

**SALES
FUNNELS
REVENUE
SECRETS**

**BUILDING UNSTOPPABLE
BUSINESS WITH
SALES FUNNELS**

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What is a sales funnel and how do you plan one?

That's a very good question. And knowing the answer to this question can make or break your business.

You see, a lot of information marketers just create products randomly. They get an idea, they create the product, they promote it. They get another idea, they create a product, they promote it. And they keep doing this with no rhyme or reason.

If you want to make a lot of money with your business, then you need to create a sales funnel. This is where you create a suite of highly related products to sell to your prospects and customers. This funnel will include a variety of products and services at different price points, from low-priced products to turn prospects into customers, all the way to premium-priced products.

You can grow your business by:

1. Increasing the **average transaction value per customer**
2. Increasing the **number of customers and**
3. Increasing the **number of transactions per customer**

To grow your business, you need optimized and excellent converting sales funnels. They are the core of your marketing.

Every funnel, if optimized correctly, can bring you a lot of money.

So let us start

To build your funnel, you need to follow these steps

1. Determine What Problem You Will Solve
2. Choose a Traffic Source
3. Offer Irresistible Lead Magnet
4. Offer the Main Product With Unique Selling Position
5. Offer an upsell
6. Follow up campaigns

Determine What Problem You Will Solve

With your offers, you don't sell the product; you sell transformations.

They are not interested in the features of your product/services. They want their desired results.

They want to change their state/status from

*Illnesses to health

*Being overwhelmed, frustrated, and scared of losing their job... to feeling confident and in control

*A failure of a Mum to The best Mom

*Unsuccessful and unmotivated to Successful and confident

*An impostor to happy with their life

With your product/services, you sell painkillers. Your job is to relieve their pain and transform their life with your offers.

So your message will start with their desired transformation,

It leads them to imagine themselves from current to the desired situation

- "Just imagine feeling respected and confident knowing that your next promotion is coming soon."
- "Tired of promoting without results? Be your boss and try our proven strategy."

Your copy should clearly state how your product will help your customers move from current to desired.

You will be stuck in the process if you do not define at the beginning how your product will do it.

If you want to charge more for your product, then it has to solve a more significant problem :)

You will do it by

- Creating a better offer (better product or service) or
- Explaining the movement from current to the desired state differently or more clearly (better marketing)

Choose a Traffic Source

Traffic is the key to your business. It is the wheels that make you move. You can have your business all set up, but you will quickly get nowhere if you don't have the traffic. That's why to grow a big dream; you need a lot of traffic!

No matter how good the signup page, the post, the website is, it cannot convert a visitor who is not paying attention.

You must take care of the quality of traffic that you are sending to your funnels. Don't waste your efforts working on traffic sources that are proven to not convert into signups like PTC sites, many TEs, and Co-ops.

First, you need to understand that there are three different types of traffic and all traffic sources fall into one of these categories. Credit goes out to Russell Brunson, who came up with the names for these three categories.

1. Traffic You Earn

2. Traffic You Control

3. Traffic You Own

Traffic that you earn comes from you trading your time for traffic. If you are working for your traffic, then it falls into this category.

Typical examples are blogging, search engine optimization, safelists, traffic exchanges, cold emailing prospects, posting links on Craigslist or Facebook, connecting with An Influencer in social media, posting YouTube videos to drive traffic, etc.

You can also control traffic that is owned or earned by someone else for some time. This is usually done through paid advertising, joint venture (JV) deals, or having affiliates promote your product.

Controlled traffic is significant because it is almost infinitely scalable. You can buy as much traffic from Facebook, Instagram, YouTube, Google, or other paid advertising sources as you want. There is no limit in most cases.

The downside of controlled traffic is the cost. You are paying for this traffic, either in direct ad spend dollars or by giving up a percentage of each sale to affiliates or JV partners. To spend money on traffic like this, you need to know that your sales process will convert it into new sales. **For each dollar you spend on traffic, you have to be confident that you will earn more than a dollar back.**

You need to know Customer Lifetime Value. When you know your customer value, you can plan your next marketing campaign with confidence!

The most common source of traffic that you own is your audience or email list.

So whatever you do, don't go around from one to another traffic source, looking for some "magic button" that will immediately make your business profitable.

Become a master of one single, steady traffic source. Be focused on chosen traffic source and, when you will master it, add another traffic source.

You can start with...

- SEO
- Social media marketing (Facebook/YouTube/Twitter/ ads, etc.)
- Organic social media
- Email marketing
- Content marketing

And so on.

You will not make a massive profit initially, but the profits will come later when you create unstoppably and converted sales funnels.

Offer an Irresistible Lead Magnet

For your marketing campaigns to be effective, you must have targeted subscribers. It would be best to have an irresistible Lead Magnet that will solve some immediate problems and provide tremendous value to your target audience.

The Lead Magnets are optimized to convert even cold traffic into leads. They can be

- Free Lead magnets. These are high-value products that you offer for free on the front end to build your mailing list.
- Tripwire products. These are high-value products that you offer for a low price to quickly turn your prospects into cash-paying customers.

In some campaigns, you can find both products in one campaign. Business owners offer lead magnet first and Tripwire product after that. In some campaigns, you can find only Lead magnet or only Tripwire products. We tested both options. People who pay for Tripwire products are more willing to pay for your main product after that.

You don't need subscribers who are not interested in your offers. Your open rate will be low, and your emails will finish in the spam or promotional folder.

So you have choices

To put your Lead Magnet on your website and offer something irresistible

To offer it in your content in the blog posts.

To offer it with organic social media campaigns

To offer it with paid campaigns

I explained what a lead magnet has to look like to attract visitors in the copywriting section. In this lesson, I will explain to you why you need a lead magnet tailored to your target audience. Never offer something useless, something not connected with your target audience. You will attract the wrong people and get a low conversion rate.

The main task of your Lead Magnet is to generate leads with whom you can continue to follow up. Your Lead Magnet is at the very top of your sales funnel.

Increasing your targeted opt-ins here will give you benefits throughout the rest of the sales funnel.

To make sure your Lead Magnet will convert around 50%-60% of visitors into leads, it needs to be *specific*.

Don't create something complex or lengthy. We have found that if your Lead Magnet is more laser-focused...the better it will convert.

Here are some examples of great lead magnets

Free lead magnets ideas

- Ebooks and reports
- Audios
- Videos
- Access to live events (online and offline)
- Checklists
- Mind maps
- Cheatsheets
- Worksheets
- Planners and calendars
- Templates

Here are some ideas for tripwire lead magnets

When you think in terms of tripwire products or services, you are talking about items that usually carry no more than a \$27.00 price tag. The most common average range for a tripwire or low ticket item would be in the \$5.00 to \$9.95 range.

There are many online and brick-and-mortar businesses that consider tripwire items to be the bread and butter of the business, the way that you keep the lights on every month.

Of course, in order for those tripwire items to keep a steady flow of basic revenue, there is the need to promote your offerings and entice new clients to give them a try. Here are a few ideas that may help you promote your tripwire offerings to fresh faces.

Special Reports

Spotlighting the tripwire items that are your biggest sellers to a wide range of customer demographics is a great way to get the attention of prospects.

A special report is going to essentially focus on two things: first, this is a product or service that has is being successfully used by hundreds of thousands of people right this very minute.

Second, this product or service can make a big impact on the quality of your life and work. Once you have it, you will not understand how you ever got along without it.

These types of special report promotions are meant to spotlight all the positive attributes of your offering. You want to talk about the great performance, the low maintenance, and of course the low price.

One thing that can help dress up a special report is charts and relevant graphics. Most people are visual in the way they relate to the world, so using a simple chart to illustrate a point, or inserting some other type of visual that is related to the subject matter will help to enhance and hold the attention of the reader.

Testimonials from current clients also are a big part of a successful special report. If at all possible, vary the industry types that are represented in your testimonials.

The broader the use of your offering in various parts of the business world, the more likely a prospect is to see the need to investigate a little more closely.

Special reports are relatively easy to produce and extremely cost-effective to have available. The content can be used in a direct mail piece that can be reproduced cheaply.

The special report can be posted online, with a unique URL that can then be distributed far and wide by both manual and electronic means. The result is an effective promotional tool that has a very low cost to create and has the potential to yield big returns in a very short time.

Short Audio Sessions

Have you ever listened to those short audio clips that are on many websites? They often are informative and can spur people to look more closely at a product or service.

Short audio sessions are not anything new. For decades, businesses have employed fifteen-second audio sessions to promote their products while callers were on hold, waiting to speak with a customer service rep.

Theater owners have employed them to get in a plug for concessions that are sold in the theater lobby. Who among us has not heard a short audio session while in the grocery store or in a discount retail store?

Given the history of the success of short audio sessions, it is no wonder that they are also working on the Internet as well.

To a degree, a short audio session makes the sales process via the Internet a little more personal, as the prospect hears a human voice. That alone makes the session an appealing way to reach a certain part of the populace.

Of course, a successful short audio session is going to be to the point and informative. It will give the prospect enough to ensure he or she will progress to the next level and seriously consider the offering, rather than simply scanning some text and moving on to another website.

Settle on the subject for the session, make it crisp, clear, and easy to understand. Then shut up before you get too wordy.

Trial Membership Offers

Everybody wants to get a bargain, but there are those that will sit on the fence forever before making a decision. A trial membership offer can be just what you need to get them to commit.

There are several things that are very attractive to a prospect. Among them are:

- **There is no long-term commitment.** If I don't like what I see during the trial period, I simply move on.
- **I don't have to pay full price.** Most trial offers will be at a discount, so very little revenue is invested.
- **The trial offer gives me the chance to test drive** and show the offering to other people who would be using it. I can find out up front if they see any advantages to using this new offering
- **This gives me the chance to think of questions that should be answered before a commitment is made.** I may think of something while in the trial period that I would not think of during a simple demonstration.

If you offer a trial membership, make sure you provided specific terms, as well as a way for the prospect to convert the trial membership into full membership at any time during the trial.

Trial Software Offers

If the software is involved in your product or service offering, you may also want to provide a demonstration version of the software that is good for a limited amount of time. Think in terms of some of the free electronic trial games you can download.

Many of them will allow the player to access and start a new game session for a specific number of times before the software becomes inoperative and the player will have to purchase the full version in order to continue.

Trial software should be representative of what the full version does, but you want to make sure that the software cannot be reconfigured to get around the limited time usage.

This is not a difficult task for anyone who develops software; all you will need to do is provide the perimeters of the trial time and you are all set.

As with the trial membership offers, you want your prospect to be able to upgrade from trial to permanent software at any point during the trial time, so make sure you include that in your package as well.

Promoting your low-ticket items will keep your company moving along, providing the operating capital that you need to enhance your offerings and also develop more high-priced offerings as well.

By utilizing these and similar ideas, you can effectively increase your client base without investing a huge chunk of your profits into public relations endeavors.

Guide to create an enticing lead magnet

A lead magnet can make or break your sales funnel! Simply put: if you don't have a good lead magnet, then no one is going to join your list, and no one is going to be buying your tripwire or anything else.

So let's make sure you create an enticing, effective lead magnet. Use this checklist to help you do exactly that...

Do Market Research

The first step is to make sure that people want and are already buying the type of product you have in mind. If people are buying it, then you know they'll happily exchange an email address for it.

Go to marketplaces to search for your keywords (e.g., organic gardening), and then look for bestselling products and/or multiple products on the same topic.

Search Google for your keywords to see what top sites in your niche are selling.

Look at paid advertising on niche sites and sponsored ads in Google to see what people are selling.

Check your competitors' blogs, forums, and Facebook groups to see which topics get a lot of likes, discussions, shares, and other indicators of interest.

Check sites like Quora.com to see what topics keep popping up repeatedly in your niche.

Create The Product

Decide whether to outsource or do it yourself. Ask yourself these questions:

- How much does it cost to do it yourself? (Take your hourly worth times the number of hours it would take you to create the lead magnet.)
- How much does it cost to hire a freelancer?
- Who could do it faster, you or a freelancer?
- Who could do it better, you or a freelancer?

Once you start creating the product, use this mini-checklist:

- Create something people will reference often, which will keep your links and calls to action in front of prospects.
- Research the topic thoroughly.
- Create an outline to keep yourself on topic.
- Write an introduction that whets people's appetite for what's coming.
- Focus on solving ONE problem.
- Write in an edutaining way, meaning you educate while entertaining.
- Use lots of examples, tips, and stories.
- Offer useful tools within the product such as checklists, worksheets, cheat sheets, mind maps and similar items.
- Insert graphics to add value to the content and make it more aesthetically pleasing.
- Offer something useful yet incomplete. This makes people satisfied with your lead magnet because it solved part of their problem, yet it gives them the opportunity to purchase a paid product to solve the rest of their problem.

Example: Your lead magnet shows people how to install a WordPress blog, and this leads to a promotion for a product that shows them how to create a successful, income-producing blog.

- Craft an eye-catching title. E.G., "Three Explosive Ways To Beat The Competition!"
- Proof, polish and edit.
- Convert to .pdf.

And finally...

Get the Click

As mentioned above, your lead magnet should be useful yet incomplete so that it naturally leads to a paid promotion. Ask yourself these questions as you craft your promotion:

- Is the paid product highly related to the lead magnet? In other words, will people who want the lead magnet naturally want the paid product too?
- Did you clearly state the benefits of the paid product?

Example: "You'll find out the #1 trick for getting rid of those pesky aphids in your garden!"

- Did you provide a strong call to action next to your promotional link?

Example: "Click here to download this video right now – and in just moments you too will discover the secrets of building a six-figure business!"

How do you create an effective, high-converting tripwire product?

So you pulled people into your sales funnel with an enticing lead magnet. That's a good start. But now here's the tricky part: you need to take a prospect who claimed your freebie and turn him or her into a cash-paying customer. And this entire strategy hinges on your tripwire product doing a good job.

So how do you create an effective, high-converting tripwire? Here's a cheat sheet of questions to ask yourself as you create your next tripwire product....

Is the topic of my tripwire product highly related to my lead magnet and core offer?

Remember, your tripwire isn't working in isolation. People will see your lead magnet first (if you start your campaign with it), which should naturally lead to your tripwire, which in turn will naturally lead to your core offer. These pieces should all work together.

For example, let's suppose you're catering to internet marketers who want to know more about copywriting. The beginning of your sales funnel might look something like this:

- Lead magnet: A report about how to create compelling sales letter headlines.
- Tripwire: A training manual that gives instruction on how to write a high-converting sales letter.
- Core offer: A collection of training manuals, writing swipes, idea brainstormers, fill-in-the-blank templates, and more to make it fast and easy for customers to create high-converting sales letters.

Does the tripwire "plant a seed" for the core offer?

It's not enough that the products are related. Your tripwire needs to specifically plant a seed in the customer's mind. It needs to arouse a desire for a specific solution (your core offer).

Let's go back to the sales funnel example above, where the tripwire is a copywriting training manual, and the core offer is a collection of swipes, templates, and other tools.

In this case, the tripwire product could specifically about how time-consuming it is to create a sales letter. It could speak to how it may take weeks to get just the right headline, the right opener, the right P.S., and so on. And it could even talk about how expensive it is to hire a professional copywriter.

Once this seed is planted, then later on the tripwire product offers the solution: the Contentaire collection of copywriting swipes, templates, and tools, which makes it faster and easier than ever to create high-response sales letters.

Next...

Does the tripwire product include a strong call to action?

Once the seed is planted, then you need to point your customers to the solution with a link and a strong call to action. This is where you specifically tell them what to do next (and why).

Once again, let's use the Contentaire copywriting package as an example. Your call to action might look like this:

You just discovered exactly how to start writing high-response copy. But the problem is, crafting a good sales letter takes time.

Until now...

That's because you're about to get your hands on a huge collection of swipes, idea brainstormers, and fill-in-the-blank templates that make light work of crafting high-response sales letters!

Why pay a copywriter thousands of dollars to create a sales letter, when you can do it yourself the fast and easy way? Download this package now at www.yourdomain.com

Next question...

Is the tripwire a high-value product?

Yes, you are going to attach a low price tag to it. However, that doesn't mean it should have a low value. On the contrary, it should be a high-value, in-demand product. People should really want it, and they should feel like they got a superb deal once they purchase it. This creates a feeling of satisfaction, which in turn makes it more likely that these customers will buy something from you in the future.

In Summary...

So now you know what questions to ask yourself before you start creating your next tripwire product. Just create something with these characteristics...

- In-demand
- High-quality
- High-value
- Naturally leads to the core offer

...and you're sure to have a highly effective tripwire product on your hands!

Offer the Main Product with Unique Selling Position

Now you have a bunch of subscribers. Some of them are free, some of them pay you for your tripwire offer. Your next step will be to sell these people a higher-priced product.

We call that your Main Product.

This is your main offer – your flagship products. Typically this is a premium product with a premium price tag (\$97 or more).

You most likely already have the Main Product.

The number one mistake that many businesses make is selling their Main Product to cold prospects. This never works because your main product is too expensive. People need to know and trust you to make high ticket purchase with you

That's why we use sales funnels to turn cold prospects (people who will see your lead magnet) into warm prospects (subscribers) and warm prospects into hot prospects (customers) because those customers will be much more interested in your main product.

Your Lead Magnet and a Tripwire, if irresistible and provide immense value, are enough to explode your main product's sales. In this case, your customers will be interested in purchasing your main product. You must create USP your main product to stand out of the crowd

Also known as the unique selling *position*, the USP is often one of the most oft-misunderstood elements of a good sales offer. It's what separates your product or service from your competitors. Let's take a quick look at some unique selling propositions for a product itself:

- **Lowest Price** – If you've got the corner marketed on budget prices, flaunt it. Wal-Mart has made this USP famous lately, but it's not new to them. In fact, selling for cheaper has been around as long as capitalism itself. Personally, I'm not crazy about price wars, because someone can always come along and sell for cheaper. Then it's time for a new strategy...
- **Superior Quality** – If it outperforms your competitor's product or is made with higher quality materials, it's a good bet that you could use this fact to your advantage. For example, compare Breyers Ice Cream to their competitor's. From the packaging to the wholesome superior ingredients,

the quality is evident. It may cost a little more than their competitor's ice cream, but for their market, it sells.

- **Superior Service** – If you offer superior service over your competitor's, people will buy from you instead. This is especially true with certain markets that are all about service: long-distance, Internet service providers, cable television, etc.
- **Exclusive Rights** – My favorite! If you can legitimately claim that your product is protected by a patent or copyright, licensing agreement, etc., then you have a winner for exclusive rights. If you have a patent, even the *President of the U.S.* must buy it from you.

Ok, what if your product or service is no different than your competitor's? I would disagree because there are always differences. The trick is to turn them into a positive advantage for you. You want to put your "best foot forward." So what can we do in this scenario?

One way is to present something that your company has devised internally that no other company does. Look, there's a reason why computer store "A" offers to beat their competitor's price for the same product by X%. If you look closely, the two packages are never exactly the same. Company "B" offers a free scanner, while company "A" offers a free printer. Or some other difference. They are comparing apples to oranges. So unless you find a company with the exact same package (you won't...they've seen to that), you won't be able to cash in.

But what if you truly have the same widget for sale as the guy up the road?

Unless your prospect knows the inner workings of both your and your competitor's product, including the manufacturing process, customer service, and everything in-between, then you have a little potential creative licensing here. But you must be truthful.

For example, if I tell my readers that my product is bathed in steam to ensure purity and cleanliness (like the cans and bottles in most beer manufacturing processes), it doesn't matter that Joe's Beer up the road does the same thing. That fact that Joe doesn't advertise this fact makes it a USP in your prospect's eyes.

Want some more USP examples?

- We are the only car repair shop that will *buy your car* if you are not 100 percent satisfied with our work.
- Delivered in 30 minutes or it's on us!
- No other furniture company will pay for your shipping.

- Our recipe is so secret, only three people in the world know it!

As with most ways to boost copy response, research is the key with your USP. Sometimes your USP is obvious, for example, if you have a patent. Other times you must do a little legwork to discover it (or shape it to your target market).

Here's where a little persistence and in-person selling really pays off. Let me give you an example to illustrate what I mean:

Suppose your company sells beanbag chairs for kids. So you, being the wise marketer that you are, decide to sell these beanbags in-person to prospects before writing your copy. After completing twenty different pitches for your product, you discover that 75 percent of those you visited asked if the chair would eventually leak. Since the chairs are for kids, it's only logical that parents would be concerned about their youngster jumping on it, rolling on it, and doing all things possible to break the seam and "spill the beans."

So when you write your copy, you make sure you address that issue: "You can rest assured that our super-strong beanbag chairs are triple-stitched for guaranteed leak-proof performance. No other company will make this guarantee about their beanbag chairs!"

[Read more about the Unique Sales Proposition here](#)

Here's something to keep in mind:

This is how you become unstoppable. Creating sales funnels that convert will allow you to spend less and acquire more customers than your competitors.

In the long run, you will increase your profit by

1. Increasing the **average transaction value per customer**
2. Increasing the **number of customers and**
3. Increasing the **number of transactions per customer**

Creating only the main product with USP is not enough. According to statistics, many successful businesses make a profit with the next stage.

Offer the upsell or high ticket

No suite of products or services is complete without some "diamond" level of offerings that are of interest to your customers.

While these may not appeal to more than a core group of your client base, the fact that you enjoy such a strong relationship based on the performance of your tripwire and main product offerings will help them to trust you with these upsells or high ticket products as well.

You must offer an upsell to **increase the average transaction value per customer**. The most business failed because they don't have upsells. The upsell price is higher than the main product, or it is a monthly subscription, mentoring, and so on.

Here are some examples of upsells

When you buy an inverter (main product), you get the offer for delivery, installation, and Geek Squad support (upsell)

McDonald's sells hamburgers as the main product. People rarely buy hamburgers without French fry and soda. French fry and soda are the upsell. This type of upselling is called an immediate upsell

Another type of upsells is bundles.

The customer gets more for their money, and you get more money into your bank account. This is a win-win for everyone involved.

Amazon makes bundle upsells with their "Frequently Bought Together" offers...

Here are some ideas of upsells

No suite of products or services is complete without some "diamond" level of offerings that are of interest to your customers.

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When you think in terms of upsells or high ticket products and services, an average of \$297.00 to \$997.00 is a nice average range. Of course, there is nothing with going for high ticket products that are \$1,000.00 or more,

depending on how they relate to your other products and the demographics of your client base.

Here are some ideas for high ticket offerings that may be a great fit with your business model.

Coaching / Mentoring

There is plenty of demand these days for professional coaches and motivational speakers. All across the country, people whose entire purpose is to inspire, instruct, and help people identify where they want to go in life are raking in very nice fees.

Motivational instructors and mentors are making their money with in-person classes, but they are also doing very well with audio and visual sessions as well. Generally speaking, a class will be promoted and persons will be invited to register and pay a flat fee to attend.

Generally speaking, that fee will depend on the number of sessions that will be included in the series. Upon registration, the attendee will receive instructions on how to access the sessions via phone and/or the Internet.

The session will often allow for some degree of interaction, with the frequency and mode of interaction controlled by the mentor.

How does this relate back to your product line? Chances are you had to identify some specific applications for your offerings before you ever got your first sale. Some of your mentoring can be to help people understand how your other products save them time and money and in some cases help them to make more money and expand their business.

On a related note, if you have a number of customers who work in companies where dealing with customers is a daily thing, you can most certainly fill a void.

Among the mentoring sessions, you could offer are such topics as how to defuse an angry customer, how to get a customer to tell you what is really bothering them and how to bring a former customer back into the fold.

You can draw on your own expertise as well as your experiences and come up with some motivational style mentoring classes that will be sure to be of interest to your customers.

Exclusive Membership Sites

Everyone likes to feel special. One of the easiest ways is to create and manage an exclusive membership site. You can put together something that is specifically for a select group of persons, such as CEO's, chief financial officers, executive directors of non-profit organizations, or any niche market that is composed of people who could benefit from networking with their peers and can afford to pay a nice figure for that privilege on a monthly or annual basis.

Include in the membership discounts on items of interest such as trade magazines geared toward that market or savings on attended teleseminars and mentoring sessions that are relevant to this exclusive group. By providing networking opportunities as well as discounts, you can find yourself with a nice way to move high ticket offerings with no trouble at all.

Lucrative Service Such As Copywriting

Support services are something that will always make an impact on businesses. By offering to take over such tasks as writing copy for new ad campaigns or sales and marketing collateral, preparing brochures, and editing other basic types of correspondence that the company uses regularly, you can save them a bundle and make a nice bit of profit for yourself.

Here are some reasons why outsourcing to you would be advantageous, rather than keeping it all in the house:

- They do not have to pay your taxes. You are not an employee, so Payroll does not have to keep up with you.
- There are no perks such as insurance, retirement, or vacation to calculate. Working essentially as a consultant, none of these factors enter into the picture. They save money.
- The company can focus on its business without devoting a lot of resources to ancillary matters. You are dealing with all that.
- No time spent in development. They simply have to approve the finished product.

While it is true that consulting does not come cheap, it still ends up being much more cost-effective than keeping someone on the payroll. Between the salary and the benefits that would be required by someone talented enough to do what you are offering to provide, you could be talking about saving tens of thousands of dollars over the course of a year.

The fact is that you can make quite a tidy profit by pitching a deal that requires opt-in payment upfront, with several smaller payments as each of the action items or projects are completed. This means some immediate profit for you, with the promise of more as the tasks are finished.

When it comes to providing high ticket offerings, knowing what your resources are and how well those match up with needs within your client base will help lead you to that type of high ticket products you can provide immediately, as well as help you prepare a laundry list of others that you hope to have set up and working in a short time.

Note: Every offer made after the initial sale is a upsell.

The revenue you get from the upsell will be much more profitable than from your Tripwire or Core Offer sales.

Remember: The single most significant cost most for companies will be acquiring a new customer. When someone is satisfied with your main product, they will become your repeated customer.

Your job is to find the best upsell or cross-sell to increase your profit.

What could you put together with your Core Offer?

How can you offer a subscription into your business model?

How can you offer coaching, mentoring services?

How can you offer your done with you/ done for you services?

Find the best upsell, and you begin to become unstoppable.

How do you sell more products as upsells?

One of the easiest sales you'll ever make is to sell another product to an existing customer. That's why you need to install a backend sales system in place.

However, where a lot of marketers fail is that they only half-heartedly promote their backend products. Maybe they only mention them in one or two places. And if the customer doesn't snap that backend offers up at that moment, they might not see them again.

So here's the thing...

If you want to sell more products as upsells, then you need to insert more promotions all through your sales funnel! So let me share with you some of the best ways to do that...

Create an Order-Form Upsell or Cross-Sell

Your prospect already has their credit card out, and they're halfway through the ordering process. Now is a great time to offer them another product that will enhance or complement the product they're purchasing.

Upsell and cross-sell are often used interchangeably, with both of them being referred to as an upsell. However, regardless of what terminology you use, take note that these are two different methods you can deploy. Specifically:

- Cross-sell: this is where you sell something related. So if someone purchases your diet guide, you might cross-sell your meal-planning app.
- Upsell: this is where you sell a "bigger" or higher-end version of the original order. For example, if someone purchases the "Silver" level of your membership site, you might upsell them on purchasing the "Gold" level membership.

Next...

Put an Offer On The Download/Confirmation Page

At this point, your customer has already completed the ordering process, and they're being directed to the download page. They're excited about looking at their new product, but they're also still very much in a buying mood. That's why this is another good place to put a backend offer.

For example: "Before you go, be sure to check out this low-calorie cookbook with over 150 delicious recipes that the whole family will love!"

Insert Backend Offers Into Your Follow Up Emails

The next place to recommend a product on the backend is in the FIRST email you send to your new customers, as well as every email you send to them thereafter. In fact, you'll want to set up an autoresponder with an initial three to seven-part series that does two things:

1. Encourages people to use the product they just purchased. If they use the product, their satisfaction goes up – and that means they're more likely to make another purchase.
2. Promotes related products to solve their problems. For example, if your customers just purchased a blogging guide, then you might sell WordPress plugins on the backend.

Next...

Embed Offers In Your Product

Another good place to generate sales is from within your product itself. This includes links and calls to action in:

- Ebooks, reports, and text products.
- Membership sites.
- Software and apps.

You might insert these recommendations in a variety of ways, including:

- Within a "Recommended Resources" section. This gives you an opportunity to link to multiple products.
- Embedded directly into the content. For example, if you're teaching people how to set up a mailing list, then you might include a link to a trusted autoresponder service.
- As a "Featured Product" advertisement within the product. For example, you might put this in the beginning or end of your product.

Also, don't forget to put links and calls to action within your bonus products too.

Put Offers In Members-Only Sections Of Your Website

You can embed links and calls to action in places such as:

- A private members-only forum.
- A members-only Facebook group.

- A members-only blog.

...And similar members-only communities and pages on your website.

Follow up Email Campaigns

The goal of the follow-up campaigns is to have strategic and frequent communication with your prospects and buyers that cause them to buy again and again.

You have their email, telephone, or address through the Lead Magnet; you can continue to offer them online your products/services.

You can offer them new Tripwires, Core Offers, upsells because you have permission to contact them or offer them the Tripwire, Core Offer, or upsell that they didn't buy the first time around.

This is the system successful businesses use to grow and multiply their businesses in multiple industries.

This system works for single-member businesses and giant corporations like Starbucks and McDonald's

As I've just explained, if you begin applying sales funnels, you will grow and scale your business

Now is your turn

Do you want to Double Your Customers, Leads and Sales In 90 Days with Profitable Sales Funnels?

Let me introduce you to "Sales Funnels Revenue Secrets" Course, which helps you create profitable sales funnels and save a ton of time and money because you have everything you need to succeed in one place!

And "Sales Funnels Revenue Secrets" Course holds the key to your success to have profitable sales funnels to get more clients and sales

While other courses leave you confused and only give you a glimpse of sales funnels, this is an A-Z guide - the complete sales funnels masterclass!

[Get the course NOW to have profitable sales funnels and to get more clients and sales](#)

Recommended Resources

1) Autoresponder

Every online marketer needs to build a mailing list, which means you need a good autoresponder/email service provider. Look for features such as:

- Statistics/data so you can track your campaigns.
- Automation, so you can effortlessly add and delete select prospects from r your lists.
- Segmenting, so you can boost your list response.
- Design features such as opt-in templates so that you don't need to do any coding yourself.

Stick to the well-known and reputable autoresponders such as:

Aweber: This is one of the oldest and most reputable autoresponders, as they put a lot of emphasis on key features such as deliverability and testing/tracking. See <https://www.aweber.com> It has a lifetime free version until you get 500 subscribers and send 3000 emails a month.

GetResponse: This is an excellent alternative to Aweber with many of the same features. One benefit of GetResponse is that they offer plenty of opt-in forms and newsletter templates. See www.getresponse.com.

MailChimp: Those who are just starting and looking for a less expensive way to build a mailing list often use MailChimp, because you can get a free trial. However, be sure to read the terms of service before using MailChimp, as their policies are not affiliating friendly. See www.mailchimp.com.

2) Funnel Pages Creator

If you're using a content management system such as WordPress, it's pretty easy to create funnel pages if you're using a good theme and Funnel plugin. However, to make it even easier, you might consider using a Funnel builder. You can use [funnelvio](#) and build funnels for your offers.

3) **Graphic Creator**

It would be best if you used a graphic creator to create pictures for your offers, banners for safelists and viral mailers, banners for socials, headers for your email campaigns, and so on.

[Pixelied](#) and [Canva](#) are excellent graphic creator tools. Both of them have a free version with templates for all kinds of ads and a free picture library that you can use for your offers.

4) **Product Creation**

If you want to offer **original products as freebies** you need to create them. The tools you need for product creation depend on what you're creating. However, most info product sellers create text products (such as ebooks and reports) as well as video products. Here are the tools you might use:

OpenOffice.org: If your computer doesn't have Microsoft Office or a similar suite of tools, then check out this free alternative. This suite also includes a PDF writer, so you can convert your text documents to the widely used .pdf format. See www.openoffice.org.

TIP: If you don't have a PDF converter already on your computer, then you'll need to seek out a third party offering. The most well-known tool is the Adobe converter, which you can find at www.Adobe.com. There are of course less expensive and even free alternatives available, such as www.cutepdf.com.

Screencast-O-Matic.: If you're doing screen recording videos (perhaps using PowerPoint™ slide presentations), then screencast-o-matic is a good choice for recording and editing. See <https://screencast-o-matic.com/> for more info.