



Secrets To Internet Marketing

A Special Report



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Introduction

No doubt one could fill hundreds, even thousands of pages trying to capture all the ins and outs of the ever-changing arena of internet marketing. It seems not a day goes by where the rules of the game don't change in some way. Who would have thought a year ago, for instance, that an innocuous site like Twitter would burst on to the scene with such lightning speed and become a household name inside of six months. That's why people spend thousands of dollars and thousands of hours studying internet marketing. Well, at least it's never boring.

In this report, though, I will stick to the basics of internet and direct response marketing. All the new bells and whistles won't do you any good unless you have a fundamental understanding of what makes a successful internet marketer.

We're going to start with copywriting. Without good copy, it doesn't matter how good your product is or how many visitors you drive to your page. They're going to take one look at it and run screaming in the other direction, probably straight to a competitor. So first and foremost, we're going to look at copywriting and explain the basics, then offer some tips gleaned from industry experts that will help you to write sales letters and emails that will compel visitors to click on that order link.

From there, we'll move to improving your conversion rate. We'll then tell you how surveys can help you conduct market research and allow you to more directly target different demographics who come to your site. Finally, we'll introduce you to the concept of the sales funnel and explain why it's an essential component of any successful product offering. We'll show you how to maximize your sales funnel so that your customers are always sticking with you and making you money instead of wandering all over the web to find what they're looking for.

There's a lot to tell you about internet marketing and not much space to do it in, so you'll notice that this report doesn't have a lot of flowery language that tells you nothing. It's packed with useful info that will hopefully point you in the right direction as you embark on your perilous journey through the minefield of internet marketing.

Copyrighting

Copyrighting is the science of using words to sell or to influence. It's literary persuasion. It tells a story and/or communicates a message to get the user to buy something.

You as the copyrighter are, in effect, the salesperson. Since you're not in person, you need to be an even better communicator than a traditional salesperson would need to be. You can't interact with them or use their body language to tailor your presentation.

If you have no experience copyrighting, the best way to learn is to study existing copyrighters. Look around online. Search online for marketers selling in the area you're interested in and get on their mailing list. If you find yourself about to buy something from one of these mailing lists, you should obviously pay particular attention to how you arrived at that situation. What was it about that site or that letter that hooked you? Compare that to emails or sites that bore you or that don't hold your interest. Was it too wordy? Did it have a bad subject line that didn't draw you in? As you study existing marketers, keep those things in mind.

Stories are important in copyrighting. They entertain and engage the reader and deliver your selling message in a way that is less intrusive, almost subliminal. There's no need to fabricate a story. There's always a story behind why you got into whatever business you're in. That's of interest to people who you're trying to convince to buy your product. It personalizes things, gets them to see you as a human being and not just someone trying to sell a product.

Another important form of story is the testimonial. Invariably, you'll have customers who send you anecdotes of the success of your product in their particular application. It endorses your product and it comes from someone other than you. If someone tells you that they enjoyed your product or service, ask them to put it in writing so you can use it to build trust with potential customers. People will usually say yes. Better yet, if there's objective, scientific proof to support your product, make sure that is prominently displayed. You want objective third parties to do the selling for you. If you do it all first hand, people will be inclined not to believe you. When you bring in others, you enhance your believability and increase the chances of a new customer buying your product.

Writing Sales Letters

Three Immutable laws of sales letters:

People never read anything at first. Your job is to get people to start.

People never believe anything at first. You must create the believability and prove that what you're offering is genuine.

People never do anything at first. Your goal is to get them to do something, with the ultimate goal of ordering your product. You need to tell them exactly what to do.

This translates to three steps of web copy: Pull them in., Prove your case. Push them back.

Pull Them In

The headline is the first thing people see. It's vital. Often, that's the biggest problem with copy: the headline fails to pull in the potential customer.

Headlines in red do better than those that aren't. If the headline pulls them in, they might only start scanning your letter, so you need something within your copy to pull them in. Use a Johnson Box. It's a table that's a different color, maybe in a shaded border, because borders have been proven to increase readership. Put something in there to peak their curiosity.

Use headings and subheadings throughout the letter. These headings should also tickle their curiosity. They don't necessarily need to tell about what's coming after them. Questions are good in spots like this.

Bullets are a primary part of any letter, because they cluster your benefits for greater impact. Since bullets are slightly indented, they break the flow for the reader, so they're forced to read rather than scan.

Use a P.S. at the end. The P.S. is the next most important thing to the headline, since people usually skip from the top to the bottom. Include a bit of info in the P.S. that would cause the reader to go back to the beginning and read the letter again.

Elements of a Sales Letter

Describe The Problem: When people first reach your sales letter, you need to put them in the right frame of mind. Talk about their problem -- what you think has brought them to your page or email. Tell a story that empathizes with them. Make the problem bigger, so that they feel like they need a solution. Every sales letter has a problem, that of paying for your product. You want to make their problem big enough, so that it's more worth their while to pay for your product than to suffer whatever problem brought them to you.

Educate: Next you educate them about your product. Talk about the solution to their problem. Talk about the features and uses of your product. As you mention these, tie them in with the problem. Point to the proof that your product works. Include testimonials and case studies. Make sure testimonials describe tangible results people have achieved with your product.

Introduce the Offer: Talk about the benefits of the product, and tie them in with the features. How will this product benefit them in relation to their problem? Why do they need to buy the product right now?

Call to Action: This is where you bring the reader into your order form or your website. Lay out your guarantee. Tell them what you want them to do next.

What Makes a Good Headline?

It doesn't matter what size it is, as long as it pulls people in. It pre-qualifies them before they read the sales letter, meaning it has to let people know right away whether your product applies to them.

The Who Else Headline: It says something like: "Who Else Wants to Enjoy This Benefit?" "Who Else Wants to Explode Their Income by A Million Dollars?" Adding the "who else" part can almost double your conversion rate. So take, "Discover The Secret to Losing Weight," and add "who else" to it to get: "Who Else Wants to Discover The Secret of Losing Weight."

The If Then Headline: If you meet this condition, then you can enjoy this benefit. Example: "If You Can Copy and Paste, Then You Can Boost Traffic to Your Website." It appeals to the broadest range of people, because everyone can copy and paste.

The Give me, and I'll Headline: Give me something, and I'll give you this benefit. Example: "Give Me Thirty Days, and I'll Give You Sculpted Abs."

The How To Headline: How To Enjoy X Benefit. Example: "How to Uncover The Secrets to Boosting Traffic to Your Website." Putting "How To" before a verb has been known to increase response 40 to 60%.

For a hundred good headlines, Google "100 greatest headlines."

Using a Pre-Head

The pre-head is a small statement before the headline that qualifies the readers a bit more. Often they read it after they read the headline. Use it to tell who this letter is for and who it's not for. Tell something that you've gone through to put people in the frame of mind before they start reading the letter. If the headline doesn't quite draw them in, people tend to start reading from the very beginning, and that's where the pre-head comes in. You could say: Please Read Carefully: This Opportunity is Only Being Offered to the Next 134 People." You could also ask a question. In short, you can do anything you think will compliment your headline and push people into reading the rest of your letter.

Using a Story

You can either tell one good story, or tell several little stories in order to keep the customer's interest.

The Zigerinig Effect: People are uneasy when a task has not been completed. People remember unfinished tasks more than they do finished tasks. So when you create a story, you want to keep them hanging until the very end. You can use this to get people to buy your product, or you can use it to get them to read your entire sales letter. Start with an idea. You can start with a tangent that's relevant to your sales pitch, or you can say, "I'm going to tell you about this a little bit later, but first, I need to tell you something more important." They do this on the news: peak your curiosity with a headline, and then make you wait till the end of the broadcast for that story. This opens the loop. When you peak their curiosity with something, you open the loop, and when you finally answer their question, you close it. Once you open the loop, you can start sprinkling pieces of info that educate them about your product. You can make one big loop in your letter, or you can use several small ones nested inside a large one. This is called the nested Loop strategy. Make sure that when you close a loop, you're either at the end of your letter, or you open a new loop right after that, otherwise people will lose interest.

Using Bullets

Keep them short and sweet. Don't put a bunch in one area. Break them up with other text. You could use bullets to describe your product, bullets to describe any premiums you offer and bullets to spell out your guarantees.

A good bullet tells a good story in itself. Use them to describe the product and link it to what it means to the customer. There's a difference between features and benefits. Features are just aspects of the product. They don't take into account the target audience. Advantages is the corresponding function of the feature. A function means what does that feature do? What does it cause? How is it used? Benefits tell what those features mean. What do they mean at a personal, intimate and direct level?

There was a sales letter describing anti-wrinkle cream. It said that the cream was ph balanced. That's a feature. It also said it was gentle on your face. That's a function. The fact that it's ph balanced means that it's gentle on your face. The benefit is that it's not harsh on your face like those chemicals that you use at a doctor's office.

Creating a Bullet

Take a pad of paper. List all the features in the first column, the advantages in the second and the benefits in the third.

The So That Technique: You would say: “This cream is ph balanced, so that it’s gentle on your face, so that...” Or try: “What this means to you is...”

When you don’t want to give too much of the content of your product, you can describe the content without actually revealing it. Use ticklers, or curiosity boosters, that will give some information without giving out too much. Use a bullet that starts off with an idea, and then use a piece of content that justifies it.

Example:

Seventeen Tips That Will Help You Bring Your Website To the Top of The Search Engines In Only Seven Weeks

In fact, one of these tricks only takes 12 minutes to implement.

You’re adding emphasis and building on the previous bullet or message.

Layout of a Sales Letter

The worst websites are those that use a percentage width and cover the entire monitor. It’s been proven that long lines of text fatigue the reader. People will start scanning if the lines are too long. Use a fixed-width table, 600 to 700 pixels wide. That mimics the width that people are used to from paper. The reader stays engaged and doesn’t become fatigued. Use paragraphs no longer than four or five lines.

Using standard letter conventions like “Dear Friend,” increases response. Using a drop cap increases readership. Pad your tables between 20 and 30 pixels, creating a bit of white space around the copy. Adding signatures below testimonials increases response. Using blue pen is better than black. Black, blue and white are the best background colors.

Using Testimonials

A testimonial needs one of three things, preferably two or three: quantifiable, measurable, time bound.

Quantifiable: People tend to give instant credibility to something that’s quantifiable. Numbers make the testimonial more believable. Round numbers like 1,000 are not

believable. People are more likely to believe you increased traffic to your site by 1,157 visitors than 1,000.

Measurable: Testimonials need to compare before and after results. If you started out with 800 visitors to your website, then 1,000 means nothing. You need a base line to measure the quantity. It proves that the result is huge.

Time Bound: The time frame in which the result was achieved.

So you need to ask people giving you testimonials for information that is quantifiable, measurable and time bound. If they don't give you that info, ask them for it.

Using Web 2.0 to Customize Your Sales Process

Usually, you have a long block of text that tries to appeal to several types of people at the same time. You can use the power of Web 2.0 to create a path for each person to follow where they only view text that's appropriate for them. This way, they don't have to read as much, and they're more likely to go through your entire sales page and go on from there. You can also use their route through your site to determine which up sells or down sells to offer them when they check out.

Crazy Egg (<http://www.crazyegg.com>) and Click Density are tools that can help you to customize your site. Crazy Egg lets you track what visitors to your site are doing, beyond simply which pages they visit. It will track where they click, even if they don't click on links. Glyphius.com will ask you to enter your copy and will tell you which words have scored high and which have scored low in the past. Script.aculo.us has Javascript that you can download for free that will allow you to jazz up your pages in a number of ways. Gateway Magic allows visitors to fill in their info and receive a customized sales letter.

For more complex tasks and customization, don't be afraid to hire a programmer on something like elance.com or oDesk.com. It shouldn't take them more than a couple hours to do most site customizations, unless you have a large site with many products.

General Copyrighting Tips

Since copywriting is another form of sales, learn how to sell: Read books on selling. (Tom Hopkins, Brian Tracey.)

Create a swipe file. It's a file of sales letters that you keep that are proven to be successful. You can use them to read the way they present their pitch. Look at the way the headline reads. Where did they introduce the price? How did they

qualify the reader? What kind of story did they use? You can use them as a basis for your own writing.

If you have sales letters that you know have been proven to sell well, take a pen and write the entire letter word for word. It creates a connection in your brain when you do that, because you're reading it with more intensity. It will help you grasp the approaches the writer took when they wrote that letter.

Sometimes people use a reverse opt-in, which means they give the user the content they're looking for up front, without requiring them to fill in a form first. After that, you ask them to fill out a form if they'd like more content like what they just read.

Sometimes when you go to write your copy, you start worrying that it's going to be seen by a lot of people, and your writing becomes impersonal. When people read anything, they read it one person at a time. When you write it, you have to write it to one person. That way, you'll create a relationship with each person who reads it. It's not something the person will consciously think, but they will instinctively know that you have a rapport with them.

If you're writing an email, pick one person on your list and pretend that you're writing to them. When you're done and you read it over, you'll realize that it's just as applicable to the others on your list. When they read it, they'll think you wrote it to them specifically. Rewrite it and take out any references to a single person.

Most government or legal writing is passive, such as "enclosed in this envelope is a contract." Something more active would be: "you'll find in this envelope a contract I've included." Passive writing is usually without a person doing something in the sentence. Active writing is when you have somebody doing something in the sentence. "The door was open" is passive. "Joe opened the door" is active. "Joe kicked open the door," is even more active.

Treat it like a game. Go through your writing, and determine whether each sentence is passive or active. If it's passive, do your best to make it as active as possible. If you're not sure, look for verbs like finding, reading, doing, claiming. Try adding an adverb, like in the example above. "Joe kicked in the door," is much more powerful than just the word "opened."

Use Emotions: You can create emotions in your writing using a story or a direct narrative. One letter began with the sentence, "I was nearly in tears." This put the reader in the position of having to read the rest of the letter to find out why the writer was in tears. Emotion moves people. We are logical beings, but our emotions can override that logic. People buy for emotional reasons, and they justify their purchase with logical reasons. So you need to use both in your writing. Tell a story that people can relate to that they can also feel. In the "I was nearly in tears," email, the author was playing on curiosity, but he was also prompting people to feel something.

Be Commanding: Command the reader to do something. By embedding the command, a reader might not realize that you're instructing them to perform certain tasks.

According to traditional copyrighting, you should always ask for the order. Asking for the order is a command. At the end of your sales letter, you'll say "click here to buy." You're giving a command. This command needs to appear multiple times in your copy.

An embedded command is something like "imagine how many more sales you'll get when you start using hypnotic writing on your website." That's an embedded command. You're asking the reader to imagine that particular command. Instead of saying, "you'll get double the impact of sales on your website." Rather, say, "imagine doubling the impact of sales on your website." That hides the command a bit. That's one level of embedding.

Whenever you're about to start writing, have in your mind the command you want people to take. Have in your mind the action you want them to take at the end of your sales letter or at the end of the website. When you go into your copyrighting with this command in your mind, it will show up as embedded commands throughout your copy.

Use Curiosity: Questions bind people to your writing and arouse their curiosity. They make the reader wait for you to answer the question. It opens their minds. It causes them to stop on the spot, be riveted to your words and to await your next command. The simplest way to use curiosity is to turn any statement you have into a question. Make sure the question cannot be answered until the reader buys the product or service. So make sure the questions are open ended, not yes or no.

Increasing Sales

Sales Checklist

Don't let your ego trick you into thinking that you know more about your customer's needs than they do. Always be conscious of what they're telling you. You can check this via emails, support tickets and forum posts, to name a few. Find out what they want more of.

Recognize Weaknesses: If you think you've done everything right, but you're not having success, search for the weak link. Start with the copy and go from there to the traffic source, then to the conversion process.

Set Goals: Setting a goal is what will drive you to success. It will keep you motivated when things get tough. They can be monetary goals, goals for completing projects

or parts of projects, whatever makes sense depending on your business. Have a clear vision of where you want to be throughout the process.

Get Help: No one does everything themselves. We all start somewhere and are particularly strong in certain areas, but no one is equally great at everything. Get help in your weak areas, whether it's advertising, SEO, copyrighting or any aspect of your business. Look at competitors as potential partners. How can your products and services fill gaps in their sales funnel? How can you create a win-win partnership between you where you're able to monetize your sales systems and processes. This allows you to leverage the things they do well and vice versa.

Find a Good Host: Make sure your website loads quickly. Choose a host known for its speed and reliability.

Market Research

Market research is arguably the most important step to take before launching your product. What demographic is your primary audience? How old are they? Is the primary sex male or female? What income level are they generally at? What are their biggest complaints? What are the problems they face on a daily basis? What emotions might they be feeling?

Think like your prospect. What search terms do they look for? You can find forums on virtually any topic, so get on those forums and try to glean whatever information you can. See what products they talk about and review. Check any web pages they have. Find out what site they like to spend time on. Figure out what publications they read.

Visit your competitors sites, and go through their entire sales process. See if there are any gaps in their process. See if there's anything they're lacking that you can provide. If they don't have any low-end products, maybe you can start there.

Use Amazon. Not only can you use it to see which books are selling particularly well, but you can read reviews of existing books to find out where they might fall short. Find out where the gaps are in that particular market.

Magazines are also helpful. They spend lots of money researching their subscribers and what they want, and you can leverage that research by simply looking at a magazine rack.

You can model your selling process to the particular persona that you're trying to sell to. You can use tracking tools like Google Analytics to predict your buyer's behavior. This allows you to empathize with them and figure out what questions they're going to have before they ask them.

Using Surveys to Gather Market Data

There are a few types of surveys that can help you gather data about visitors to your site:

Website Intercept Surveys: Use these surveys to determine why a customer comes to your site. Give them a few seconds to look around, and then pop up a survey that asks them why they came to your site. What problem were they trying to solve?

Product Surveys: Ask your customers what they think about your product and how you should improve it.

Concept Surveys: If you're trying to come up with a new product, you can survey your existing customers to see what other needs they have. Give them a choice between several product options, and have them rank each choice.

Exit Surveys: If you're wondering why people are leaving your site, pop up a survey when they leave. Ask simple questions like, "Why are you leaving our site?"

Cancellation Surveys: These are for customers who cancel their subscription to your product. Ask them why they cancelled. If you have a number of services, you can direct them to different products or a cheaper product based on their answers. If they cancelled because of price, maybe you have a less expensive product they'd be interested in. Don't make it too difficult to cancel, but build the survey into the cancellation form, so they're forced to answer it. Also ask them if they plan on returning.

Try to make your questions open ended. Rather than offering them choices, use an edit field. The only reason to use drop-down lists or radio buttons is when their answer will dynamically update the page, such as sending people to different pages based on their responses to a cancellation survey.

Keep your survey in the background. Make sure it doesn't pop over your site.

Use surveys to tweak your sales letter. Sometimes you have several different types of customers that come to your site. You can ask them a couple questions when they arrive at your site, and then send them to a sales page tailored specifically to their situation.

Collecting and Analyzing Survey Data

Use a web-based solution. There's a free site called limesurvey.org. There are also paid options such as surveymonkey.com and askdatabase.com. Most of them cost from 10 to \$20 a month. If you don't plan to use surveys on an on going basis, you can cancel after a month and you'll have spent only 10 to \$20 to gather customer

data. If you'd rather do it yourself, use Google Docs Spreadsheets. They allow you several different question types, and you can email the survey link to your customers or put it on your site. Use this only for basic surveys that don't require customers to skip questions or answer questions based on their answers to prior questions. For example, you don't want to force them to skip question 9 if they answered no to question 8.

How to Test your Product Without Actually Having a Product

Here's a way to test how well a potential product of yours would do without taking the risk and going through the process of actually releasing a product. Create a capture page, which is usually just name and email address. In addition to this, ask people to tell you the shortcomings of products in that market that they may have tried. Ask them what they're looking for in a product of the type you plan to introduce. When they complete that page, redirect them to an affiliate page. It allows you to capture people's information, do market research and monetize, which will offset or even pay for your advertising or maybe even be profitable. You don't need a product while you gather information and build a list. If you can affiliate with someone else's product, you can do all these things without losing much money or even while earning money. You can also use more than one affiliate to test and see which one works best, and then model your own product to take advantage of the strengths of that offer. Then you can test your product against those affiliates.

Conversion Checklist

This is a quick checklist to get you started. The Google tools aren't the most powerful or flexible, but they're free and easy to use.

Get Google Analytics, and get it set up on your pages. Also set up the goals and funnels within Google Analytics. They have tutorials to help you.

Once it's up and running, start watching your visitors' behavior. See how your different traffic sources are converting on an individual basis.

Sign up for Google Website Optimizer. It will allow you to perform tests on your website to determine the best way to sell your product.

Set up a very basic test plan. Test something like your headline on the opt-in process. Once you see the increases in conversion from finding an improved headline or increasing your opt-in rate, you'll want to test everything and maximize your potential. The Website Optimizer is a powerful tool that can do a lot, but make sure you start off slowly so you don't overwhelm yourself.

Interpreting the Data

In addition to checking your conversion rates for each traffic source, check how long your visitors are spending on each part of your site, particularly if you're using a sales process with a lot of copy or a video. You want to try to encourage them to spend more time on your pages.

You should also track conversions over time and note the trends you see. Are their parts of the year that are more successful than others? It depends on your product and its uses, but generally, August and September are the worst two months of the year. So if you notice a dip in your sales during this period, it doesn't necessarily mean there's a problem with a part of your site. If you notice some days are busier than others, it will help you know when to send email blasts that will be most effective.

The most important place to improve is capture. The capture page is the most important, because if you lose people there, they probably won't come back.

Split Testing

Creating a split test is just a matter of putting up two separate pages for each element that you want to test. A typical A-B split test is when you have two pages to test with one variable, say a headline. Your existing headline is the control, and your new one is your test. Whichever one wins between those two will be the control in the future. You can perform this test with all the variables you can think of in your sales process. You need at least 500 hits on the variable being tested before you'll have a statistically valid sample.

Using Multimedia to Improve Conversions

The rules for creating good copy apply to creating good video. It's particularly good for delivering testimonials. Video on your order page can tell people exactly what to do. Video on your thank-you page can give people instructions on what to do next and prepare them for any additional offers you're going to give them.

When making a video, make yourself presentable and well groomed. Unless you're very good on the fly, prepare a transcript in advance. You don't want to sound like you're reading something, so try to memorize the transcript. Adlibbing is good, but you want to make sure you get all your points across. Use cue-cards. There's also free teleprompter software available. Make sure there's plenty of light. Give a specific call to action directing them to where you want them to go or what you want them to do.

Creating Separate Paths for Visitors

You need to model your site to fit the personalities of the people who may be using it. For instance, if two people are in the market for a diamond, and one is a young, conservative man who's a junior accountant and is buying an engagement ring for his girlfriend, and one is a young lady who has been brought up with money all her life, you wouldn't sell to them the same way. The accountant isn't likely to buy a diamond until he's done his homework and has found out all there is to know about diamonds. The young lady might not care about all the particulars, as long as the diamond is cut for maximum brilliance, so it sparkles the most. So in this example, you might include some language about how sparkly this diamond is, while including a picture of the diamond, along with scientific information that backs up that flowery language. Check it out at: <http://www.theleodiamond.com/diamond-brilliance.html>

For each page, define who you're speaking to. Define what the actions are. This doesn't necessarily mean ordering. It could mean showing your money-back guarantee, which is very important to a particular type of person. Thirdly, what's going to persuade them to take that action? Plan your site according to the buying habits of your customers, as explained in the Market Research section above.

Forms and Checkout

Use point of action assurances: Next to the field for the customer's credit card info, tell them about your guarantee policy. Spell it out completely rather than alluding to it in vague terms.

Minimize your Prompts: The more you ask, the less likely customers are to complete the process.

Creating a Sales Funnel

A funnel begins with your initial product offering. If it's good and it fills a niche, it's going to attract a lot of people. You create a sales funnel by offering those people more products that meet their needs that are more specialized than the initial product. If the initial product is an ebook, you might go from there to a video and from there to an online course and from there to a live, in-person course. The deeper you go into the funnel, the more money you'll make. You add to your sales funnel by filling in the gaps in your existing funnel. If your customers are asking for something in particular, and you don't know the answers yourself, it might be as simple as interviewing someone and offering that as an up sell.

Elements of a Sales Funnel

Front-end Products: These are the first products you sell. They may not even make a profit. You need at least one, preferably two or three. These can cost anywhere from nothing to hundreds of dollars, but they need to be as broadly appealing as possible. One method is to offer a very low-priced product that is an extremely good value, something that will blow the customer away. You can also include a free trial of a subscription product. This helps build the initial relationship with the customer and prove the quality of your products using an extremely low barrier to entry. Another option is to offer a free-trial subscription as your front-end product. The common wisdom is that you'll get a better quality of customer if you charge even a small price for your front-end product.

Subscription Products: One way to keep people interested and keep revenue coming in is to create a product that has a recurring monthly benefit that people subscribe to and pay for each month.

Back-end Products: Once people purchase your initial product, you can offer them several additional products that are more profitable for you than the initial product. You might charge \$97 for a more advanced product, and \$297 for the next level, etc. If your front-end product is an ebook, you can typically charge 50 to 100% more for a physical copy.

Optimizing your Sales Funnel

The key is to make it as easy as possible for them to order again, so it's important to have a shopping cart system that remembers their details, so they don't need to enter them every time.

You should also test the order of the offers you're presenting. You can do this using split testing. This has to do with how much the first up sell will be. Many people say the first up sell should be less than the initial sale, but it may be difficult to turn a profit this way. You'll need to test which style works for your market. So people don't feel like they're being deluged with special offers, you can create a progress bar that tells them their position in your system. Make sure the pages for each offer are different. You don't want one offer to look similar to the one the customer just came from.

Split up products or services that are \$100 or more into payment plans. This way customers can pay a reasonable monthly amount. The amount of re-billing attempts that fail is easily offset by the increase in conversions.

Use sales intensification methods to add urgency. This means offering them a one-time buy that will expire when they leave the site. If they pass up that offer, you can present them with it again as a second chance at some point in the future.

A thank-you video/message after the initial sale and before the special offers can go a long way toward making your customers feel welcome and valued. It then introduces them to your special offers that are only available right now.

Use navigation links appropriately, reducing the navigational choices as they get deeper into the sales funnel, particularly in the checkout process. You might have noticed that when you enter the checkout process on most sites, you suddenly have no navigation links. They don't want anything to distract you from completing your purchase.