



5 Variables of successful campaign	1. Demographics	<ul style="list-style-type: none"> characteristics you can think of that define those people you want to reach with your message. The offer comes down to what you are selling and at what price point you are selling it, including your upsells and downsells.
	2. Offer	<ul style="list-style-type: none"> This is the page a person lands on right after they click on an ad, and I believe it's the most important page in your entire sales funnel. What does that page look like for your successful competitors? Is it an opt-in page? Is it a sales page? What's working for people right now? I'm not going to make up my own landing page and hope it works. I'm going to reverse engineer what's already working and model that for my own page. I'm going to make something very similar to what's already successful.
	3. Landing page	<ul style="list-style-type: none"> Where is your competitor's traffic coming from? What are the specific websites that competitor buys ads on? Is the traffic coming from banner ads or social media or email? Does he use mainly video or text?
	4. Traffic source	<ul style="list-style-type: none"> This is the last element of a successful campaign. What do successful ads look like? What makes people click on the ad? What's enticing them to even look at the competitor's ad in the first place? What pictures are competitors using? What does the headline say? What does the body copy look like? Are the competitors using video? All these things influence whether a person clicks on an ad or not.
	5. Ad copy	

Funnels

Experts in neuro-linguistic programming (NLP) talk a lot about pre-framing to gain the outcome you desire. A pre-frame is simply the state of mind you place someone in as they enter into the next step in your sales funnel. Changing the frame of mind, the mindset, can profoundly change the answer to a question or the experience you have with someone or something.

It's all about the Pre-frame

The first phase to examine is the mindset of the traffic before it reaches your site—or, your traffic temperature. You may not ever think about it, but there are three levels of traffic that come to your website: hot, warm, and cold

Hot Traffic is made up of people who already know who you are. They're on your email list, they subscribe to your podcast, they read your blog—you have an established relationship with them. You're going to talk to these people like they're your friends (because they are).

Warm Traffic consists of people who don't know you, but they have a relationship with somebody you know. This is where joint venture (JV) partnerships work well. Affiliates or JV partners have relationships with their lists, and they endorse you or your offer to their subscribers. They lend their credibility to you so their followers feel comfortable checking out your offers.

Cold Traffic is made up of people who have no idea who you are. They don't know what you offer or whether they can trust you. These may be people you find on Facebook or who click on your pay-per-click ads. Maybe they stumble across your blog somehow. Most likely, you're paying for this traffic somehow, so it's important to pre-frame them correctly to get the highest return on your investment.

A Hot Traffic Bridge is typically very short. You already have a relationship with these people, so you don't have to do a lot of credibility building or pre-framing. You can probably just send out a quick email with a link to your landing page, and that's about it.

A Warm Traffic Bridge is a little longer than a hot traffic bridge, but not much. All that traffic needs is a little note of endorsement from a person they trust; then they'll be in the right frame of mind to go to the landing page.

A Cold Traffic Bridge. For cold traffic, you often need a whole separate page that they go through (the bridge page) before they hit the offer page. This separate, pre-frame page educates people, enabling them to better appreciate the offer and making them more likely to convert.

Phase #1: Determine Traffic Temperature

Phase #2: Set up the Pre-Frame Bridge

The whole goal here is to take all the traffic—hot, warm, and cold— and find out who is willing to give us an email address in exchange for more information. (This is known as subscribing to a list.)

Immediately after you qualify your subscribers, you want to find out who among them is a buyer. How many of those three hundred people who were interested in getting free information are willing to pull out their credit cards and make a purchase?

Phase #3: Qualify Subscribers

Phase #4: Qualify Buyers

After you've identified the buyers, you want to identify the hyperactive buyers. These are the people who are in some kind of pain right now and will buy more than one thing at a time.

Phase #5: Identify Hyperactive Buyers

After you've identified the buyers, you want to identify the hyperactive buyers. These are the people who are in some kind of pain right now and will buy more than one thing at a time.

If you've followed the five phases of the funnel up to here, you've already moved people through the first level or two (or three) on your Value Ladder. Now, you're going to continue to provide value and help people with whatever you offer.

Allow some time to pass. How much time is up to you, whatever feels logical for your product is best. Let them dig into whatever products they've already purchased, and give them enough time to see the value you give. You're going to ascend them up the ladder over a longer period of time, eventually moving them to the very top level.

Phase #6: Age and Ascend the Relationship

Typically, it's difficult to sell super-expensive products or services online. Not many people are going to read a sales letter and click the buy button for a fifteen thousand dollar product. Some might, but usually you have to change the selling environment if you want to sell high-ticket products. The most common ways to change the environment are to sell the prior items over the phone, through direct mail, or at a live event or seminar.

Phase #7: Change the selling environment