

Hey there!

I'm so happy to have you on this course.

The stuff we're going to talk about in this course will be overwhelming and hope you would find value in it.

You will find some key terms on the next page that will help to clarify a few of the things you might hear me talk about in my lessons.

You will also find some helpful resources that will help to expand your learning beyond what you learn within this class and access to the templates you will see me using throughout the lessons.

Everything is divided by the sections of the course for your convenience.

If you find that something is missing or you have a resource that you think others would find helpful, please let me know via email at shilpiprajapati2511@gmail.com

Thanks for being here and happy learning!

Shilpi Prajapati

Key Terms

- **Sales or Marketing Funnel** - This term represents the journey that someone takes toward becoming your customer. They start not knowing anything about your business, through to considering whether it is right for them, to hopefully purchasing from you again and again
- **Top of Funnel** - The top of your marketing funnel is all about increasing your business's visibility and making a targeted audience aware that your company exists.

- **Middle of Funnel**—The middle of the funnel is when you build enough trust that people start showing interest in what you do and what you have to offer.
- **Bottom of Funnel** - The bottom of the funnel is when you present your product in a compelling way that inspires your audience to take action.
- **Copywriting**- Writing text for the purpose of advertising or other forms of marketing. Basically - copywriters write words that sell.
- **Landing page**- A single web page that someone lands on after seeing a paid or organic promotion that is designed to collect their information usually in exchange for a free offer.
- **Traffic**- visitors to your website
- **Buyer persona/customer avatar** -Buyer personas are semi-fictional representations of your ideal customers based on data and research. These are useful as they will help you create marketing materials that speak directly to this audience segment.
- **Call to action (CTA)**- this is an invitation for your users to take direct action. This could be a button that says 'download this Book' or a link to a form they need to fill out.
- **Split testing or A/B testing** - this is a term for a type of user experience testing which allows marketers to test out slightly different variations of one element of their marketing strategy to see which one performs the best on their audience. It could involve having two emails with different subject lines or two landing pages with different calls to action. A marketer would then see which of these performed the best and focus all future efforts on that version.
- **Exit intent popup** - it's a popup that appears right when a user is about to exit a landing page or another page on your website. By detecting when someone is about to leave, you can show the visitor one final message right at that pivotal moment.
- **Upsell** - an additional (more expensive but closely aligned) offer presented to your customer when they have just purchased something.

- **Downsell** - an additional (less expensive but still closely aligned) offer presented to your customer if they have rejected a more expensive, upsell offer.
- **Autoresponders** - are messages set to go out automatically in a sequence, one after the other, at regular intervals. They react to contacts subscribing, or being added to your list by import or manually. You can also add contacts to autoresponder cycles by copying or moving them in Automation.

They don't have any other triggers or settings.

- **Automation** - is a suite of tools used to automate your entire promotional process. Automation allows you to do everything autoresponders do, plus it helps you to track and make decisions based on the goal of your workflow

Strategy

Establish Your Goals:

What is your one singular overall goal for your funnel?

Examples:

Get more people to read my blog.

Get more downloads of my eBook.

Get students into my high-ticket offer program

Get more qualified leads for my real estate business

Get more medium-sized client (\$3k/month +) consultations for my agency

If you can be even more specific by putting a number on this instead of just saying 'more' then that's ideal.

Because technically if you currently get 1000 visitors over to your blog every month... and you get 1005 next month... is that enough? Probably not. So try to put a number or percentage increase on it if you can.

Identify Your Customer Avatars

Ideal Customer Avatar 1	Ideal Customer Avatar 2	Ideal Customer Avatar 3
<p>WHO ARE THEY?</p> <ul style="list-style-type: none"> Name: Age: Gender: Marital Status: Parental Status: Location: Industry: Job Title: Annual Income: Education: 	<p>WHO ARE THEY?</p> <ul style="list-style-type: none"> Name: Age: Gender: Marital Status: Parental Status: Location: Industry: Job Title: Annual Income: Education: 	<p>WHO ARE THEY?</p> <ul style="list-style-type: none"> Name: Age: Gender: Marital Status: Parental Status: Location: Industry: Job Title: Annual Income: Education:
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<p>INTERESTS:</p> <ul style="list-style-type: none"> What books do they read? What blogs do they love? What movies or TV shows do they watch? What social media accounts do they follow? Who inspires them? What events do they attend? What do they buy? How do <u>their</u> spend their spare time? 	<p>INTERESTS:</p> <ul style="list-style-type: none"> What books do they read? What blogs do they love? What movies or TV shows do they watch? What social media accounts do they follow? Who inspires them? What events do they attend? What do they buy? How do <u>their</u> spend their spare time? 	<p>INTERESTS:</p> <ul style="list-style-type: none"> What books do they read? What blogs do they love? What movies or TV shows do they watch? What social media accounts do they follow? Who inspires them? What events do they attend? What do they buy? How do <u>their</u> spend their spare time?
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Why Funnels Are the Key To Your Success

When it comes to the sales funnel, you've probably heard the sad statistics from Hubspot: more than 60% of companies struggle to generate quality leads and are dissatisfied with their level of revenue.

Why?

Here are some reasons:

- The cost of customer acquisition is growing every year
- Old outbound lead-generation tactics like cold-calling and PPC generate fewer leads
- Sales cycle are longer

But the key reason is weak sales funnels, which lead to an unstable, unpredictable sales quota.

You increase your marketing budget and generate more leads, but your close ratio drops.

You hire copywriting gurus to improve your sales pages and offers, but you only hear "We'll discuss it and call you later." You know this means "never."

You invest in new expensive SaaS and coaching programs, but the ROI is miserable.

Did you see your company in any of these points?

If you do, you're in the right place!

This guide will help you build a high-converting sales funnel so you can have a stable flow of high-quality, sales-ready leads, improve your close ratio, and increase sales.

Simple Sales Funnel Structure

Top of the funnel

Goal: Attract new targeted visitors

Middle of the funnel

Goal: Capture and nurture leads

Bottom of the funnel

Goal: Turn leads into customers

Your Top of the Funnel Strategy

The top of your marketing funnel is all about increasing the visibility of your business and making a targeted audience aware of the fact that your company exists.

Goal:

Attract as many (of the RIGHT kind of) visitors as possible with relevant content

Metrics to measure:

- Sessions (or web traffic)
- % of new sessions (not just returning visitors)
- Bounce rate
- Traffic per channel - where are people coming from (email, organic search, social media etc.)

You can track all of this really easily through Google Analytics for free under Acquisition > All Traffic > Channels.

Content to create:

Blog posts, videos, social media posts, infographics and podcasts.

Basically anything that is free and provides value to your audience.

Strategies:

- Content Marketing
- PR or Guest Posts
- Social Media Marketing
- Search Engine Optimisation
- Influencers/ Joint Ventures
- Paid Media

Your Middle of the Funnel Strategy

The middle of the funnel is when you build enough trust that people start showing an interest in what you do and what you have to offer.

Goal:

Convert as many website/social media visitors into leads as you can.

Metrics to measure:

Visitor-to-lead conversion rate: Number of subscribers/leads Email open and click rates

Content and strategy:

Focus on connection and providing value through:

- Email Marketing
- Lead magnets
- PDF resources
- eBooks

Your Bottom of the Funnel Strategy

The bottom of the funnel is when present your product in a compelling way that inspires your audience to take action.

Goal:

Turn leads into customers and get sales!

Metrics to measure:

- Total revenue
- Number of new customers
- Revenue per customer (Customer Lifetime Value)
- Conversion rate

Tactics:

- Scarcity
- Urgency
- Upsells
- Bundles
- Presales



Top of the Funnel Organic Metrics:

- Total sessions (web traffic)
- % of new sessions
- Bounce rate
- Traffic per channel

Additional Paid Metrics:

- Number of engagements
- Cost Per Click

Possible TOFU Leaks:

- Targeting the wrong buyer persona.
- Irrelevant message
- Confusing message
- Website takes too long to load so people jump off straight away
- Website content doesn't match the content that got them there.
- The call-to-action is weak and not persuasive, creating low conversion rates.

Middle of the Funnel Organic Metrics:

- Visitor-to-lead conversion rate
- Number of subscribers/leads
- Email open and click rates

Additional Paid Metrics:

- Cost per landing page view
- Cost per conversion of a lead
- Initiate checkout and abandon cart sessions

Possible MOFU Leaks:

- Too many distractions on a form designed to capture contact information.
- Unqualified leads progress through the funnel.
- The leads aren't receiving the right amount of nurturing.

Bottom of the Funnel Organic Metrics:

- Total revenue
- Number of new customers
- Revenue per customer or customer lifetime value

Possible BOFU Leaks

- A messy hand-off from marketing to sales.
- Inadequate onboarding system
- Limited follow-up after someone purchases

It's important to always look at the big picture of the funnel as a whole and then zero in on all of the individual moving elements of your funnel machine to see what's working and amplify that and what isn't and try to fix that.

Become a Tripwire Marketing Master

Tripwire marketing is the practice of offering leads a low-cost product with the intention of selling them more expensive products later.

The key with tripwires is:

- Closely related to the preceding free offer
- Closely related to the ultimate high-ticket offer
- Quick win or instant gratification.

