

SALES FUNNEL

AUTHORITY



CHECKLIST

Checklist

You've read the full book and now you have a deep understanding of what a sales funnel is, what its role is in your business and how you should go about constructing one.

All that's left then is to actually put all that knowledge into action, which is where this checklist comes in. Follow this checklist from start to finish and by the end you will have a highly effective sales funnel that will help you find and convert visitors into paying customers...

The Product

Step one is to find your product and to decide what you're going to sell and who you're going to sell *to*.

For example, you may decide that you're going to sell a weight loss book to people who are currently unhappy with their weight.

Alternatively, you might decide you're going to sell a book on how to make money online.

Either way, make sure that you:

- Know the niche
- Have a strong 'value proposition'
- Have a good reason for doing what you're doing
- Have a 'route to market' meaning that you can reach your audience

The Audience

Once you know what you're selling, you can work out who you're selling to. Write a profile for your fictional 'buyer persona' and make sure that you know everything there is to know about this person.

You now need to make sure you are reaching this audience in the best way possible. This might well mean that you're going to set up a PPC campaign that will be shown to people who are searching for your product, or people on Facebook that perfectly match the demographics you set out for your buyer persona.

Getting the right person to your site makes all the difference.

The Funnel

Your sales funnel is going to be split into at least five 'touches'. This means you're not selling your big-ticket item right away but rather building up interest in your product and getting people to want to buy from you that way.

At the same time, you're selling items of gradually increasing value to get people more used to buying from you and more trusting of your brand.

A typical sales funnel might look as follows:

- Website with high value content
- Mailing list with free report
- Webinar
- Affordable product
- Expensive product

In other cases, you might have multiple products of incrementally increasing price to gradually increase the amount people are spending with you.

As you go through these steps, you might consider the structure most often used to sell: AIDA. AIDA stands for:

Awareness

Interest

Desire

Action

You can take your visitors through each of these stages as they go through your steps.

Think to about MOVING THE FREE LINE. This means considering at what point the customer starts paying. How much information are you going to give away for free before they need to begin paying you?

Selling

Once your visitors have gone through most of the sales funnel, what's left is to try and sell to them.

This means that you're going to send them to a sales page, which will employ a well-crafted sales pitch to make people want to part with their money.

Some tips to improve your conversion rates include:

- Engagement
 - Grab attention early on by using a narrative structure
 - Make sure your content lends itself to skim reading
 - Write headers that convey all the information that you want to get across without the need for reading your content in depth.

- Trust
 - Building trust and reduce risk by using social proof and testimonials from authority figures
 - Appeal to stats and figures that backup your claims
 - Offer a money back guarantee

- Emotion
 - You need to make your audience want your product – that means focusing on the value proposition and on what makes your product exciting and how it improves people's lives
 - Talk about your product in terms that are highly descriptive. Talk about how it feels, how it looks and how it *makes* you feel.
 - People buy based on emotion, not logic!

- Action
 - Encouraging your readers to take action means introducing urgency and scarcity. Introduce a limited offer and encourage people to act *now* rather than later!