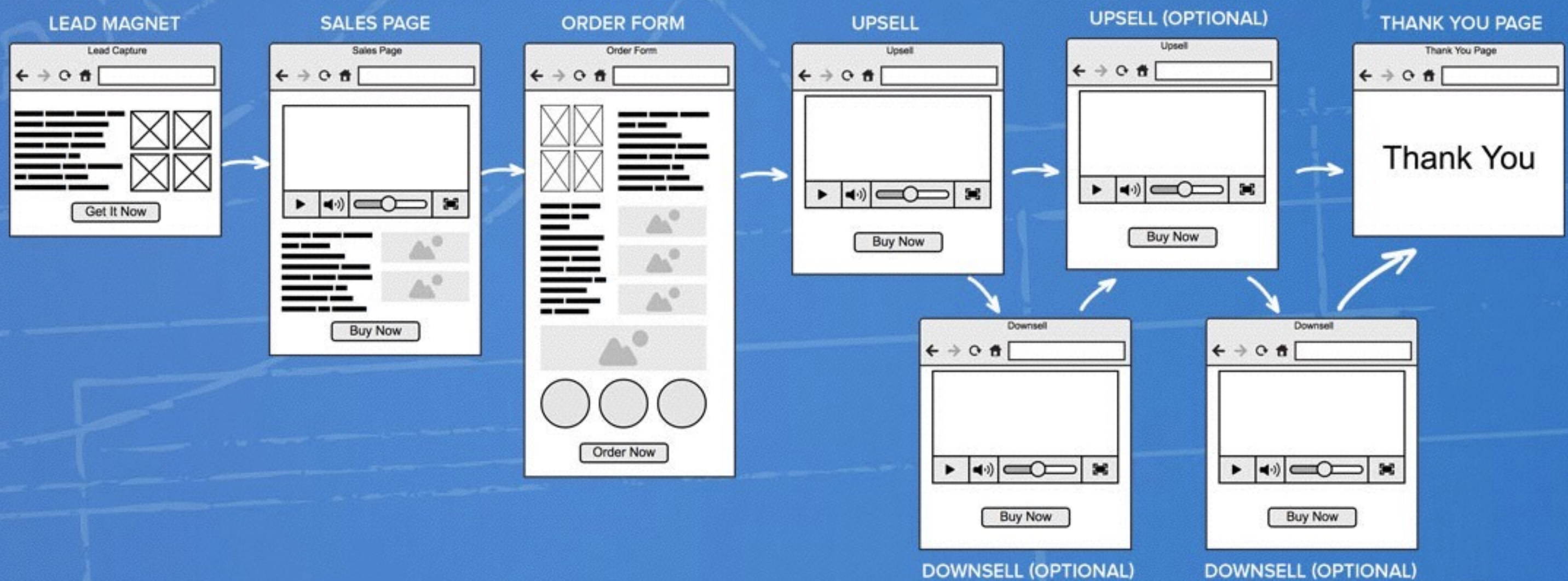


# FUNNEL BUILDER BLUEPRINT



CASH FLOW DIARY  
PRACTICE WHAT YOU TEACH



# FUNNEL BUILDER BLUEPRINT

## How To Use This Blueprint

Thank you for downloading the Funnel Builder Blueprint. This blueprint is for a simple funnel that you can build quickly. There are many different types of sales funnels out here, but most will have the same elements that are in this sales funnel.

This blueprint is part of our Digital Marketing Mastermind course and should be used during the course as a reference.

We will be going over 6 different “pages” that you will need to create the funnel. The pages or components of this funnel are the **Lead Magnet (or lead page), Sales Page, Order Form, Upsell, Downsell**, and the **Thank You Page**.

The following pages will explain in more details each one of these pages. For some of you reading this, this might be a no brainer. For others, this information might be a revelation. It was for us when we first learned it and started following it in our business.





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## Lead Page

There are many different names for this part of the funnel. It has been called a lead page, landing page, squeeze page, and an opting page to name a few.

What it is exactly is a web page that only allows the viewer to do 1 of 2 things. Enter in there **information to receive something in exchange** OR **leave**.

A typical lead page will offer some in exchange for a customers name and email address. There could be more fields like phone number and address. We recommend you collect **ONLY** the information you need to get them to the next step. That is usually just the email address. The more information you request, the lower optin-rate you will have (usually).

The optin form (the part of the web page that actually has the empty fields for someone to put there email in) will contact to some type of autoresponder or CRM system (ie Aweber, Infusionsoft, Mail Chimp, etc).

The connecting to these types of services is fairly straightforward, but will take some googling to figure it out depending on what service you use. We cover these types of details inside the Digital Marketing Mastermind course.

The actual web page itself can be created millions of different ways. There are also a few services that make that easier for you ([leadpages.net](http://leadpages.net) and [clickfunnels.com](http://clickfunnels.com) are a couple good ones to look into).





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## Lead Page

The last thing that you will need to think about is what do you want to offer in exchange for the leads information? That “offer” is called a “**Lead Magnet**”. Lead magnets do not need to be 300 page books or a 12 hour video course. Actually we have found that the simpler and **smaller the lead magnet is, the better.**

The lead magnet should help your lead to “**get a quick win**”. What I mean by that is they should be able to take your lead magnet, consume it, act on it, and have a favorable result.

Another thing to think about when creating a lead magnet is how does it relate to the product you want to sell them on? Some of the best lead magnets we have seen are the ones that are a “**splinter**” of the final product they are trying to sell.

What I mean by “splinter” is it is a small piece of the product you are trying to sell. A good example of this in real life is an ice cream store. You walk in, look at the flavors and then you “**ask for a sample**”. If you like the sample, the most logically thing to do is to buy a scoop.

In this example, it would make no sense for you to try to sell the person that just took a sample of ice cream a burrito. Even though they might be hungry and are looking to buy “food” a burrito would not match there samples. So your **lead magnet should match the product you are trying to sell.**





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## Sales Page

The sales page (in this funnel) should be offered right after they fill out the form for the lead magnet. When we first started using lead pages to collect leads, we use to just send them to a “Thank You Page”.

If you are doing that, then you are **leaving a lot of money on the table**. The time when they fill out the form for the lead magnet is one of the best times to sell them something. Why? Because we never really know how desperate that lead is to solve the problem your product can solve. The large majority will not buy at this point, BUT there will be a percentage of people that buy and it can **add up to a lot of sales very quickly**.

The sales page itself can be very simple to very long. We have done both and it really takes testing to see which one converts better. Usually a short sales page will have a **VSL (virtual sales letter)** on it. A VSL is something you would instead of creating a long sale page. It can be very powerful if done well.

A sales page should also have some kind of “buy now” button. If you are using a long form sales page, you will want to have one “above the fold” (i.e. on the web page without having to scroll), and also several times throughout the sales page where it makes sense.

Like everything in this funnel, **testing is the key to success** and if you can get more people to the next step of the funnel, it will usually mean more money at the end.





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## Order Form

The order form is the actual page where they fill out all there details and credit card information. It is also a place where you might be losing a lot of sales and not know it.

So what makes a good order form? First, you will want a picture of the product or service you are selling. It is important as you will want to eliminate any doubt or confusion that could be caused by a different picture then what they saw on the sales page. Try to keep it consistent.

**Clear pricing is important.** State out exactly what they are getting when they purchase. It will save on customer service questions and make you more sales.

**Testimonials can really make a difference.** We have testing out how many is optimal on an order form at it is **either 1 or 5**. If you have 1 killer one and 4 more okay ones, do the 1 killer one.

How does your order form look on a mobile device vs a computer. If it is messed up when trying to buy on your phone, **you are flushing money down the drain**. Nearly 50% of people buy our products from there phones and that number continues to go up.

Offer a money back guarantee if you can. If you are selling a digital product, then it should be there. Most people will not “game” the system and you will get more sales. If you don’t offer a guarantee the customer could still file a dispute and get there money back.





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## Upsell

An upsell is something that you offer **AFTER** they already purchased from you. Just like offering someone to buy from you after they opted in, offering an upsell after they purchase is a great time to get them to buy again.

If you have a product that makes sense, then it should be offered right after they purchase the product.

There are several ways to do that. We usually use a “**one click upsell**” that is a feature to the shopping cart program we have. Most DO NOT have that feature, but it is worth looking for ones that do as it can make a big difference when it comes to sales.

*NOTE: The one-click upsell can produce a lot of returns and misclicks as most shopping online does not work this way. So if you are going to implement a one-click upsell, make sure you are very clear that if they click this button, they will be charged immediately.*

An upsell can be more or less expensive than your initial product. It should be **a logical “next buy”** for your customer. Going back to the ice cream analogy, you could sell them a chocolate dipped waffle cone with their ice cream or possibly a pint of ice cream to bring home and eat later.

An upsell page can be similar or nearly identical to your sales page, just for that upsell product.





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## Downsell

So what if they decide NOT to buy your upsell? Well, you can offer them a “downsell”.

A downsell is sold after they said no to the upsell. It is an optional part of the funnel, but if you do have a product that fits, it will only make sense to offer it.

A downsell is **almost always a lower price product** then the upsell and should be a “no brainer”.

The sales page for the downsell can also be similar to the upsell or the original sales page.

*NOTE: Offering too many up and downsell can really upset some of your customers so don't go to over board with it. We are trying to help our leads and customers, but we also don't want to look like we are money hungry and are just trying to take there money.*





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## Thank You Page

The last page is the Thank you page. You can have several up and down sells in your funnel, but it should all **end at the thank you page**.

The thank you page should instruct the customer as to what to expect next. That is usually an email with the lead magnet and any products they bought.

This page should be the simplest page to create in your funnel. It should reassure the customer that everything is going to plan.





# FUNNEL BUILDER BLUEPRINT

## Wrap Up

This funnel blueprint (even though it is simple) can really make a **big different on the bottom line**. I don't even want to know how many months we were in business and did not even have a basic funnel in place. **It probably cost us hundreds of thousands of dollars.**

Learn from our mistakes and start putting the pieces together. As you grow in your business, this funnel will seem like 2+2 to you. You will continue to reuse this type of funnel over and over again and you will build on top of it.

Just like math, you have to know the basics before you can start building on top of it. We hope this explanation and examples help you better understand what a sales funnel does and how important it is to your business.

