

MAKE *MONEY* WITH *YOUR WORDS*

THE 7-STEP GUIDE TO CREATING YOUR FIRST SALES FUNNEL



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- **MAGNETIZE:** Every business person must have the ability to persist until they prosper by training the right mindset...
- **MONETIZE:** Making money is urgent and important for ALL businesses. It's the key to financing your growth...
- **METHODIZE:** After mastering sales and marketing, creating your own products correctly adds zeroes to your business...

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- ✓ 30-Day Challenge – monthly deep dive into one of 12 essential topics
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- ✓ Custom Plugins and Software
- ✓ Site Builder with templates
- ✓ And much more...

Table Of Contents

Copyright Notice	1
Make Money with Your Words	4
The 7-Step Guide to Create Your First Sales Funnel	4
Step 1. Design a Lead Magnet	4
Step 2. Craft a Tripwire Product	5
Step 3. Build Your Main Offer	5
Step 4. Create an Upsell Offer	7
Step 5. Design a Backend Offer	8
Step 6. Set Up Autoresponders	9
Step 7. Start Promoting Your Lead Page	10
Conclusion	11

Make Money with Your Words

The 7-Step Guide to Create Your First Sales Funnel

All around the web there are people who are making money with nothing but their words. You've probably seen some of these folks. Maybe you've even felt a little envious of their success. And perhaps you've wondered how they do it.

Good news—you're about to find out. See below to discover the seven-step guide for making money with your words...

Step 1. Design a Lead Magnet

Your first step is to create something to pull targeted prospects into your sales funnel. One good way to do this is to create a lead magnet, which is a highquality product you offer for free in exchange for an email address.

Now, while a lead magnet could be most anything (such as an app), we'll focus on lead magnets you can create with your words. For example:

- Multi-part ecourse.
- Report or ebook.
- Mind map.
- Checklist.
- Multi-part ecourse.
- Report or ebook.
- Mind map.
- Checklist.

And similar items. You can even create videos and audios.

For example, if you're selling to people who are interested in organic gardening, you might offer a high-quality report called, "17 Ways to Get Rid of Your Most Common Garden Pests."

The second thing you'll need to create with your words is the sales copy for your lead page. Short-form copy is fine, such as a benefit-driven headline, a bulleted list of benefits, and a strong call to action.

An example headline: “Who Else Wants to Get Rid of Garden Pests Once and For All... Safely, Quickly and Easily?”

Now let's start building out your sales funnel...

Step 2. Craft a Tripwire Product

Your next step is to create a tripwire product, which is a high-value, low-cost product that you promote to the prospects who took advantage of your lead magnet offer. Basically, you want a highly desirable offer that's priced so affordably your prospects can't help but snap it up (think right around the \$7 price range).

The mission? To turn your prospects into customers as quickly as possible. The reason is because once someone buys something from you, they're much more likely to buy something else. So, you need to offer something really enticing to get them to the order button so that you can build a relationship and then sell more products later.

You're going to promote this tripwire offer in two places:

1. Within your lead magnet.
2. Within the series of emails you send to your prospects. (More on this in a few moments.)

Now at this point what you need to be thinking about is how all the pieces and parts in your sales funnel work together. Which brings us to the next point...

Step 3. Build Your Main Offer

Your main offer is a product that you're going to sell to those who purchase your trip wire product. This main offer could be anywhere in the \$2 range to \$100 or more.

Yes, you can also pitch it the prospects who didn't buy the tripwire, but the natural progression is lead magnet => tripwire => main offer. In other words, each of these pieces should naturally lead to the next product.

MAKE MONEY WITH YOUR WORDS

Let's look at an example...

Let's suppose you're selling information about traffic-generation to online marketers. Here's what the first three pieces in your sales funnel might look like:

- Lead magnet:** A Facebook marketing cheat sheet.
- Tripwire:** A Facebook marketing guide.
- Main offer:** An in-depth Facebook marketing guide that includes ad templates and other tools to set up and run successful ad campaigns.

Let's take another example. Let's suppose you're selling information to amateur bodybuilders, and let's further assume you are focusing on the nutritional aspects. Here's what the beginning of your sales funnel might look like:

- Lead magnet:** An overview of nutritional guidelines for bodybuilders, including a week's worth of meal plans and recipes
- Tripwire:** Three months' worth of meal plans and recipes, plus calculators to help people determine exactly how much to eat.
- Main offer:** An in-depth course on nutrition that covers macronutrient breakdowns, nutritional timing and even supplements. Includes additional meal plans, recipes, shopping list, and a food log.

Naturally, you'll need to create a sales page for this offer too. If you don't know how to write sales copy, then you can hire a copywriting pro on a freelancing site like [Elance.com](https://www.elance.com), or by searching Google for a copywriter or take a look at a course I have called [HomeRun Copywriting](#)

Next up...

Step 4. Create an Upsell Offer

What you're going to do here is create a product that enhances the use and enjoyment of the main offer, and then offer this product as an upsell/crosssell on your order form.

TIP: Figure on adding 20%-25% to the total order. So, if your main offer is \$100, you might offer a cross-sell for \$20 or \$25. Depending on what you're selling, premium offers (such as personal coaching) that cost as much as or more than the product might also work well. You'll need to test to see what your audience responds to the best.

Let me give you a few examples:

- You're selling a tutorial video that shows people how to set up and run a blog. Your upsell might be a special report that reveals the 10 best sources of traffic for bloggers.
- You're selling the in-depth bodybuilding nutrition course mentioned above. Your upsell might be a cookbook full of delicious recipes for bodybuilders.
- You're selling an organic gardening ebook that focuses on helping people get rid of common pests. You might offer a pest-identification cheat sheet as an upsell.
- You're selling a product-creation course. You can offer an upsell for personal coaching.

So, you get the idea. This is the classic, "Do you want fries with that?" strategy. All you have to do is think about what upsell offer goes together with your main product in the same way fries and a drink enhance the enjoyment of a burger.

Next...

Step 5. Design a Backend Offer

The next question to ask yourself: is what are you going to offer to the people who just purchased your main offer? Again, the key here is to offer something highly related. You want each piece of your sales funnel to be part of a solution.

This backend offer could be additional courses, ebooks, or even personal coaching. Typically, this backend offer carries a price tag that is at least as much as the main offer, and in some cases considerably more. In other cases, you might create a product that offers you residual income, such as a membership site.

Let's look at some examples:

- You just sold an in-depth course to bodybuilders. You can offer personal nutritional coaching on the backend.
- You just sold a Facebook marketing course to online marketers. You can offer a package of ad templates, swipes and other tools to make it easy for them to create their ads.
- You just sold an organic gardening course. On the backend, you can promote a series of books that give in-depth information on how to plant and nurture a variety of vegetables.

So where do you promote this backend offer?

Obviously, you'll embed calls to action and links inside your main offer. However, you'll also follow up with your customers and promote related offers via email. Which brings us to the next point...

Step 6. Set Up Autoresponders

For this step, you're going to set up an autoresponder for every product in your sales funnel. So, for this example, you'd have the following autoresponders:

- Autoresponder 1 is for prospects who join your list to get your lead magnet. This is a five to seven-part email series that is solely focused on selling the tripwire product. Each email will solve part of a problem, and then pitch the tripwire as the rest of the solution.
 - E.G., “The Five Nutritional Secrets Every Bodybuilder Ought to Know”
- Autoresponder 2 is for customers who purchased the tripwire. You'll remove the prospects from autoresponder list 1 (the prospect list) and onto the buyer's list. This is a three to seven-part series that is solely focused on selling the main offer.
 - E.G., “The Three Macronutrients Every Bodybuilder Ought to Know About”
- Autoresponder 3 is for those who purchase the main offer. This is a three- to five-part series that is solely focused on selling the backend offer.
 - E.G., “The Five Super-Effective Bodybuilding Supplements You Can Use to Get Big Fast”
- Autoresponder 4 is for those who purchased the backend offer. You'll set this autoresponder up once you have other offers to promote to your customers.

In other words, your backend selling is done on autopilot. You will need to spend some time upfront creating the emails for each autoresponder sequence, but once that's done you'll have a set of sales tools that work around the clock for you to generate income.

Here are two tips for optimizing this strategy:

- Be sure your emails are evergreen. That means that they won't get outdated. Your content should be as useful and fresh six months from now as it is today. That way you don't have to spend time constantly updating your email sequences.
- Promote just one offer per sequence and email. People need multiple touches and exposure to a product before buying, which is why you need to send out a sequence of three or more emails. You should also promote just one offer per email – if you promote more, it tends to dampen your conversion rates and people don't buy anything.

Next...

Step 7. Start Promoting Your Lead Page

Now that you have the initial pieces of your sales funnel set up, it's time to start promoting your lead page. Here are three ways to do it:

- Start an affiliate program. Here you can cookie affiliates who send traffic to your lead page. They'll get a commission whenever one of their leads purchases your tripwire product. You can also set up affiliate programs for the other offers in your sales funnel. If you want a platform to manage your offers, upsells, cross sells and affiliates check out Zaxaa. This is a super affordable shopping cart, delivery and affiliate system.

TIP: For maximum results, don't wait around for the good affiliates to find you. Instead, go out and find them, befriend them, and offer tantalizing incentives for them to join your affiliate program. Where to find them? Check Clickbank.com to see who has the bestsellers in your niche. Check Facebook to see who owns the big groups in your niche. Search Google to uncover the people who control the traffic in your niche. You can even check in on your competitors' affiliate contests to see who is winning them. All of these people named above are the kind of people you want to recruit to your affiliate program.

- Do guest blogging. There are plenty of blogs in your niche that accept guest author submissions – just search Google for your niche keywords alongside search terms such as “article submission” and “guest blogging.” Then submit unique articles with strong calls to action at the end which point to your lead page.
- Buy Facebook ads. The Facebook ad platform lets you really narrow in on a targeted audience, and you can purchase advertising to funnel these folks to your lead page.

Next...

Conclusion

Congratulations – you just discovered a simple seven-step process for turning your words into cash in the bank. It's like pulling money out of thin air.

But this isn't going to happen all by itself. If you want to create this sort of magic for yourself, you need to work through the steps. And that's why I strongly suggest that you get started first brainstorming and then creating your sales funnel right away. Because the sooner you do, the sooner you'll be able to reap the rewards!

PRO TIP: Don't wait until you have your entire funnel built before launching your lead magnet. Otherwise, you'll never get it finished! Get your lead magnet and your trip wire product done first and launched immediately.

If you launch each step as it's completed, you'll be able to test your conversions and tweak along the way if something isn't converting the way you'd hoped.



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- ✓ Micro Workshops – nearly 2 dozen 4-hour training sessions
- ✓ Tutorial Library – tech tutorials on tools and processes
- ✓ Custom Tutorials – 18 tutorials (and more coming) on specific and essential tools by task
- ✓ Custom Plugins and Software
- ✓ Site Builder with templates
- ✓ And much more...