



# How to Create a Sales Funnel for Success



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# Key Take Aways



- What is a sales funnel?
- 4 Components of a sales funnel explained
- Why is a sales funnel important?
- What types of sales funnels are there?
- How do you create a sales funnel?
- Examples of sales funnels
- Resources

# What is a sales funnel?

- Infusion Soft defines a sales funnel, "as the upside-down pyramid that represents the journey potential customers go through to become customers. Funnels are widest at the top and narrow down as a potential customer gets closer to the sale."



Images of sales funnels - <http://bit.ly/GoogleSearch-SalesFunnels>



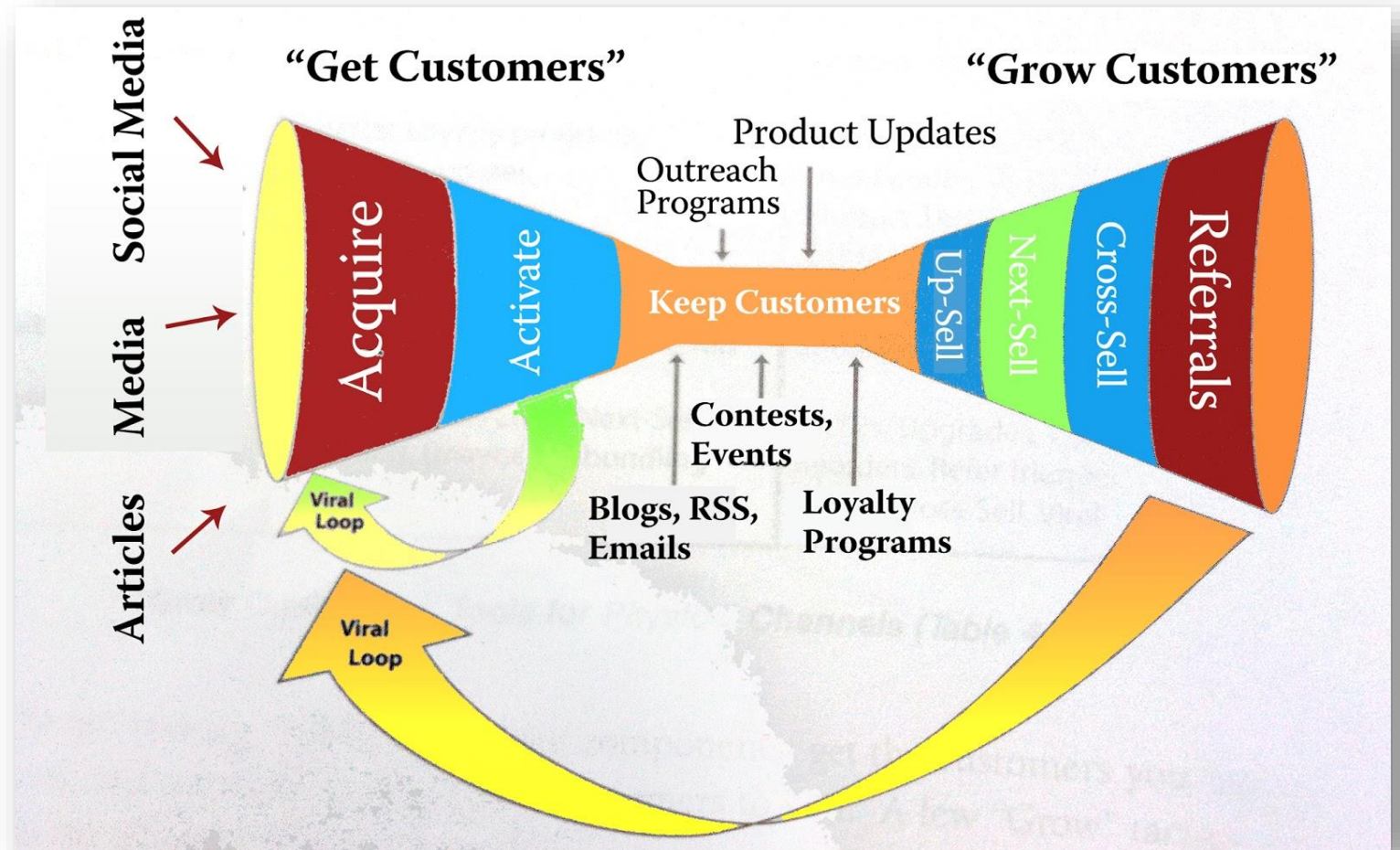
# 4 Components of a Sales Funnel Explained

- 1. Awareness** – The potential customer learns of your solutions for his or her problem; hears of your offer, product, sales or services.
- 2. Interest** – The potential customer is actively seeking solutions to his or her problem(s). The potential customer finds you and takes an interest by signing up for your lead magnet or follows you on social media.
- 3. Decision** – The potential customer likes your products, services, and solution and has decided to move forward with your offer.
- 4. Action** – The potential customer makes a purchase with you.



# Why is a sales funnel important?

- “The money is in the list”
- Your website is leaking money
- Help beat your competition
- Start a conversation
- Build trust
- Increase brand awareness
- Generate leads



# What types of sales funnels are there?



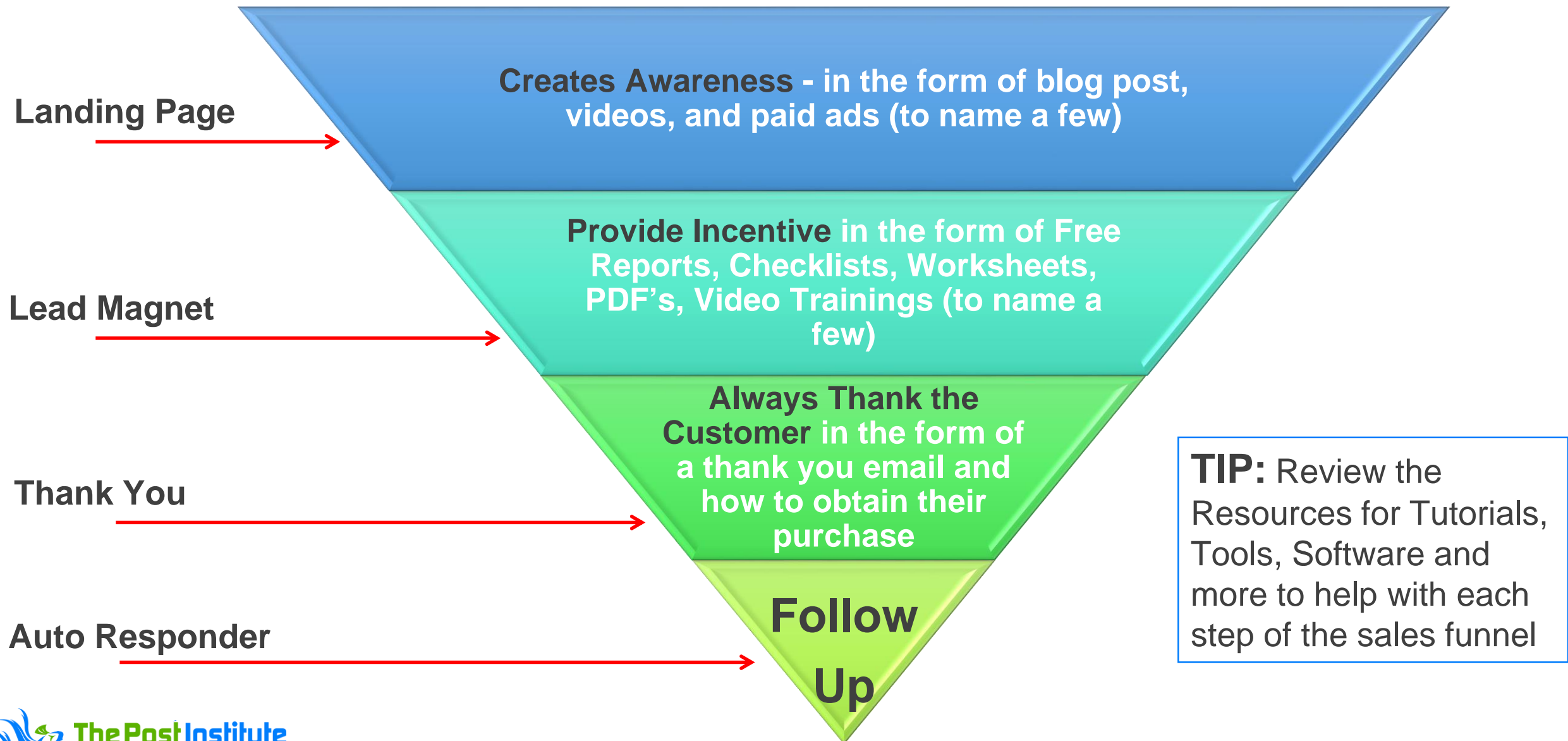
- A sales funnel can be created for anything:

- Services
- Products
- Free giveaways
- Webinars
- Blogs
- White papers
- Reports

The list is **ENDLESS!**

A sales funnel is only limited by your imagination.

# How do you create a SIMPLE sales funnel?





# Good Resource from [S.M.A.G. 2.0](#)

## Standard **Tools** of the **Trade**

<u>END RESULT</u>	<u>TOOL</u>	<u>COST</u>
Opt-In Pages Thank-You Pages	Web Page Builder <ul style="list-style-type: none"><li>• LeadPages</li><li>• Optimize Press, etc.</li></ul>	\$25 Per Month \$97-297 Per Year
Automated Emails	Autoresponder <ul style="list-style-type: none"><li>• Aweber</li><li>• Get Response, Mail Chimp</li></ul>	\$19 Per Month Free or comparable
Lead Magnet Creation	Outsourced Help <ul style="list-style-type: none"><li>• Fiverr</li><li>• Odesk</li></ul>	\$5-10 Per Job Bid Per Job
Ideas, Content, Etc.	Search Engine, PLR <ul style="list-style-type: none"><li>• Google</li><li>• Private Label Rights</li></ul>	FREE \$8 and Up Per Package



# Examples of Sales Funnels

## Sales Funnel





# THE ULTIMATE SALES FUNNEL OF AN INTERNET ENTREPRENEUR

Fill your funnel with leads through targeting messaging. Keep them informed and interested on topics which are relevant and important to them. Pull them in with great content. Convert your suspects to prospects and lead them down the funnel.

**LOW TICKET**  
(\$7-\$50)

Book Reports      E-books      Teaser Memberships  
Introductory Courses      Trial Offers

**MIDDLE TICKET**  
(\$97-197)

Videos      Audio  
Membership Sites      Resell Rights  
Private Label Rights

**HIGH TICKET**  
(\$297-\$497)

Home Study Course  
Rights Priviledges  
Webinar/Seminar

**EXTREMELY HIGH TICKET**  
(\$997-\$9,497)

1 on 1 Coaching  
Consultation  
"Done-it-for-you" Packages

As you take your leads further down the funnel, you convert less customers but it gets more profitable!

The bulk of your income online comes from the bottom of the funnel where you sell your high ticket items

[andreacallahan.com](http://andreacallahan.com)

# Digital Marketing Sales Funnel

## Awareness

**Primary Tools:** Content marketing, Social Media, Paid Advertisements, SEO/SEM, Public Relations

## Interest

**Primary Tools:** Landing Pages, E-books, Newsletter, Free Tools, Case Studies, Retargeting

## Decision

**Primary Tools:** Sales Pages, Free Consultation, Trust Signs, Promotions, Free Trials, Demos, Email Marketing

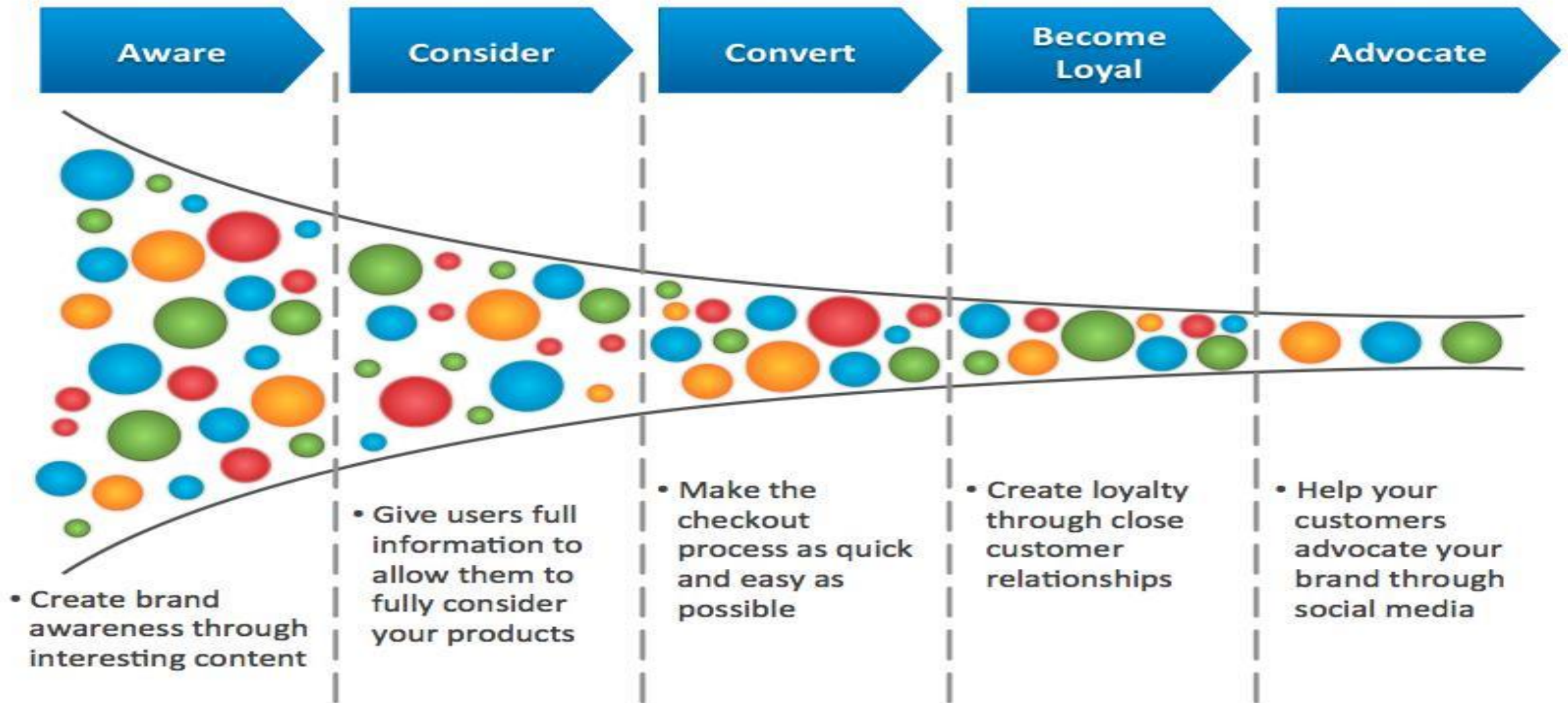
## Action

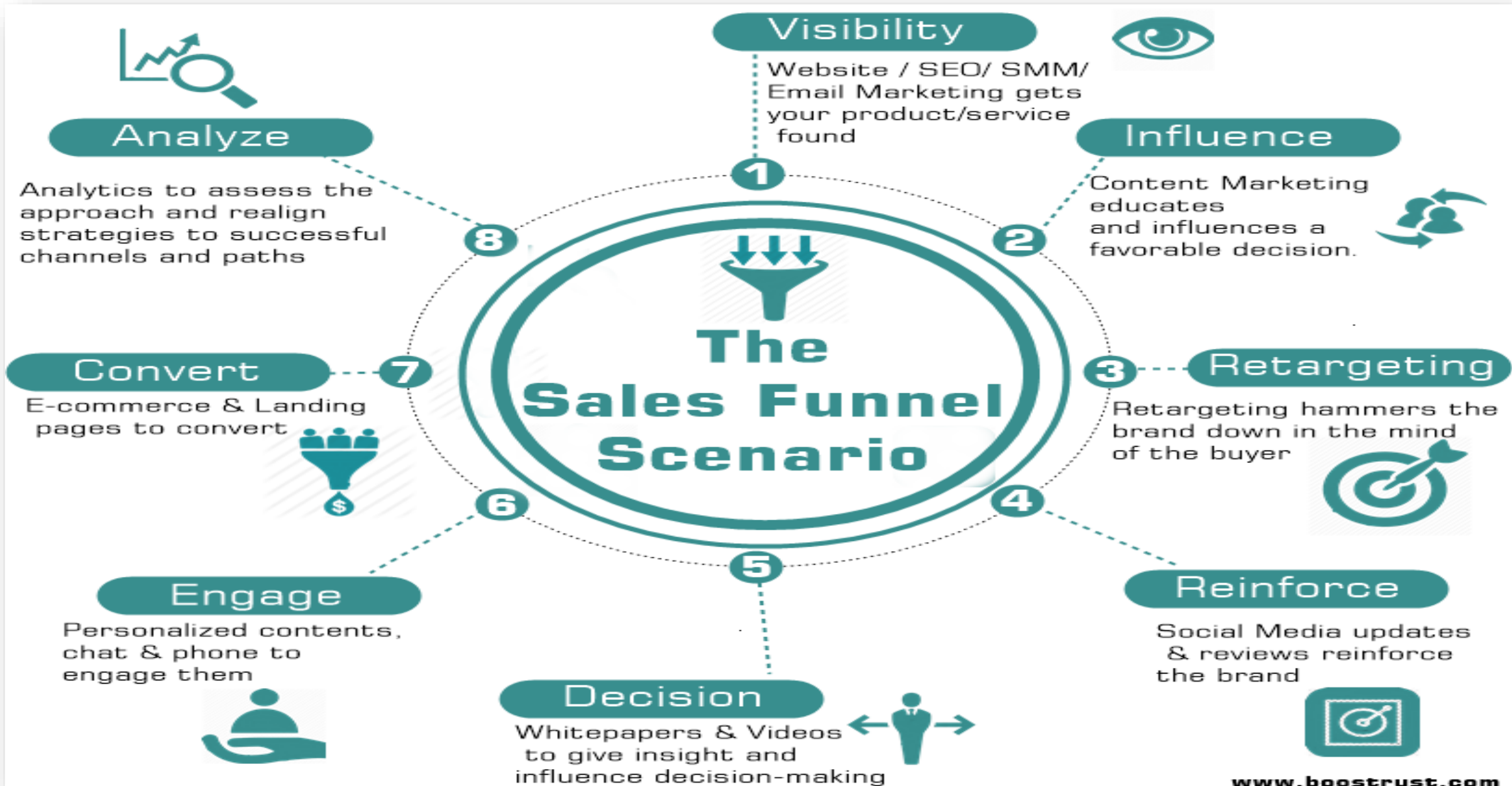
**Primary Tools:** Payment System, Shopping Cart, Reviews and Referrals





# Customer Conversion Funnel





[www.boosttrust.com](http://www.boosttrust.com)





**The Post Institute**  
Center for Life-Long Learning

# Resources



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# Tutorials, Tools, & Software

- Tutorial (Sales Funnel) - <http://bit.ly/2tF7miA>
- Tutorial (The Beginner's Guide to Building a Sales Funnel) - <http://bit.ly/2sN2Dbu>
- Tutorial (What is a Sales Funnel & How to Build One for Your Small Business) - <http://bit.ly/2taBEGu>
- Tutorial (4 Sales Funnel Examples You Can Learn From) - <http://bit.ly/2uazB9y>
- Tutorial (4 Phases To Sales Funnels That Convert: What Is A Sales Funnel and How To Build One) - <http://bit.ly/2v9jOFj>
- Tutorial (How to Create Your First Sales Funnel) - <http://bit.ly/2u5yx7l>
- Tutorial (How Do You Build a Funnel? Start at the End) - <http://bit.ly/2vaSeY8>
- Tutorial (What Is A Sales Funnel In Online Marketing?) - <http://bit.ly/2ubTVam>
- Strategies (The Best Content for Each Stage of Your Sales Funnel) - <http://bit.ly/2taPl8r>
- Examples (17 Best Sales Funnel Examples to Help Your Website Convert More Customers [ Updated for 2017 ] - <http://bit.ly/2t1Exyh>
- Examples (11 Awesome Sales Funnel Templates You Can Steal) - <http://bit.ly/2tGGjDr>
- Tool (Ghostery, Chrome Add-on) - <http://bit.ly/2uNNCro>
- Software (Click Funnels) - <https://www.clickfunnels.com/>
- Software (10 Minute Sales Funnels) - <http://www1.10minutefunnels.com/>