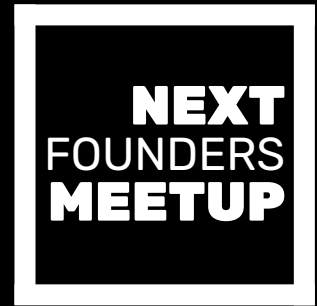


# Sales Funnel Master Guide

## Part 1



Create A High Converting Sales Funnel

and Convert Visitors Into Customers

# Sales Funnel

Okay, so this is where you can literally turn your business into a multi-million-dollar growth machine. This is where it all happens. If you have a business already, the info below could potentially have you 2x, 3x, 4x, and even 10x your revenues in a matter of days or weeks.

One of the main drivers of me setting up this strategy for people to use was because I was coming across so many businesses that didn't have a sales funnel in place. Or if they did, it was either 'leaking'... or, it wasn't fulfilling the revenue potential the business could make with just a couple of tweaks.

We are going to get deep into the specific tactics on how you are going to get people into your world and into your sales funnel. But first I'm going to give you an overview of what the sales funnel is so you have the framework that will help you figure out where the upcoming tactics come into play, and how it all fits together.

If you're at this stage of building a business then I'm sure you've already acquired some knowledge of the sales funnel and what it is, or you've been marketed a sales funnel on Facebook or Youtube, etc.

Some of you might simply be here to say, "Help me figure out what I need to do at each aspect in my sales funnel!" which... don't worry, we'll come onto those advanced areas next. But first...

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Essentially, a sales funnel is a visual representation of the sales process and the whole online marketing strategy. It's the framework that captures a customer, nurtures the relationship with the customer, and ultimately converts that customer into revenue.

And... then once you do 'activate' your customers into revenue... how do you then 'retain' them and even ascend them into additional revenue?!

So... the standard sales funnel is illustrated by Russell Brunson, Clickfunnels founder, and leading advocate for sales funnels, like this:



This is arguably the clearest illustration but you can also break the funnel down into other aspects.

This diagram below, for example, will show you the tools you can use to move people further down the funnel at each stage:



As you'll see above, you can use the various tools at each stage of the funnel. And you'll notice that those tools are actually all the Marketing tactics. i.e. content marketing, social media, paid ads, sales pages, referrals, etc... It's those tactics that we'll be diving into in the rest of this strategy so you can hack the funnel and make it profitable.

Remember also that the work you've done previously in creating your story, your brand, USP, etc. will all be shared with your target customers to attract them into the funnel and to convert and retain them thereafter.

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Dave McClure, founder of the '500Startups' venture fund goes by his AARRR metrics funnel which is similar, but illustrated like this:



Again, it's a similar premise but focuses on Acquisition, Activation, and Retention.

Another good way to look at the sales funnel...

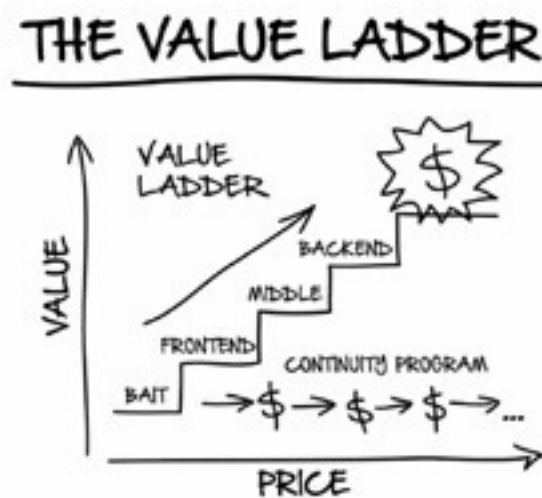
- » Acquisition (Getting) Visitors = like going on a date
- » Activation = like getting into an official relationship
- » Retain Users = like being married
- » Revenue = like getting a divorce ( JUST KIDDING!!! ;) )...

You get the idea!

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# The Value Ladder

The Sales Funnel process will allow us to capture a customer or professional and build a relationship in a controlled channel to convert into active users. As the user travels through the sales funnel, they should also travel up the value ladder which again, illustrated by Russell Brunson, is shown below:



The value ladder and the sales funnel work closely in that the further down a sales funnel a customer goes, the higher up the value ladder they travel and the more revenue is generated from them. This is required to form your business model and is a good way to demonstrate to investors how you intend to scale and maximize ROI.

Making sense?

Let's get into the bones of it and how you actually create a sales funnel that could generate millions of dollars.

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# Components of a Sales Funnel

If you're new to all the sales funnel concepts and terminology then you have a lot to take in.

I'm hoping the diagrams and commentary provide help, but now we're going to show you the components of a sales funnel before diving into each component specifically to help you create them for your business. This should give you a better understanding.

The main components are:

- Lead Magnet
- Tripwire
- Core Offer
- Upsell / Profit Maximiser

Here's how, where, and why those things are used in a sales funnel and value ladder... the diagram below is based on billionaire Tony Robbins' funnel...

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Source: leadquizzes

See how the value in revenue increases as people progress down the funnel (or up to the value ladder)

This will hopefully trigger how you can add your own Tripwires and Profit Multipliers to your offers!

Let's now break down each component to explain what they are and how you can create one for your own funnel...



# Lead Magnet

A lead magnet is one of the most important components of your funnel because it gets people into the funnel!

Most businesses allow traffic to their site to leave without taking any action, that's because people aren't prepared to buy from a site straight away.

The relationship needs to be built first. The trust needs to be gained. The information needs to be absorbed etc. That doesn't happen on the first visit!

And this is why the lead magnet is so valuable. A lead magnet is used to capture those visitors into your funnel by offering something of value to the customer for free, in exchange for their contact details... at a minimum... their email address!

Lead magnets usually come in the form of "10 Ways to Find Jobs Doing What You Love... The Ultimate Guide!" etc. They are the things that basically fill up your Facebook feed these days.

You can create special landing pages with the offer, a pop-up form on a blog, etc. The lead magnets are high in value, easy to digest, instantly accessible, and provide a solution to a problem. (We have examples below!)

The point of them is that once a customer exchanges their email address, they have now entered your sales funnel. They are now traffic that you control and where you will start to build a relationship with them through email and more targeted advertising.

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You will have seen your competitors' lead magnets when you were looking at their ads and landing pages.

Here are some more examples:

- 1) FREE SOFTWARE OR TOOL DOWNLOAD / FREE TRIAL / FREE SAMPLE
- 2) CHECKLIST
- 3) COUPON, EXCLUSIVE DEAL, FREE SHIPPING.
- 4) QUIZ / ASSESSMENT OR TEST.
- 5) KILLER SWIPE FILE OR CHEATSHEET.

Take a look at some in action:



FREE DOWNLOAD

# The Facebook Ad Template Library

Copy & Paste These 7 Proven Facebook Ad Campaigns To Create Low-Cost, High-Converting Ads On-Demand...

THE ULTIMATE  
**FACEBOOK AD**  
TEMPLATE LIBRARY

**GET YOUR TEMPLATES**

## What You'll Learn:

**11**

The 11 word ad that netted \$208,485 in sales using one simple principle of buyer persuasion. (This formula works in ANY market.)



The "Use \_\_\_\_\_?" question formula that drives down click costs and sharply increases conversions. (Just fill in the blank and watch your clicks soar and costs plummet.)



The "You Forgot" reminder trick that brings in tons of new customers and leads, even after they've already said NO to your offer! (We use this one over and over.... and you should too.)



Plus... we'll reveal our Top 3 Facebook ads that generated a combined 110,422 leads for just \$1.76 a piece. (And how we made our money back quickly.)

**GET YOUR TEMPLATES**

# Learn How To Make \$30,000 in 7 Days!

## Just Follow These Simple Steps:

- 1 Find The Best Stocks to Trade
- 2 Learn My Niche Strategy and Profit BIG
- 3 Make a Full-time Living From Part-Time Trading

## My Proven Track Record

Verified Account Performance

54% 2011	57% 2010
141% 2009	197% 2008

TOP TRADER



Get My 7 Amazing Video Lessons, They're Free!

Name\*

**Sign Up**

Email\*

IMPORTANT please visit your email and confirm the link I am sending out. After that you are all set!

As Seen On



The New York Times

WALLSTREET  
JOURNAL

Forbes

TheStreet.com

MarketWatch

Or continue on to [timothysykes.com](http://timothysykes.com)

Exclusive Forbes Report  
**The Little Black Book  
of Billionaire Secrets**



Have you ever wondered how the billionaires invest their money? How they continue to get RICHER while the rest of the world is struggling?

Enter your email address below and find out:

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Please note: By confirming your email address you are signing up to receive periodic emails from Forbes Newsletters and carefully selected partners. Any emails we send you will contain unsubscribe information.

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Remember that this is the first impression you have with your customers. They've trusted you with their email address and are hoping you can give them value.

The great thing is that you can create several lead magnets for different segments of your market so you can capture all kinds of leads without the pressure to instantly sell. This will then create a high level of leads who are likely to convert high lifetime value customers rather than one-time sales.

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# Lead Magnet Ideas

Okay, so now we know what lead magnets are, let's get to the real value and help you come up with your own ideas.

There are a few ways:

## **1) Your Competitors:**

As previously mentioned... if you did your competitor analysis, you will have seen their lead magnets. Do they look good? Sound good? Sign up for theirs and find out for yourself. Then take the good bits to adapt for your customers etc.

## **2) Your Current Buyers or Leads:**

If you have customers, an email list, or a social following already, send customers a survey to find out some of their pain points and desires. Then provide them with the solution to the most common answers.

## **3) Look at popular industry blogs/articles**

People are already writing valuable articles in your space. You can use apps like Buzzsumo to find the most shared articles around a keyword or industry. You can expand on these ideas to turn them into a lead magnet.

Note: While you want the lead magnet to capture the email address, you also want the lead magnet to move the customer to the 'ah ha' moment as quickly as possible so they move closer to your core offer.

Here are 29 different types of lead magnet ideas curated by [Holler.com](https://www.holler.com/lead-magnet-bible/)  
<https://www.holler.com/lead-magnet-bible/>

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# Lead Magnet Titles

The design of the lead magnet is important which we'll cover next, but let's get the title right first as the title is what will actually drive people to sign up for it.

Some tips:

## **1. Be bold and specific**

You don't have long to capture the attention. So make it as clear as possible what the customer will get.

E.g:

- » The Beginner's Guide to Facebook Ads
- » The Complete Guide to Building a Dropshipping Business
- » How to Dress Your Dog
- » The Lazy Girl's Guide to Looking Comfy Yet Stylish
- » How to Meditate: A 10-Step Beginner's Guide

## **2. State the end result & desired state.**

Inspire them with what the result will be if they opt-in to your lead magnet. You don't necessarily have to tell them what it is i.e. report, guide, or steps

E.g.

- » How to Win Friends and Influence People
  - » Beat the IRS by 30% in 2016
  - » Making Public Speaking a Breeze
  - » Never Spend More Than \$1 on a Razor Again
  - » More Productivity By Working Less
  - » The Best Sleep of Your Life
  - » For the Rest of Your Life
-

### **3. Create Curiosity with Absurdity**

Absurd titles often work well to pique their interest and curiosity. Don't mislead the visitor but get them interested in something that they might otherwise be against...

- » The 4-Hour Workweek
- » Purple Cow
- » 3 Tiny Movements that Burn 3 Pounds of Belly Fat in 3 minutes

### **4. Shocking numbers, statements, and/or facts.**

You'll always see these from the 'Guru's' teaching you how to make money. You'll see outlandish titles like " Make \$273,485 Per Day While You Sleep Upside Down In a Tree"... unfortunately, that's often what makes people sign up. People relate to the numbers as a reward, and the shock factor catches attention, making us want to learn what it's about.

Here are some examples:

- » How Spending \$162,301.42 on Clothes Made Me \$692,500
  - » Why Neil Patel Pays \$30k for Content & Gives it Away Free
  - » How to get 10X More Warm Emails With Joint Ventures
  - » From Unemployable to 6-Figure Dream Job
  - » How to Make \$225K A Year Driving A Car [True Story]
  - » How I Went From \$0 to Over \$10 Million In Less Than A Year
  - » Improve Your Focus and Memory By 20% With This One Scientific Secret
  - » Eating This Specific Food ONCE Reduces Your Lifespan By 12 Years
  - » The Proven Step-by-Step Events That Will Cause the US Economy to Totally Collapse by 2024
  - » How I Lost 36 Lbs. In 10 Weeks With This Shocking Superfood
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# Other Elements

The landing page with your lead magnet will also have the following elements in addition to your title:

- » Headline
- » Sub-Headline (optional)
- » Benefit Bullets (optional)
- » Credibility Factors (optional)
- » Image of Lead Magnet (usually required, but sometimes optional)

The headline formula can be similar to the title of the lead magnet. It needs to capture the attention, address who it is for, and state the outcome of having it. It can be done in many different ways.

The subheading can also expand on this further to be a little bit more descriptive as they support the headline. This is usually created with a similar formula to the headline itself but focuses more on the benefits, rather than attention-grabbing statements or desired outcomes. You don't always need one but it can help.

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**Example :**

If your headline is: "Lose Weight once and for all! The secret to losing x Lbs. in 7 Days with ease"...

Your sub-headline might be: "No more restricting yourself, trying to memorize complicated rules, and eating food that only a rabbit could love to drop those last few pounds."

You can use bullet points for benefits. Keep it short and to the point to further demonstrate what the user has to gain by giving you their email address. Make it about what having the free gift will do for their lives. What pain will it help them reduce? What desires will it help them gain?

Build trust with credibility by showing your cold traffic testimonials, reviews, and logos of partners or where you have been featured. People often need additional credibility for social proof and this boosts conversions.

Show an image of your lead magnet - people are visually motivated. So show them what they are going to get. Show the front cover of an eBook or guide.

Make it look professional and high quality. You can develop something in Canva for free by using a template.

Get the idea?

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# Lead Magnet Checklist

Here is a recap and checklist you can use to help you create a high-quality lead magnet that people will sign up for.

1) What kind of lead magnet are you going to create? (Reference the 29 Lead Magnet examples [Holler.com](https://holler.com) link in the earlier part of this guide or use ChatGPT if you need help deciding.)

2) What are some possible lead magnet titles? Write down 5

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3) Which one is the most compelling? Talk to friends, colleagues and current clients (if possible) to find out what they think.

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4) What problem are you solving or desire are you helping your list members with this lead magnet? Can you turn this into a promise?

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5) Is your lead magnet focused on one specific problem and/or desire?

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6) Do you clearly state what the problem/dream scenario is?

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7) Do you clearly state how your lead magnet helps solve that problem or bring that dream scenario to life?

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8) Will someone get immediate gratification and/or quick results from following your lead magnet?

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9) Does your lead magnet position you as an expert?

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