

SALES FUNNEL MASTERY



RESOURCE CHEAT SHEET

Sales Funnel Mastery Resource List

Google Account Sign-Up: <https://accounts.google.com/SignUp?hl=en>

This is necessary to sign up for Gmail, YouTube, Google Analytics, and more.

Google Analytics- A great free software solution to monitor your sales funnel and determine where it is performing well and where it needs improvement:

<https://www.google.com/analytics/>

Good beginners' guide on getting the most out of Google Analytics:

<https://moz.com/blog/absolute-beginners-guide-to-google-analytics>

ClickFunnels- an all-in-one sales funnel application that enables you to create landing pages, send out email messages via autoresponders, and process sales from products: <https://www.clickfunnels.com>

LeadPages- a specialized landing page application that enables you to design high-converting optimized landing pages and lead capture forms to build up your email lists with targeted prospects: <http://www.leadpages.net>

Places To Advertise Your Product After Launch:

Facebook- Arguably the most popular social media website online today; also a popular advertising medium for online marketers:

<https://www.facebook.com>

Twitter- A popular social media website that also provides advertising; known especially because of maximum 140-character posts (or "tweets"): <https://www.twitter.com>

LinkedIn- A popular social media website that provides advertising and especially is targeted toward professionals and businesses: <https://www.linkedin.com>

Google+- A social media website that is still used regularly by specific groups, especially those in the tech industry; also used by Internet marketers, especially for Google Hangouts Web conferencing technology: <https://plus.google.com>

Instagram- A very popular social media website (especially by millennials, GenZ) that offers advertising and that focuses on photo, video content: <https://www.instagram.com>

Snapchat- Another very popular social media website (especially by millennials, GenZ) that offers advertising and that focuses on photo, video content: <https://www.snapchat.com>

YouTube- Owned by Google and one of the most visited sites in the world for video content: <https://www.youtube.com>

Tumblr- Social media site owned by Yahoo (which is now owned by Verizon), much of its content is focused on photos, videos:

<https://www.tumblr.com>

Autoresponders: A type of computer program that automatically answers emails that are sent to it. This enables online marketers to be able to add people to their lists and automatically send out welcome messages to them upon

subscription, as well as build the relationship so that prospects learn to trust them and become paying customers.

AWeber- <https://www.aweber.com> One of the earliest autoresponder companies, they provide autoresponder services with an escalating price scale based on the number of subscribers you have, 30-day money back guarantee.

<https://www.aweber.com/pricing.htm>

GetResponse- <https://www.getresponse.com> They provide autoresponder services with an escalating price scale based on the number of subscribers you have. They offer a 1-month free trial, and they also offer a 15% discount on plans if you pay 12 months in advance, 30% discount if you pay 24 months in advance.

<https://secure.getresponse.com/pricing/en>

MailChimp- <https://www.mailchimp.com> They provide autoresponder services with an escalating price scale based on the number of subscribers you have. They offer a free plan that allows you to send 2,000 emails to 12,000 subscribers, with more capabilities provided for paid plans.

<https://mailchimp.com/pricing/>

Other Email Autoresponders To Consider:

iContact – <https://www.icontact.com> Has 30-day free trial for up to 100 contacts and 400 messages.

<https://www.icontact.com/pricing>

Constant Contact – <https://www.constantcontact.com> Has 60-day free trial.

<https://www.constantcontact.com/pricing>

SendLane – <https://www.sendlane.com> Has 14-day free trial.

<https://www.sendlane.com/pricing>

Other Useful Internet Marketing Resources:

GoDaddy- A domain registrar that allows you to research and purchase your domain name that is needed for your website:

<https://www.godaddy.com>

Namecheap- Another domain registrar that allows you to research and purchase your domain name that is needed for your website:

<https://www.namecheap.com>

HostGator- A prominent and experienced Web hosting provider that allows you to host your website online: <https://www.hostgator.com>

BlueHost- Another prominent and experienced Web hosting provider that allows you to host your website online: <https://www.bluehost.com>

WordPress- What many Internet marketers use to create their websites and blogs: <https://wordpress.org/download>