list when they can be paying to get on it. The best way to build your list with buyers while building a loyal following. [Check it out here.](#)



## Evergreen Cash Funnels

Make money 24/7 by dialing in your advertising with Evergreen Cash Funnels. We'll show you the exact process we use to turn a 60-Day ROI into a 7-Day ROI with Facebook advertising and other lead sources. [Check it out here.](#)

## Isagenix Coaching

Stop cold calling and doing other tired face-to-face marketing with your Network Marketing program. Discover how to automate your lead generation and convert your visitors into auto-ship customers and business builders. [Check it out here.](#)

## Aweber

The one reliable autoresponder that always works and always gives you the best deliverability. Get your free account here. [Check it out now.](#)

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## FREE REPORT

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- 4 How to choose the right topic and price your course for the most possible profit!

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