SALES FUNNEL BLUEPRINT

HOW TO CREATE AN IRRESISTIBLE FRONT-END OFFER

- **What is Front-end?**
- Frontline product
- Lower price
- **Criteria of Front-end**
- Mass appeal
- Evergreen topic
- Solve an immediate/urgent problem
- **Format of Front-end**
- E-book
- Videos + Transcripts
- Graphics
- **Irresistible Offer**
- Offer bonuses
- Format: Checklist, Mind Map, etc.

- **Methods to Get Front-end**
- Create it yourself
- Brainstorm on ideas
- Collect materials for content
- Draft your content
- Write the content
- Get feedbacks
- Buy PLR products
- Gather PLR products
- **Presentation Slides Formula**
- Ratio of 16:9
- Fill 80% of the slides only
- Write important points only

HOW TO CREATE A HIGH CONVERTING UPSELL

- **What is Upsell?**
- Immediate offer after front-end
- Higher price than front-end
- Upgraded version of front-end
- **Why Upsell?**
- Instant increase of revenue
- Increase buyers' satisfaction
- **Why Upsell Works?**
- Buying trance of buyers
- Impulse buying
- Strike while the iron is still hot
- **Mistakes of an Upsell**
- Convert at lower percentage
- Mistreated upsell as lower priced add-ons

- **Criteria of Upsell**
- At least twice the minimum price of front-end
- Must be congruent to front-end
- Offer with Value Enhancing Bonuses (VEB)
- **Format of Upsell**
- E-book
- Videos + Transcripts
- Software
- **Methods to Get Upsell**
- Create it yourself
- Brainstorm ideas
- More solid content
- In-depth version of front-end
- Buy PLR products
- Gather information
- Rewrite

HOW TO CREATE A DOWN SELL AND SAVE 10% MORE SALES

- **What is Down Sell?**
- Downgrade version of upsell
- Price slightly lower than upsell, but higher than the front-end
- **Why Down Sell?**
- Buyers' Mindset:
- "Upsell not worth the price"
- "I do not need the bonuses offered in upsell"
- **Why Down Sell Works?**
- Change the buyers' mindset
- Getting the same thing with lower price

- **Criteria of Down Sell**
- Remove bonuses to drop the price
- \$67 upsell offer can drop \$20 => \$47
- \$97 upsell offer can drop \$30 => \$67

THE SALES FUNNEL FORMULA

FRONT-END ▶ UPSELL 1 ▶ DOWNSELL
▼
BACKEND ◀ UPSELL 3 ◀ UPSELL 2

HOW TO CREATE A SECOND AND THIRD UPSELL

- **What is Second and Third Upsell?**
- Congruent product with higher value
- Solving forecasted problems
- Enhancement
- **Why Second and Third Upsell?**
- To maximize profit from sales funnel
- Buyers in the buying frenzy
- Additional tolls to be used by the buyers

- **Price Range for Second and Third Upsell**
- Should not be higher than \$200
- Prices should go higher at every level
- **Enhancing the Value**
- Value must be really high
- Include mega bonuses to boost the value

- **Creating Upsell Sales Script**
- Establish reason why customers need it
- Implement scarcity factor
- Call-To-Action
- **Second and Third Upsell Ideas**
- Membership site

HOW TO CREATE A BIG TICKET BACKEND

- **What is a Backend?**
- Big ticket offer
- Offered 3-7 days after purchase of product
- It's NOT an upsell
- **Backend Concept**
- Very high-priced, can't be sold immediately like upsell
- The 3-7 days wait is for the customer to build trust to your product
- **Big Ticket Ideas**
- Coaching
- Group coaching
- Licensing program

- **How Much is a Backend?**
- Recommended price: \$500-\$5000
- For group coaching: \$200-\$500
- **Promo Email for Backend Offer**
- Send at the right time (3-7 days after purchase)
- Sell it as a "hidden bonus"
- **Promo Email**
- Less than 50 characters for subject line
- Include links in between paragraphs
- Explain features and benefits of the product

HOW TO WRITE BUYER FOLLOW-UP EMAILS

- **What are Follow-up Emails?**
- The emails sent to the buyer after the purchase of product
- To strengthen relationship with customers, and also for future sales
- **How Many Emails Should We Send?**
- 4 emails:
- 1st – Thank you
- 2nd – Tips on product
- 3rd – More tips (or hidden tips) on product
- 4th – Unannounced bonus
- **First Email: Thank you**
- Thank you message as appreciation
- Let them know any contact information

- **Second Email: Tips**
- Tips on how to use your product
- Share tips on how they can get the best out of your product
- **Third Email: More Tips**
- Share more tips on the product
- Sell the tips as 'hidden tips'
- **Fourth Email: Unannounced Bonus**
- Sell them a backend product
- Special offer for your customers
- **Fifth Email Onwards: Promotional Emails**
- Don't end the communication at the 4th email
- Keep them for future products

HOW TO SET UP YOUR SALES FUNNEL ON JVZOO

Step-by-step tutorial:
- Move the cursor on 'Sales' button
- In the dropdown menu, click on 'Sales Funnel' button
- Click on 'Add A Sales Funnel' button (on the right side)
- Name your sales funnel and click on 'Save'
- A dropdown menu will appear on right side, click on the front-end you want to upload and click on 'Save'
- Click on the dropdown menu in the upsell 1, pick one to upload and click on 'Add'

- Right next to upsell 1 menu, it is a dropdown menu for down sell
- Click on the dropdown menu in the down sell, pick one to upload and click on 'Add'
- Right next to upsell 1 menu, it is a dropdown menu for upsell 2
- Click on the dropdown menu in the upsell 2, pick one to upload and click on 'Add'
- You can do the same to your upsell 3