

LAUNCH YOUR  
WORKSHOP  
LIKE A BOSS

## LAUNCH YOUR WORKSHOP LIKE A BOSS

Anyone who's been in business more than a few weeks has no doubt heard the term "sales funnel."

You know it's important.

You know it's the only proven way to increase your profits.

You know it's the key to a sustainable business.

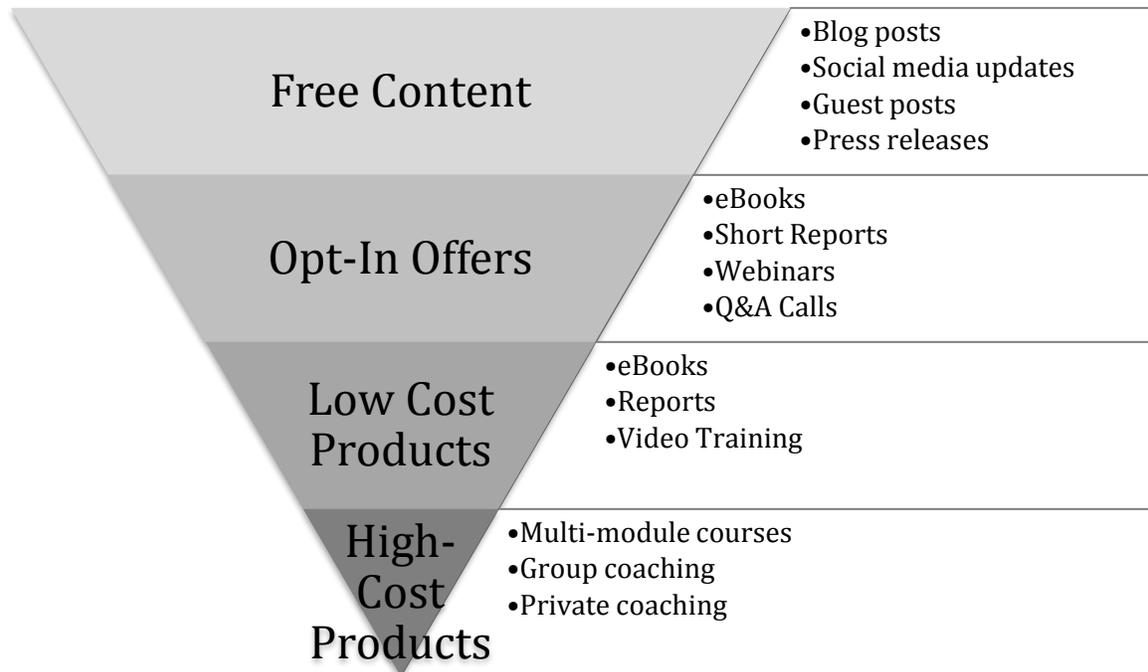
But when it comes to actually building a funnel, things get a little murky.

How do you entice visitors to opt-in to your mailing list? What's working right now when it comes to making sales? How can you stand out from the crowd?

### Step 1: Understanding the Anatomy of a Product Funnel

Before you can really dig in and build a rocking sales funnel, you need to understand what's truly involved. Don't worry—that's easier than it sounds.

At a minimum, a basic sales funnel looks something like this:



You can see that there is a clearly defined flow from one step to the next. Your goal as a business owner is to move as many clients through your funnel as you can, and you do that by making the process smooth, and by creating absolute "no brainer" offers at each step.

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### **Exercise: Map Out Your Funnel**

Spend 60 to 90 minutes planning out your product funnel. You may want to grab a stack of sticky notes and colored pens so you can write your various products on slips of paper and move them around as needed.

Don't worry (right now) about whether or not the product exists yet. For now, we're just planning. Instead, think about what will be the next logical step for your customers.

### **Free Content:**

### **Opt-In Offers:**

### **Low-Cost Offers:**

## High-Cost Offers:

## Step 2: Using Free Offers to Drive Traffic and Build Trust

The most well-designed funnels smoothly transition visitors into subscribers, subscribers into customers, and customers into VIP clients. You'll do this with a series of well thought-out steps that provide your audience with exactly what they need, right when they need it—no matter where they are in the funnel.

Even better, as your new fans move through your funnel, you'll automatically be building trust through multiple contact points and authentic communication that answers their most pressing need—right now, in real time.

Sound complicated? Don't worry; it's not.

In a step 4 we're going to dig into how to create a great free webinar, but in this step, we want to focus on your other free content, and how that can help you build trust and make a connection. Your free content includes:

- Your blog
- Your email autoresponders and broadcasts
- Your social media updates
- Your YouTube videos

Here's a simple 3-step process for making sure your free content is working for you:

Step 1: Be helpful.

Step 2: Be authentic.

Step 3: Tell them what's next.

The next time you sit down to write a blog post or email, or to script a new video or podcast, use this simple worksheet to ensure you've covered all three steps. (In fact, you may want to take a look at your most popular posts and videos, and apply these same principles to them, to help improve your future connections.)

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1. What helpful information am I sharing with my audience in this post, email or video?
2. Is my voice and story authentic and personable?
3. What do I want my reader/listener to do next?

### Step 3: Leveraging Other People's Audiences

The key to really expanding your reach and growing your mailing list is to strategically partner with other small business owners.

Now before you start to think that you don't know enough people—or the right kind of partners—you'll want to really dig deep into your contacts list, and I can nearly guarantee that you'll find a host of people to invite.

The key to attracting top JV partners is to have a rock-solid back end in place (see Step 5) and to have a ready list of partners who are already on board.

#### Exercise: Brainstorm Potential JV Partners

Start by making a big list of everyone you know, or who knows someone you know. Leave no connection unturned! No network is too tenuous to explore. If you feel stuck, start with:

- Your current affiliates (they're affiliates for others, as well)
- Your VA (she knows lots of people in your niche)
- Your coach
- Your coaching students
- Your previous clients

Once you've explored those options, reach out to your social network. Check:

- Forums
- Facebook groups
- Memberships you belong to

This is not the time to think, "She'll never promote me." Instead, compile your dream list!

Next, arrange your list in order from least to most influential. You'll want to reach out to the least influential first, then build on their audience and reach to attract bigger names. (Yes, there's a little bit of name-dropping going on here, but it's for a good cause!)

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Partner Name	Contacted On (date)	Response (y/n)	Promo Material Sent (date)

### Step 4: Creating a Killer Webinar

By far the most effective way to both show off your skills and build that all-important “know, like and trust” factor is by hosting a free webinar. Not only that, but JV partners will jump at the chance to “share the stage” with you for an hour, while introducing you and your offer to a whole new audience.

The best webinars seamlessly combine 3 critical elements:

1. Who you are—this is your chance to share the relevant aspects of your story.
2. What you know—sharing real, actionable information is the quickest way to establish your expertise.
3. Your offer—this is the answer to the question, “What’s next?”

Sounds simple, doesn’t it?

Well, in reality, it is.

**Exercise: Plan Your Webinar**

You've already written out your story, so now is the time to pull the most relevant information and script your webinar introduction. Ideally, you'll want to keep your introduction to no more than 10 minutes (less if you can) so aim for 1500 words or so.

**Your Introduction**



Next, script your actual training. Plan to cover 3 – 5 main points. Keep in mind that you want to give your listeners actual steps they can follow, so you may want to think in terms of “3 ways to increase your Twitter followers” or “5 steps to financial freedom.” Make each step or concept a discreet, actionable item.

The training portion of your webinar should be approximately 30 minutes, so aim for 1500 words per tip, if you're using the 3-tips model.

## Your Training Script



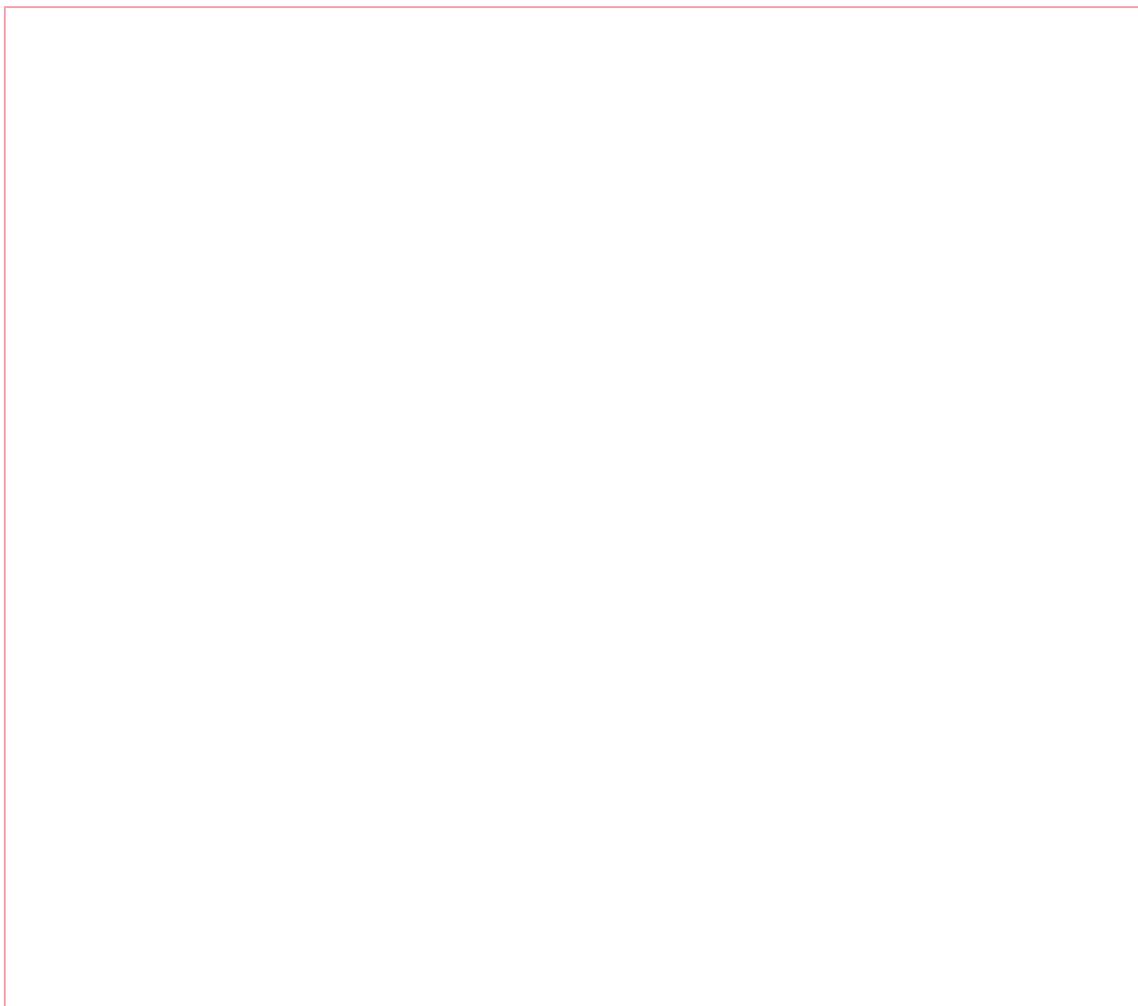
Arguably the most important aspect of your webinar, your offer should build on the training by providing a way for listeners to learn more, and to really put your ideas to work.

Your offer should include details about your paid program, answers to the most common objections, and why your ideal client needs to buy. Keep your ideal client avatar—and the language she’s most likely to use—in mind when writing this and all the other elements of your webinar.

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Aim for 10 to 15 minutes of webinar time, or 1500 to 2000 words.

### **Your Offer**



### **Step 5: Building a Profitable Back End**

Ideally, we all want to sell lots of product during the webinar, but in reality, only a percentage of sales will be made at the time. Many, many other attendees will choose to buy at a later date. In fact, they may not buy at all right now, but instead will purchase a completely different program at a later date.

That's why your backend is so critical.

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When it comes to product funnels, the back end refers to everything your readers will see after they sign up for your free offer (in this case your webinar), including:

- Thank you page
- Webinar access page
- Email reminders
- Webinar replay page
- Follow-up emails

### **Exercise: Plan Your Back End**

Looking back on your Funnel Plan from Step 1, spend a few minutes fitting the puzzle pieces together to create a logical follow-up system.

#### **Thank you page offer:**

[offering another free download, such as a report or resource sheet, can be useful for segmenting your mailing list]

#### **Webinar access page offer:**

[consider a low-cost ebook or report]

#### **Email reminders:**

[repeat your low-cost ebook or report]

**Webinar replay page offer:**

[main offer—include a coupon code or other bonus]

**Follow-up email offers:**

[reminders about the main offer]

**Step 6: Promote, Promote, Promote**

As you can see, there's a bit more to setting up your product funnel than simply creating your opt-in and download pages. You also have to have an enticing offer, a follow-up plan, and a circle of friends and JV partners to support you.

But this last part is entirely up to you: promotion.

It's your job to get the word out through:

- Social media
- Your blog
- Guest posting
- Paid advertising

Ideally, you'll want to "tease" your audience a bit about your new upcoming training, share tips to help show off your stuff and create compelling social media graphics that encourage sharing.

You may also want to take a page from the Jeff Walker launch plan, and include videos in your promotion plan. They do well on social media and blogs, so don't neglect video as a part of your overall promotion plan.

Above all else, be excited! Share your enthusiasm for your new product, and your funnel will practically fill itself.

## Step 7: Upsells & Downsells

There's more to an offer than a single buy link (although that's a great place to start). The fact is, the best way to maximize your efforts is with a carefully chosen selection of upsells and downsells for each program you promote.

Here's how upsells and downsells work:

A visitor clicks to buy a product or program. Either before or immediately after checkout, another offer (the upsell) is made. An upsell might be a complementary program, a private consultation in addition to your group membership, or a VIP day added on at the end of a 3-month elite coaching program.

Since your visitor is already in a buying mode (she's just made a purchase after all), it's a great time to present her with another helpful offer.

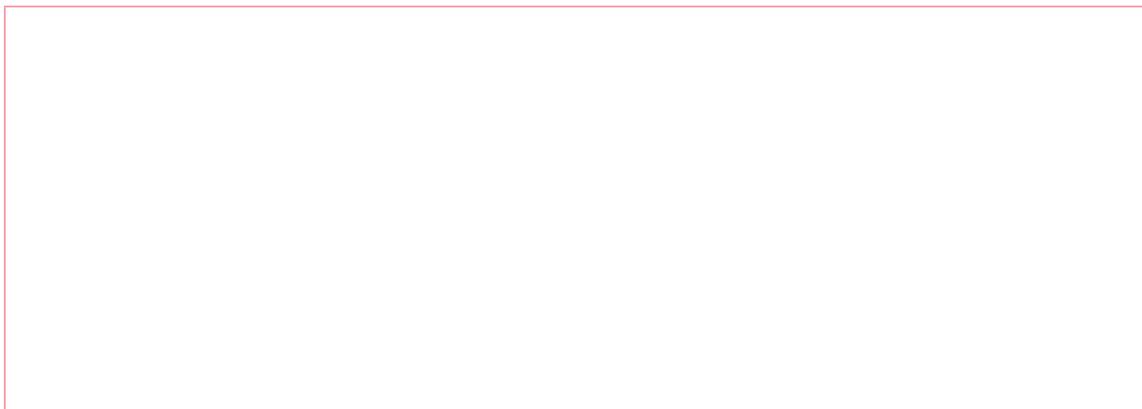
If she chooses not to purchase the upsell, you may, at that point, introduce your downsell. If your upsell is for a VIP day, a client who can't quite manage that level of commitment might jump at the opportunity to extend her elite coaching program by an additional month or two.

When creating your product funnel, spend some time brainstorming both potential upsells and downsells. Ideally, upsells will add value to the product your client has just purchased, while downsells provide a way for her to still take advantage of your offer, just for a slightly lower cost.

### Potential Upsells



### Potential Downsells



### Step 8: Rinse and Repeat

Now that you've completed your first product funnel, it's time to consider how your other products and services can fit together into cohesive, "no brainer" funnels that will lead your customers logically from one step to the next.

Consider, too, how your various funnels fit together into a larger, interconnected funnel. Once you've perfected the strategy, it's easy to build a systematized approach that will make growing your business nearly effortless.

And remember to incorporate automation where you can, such as using your autoresponder system to move people from one funnel to the next based on their purchases or behavior (such as clicking a link). Making the most of the tools available to you will make building your funnels easier, and allow you to create more passive income streams in the future.