

SALES FUNNEL AUTHORITY



RESOURCE CHEAT SHEET

While building your sales funnel, keep this quick resource cheat sheet to hand. This will provide you with all the resources, concepts and tools you need to build your funnel quickly and effectively.

Tools

These tools will help you to build your sales funnel and ensure it is professional and effective.

Canva

<https://canva.com/>

Canva is a FREE designer tool, you can make anything on Canva, Ebook covers, ads, posters and mockups. There is a paid version too, but the free tool will suffice for almost everything.

Thrive Themes

<https://thrivethemes.com/>

Thrive Themes is a fantastic tool that makes it much easier to build highly effect sales pages. If you have a WordPress site, then this will convert that into a professional looking sales page that has been tested and optimized for maximum conversions. It's far smarter than trying to do this yourself!

Click Funnels

<https://clickfunnels.com/>

This is a tool that lets you use split testing. That means making small tweaks to your sales page and then seeing which version of that sales page is working best!

Funnelytics

<https://funnelytics.io/>

Funnelytics is your new secret weapon for mapping funnels, calculating the stats that will make them profitable, and delivering results that are backed by clear, easy-to-read data.

Google Analytics

<https://www.google.com/analytics/>

This is the most important tool for tracking traffic to your site as well as the referrers that send it there and the way that traffic behaves. The most useful part is the ability to set up 'goal tracking'. This lets you see which visitors actually buy from you or sign up to your mailing list and you can then see – for example – which links and which keywords lead to the most highly converting visitors.

Autoresponders

There are a number of autoresponders you can use but the best ones include:

- Active Campaign (www.activecampaign.com)
- Groove Mail (www.groovedigital.com)

These allow you to collect emails with your opt-in form and then manage those contacts by allowing double opt-ins, unsubscribes and more. The most advanced of these will also allow you to do basic lead scoring, which means you can see which visitors are the most engaged with your brand and the most likely to respond well to advertising.

Outsourcing Sites

Outsourcing sites include:

- Fiverr (www.fiverr.com)
- UpWork (www.upwork.com)
- iWriter (www.iwriter.com)

These allow you to find people who can perform certain jobs for you, such as creating ebooks and courses or handling marketing. The prices are surprisingly competitive and the work is often to a good standard, so this sometimes makes more sense than building everything yourself from scratch.

Making and Finding Products

Finally, you have several options for making and finding your products. You can use sites like JVzoo (www.jvzoo.com) or Commission Junction (www.cj.com) for instance to sell affiliate digital products. Or you can even try and sell physical products via dropshipping. Check out www.alibaba.com to find companies.

Glossary

AIDA – Awareness, Interest, Desire, Action – five stages you can use to build interest in a product and make a sale.

The Free Line – The point at which your visitors have to start paying for what you're offering. Often, the more you can offer for free, the more engaged your audience will be.

CLV – Customer lifetime value. This is how much a customer is worth to you, not only for their first purchase but across all their purchases. Calculate your average CLV and you can calculate how much you should be paying to get sales.

Engagement – This is how switched onto your brand your audience is. The more they are engaged, the more likely they'll be to buy from you.

Conversions – The rate at which people visiting your site are converted into paying customers.

Urgency and Scarcity – You make sales based on emotion and not logic. This is how you encourage people to act on that emotion.

Value Proposition – This is what you're really offering with your product. In other words, this is how your products improve lives.

The Five Touches – It is generally agreed that it takes five 'touches' before you can make a sale. This is a good number of steps for a sales funnel then.

High Ticket – The high ticket item is the 'big fish' you're trying to sell. You may even sell the smaller items at a loss if it encourages sales for this one big item.

Further Reading

You can read more using the following links:

Best Funnel for Your Business, Which One?

<https://fix-that-funnel.com/best-funnel-for-your-business/>

This is a guide to find out which funnel would work best for your type of business.

Avoid these 8 Mistakes First

<https://fix-that-funnel.com/8-reasons-your-landing-page-fails/>

Here are some great examples of 8 mistakes in landing pages. What are they doing badly that you should avoid?

The System That Takes Your Business To Profit in 60 Days, or Less.

<https://fix-that-funnel.com/the-funnel-system/>

This excellent guide explains the proven system you implement to turn your funnel into a profit generating machine.

The 10 Essential Ingredients of a Successful Sales Page

The last piece of the puzzle is your sales page, as this is where you're going to finally actually sell your product. This list shows you how to make a sales page that is highly effective at creating more paying customers.