

Crafting a High Converting Sales Funnel

Now we're going to build out our sales funnel.

You may ask; But, why are we going through all this hassle building our own funnel when we just can promote an affiliate offer instead?!

Well my friend, that's a great question you have there.

There are several reasons for this, but the most important one is that you're leaving money on the table if you're just sending your prospect to an affiliate offer once they've opted in to your list.

Firstly, you're only getting your one-time commission if they buy, and then it ends. If you build your own sales funnel out of your own products or out of PLR products, you get to keep 100% of the sales, AND you're able to send them to an upsell if they buy on the front end, which means even MORE MONITOS!

Upsells are highly recommended because once people have opened their wallets, they are more likely to buy another product if it's relevant to the first one. So make sure you make – or find – product which have some kind of relevancy to each other so that your funnel makes sense in a way.

So how should you organize your sales funnel? I made a graphic to illustrate:



As you can see, there's a high-ticket offer to end with. This can be some of the following:

- One-on-one coaching
- Membership site where you're posting recorded training videos once a week, or live training through webinars. (This requires knowledge in your niche or and a decent amount of preparation beforehand)
- Seats in some kind of live event where you or someone else speak on stage.

- Or you can find a high quality affiliate product (recommending recurring payments so that you'll make \$\$ every month as long as the customer stays signed up), and make commissions out of that. Make sure it's more expensive than the other products in your funnel though.

There are also down-sells on the first and second upsell. This helps with increasing the conversion rate. The down-sells are just a shorter version of the regular sales page. It's the same product too, just at a lower price. Anyway, the way to utilize down-sells, is the use of something called an exit-pop. Yes, I'm talking about that spammy pop-up when you're trying to leave the page. I know it's annoying, but it works like crazy!

I'll be explaining how you can implement the exit-pop later. But first, let's build our first salespage!

Ok, so what do you need for a sales-page? You need the following:

- Sales copy
- PayPal account for the payment solution (Go sign up here right away if you haven't yet)
- Buy Buttons (we make this inside of PayPal)
- An Exit-Pop (I'll show you how you can get one in a bit)

WAIT! Don't go hide yet! I'm going to show you exactly how you set up each of these right now!

It is actually pretty quick and simple to set it all up. The only thing that may take some time is the sales copy, which I highly recommend you make good, so that you can CONVERT.

Because if you are not converting, you are not making any money. And if you are not making any money, you have wasted A LOT of time and energy. So there's that for you. Just keeping it real! Now relax, I won't let that happen!

Creating sales copy that converts

A great way to get your hands on quality sales copy, is to make someone else write it for you. Now this is not cheap, but you're saving the time, and you know you can be certain that you're getting copy which converts. I recommend you find your potential writers on The Warrior Forum. The reason I recommend the Warrior Forum for this is that you can browse through the comments on each writer profile and look at what others are saying about the author. It's impossible for the writers to fake that, so you're always reading honest reviews from real people.

How to find them? Just search for "Sales copy" or "Copywriter" inside the forum.

A third way to sell those products, is through videos. Sales videos is usually a higher converting method. You can buy these done for you as well. You can do a Google search or you can search inside of the Warrior Forum. You'll have enough options. I recommend you make the videos yourself though. That's cheaper and better in terms of communicating with your customers showing them your personality.

Creating videos does not have to be hard.

I'm actually going to give you just a little bit of a bonus tip right now for creating sales videos:

One type of videos that are proven to convert very well is videos of power-point slides. These slides are containing text (the sales copy that is) and a voice just reading out loud what is written on the slides (in a selling tone). Read that again. This is huge actually.

All you need to do now is to write out converting sales copy on some power-point slides and read the text into a microphone sounding slightly but noticeably enthusiastic. If you don't want to read it yourself then head right over to Fiverr.com and pay someone \$5 to record a voiceover for you. Slap the voiceover on your video, and...

VOILAH! You now have a high converting sales-video. Now just write out what the customer gets when he/she purchase your product and throw it onto your sales-page - under the video. Then add some buy now buttons and you have your first sales page ;) Now repeat the process for your second upsell, before you go about creating your down-sell pages.

Creating the Down-Sell Pages

There is really not that much to the down-sell page. These can be made in a matter of minutes. You can do it as easy as this:

- Start with your regular sales page for the product
- Switch out the sales video with a simple headline that you write for the down sell.

Here's an example I made in Photoshop:



You don't have to make your own Photoshop edition of it. You can write it right into Kompozer and make the text big and red or whatever color suits you the best.

Write one or two lines of copy stating how much discount they're getting and that they really can't afford to not buy it.

Keep what you wrote on the regular sales-page of what the customers get when they purchase, and add new buy buttons so that the customer actually pays the discounted price when they order.

Remember that you don't have to add huge amounts of sales copy to the down-sell page. You should of course have some sales-copy, but it does not have to be a lot. You're really just telling them that you want to give them a discount, and that this is their last chance to get in on your amazing offer! For your second upsell you do the same thing. Simple right?

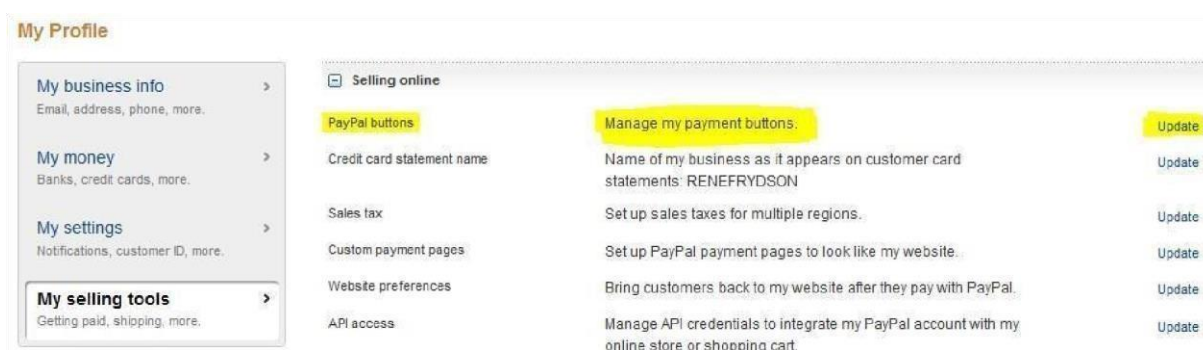
Creating the Buy Now Buttons

We need some buy buttons to hustle. These we create inside of PayPal, so you need to head over and sign up with PayPal right now if you haven't already done it.

Okay, I'm assuming you're inside of your PayPal account. Now you want to find your way to where you make the buttons.

Once signed in you should see an option called "Profile" at your top right corner. Click it, then click your name.

Now you choose "My Selling Tools". It's the last option in the small menu on your left hand side. Then click on "Update". Beside the option "Manage my payment buttons."

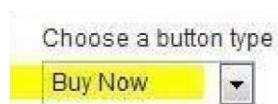


Now you should see a small menu inside a box slightly to the right at the page. It should look like this:



Click on “Create new button”

You’re now finding yourself at a page which you have to fill in the necessary fields. I am going to assume that you don’t need a detailed explanation to do this, because it’s pretty straight forward. One thing you have to remember though, is that you set the button type to “Buy Now”. Like this:



The other thing I want to explain to you regarding this step of the process, is if you don’t want to use the boring standard PayPal buttons as the button display on your pages, you can use your own button images for that. I’ll show you what I like to do for this.

Here is a wizard where you can create good looking buy buttons, guarantee certificates, and even create awesome looking headlines with just some clicks of a mouse. And the best part? It’s completely free!

You can find it here: <http://www.moneyminingmoves.com/graphiccreator/>

I like to use the “Belcher button creator” for my buttons, but you can use whatever you like the best. Just play around with it. You’ll get used to it quickly.

So, you’ve probably figured that when you are done creating your button of choice, you have to download it as a .jpg file. In order to use the buttons you created for your buy button at your pages, you have to give the image a name before you upload it to the server. Remember we went through and explained how to use FileZilla? You just upload it the same way as before.

Make sure you remember the location of your button images, we’re going to need it when integrating with PayPal. So if your image name is

“buybutton1.jpg” and you uploaded it to the “folder name” folder in FileZilla, the location of the image on the internet is:

<http://yourdomain.com/foldername/buybutton.jpg> (You have to provide the whole link to PayPal) I am going to use that link in further descriptions:

When you have chosen your button type, entered the price and given the button a name, it’s time to let PayPal know which image you want to use for your button.

For this you click on the “Customize text or appearance” drop down option. Now at the bottom you should see another option which states: “Use your own button image”. You want to choose that option. Like this:

Customize button	Your customer's view
<input type="checkbox"/> Add drop-down menu with price/option Example <input type="checkbox"/> Add drop-down menu Example <input type="checkbox"/> Add text field Example <div>▼ Customize text or appearance (optional)</div> <div> <input checked="" type="radio"/> PayPal button <div> <input type="checkbox"/> Use smaller button <input checked="" type="checkbox"/> Display credit card logos <div>Country and language for button</div> <div>Norway - English ▼</div> <div>Select button text</div> <div>Buy Now ▼</div> </div> </div> <div> <input checked="" type="radio"/> Use your own button image What's this? </div>	

Now paste your image location in the field that appears. Like this:

☐ PayPal button
☒ Use your own button image
[What's this?](#)

Now you're done with Step 1.

You can skip Step 2 and jump straight to step 3.

This is where you tell PayPal which site to send your prospects to when they finish checkout (meaning after they have paid) or where to send them if they cancel before they made the purchase (This would simply be to the down-sell page or back to the sales page). If they make the purchase, you must send them to either the upsell, or to your affiliate link if that's what you're using. Step 3 is pretty straight forward as well. Just make sure you choose "No" on both questions above where you enter your redirect links. Now you're good to go. Click the "Create Button" image.

Now you are provided with a HTML code. This code is for pasting into your source code in Kompozer. I'll show you how. For now, just highlight the code (ctrl + a) and copy it (ctrl + c).

Next what you do, is open the sales page in which you want to insert the button in Kompozer. Now click on the location where you want the button to be displayed on the page, center the cursor and click on "Source" in Kompozer. Now hit ctrl + v and the code should've been pasted into the right spot inside the source code of your page. Now go back to normal view and check if the button appeared where you wanted it to. If it did, then do the same for every spot at the sales page where you want buttons to be displayed.

You have to make separate buttons and do the same procedure for every upsell and downsell page you got.

The exit-pop

Ok so the exit-pop is a must have in order to effectively send your prospects over to your down-sell pages if they try to escape the wrath of your furious sales-page. (just kidding). But you still have to send them to the down-sell page in some way, and I can't think of any better way to do that than a good exit-pop. What an exit-pop actually do is alert the person who is trying to leave the page with a pop-up window (Yes, I know it's annoying, but it WORKS!) offering them a discount of the product if they stay on the page. Then they get two options: Stay on page or leave the page.

I am going to recommend the software I use for this because it's really the easiest and most user friendly of the ones I've tried out over the years. It's called exit-splash, and it's developed by a guy name Dave Guindon. One of the reasons it's awesome is because you get access to tutorials from Guindon himself explaining in detail how to download the script, how to make it work in the page you want, and he also explain how to implement the necessary code at your pages. All in all, the best option especially for someone who doesn't have much experience with this kind of stuff.

[You can check out exit-splash here](#)

It's worth the investment, trust me.

If you make the purchase (which I highly recommend), then you'll have everything you need inside of the member area of exit-splash in order to get it up and running.

The next session is probably the most important part in order to maintain revenue in our businesses. We are going to set up the email sequence to keep your audience engaged!

Stay tuned!