NAMS

Novice to Advanced Marketing System

HOW FREE PRODUCTS LEAD TO PROFIT

CHECKLIST #19

24 HOURS TO YOUR FIRST SALES FUNNEL

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If there's one thing most everyone knows about building a *successful information business, it's that you need to create a sales funnel.*

Simply put, you won't get rich selling just one product.

Instead, you need to:

Bring people into your funnel with an enticing lead magnet.
Get them to hit the order button with a "no brainer" tripwire.
Turn them into repeat buyers with your core offer.
Increase the transaction amount with an upsell.
And then sell something else to them on the backend.

Problem is, all of this takes time. A lot of time.

But what if you could get this whole sales funnel put together in with just 24 hours of work? If you do eight-hour days, that's only three days.

Sound impossible? It's not. All you have to do is buy a big package of PLR from a reputable vendor like PLRProfits.com, and then create your entire funnel from the package. Here's how you do it, hour by hour...

Hour 1 Define Your Needs

First off, you need to figure out what you want and need. Ask yourself these questions:

What niche are you focusing on?
What topics do you want covered in the content?
What materials do you need? (E.G., You're going to need sales letters for everything, so it's easiest if your package includes sales letters.)

Remember, for that last question you're looking at building an entire sales funnel. That means that you should be looking for packages, rather than buying individual PLR ebooks, reports and other content.

Hour 2 Do Your Research

Now that you've done the brainstorming to figure out what you need, your next step is to do the research to find vendors who can provide this.

> ***TIP:*** *If you want to shortcut this process, then go straight to www.profitsvault.com. There you'll find a huge package of PLR content created by the person who invented the PLR industry!*

One good way to uncover what you want is to go to your favorite search engine and search for your niche keywords (such as "organic gardening") alongside PLR-related words. For example:

[niche keyword] PLR
[niche keyword] private label rights
[niche keyword] PLR content
[niche keyword] PLR package
[niche keyword] licensed content

Be sure to check both the regular search results, as well as any sponsored results that appear.

Hour 3 Do Your Due Diligence

Not all PLR or PLR vendors are created equal. That's why you now need to do your due diligence, unless you're going through a known trusted source (such as Jimmy D. Brown's ProfitsVault.com).

Here are the steps to take:

Search the vendor's name in Google.
Search the vendor's website name in Google.
Search the vendor's business name in Google.
Search for the name of the PLR package.
Read samples of the content (or ask the vendor for samples if there aren't any provided).

What you're looking for are any red flags surrounding the vendor or the quality of the content. You want to be sure the vendor has a longestablished and good reputation in the niche. You also want to be sure the content itself is well written and well researched.

Once you narrow your list during this due diligence phase, then pick a package and buy it. Then the next step...

Hour 4 Review All the Content

Now you need to go through all the pieces in your content package so that you know what all is included. Familiarize yourself with each piece. It's a good idea to take notes during this stage, which will help you with the work you need to do in the next hour.

Hour 5 Make a Plan

Now you need to decide how you're going to use the various pieces of content in the package.

Simply make a list of what you need to create, and then write down which PLR piece (or pieces) you're going to use to create the products and other content.

NOTE: *Don't limit yourself to using the exact PLR content as-is. Instead, seek to create something unique by excerpting out sections, combining multiple pieces, etc.*

Here's what you need to create out of your PLR content:

Lead magnet. Tripwire. Core product.
Upsell for the core product. Backend product.
Bonus products for these offers.
Sales letters for these products.
Autoresponder sequences for these products.

A little planning upfront saves you a lot of time down the road, so don't skip this step. Once you've made your plan, then you can jump into the product creation. That's next...

Hour 6 Create Your Lead Magnet

First thing you need to do is create the free product that you're going to use to bring people into your sales funnel. This is the product that your prospects will get in exchange for a lead magnet.

Here are a few tips to keep in mind:

- **Your lead magnet should be a high-quality piece of content.** Sometimes people use the lowest-quality content for this step as they're giving the item away. However, your goal is to impress your prospects. That's why you need to offer them a high-quality, useful product – something you could easily sell.
- **The lead magnet should naturally lead to the tripwire product.** Think of the lead magnet as being useful yet incomplete. Anyone who reads the lead magnet will naturally want the tripwire as well, as the tripwire should be a natural extension of the lead magnet.

  For example, maybe your lead magnet provides an overview of a process, such as how to set up a blog. In that case, then the tripwire might provide the exact, in-depth instructions with screenshots.
- **The lead magnet should include a strong call to action at the end.** This is where you tell people exactly what they need to do next.

  For example: "Setting up a blog seems easy enough – but if you do it wrong, you open yourself to hackers who'll destroy everything you've built. Don't let this happen to you. Click here to find out how to protect your blog and your financial future…" Tweak your lead magnet to fit your voice. At the very least, create a new introduction and conclusion. Then go through the report to modify anything that doesn't sound like something you'd say. Not only does this tip make the product sound like it's in your voice, it also makes the content unique.

Hour 7 Create Your Lead Page

If you selected a package that includes your lead page, then creating this piece is really easy.

Here's what you need to do:

- **Tweak to fit your lead magnet.** If you modified your lead magnet significantly, then you may need to add and/or delete certain benefit statements from the PLR sales letter.

  TIP: *If the PLR package didn't come with any HTML templates, then you can either look for templates online, OR you can use a service such as LeadPages.net.*

- **Insert your opt-in form.** Be sure to include your autoresponder opt-in form at the end of the page.

  TIP: *If your package didn't include sales materials, then you might consider hiring a professional for this step. You can find a copywriter by posting a project on a freelancing site such as upwork.com.*

Hour 8 Put Together Your Tripwire Product

Now it's time to create the next piece of your sales funnel. This is a high-quality, desirable product that comes at a low price (such as $7). You want this to offer a lot of value at a low cost so that it's basically a "no brainer" purchase. This will turn your prospects into customers more quickly.

Here are tips for creating your tripwire:

- **Create something unique.** Compile multiple content pieces. Tweak the content to put it in your voice. Rewrite entire sections.
- **Plant seeds that lead to the core offer.** Your sales funnel is a progression. That means your tripwire product should naturally lead to your core offer.
    - For example, if your tripwire product shows people how to set up a successful Facebook ad campaign, then the tripwire product may go deep into this topic to discuss conversion testing, it may offer ad templates, it may show tons of examples, etc.
- **As you tweak your tripwire, plant seeds early in the product** that will give you an opening to introduce your core product at the end.
    - Example: "In just a few moments you'll find out which resource can double your conversion rate. But first…"
- **Add a call to action at the end**
    - This is where you pitch the core offer.

      E.G., "Imagine making money with every ad campaign you create. You can, once you know these ad secrets! Click here to discover them for yourself…"

Hour 9 Create a Bonus for The Tripwire

You can boost your conversion rates by adding a bonus to the tripwire product. This is something that's highly related to the product and/or compliments it.

For example, if the tripwire product is an in-depth report on setting up a Facebook ad campaign, then your bonus offer might be a package of ad templates.

TIP: Be sure to include a call to action in your bonus that leads to the core offer.

Hour 10 Set Up Your Tripwire Sales Letter

Same here as with the lead page –this is easy to create if your package included sales materials. And if not, you may consider outsourcing it.

Remember to do the following:

- **Create and insert your payment button at the end.** This might be a PayPal button, ClickBank.com button, JVZoo.com button, etc. All of these platforms include instructions for creating their pay buttons.

  TIP: Remember, this is a low-priced product, somewhere in the $7 range, so price accordingly.

- **Insert your name into the sales letter.** This mainly refers to the sign off/signature at the end but may include anywhere else you might reference yourself in the letter.
- **Be sure to tweak to fit your content.** Again, if you compiled multiple pieces, then your letter's benefits need to reflect your tripwire product.

Hour 11 Put Together Your Core Offer

So far, your lead magnet leads to your tripwire, and now your tripwire should lead to your core offer.

This is your flagship product in this sales funnel. Generally, you can figure on pricing it anywhere from $50 to $100 or even more.

As mentioned before, you can compile multiple PLR pieces to create this main offer. And as always, you should tweak it to make it unique and to make it yours. You should also include a call to action and link for our backend offer.

You want to be sure this is a high-quality piece so that your customers will feel like they're getting a good value.

Here are ways to make increased the perceived value of the product:

- **Position it as a premium product.** Simply put, if you market this as a unique and premium product and put a higher price tag on it to match, then your prospects and customers will view it as a highquality product.
- **Need proof?** Just look at wine sales. Many people shop based on price, and in blind taste tests they'll say the most expensive wine tastes better – even if that wine is actually a cheap bottle. People judge quality based on price!
- **Offer it as an ecourse.** Instead of offering an ebook, offer a course. This naturally carries a higher perceived value.
- **Provide advanced instruction.** That's because advanced instruction almost always carries a higher perceived value than beginning-level content.

Hour 12 Create Bonus #1

Now you need to use your PLR to create a bonus that compliments your core offer. Ideally, it should be another highly attractive piece of the solution.

For example, if your core offer shows people how to write a sales letter, then your bonus product might be a pack of headline templates and swipes.

Be sure to include a link and call to action for your backend offer within this bonus.

Hour 13 Create Bonus #2

Same thing as above – now you're just creating a second bonus. However, it too should be highly related to the core offer, and it should include a link and call to action for the backend product.

Hour 14 Craft Your Core Offer Sales Letter

Time to create a sales letter. As always, tweak one if the package came with a letter, and/or outsource this task if you prefer.

Steps to take:

- Engage the reader emotionally, perhaps by telling a story.
- Present the problem.
- Introduce the product as the solution and share the benefits.
- Build credibility. Why should people listen to you?
- Provide proof of your claims.
- Describe both the bonus products. Again, focus on benefits.
- Insert your payment button alongside a strong call to action at the end.
- Be sure your name appears on sales letter (not any generic placeholders).
- Insert your payment button and call to action.

Hour 15 Get Your Upsell Product Ready

Your order form should include an upsell product – this is something related and desirable that you offer on the order form to increase the amount of the transaction.

For example, if you're selling a copywriting course, you might offer:

- Personal coaching and feedback.
- A report that focuses on how to write headlines.
- A copywriting toolkit, such as profiling worksheets, templates and more.

Hour 16 Add Your Upsell to The Order Form

When people click on your payment button, they'll be taken to a page that offers them the upsell. Here's where you'll need to write the copy for the upsell.

TIP: *Use short form copy. Your prospects just got through reading a long sales letter. They're already in the buying mood. So all you need to do is give them the benefits of the upsell product along with a call to action to add it to their order.*

Hour 17 Set Up Your Backend Offer

This is the product that you'll pitch to customers who purchase your core offer. As always, it's part of a progression – the backend offer is just another part of the overall solution.

For example, if your core offer is a course on how to create information products, then the backend offer might be in-depth instructions on how to create video tutorials.

As always, be sure to tweak the PLR content so that your backend product sounds like your voice.

Hour 18 Create a Bonus for Your Backend Offer

Just as you did with the core offer, use your PLR content to create a desirable and highly related bonus offer.

Hour 19 Create a Sales Letter for the Backend Offer

Now tweak a PLR sales letter or create on from scratch. Either way, follow the same steps and instructions as outlined above regarding sharing benefits, emotionally engaging prospects, inserting a payment button and so on.

Hour 20 Create Autoresponder Sequence #1

This is going to be a five to seven-part email sequence that you send to people who request your lead magnet product. EACH email in the sequence will be part content, part pitch to purchase the tripwire product.

For example, if the tripwire product is about writing great sales letter headlines, then you might create a five-email sequence called, "The Five Secrets of Creating Cash-Pulling Headlines." Each email would contain one secret (a tip) along with a pitch to purchase the tripwire.

TIP: *Check your PLR package to see if emails are included. If not, you can quickly create your own by excerpting out relevant content such as tips. Then just add your link and call to action at the end.*

Hour 21 Create Autoresponder Sequence #2

This is a three to five-part sequence that you send out to customers who purchased the tripwire. As with above, each email is part content and part pitch. In this case, you're selling the core offer.

For example, if the core offer is all about using social media marketing, then you might send out a three-part sequence called, "The Three Social Media Platforms EVERY Marketer Ought To Be Using."

Hour 22 Create Autoresponder Sequence #3

The final sequence is a three to five-part series that you send to people who purchase the core offer. Again, it's part content (which you can create by grabbing excerpts from the PLR content) and part pitch. In this case you're promoting the backend offer.

Hour 23 Proof and Polish

Whew, you've created a lot of content. Now it's time to go back through everything just to proof and polish it all. This shouldn't take long, because if you used high-quality PLR, then there won't be much in the way of errors. Just be sure to pay attention to those parts of the content that you tweaked.

Hour 24 Upload and Test Links

You're almost done. Now you just need to do the following:

- Upload the products to your website.
- Create and upload delivery pages to your website. (These are the pages where your customers will go to download their purchases.)
- Upload the sales letters.
- Upload the emails to your autoresponder.
- Test everything to be sure links, payment buttons and opt-in forms work.

And done!

Conclusion

Congratulations – you just found out how to create an entire sales funnel with just 24 hours' worth of work. In fact, if you get started now, you can be done in as few as three days. So, what are you waiting for? Put this strategy to work for you today!

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