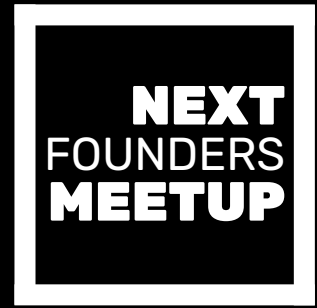# Sales Funnel Master Guide

Part 2

Create A High Converting Sales Funnel

and Convert Visitors Into Customers

The Tripwire

Ok, now that you have contacts in your funnel after a great lead magnet, it's time to push them further down the funnel with a tripwire.

Remember in the funnel diagram we have to work to retain and activate a customer once we acquire them? Well, now that we have activated them we need to continue to build trust with them by giving them further value.

Most of all though, we need to switch the customer's psychological state from a free user into a 'buyer' which makes them 20x more likely to make a repeat purchase from you in the future.

This literally changes the chemistry and biology of a person's brain in regard to your brand and products!

So the tripwire is often the second step in the funnel, it usually comes in the form of a low-priced, low-risk product that leads into your core offer.

This could be a slightly more valuable version of a lead magnet, or in many cases, businesses often offer a 'Free Plus Shipping' offer where they'll send you a physical product for free, and the customer just pays for shipping.

Again, you may have seen your competitor's tripwires when you were looking at their ads and landing pages. Here are some more examples:

Tripwires are very similar to your lead magnets but require payment. So your headlines and subheadlines should follow the same framework.

Not all businesses have one, and you can get away with not having one, but it can certainly help your chances of qualifying leads further and getting them more connected with your business while actually making money from them. As always, you need to test what works for you.

Some examples of tripwires include:

Free Plus Shipping offers for books or products. You give the product to the customer for free and just have them pay for shipping

Paid Trial Period - a number of software services offer trials instead of free trials to further qualify users

Core Product Sample. .. you can sell a small part of a much bigger product. Many online courses do this for example where you pay a small amount to access the first lessons. Or if you are selling a weight loss program, you can sell an abs exercise workout for $7, etc. It gives customers a sneak peek into the course setup without being able to see the whole thing.

Samples: Think about the perfume, coffee, and even wine clubs that offer a small sample so you can try the products before you commit to the bigger purchase.

Your tripwire has to be really essential for a customer and an irresistible offer that they can't say no to.

And, remember you won't make a profit with the tripwire. Hopefully, you might be able to break even and cover your cost per acquisition but it's often that you will take a loss on the tripwire itself, knowing that the overall ROI (return on investment) will be profitable when they buy your core product.

Your goal here is to change the psychology of a customer from a passerby to an actual buyer, and it's worth paying to do so.

Don't think of this as just giving another product or service for the sake of it... People buy results and the desired outcome, so it has to be good.

With that in mind and taking into account your business... Does it make sense for you to offer a tripwire? What can you offer to someone at a crazy low price, that someone finds essential or irresistible?

Sell Your Tripwire

Where does this fit into your sales funnel and website? To sell your tripwire, there are usually 3 paths.

1. Immediately after contact signup up for the lead magnet. Almost like a 'thank you' page, but in addition to saying thank you, you also say "Hey, do you want this too for $4.99?"

2. It's Own Landing Page. If you don't want to sell someone as soon as they sign up for your lead magnet (which is good to focus on relationship building rather than selling), then you can promote the tripwire offer in an email you send to them after they sign up for the lead magnet. Then, you'd send them to a landing page specifically selling the tripwire, which is similar to how you'd set up a lead magnet landing page or an actual sales page (which is here)

3. Retargeting. We cover retargeting as an essential marketing tactic later in the strategy... but we'll quickly cover it here too. If someone lands on your tripwire landing page, or if they have signed up for your lead magnet, then you set up ads that will follow them around the internet promoting your tripwire. The ad will point to the landing page that you set up above.

The landing page, therefore, is obviously very important. It's where you need to send everyone from your emails, or ads, or lead magnet etc... so getting it right is essential.

We cover how you are going to build the landing pages in the next steps of the strategy, but first, here are the different types of landing pages you can use for this step.

Sales Pages

Long Form Sales Page - We have a whole upsell or tripwire ourselves on the anatomy of a sales page and how to write one. It's one of the key ways to make crazy high conversions and sales.

Short Landing Page - Basically this is very similar to the lead magnet landing pages we discussed previously. Short, to the point, without menus and navigations, etc... just bold titles, credibility, benefits, and a strong call to action.

Video sales letter (VSL) page - This can be on your long-form sales page too. Video is huge for increasing conversion rates. We'll also share how you can write a solid VSL too.

Tripwire Checkout

We've covered how to set up your landing pages in the lead magnet section and we'll also have upcoming sections for you on how to build them out, but a crucial element of the tripwire conversion is the order form and the process of getting the customer to complete the transaction with you.

Order forms can split conversions in half or double them. You can have a one-step order form or a two-, three-, four-, and even five-step order form.

What are each of the steps?
It's basically how many steps you take before the customer completes the process of giving you money.

So for example, a one-step order form would be where they fill out all their delivery and payment details on one single page, they'd click buy and then get taken to a thank you or confirmation page.

A 2 step order form would see them fill out their address details, and then the second step would make them add their payment details. A third step could include an upsell page of another product after they make their initial order but before they get their final order confirmation. And so on. Some funnels go as far as having 5 or 6 steps with multiple upsells before confirming the order. (We'll show you these upsell pages and processes next)

Which one works best?

You need to test which one will convert best for you.

They all work differently. We'll show you how you'd test really easily in the coming sections of the strategy so don't be daunted by this too much. And, remember that testing is the difference between making a lot of money and not as you're basing it on data rather wasting money on guesswork.

A good starting point is to look at what a competitor is doing with their tripwire checkout for a similar offer. Go down their checkout purchase for a tripwire make notes and take screenshots. Or... use a popular template in Clickfunnels which we'll be showing you in the next section.

You'll find that most successful markets use a four-part order funnel as it works well in most cases. So you could start with one yourself. Here are the elements of that...

Order Form Elements

PHONE NUMBER

You'll have seen from multiple order forms that a phone number is often displayed in the top right-hand corner of the page. It gives customers the reassurance that the business is real, and trusted and that there's a point of contact if things go wrong. It can simply say "Customer Service… Call us on ***"

Then you can show an email with customer service contact details too.

Both give security and don't result in many calls as nobody wants to speak to human beings these days (sad but true).

BULLET POINTS

Again, like the lead magnet, use bullet points to highlight what the customer is getting when they buy. Remind them of the bonuses and benefits.

You don't want them to bounce from the order form if they have questions. Allow them to get their info on that checkout page rather than leaving the page to go get more info (This is often why a lot of order forms are placed on the actual sales page rather than their own page)

THE TESTIMONIALS

You can never have too much social proof. Don't let them forget about the positive reviews you have while they are checking out. Give them another reminder and more reassurance that other people have given you money for the same thing and had a positive experience.

THE GUARANTEE

Give them a guarantee that if they don't like your product you'll give them their money back.
Eliminate their fears and any doubt. Huge for conversions.

THE HIGHLIGHTED DISCOUNT

Like any order form or checkout, you'll display the price and you should also show the initial price and the discount or savings that the customer is getting. It's giving them the feeling that they are winning and taking advantage of an opportunity.

THE PROGRESS BAR

You have to manage the customer's expectations with a progress bar. So many checkouts are abandoned if the customer doesn't know how long it's going to take them to complete what they need to do etc. A progress bar lets people know what is in store.

And... It's crucial if you have multiple steps in the order funnel.

For example, as we discussed above. A common order process can have 4 steps:
» Landing Page » Checkout » Order Confirmation & Upsells » Thank you Page

Upsells can be added to the order process which will give you the opportunity to sell the core offer or profit maximizer to the customer to capitalize on their new 'buyer' state of mind. You can have multiple upsells as we mentioned above and as we will cover below.

These are all designed to take the customer up the value ladder and maximize the average order value.

The progress bar allows them to go through this process without abandoning as they will see that their order isn't complete until they either say yes or no to the upsell offers.

These steps and principles should be used for all other points in your funnel where you are asking customers for money! These are the details where the money is made. Where you increase conversions, decrease cart abandonment, and where you maximize your revenue.

Tripwire Checklist

Lots of information again, so use these questions below to help you get started with creating your tripwire...

What is the title of your tripwire? Write down as many ideas as you can and run them by someone else to choose the best one.

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Describe your tripwire below.

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What kind of tripwire are you creating?

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Does this help solve ONE problem, entertain someone, or have unique
novelty value?

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Could someone buy this without worrying about the price?

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How would buying your tripwire help someone improve their lives and/or entertain himself or herself?

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Is this piece of a bigger process/product/solution?

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Can someone glance at your offer, know what it is, and know if they want to buy it?

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Core Offer

If somebody has taken your lead magnet and purchased your tripwire, then they are ready for your core offer.

Your core product is obviously the main product you are selling to your customers. Most of you who have purchased this strategy will already have a core offer and you're using the strategy to grow your traffic, revenues, profits, leads, and ultimately scaling your business.

This will also serve as a tool for those of you who want to add additional products to your business!

It's important of course if you already have a product... it has to be a good one. You have to serve a lot of value in order for it to be successful and scalable.

You have to understand the necessary fundamentals behind a successful and scalable product. Here are the main ones...

Your core product needs to be:

1. The foundation of your business and how your customers see you

Your tripwires and lead magnets, of course, represent your brand but your core offer is the cornerstone of your brand and business.
It needs to be a memorable and high-value experience for the customer.
It should be used to indoctrinate them into your world. Allow them to see your quality and style so they know what they can get from you as a customer

2. Long-lasting...

The cornerstone of your business should be something that will last a long time. Sure it will need updating and developing at certain points but you should be able to sell it over and over again for at least a few years.

If it's something that you constantly need to switch out and change or re-engineer then you are going to have difficulties in scaling.

Your lead magnets and tripwires can change frequently however in order to bring new customers to your core offer.

3. Your best, most valuable product.

Your core offer or service needs to be of huge value to your customers.

It needs to over-deliver in quality and value, with both being unquestionable by yourself and customers.

It needs to be your best work and make you feel proud to bring it to the market.

4. An irresistible offer...

Your core offer needs to have so much value and bonuses that it gives the customer a sense of loss if they don't take advantage of the offer.

You've seen the sales pages where they have bonus after bonus, and display a really high-value price and savings before revealing the actual lower price... that's an irresistible offer.

Russell Brunson talks about this a lot in his Dotcom Secrets book, referring to it as the 'opportunity stack'.

That offer will be backed by scarcity and guarantees too. All of which are included in the sales page document/template.

Upsells or Profit Maximisers

As the name suggests a profit maximizer gets the most profit possible from your new customer and transaction, often in the form of an upsell.

You've done all the work and spent all the money to acquire a customer, not you use the power of the buyer psychology to capitalize on the trust that has been built and the state of mind the buyer is in to increase your revenue, your ROI (return on investment), your AOV (average order value), and your LTV (lifetime customer value).

These elements of your funnel are the areas that can explode your revenues and profits overnight.

The upsells can be high or low-priced. From additional supporting products to high ticket consulting services/products, and monthly memberships offer or continuity plans.

The easiest example of an upsell or profit maximizer is McDonald's famous phrase 'Do you want fries with that?'. That's where they make their profit... on the fries and drinks. You can and should do the same for your product too.

Many upsells come at the time of the transaction where you can click an 'add to order' button, but if the upsell is a much higher priced offer and commitment, then you'll be required to ascend that customer into a new sales funnel to change the environment and sell the product. This is where sales teams and sales calls can come into play, etc.

One of our upsells, for example, is 'Done for you services' where we'll create a sales funnel for you. These prices start from $5000 so we have to jump on a call with you to seal the deal. We also have a continuity upsell where you get access to me for monthly consulting support. This can be added to your order when buying this strategy, much like the sales copy documents and sales funnel templates.

Again, your competitors will have profit maximizers and upsell that you will likely have seen during your competitor analysis. If you didn't see them, go look again, and then map out your own upsells.

Here are some more examples:
» Premium Done for You services
» Group or Private Coaching /Consulting
» Immediate or One-Click Upsells
» Complimentary Cross-sells
» Speed and Automation
» Bundles and Kits

Profit Maximiser Delivery

Depending on your Profit Maximizer, there will be many different ways to deliver the product/service to your client. Here are a few examples that can help you come up with more profit maximizer ideas.

Online Delivery Methods-

» Zipped Online Course
» eBook or PDF
» Audio (MP3) and/or Video (MP4) Files
» Software, Browser Extensions, Apps, or Plugins
» Webinars
» Online Membership Portal
» Forum
» Facebook Group

Physical Delivery Methods-

» Books
» Home Study Course (Printed Binder) • DVDs or CDs
» Supplements
» Newsletter
» Physical Products (Amazon, eBay)
» Live Event/Speaking
» Mastermind (Event, Trip, Etc.)
» In-Person Coaching
» On-Location Consulting
» On-Location Audits
» In-Person Club or Meetup

Brainstorming Profit Maximizers

Now it's time for you brainstorm your profit maximizers so you can make more money...

You can figure out what to offer as an upsell by answering the following questions. Only answer what is relevant to you and your business...

What can I use as an immediate or one-click upsell? What can I offer immediately during the cart process, or after the purchase?

It's important to remember that you should offer a product that is different to the core offer... if you are selling what somebody might expect in the core offer it will have a low conversion rate.

If you are selling something that will add to their core offer then it will be better.

What can I offer as a complimentary cross-sell? What would make sense to offer, in correlation to what they just bought from me?

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What can I use to create a bundle or kit for my offer? What other items is someone likely to need if they're shopping for my product?

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How can I motivate someone to buy in bulk from me (value buckets)? What aspects (if any) of my product would make sense to offer as a bulk purchase?

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Is there something I can teach or offer via speed and automation? How can I take the desired result and get my customers there faster or with more automation?

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What are the best methods to deliver my profit maximizer?

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Your Sales Funnel

Now that you have a good idea about what each component of a sales funnel should be like, go ahead and list your ideas for your own sales funnel.
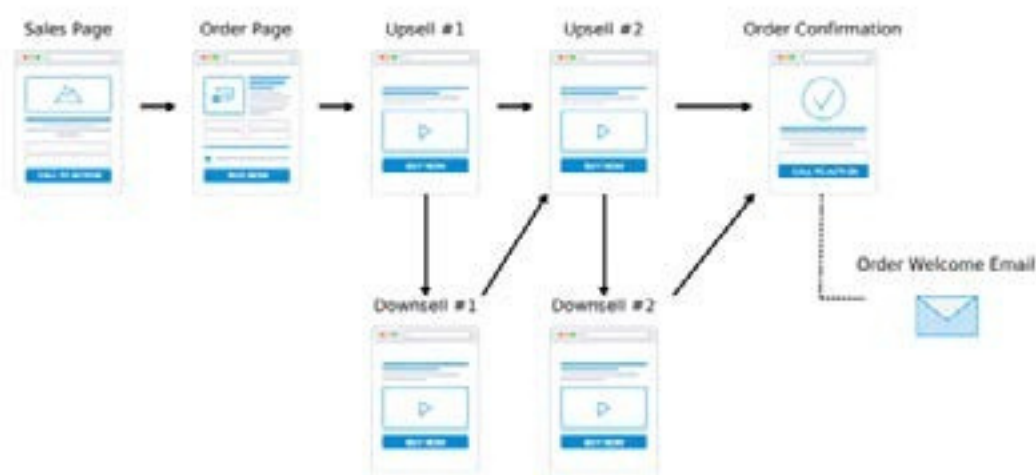
1) Lead Magnet Ideas

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2) Tripwire Ideas

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3) Upsell Ideas

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Mapping Out

Here is an example of an online funnel mapped out. It's a basic funnel that you can create yourself to visualize the process or create one for your clients to sell them on the importance of how the sales funnel needs to link together.

Eventually, you can have multiple funnels for different services and buyer personas. I.e. Male customers, female customers, different ages or locations, etc. All of which, you will have clear data on the return on investment of funding the funnel with ad spend.

Note*: These funnels work in addition to your website. Most marketers will claim that websites are dead, as the truth is they don't convert well and merely serve as a digital brochure and reference point for information for your service. The funnel is where you aggressively target and sell.

In the next stage, we'll show you how you can create & build your sales funnel with zero tech experience and without the need for expensive web designers or developers!

Building a Sales Funnel

Ok, now you know what makes up a sales funnel you have to get it all built and set up on a website.

You'll need pages for your lead magnets, your core offer, your upsells and thank you pages, etc. And you might want to build out a whole e-commerce store etc.

Sounds daunting, but don't fear. One of the biggest advancements in online sales is the development of software services (SaaS - software as a service), that makes building a sales funnel extremely easy, extremely affordable, and significantly more effective than traditional websites.

The days have gone where you have to spend thousands of dollars on a web development team that takes months for something to get built.

Now, you can literally set something up in a couple of hours and start sending people to your landing pages, with order forms, hosting, and multiple templates already set up for you to choose from..

Platforms

There are numerous software platforms for you to use to get set up...

We've selected some of the best (and easiest) to check out:

Clickfunnels.com
Kajabi.com
Leadpages.net
Unbounce.com
Instapage.com
Shopify.com
Squarespace.com

All of the above tools help automate your sales funnel or site-building process. And, the templates they have available are all created to convert and give your customers a good experience. They are all drag and drop editors too so you really don't need any tech experience to get into it. That means you save money on tech developers and have more control over your pages yourself.

Let's take a look at the most popular one, Clickfunnels.com

ClickFunnels
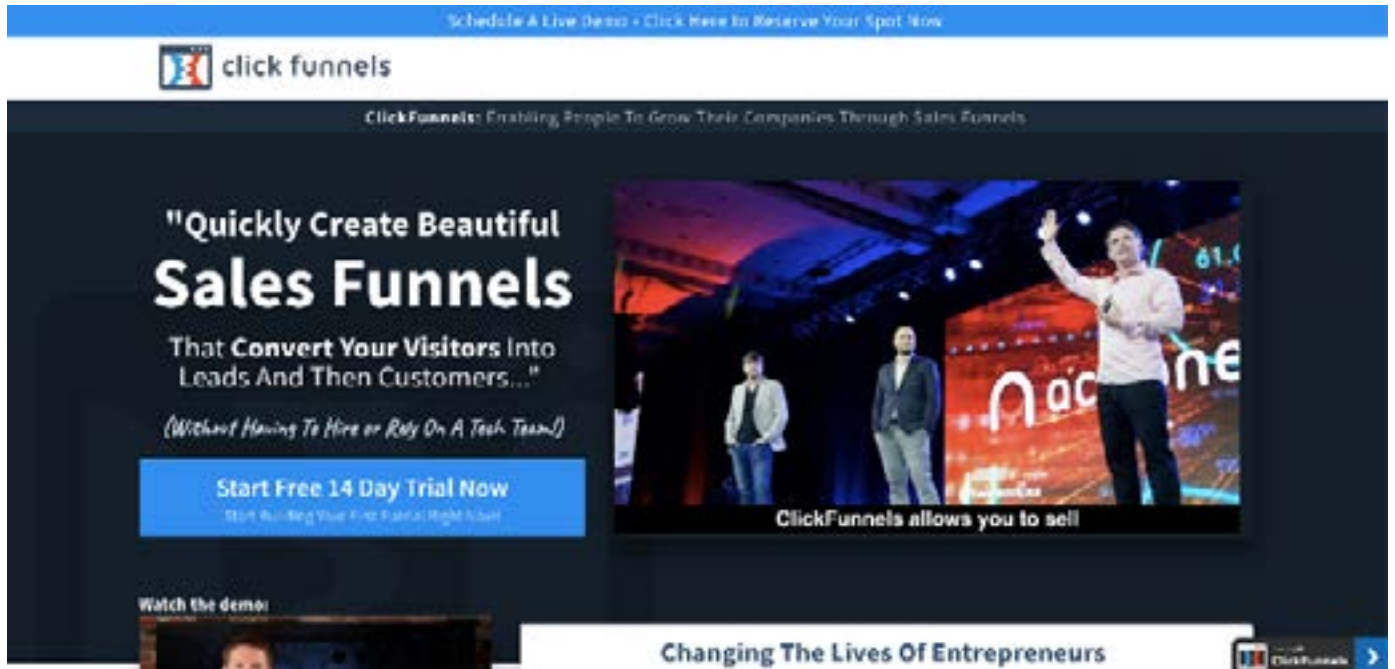
If you are starting from scratch then Clickfunnels is a very easy way to get your sales to funnel set up fast. Perfect for solopreneurs, entrepreneurs, or small business.

And, even if you have an existing site on Shopify, WordPress, or Squarespace etc, and are making millions in revenue... you should still use Clickfunnels!

One of our clients was turning over $3million in sales and sending all of his paid traffic to his Wordpress website... when we created landing pages for him using Click Funnels we increased his conversion rate from 2.6% to 3.8%, and his CPA's by $3.

t's our top recommendation no matter what your service or product is. And, it's the tool we use to set our own businesses and clients up with improved signups, conversions, sales, and revenue, in a short amount of time.

Here's why it's making entrepreneurs and businesses millions...

All in One Sales Funnel Platform

Clickfunnels is essentially a sales funnel building platform that is replacing websites. Why is it replacing websites? Because taking your customer down a sales funnel (as we described previously: Lead magnet, Tripwire, Core offer, Upsell, etc) is way more effective than sending somebody to a store with multiple products and no clear path or guidance on converting them into a customer.And... it hosts your site, collects payments, creates upsells, order bumps, sends emails and even text messages to your leads and customers through every step of the sales process!

It's like having a personal shopper looking after you in their store from start to finish, instead of you walking into a huge clothing store on your own, with no sales assistants to help you, and a bunch of clothes to choose from in a pile on the floor.

Double & Triple Your Average Order Value

You get the idea now about upsells in the funnel to get more money from customers... well, the Clickfunnels page builder literally provides you with the tools that you can add to your order forms in minutes to profit on order bumps and upsells. Try doing this on any other platform and you have a lot of plugin headaches, development and time issues, etc.

Drag and Drop Editor & Templates

Clickfunnels has ready-made templates for different types of products and

landing pages. It's all drag and drop, and very easy to create and edit pages.

You can get a full basic funnel set up in a couple of hours. Possibly even less.

Easy Split Testing Feature

One of the best features is that you can easily test the performance of

different pages and funnels by creating variations of them and seeing the

conversion results before choosing a winner.

So... when we've been talking about testing headlines, offers, call to actions, etc... you can literally set up one page with one Headline, and another variation with a different headline
and measure the number of signups or purchases for each. This is what really allows you to easily optimize your campaigns for higher conversions and low costs.

Funnel Analytics and Tracking

Because they are doing their best to make it an all in one platform, you don't

necessarily need other expensive software to see how well your funnel is

converting and where it needs optimizing.

The analytics will tell you the conversion rates for your lead magnet, to your purchasers, upsells and order bumps, etc. So you know exactly where you need to optimize and fix the funnel.

Integrations

While Clickfunnels have their own email, hosting and landing pages, etc, they

also have hundreds of integrations that you can set up at the click of a button

(or two), so you can integrate the pages with your own email service provider,

or even into your WordPress and Shopify sites, etc.

Action Points

Action Points:

» Use the 'Your Sales Funnel' section to create a list of ideas for your own lead magnets, Tripwire, Core offer, and Upsells using the information from each section

» Research and choose the software you want to use to build your funnels

» Map out your Sales Funnel

» Start building!