

## **The Sales Funnel Blueprint**

- Why Sales Funnel?
- The Sales Funnel Formula
  - Front-end
  - Upsell 1
  - Down Sell
  - Upsell 2
  - Upsell 3
  - Backend
- Overview
  - How to Create an Irresistible Front-end Offer
  - How to Create a High Converting Upsell
  - How to Create a Down Sell and Save 10% More Sales
  - How to Create a Second and Third Upsell
  - How to Create a Big Ticket Backend
  - How to Write Buyers Follow Up Emails
  - How to Set Up a Sales Funnel on JVZoo

## 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
- 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
    - Rewrite
- Presentation Slides Formula
  - Ratio of 16:9
  - Fill 80% of the slides only
  - Write important points only
- Irresistible Offer
  - Offer bonuses
    - Format: Checklist, Mind Map, etc.

## 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

## 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:
    - 1<sup>st</sup> – Thank you
    - 2<sup>nd</sup> – Tips on product
    - 3<sup>rd</sup> – More tips (or hidden tips) on product
    - 4<sup>th</sup> – 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 4<sup>th</sup> 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