**Conformation message:**

Hello "autoresponder code here"

Thank you for your interest in the Sales Funnel Money

Crash Course.

It is very important that you confirm your subscription

so that we can start sending your messages.

Please take a minute and click the link below

to confirm.

"confirmation link"

We will send your first lesson as soon as we receive

your conformation.

Remember we value your privacy. We will never rent, share or

sell your email address.

"add your name here"

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1

Subject line: First Lesson - Sales Funnel Money

Hello "autoresponder code here",

Welcome to the first lesson in the Sales Funnel Money

Crash Course.

Over the next few days you will receive several lessons

that will help you learn more about using a sales funnel

when selling your products and services online and how to

implement it in your business.

In this first lesson, we are going to talk a little about

what sales funnel.

Sales Funnel is, basically, just a blueprint for your lead to sale

procedure. You can start with, say, one thousand leads (i.e. site visitors).

One hundred of these leads may click on the sales page URL for your

product, fifty could click on the 'Order Now' button and be taken to the

shopping cart and 10 might actually finish the sales process and

purchase the product. If your funnel begins with 1000 prospects and

finishes with 10 sales, then that is a 1% conversion ratio.

In reality, though, the sales funnels for most online businesses are

actually very complex. This is due to all the different kinds of website traffic

that visit websites, the various kinds of behavior that need to be assessed,

the buy and connection outcomes and the number of varied ways a visitor

may become a buyer.

To produce a more streamlined sales funnel, you firstly have to identify

each and every way people can enter the funnel, see where they've

originated from, what their agenda is and where they're at in the purchase

cycle.

Then, you need to identify every activity that somebody can undertake

on the website: read some content, read more content, contribute to a

newsletter, view a social networking profile, buy something, or exit the

website.

Finally, you ought to identify the measures to place on every activity: the

time on the page, the entry path, the exit path, etc.

Then, you analyze this info and come up with all of the different pathways

a visitor may take during your funnel. The key is to not change your website

yet.

So that's it for today's lesson. We have a lot to go over in the next few days if

you want to learn more about sales funnel and how to implement it, so

make sure you look for your next lesson soon.

Thank you again for joining, if you have any questions or need any assistance

please feel free to contact me a t any time using the contact information below.

I will be happy to help.

Until then,

"add your name here"

"your email address"

"your URL here"

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2

subject line: Second Lesson - Sales Funnel Money

Hello "autoresponder code here",

It’s time for your second lesson in the Sales Funnel Money

crash course. I hope you found lesson one informative and now

have a better understanding of what is a sales funnel.

Today we're going to talk more about how to implement a sales funnel

in your own business.

When a funnel is designed and the systems have been put in place,

start compiling reports at each stage to comprehend how your funnel

operates in reality.

Try out this in your weblog. Once you've collected enough information

to begin making decisions, I guarantee you will see obvious points

of failure in your process and they're likely to appear in two main areas:

1) A webpage that does an excellent job at encouraging a different

behavior (i.e. instead of keeping somebody in the sales funnel).

2) A webpage that, basically, does not move a person to another

part of the funnel.

Initially, you'll probably feel as if there's a lot to get through, so you'll

have to prioritize the changes you wish to make. Concentrate on the

areas which are costing you the largest quantity of sales (which might

be at the end of the funnel).

With effort, focus and time you can see huge improvements in the

performance of your site and never have to attract one new visitor.

Sounds good doesn't it?

Until then,

"add your name here"

"your email address"

"your URL here"

P. S. I appreciate your joining me for this short course.

If you have any questions or need any assistance please

feel free to contact me at any time. I will be glad to help.

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3

subject line: Third Lesson - Sales Funnel Money

Hello "autoresponder code here",

It’s "add your name here", with your third lesson in the

Sales Funnel Money Crash Course.

A sales funnel can only flourish in an industry where there's a

demand for the product you offer. If you're yet to locate your

market niche, you should concentrate on choosing one.

When you are happy you've got a profitable niche, you can start

work on crafting your sales funnel.

Your primary focus is definitely meeting the requirements of

the customer. Across the funnel, you do that with more and

more specifically tailored products and services. Your capability

to charge high ticket prices and maximize profit rests on developing

quality back-end products and services.

Initially, a need may appear quite broad; however, when you dig

deeper you may find that it's actually an extremely specific facet

of the overall problem that many people face. Having an in-depth

knowledge of the most popular issues your visitors face when trying

to meet an over-all need, allow you to know what products and

services to offer.

This is the end of the third lesson.

Until then,

"add your name here"

"your email address"

"your URL here"

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4

subject line: Fourth Lesson - Sales Funnel Money

Hello "autoresponder code here",

How are you? Well we are winding down to the end of

this short course.

Today were going to talk a little bit about sales funnel and

how you can use it in your business.

After you have a summary of the most typical issues in

your market, you could start to plan how better to deal

with them. Think about delivering solutions utilizing varied

media, like: downloadable video or audio, text, telephone

or face-to-face conferences, private tuition or workshops.

A typical practice in the front end of a sales funnel for an

internet business is to pay attention to digital goods. You

create the merchandise once and, assuming it remains

current, it's set-and-forget.

As you move down the funnel, you are able to still utilize

digital items to fulfill your super-responsive clients, but maybe

with more bespoke content (a much more specialized problem),

or by providing your innovative methods or supplying a bigger

package of content all together.

Broadly speaking, as clients move towards the back-end,

particularly if you operate an information publishing business

predicated on your expertise, they'll be prepared to receive

more personalized attention. The back-end is usually where

private coaching or small workshops work nicely. You are able

to gather an extremely small number of your general customer

base, who is ready to pay well and work with you in a far more

personalized format.

To begin building your sales funnel, you'll need to look beyond

that first sale and see the picture as a whole. The procedure is

flexible and takes effort and testing. A great sales funnel will tap

all of the correct triggers (empathy, social proof) in the folks who

have the requirement for your product. With that degree of clarity,

you'll be able to produce a perception that you provide the best

answer for them and can charge a high ticket price.

That's it for today's lesson. Don't forget to keep an eye

out for my next email.

Until then,

"add your name here"

"your email address"

"your URL here"

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5

subject line: Fifth Lesson - Sales Funnel Money

Hello "autoresponder code here",

Well, we have come to the final lesson in the Sales Funnel Money

crash course.

As you will have gathered by now, the sales funnel is the key to

success on the internet. We know the theory that it is a stage-by-stage

procedure for attracting the attention of prospects and converting

them into clients.

In this final lesson we will look at the actual steps required for its' practical

implementation.

**Marketing**

You need to use marketing strategies such as: PPC Adverts (Google,

Twitter, Facebook, Youtube), Banners, Blogging and Forum Posts.

Draw in your traffic using those tactics and send it all to your individual

capture page.

**Your individual capture page**

Your Sales Funnel should be set-up to capture the prospect's information.

A capture page has an opt-in form for the prospect to input their private

information. These details get automatically used in your email

Auto-responder. When somebody entered your sales funnel to be

a prospect, they literally decided to receive some kind of communication

from you. This is permission marketing whenever your prospects provide

you with the permission to make contact with them with further materials.

**Your Email Auto-responder**

You will find various kinds of auto-responders. Typically, the most popular

are AWeber and Getresponse. I take advantage of AWeber. It's among the

most significant marketing tools. Utilizing an auto-responder enables you

to construct a list of potential buyers and begin creating a relationship

together.

**Follow-up and Develop a Relationship**

Develop a relationship through giving. Hand out your knowledge, your

expertise and guide them. You are able to do that by email and on the

phone. Keep your prospect interested and updated with new information.

Use Twitter, Facebook and You-tube videos and direct them onto your

site. Befriend them!

**Your Main Business**

When you have formed a solid relationship with your leads, you are able

to direct them to your main business. As often said before... 'People join

people'.

They join you due to your individual personality: they trust you, they like

you, since you bring value to them by providing them with the information

they require.

There's always a possibility that a prospect won't join most of your business.

Reasons can differ: they are, maybe, not ready yet; or maybe they have

signed up to another company and wish to stick to it.

Regardless of any of this, you need to communicate with your prospects

through emails so they will be able to join you over time. Should they not

sign up to your main opportunity, you still could be profiting once they

join your affiliate programs.

All of the first 4 steps above would be the front end of the funnel and

your main income opportunity would be at the back-end. That's where

the actual profit is!

So, in the event that you don't have a Sales Funnel in place yet, don't   
delay and obtain one NOW!

Just because the course is over doesn't mean we have to

part ways. Please feel free to contact me if you have any

questions about how to use Instagram effectively.

As always, I will be glad to help.

Until then,

"add your name here"

"your email address"

"your URL here"