

YOUR PROFITABLE SALES FUNNEL

At the center of your content empire is your profitable sales funnel. Your sales funnel is basically the journey a new lead (email subscriber) takes from being completely new to you and your business/brand to becoming a customer. It's a very intentional way of using content to sell for you.

The next 3 worksheets are going to help you map out your evergreen profitable sales funnel. So that any new subscriber that signs up for your list through a freebie or content upgrade (unless that freebie is tied to a launch of another offer) will automatically be added to your welcome and nurture email sequence.

Creating an entire sales funnel can feel like a really overwhelming task with a lot of moving parts. One way to overcome this and make building your funnel manageable and organized is to think of your sales funnel as three separate layers. I also prefer to break it down this way because it makes it easier to optimize each piece of your funnel and build it gradually.

LAYER 1: YOUR FREEBIE SYSTEM

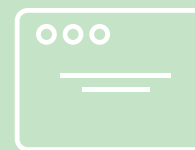
LAYER 2: YOUR OFFER SYSTEM

LAYER 3: YOUR TRAFFIC SYSTEM

LAYER 1 YOUR FREEBIE SYSTEM



FREEBIE



FREEBIE SIGN-UP



WELCOME EMAILS

LAYER 2 YOUR OFFER SYSTEM



EMAIL SEQUENCE



OFFER



SALESPAGE

LAYER 3 YOUR TRAFFIC SYSTEM



TRAFFIC STRATEGY

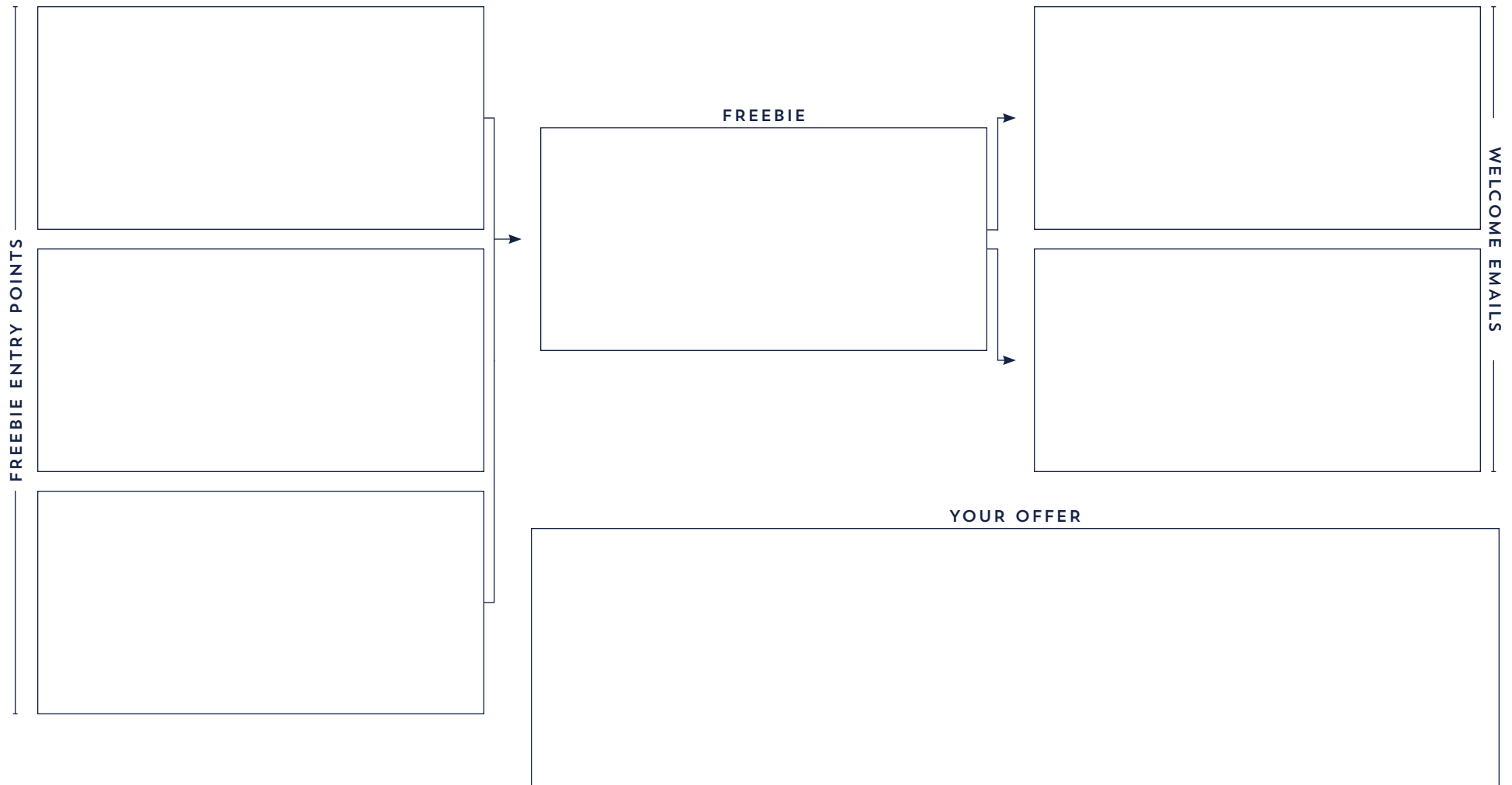


(RE)TARGETING

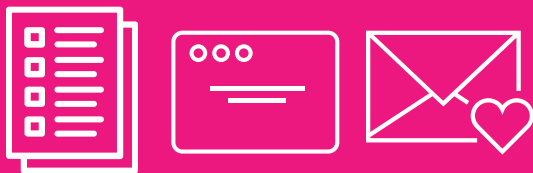


MEASURE & OPTIMIZE

LAYER 1: YOUR FREEBIE SYSTEM



LAYER 1



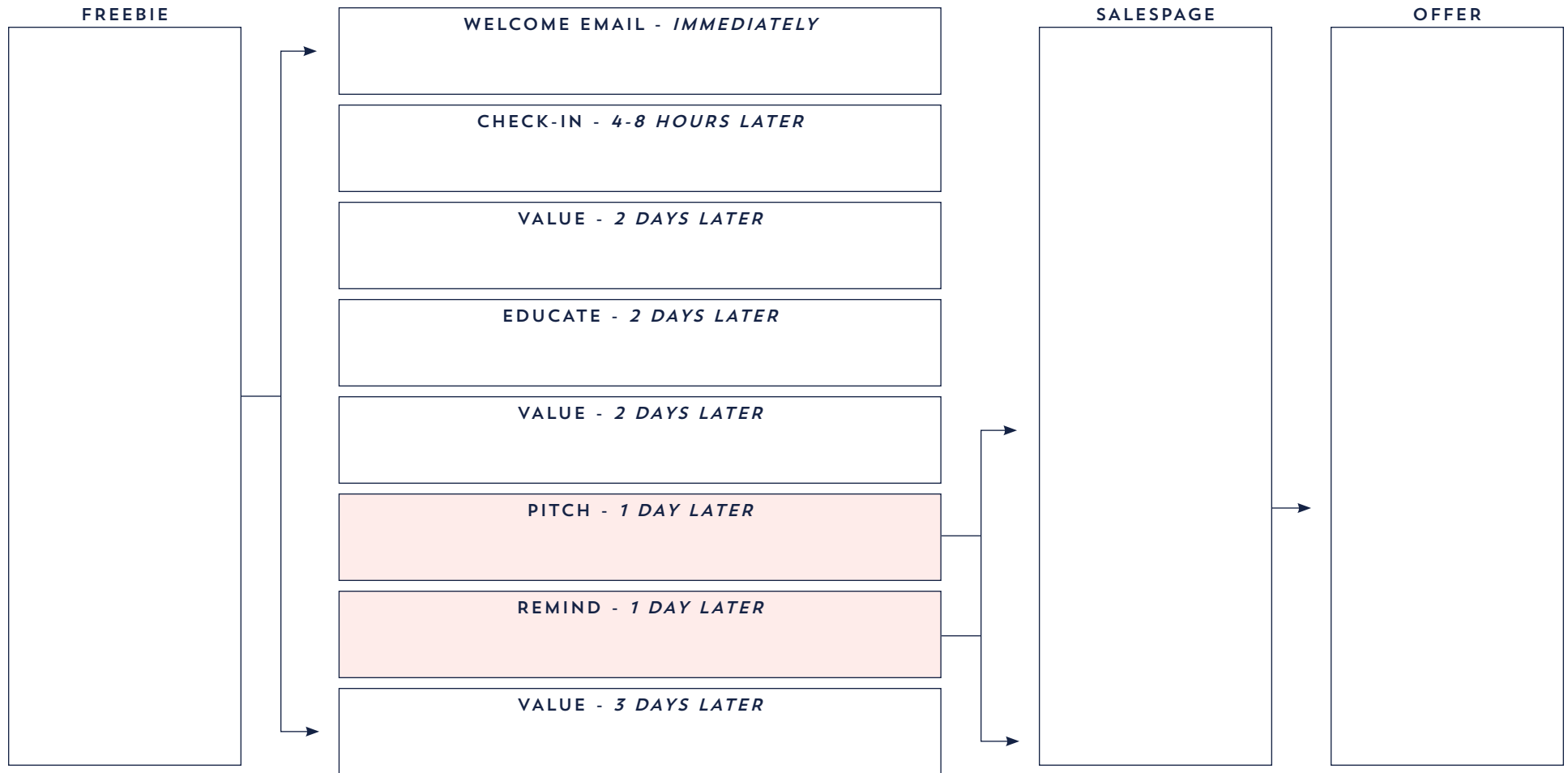
LAYER 2



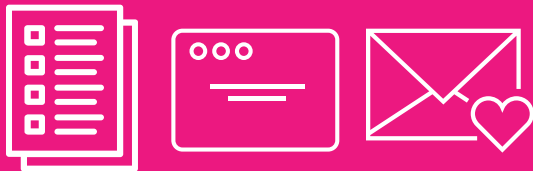
LAYER 3



LAYER 2: YOUR OFFER SYSTEM



LAYER 1



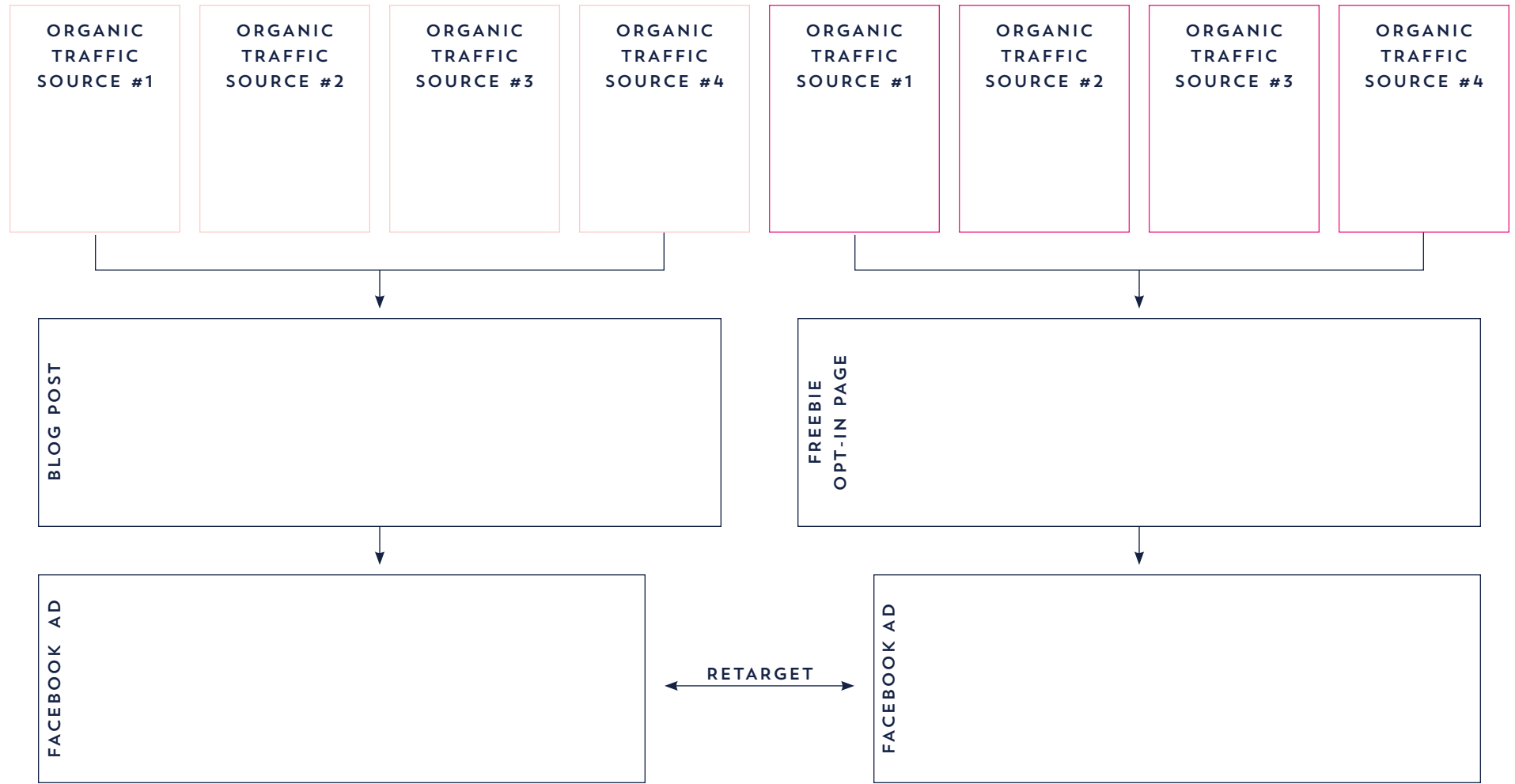
LAYER 2



LAYER 3



LAYER 3: YOUR TRAFFIC SYSTEM



LAYER 1

Layer 1 icons: a document with lines, a screen with a bar chart, and an envelope with a heart.

LAYER 2

Layer 2 icons: a dashed path with dots, a gift box, and a laptop with a dollar sign.

LAYER 3

Layer 3 icons: a chart with an arrow, a target with an arrow, and a network diagram.