

Supercharged Sales Funnels

Maximize Your Profits with a Full Funnel of Offers



Course Book

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Sample

Introduction

What is an 'offer funnel'? You'll find a lot of information out there already about sales funnels. However, in this course we will focus exclusively on the offers in your funnel – the types of offers, where you should put them in your funnel, how to use offers to convert leads, and how attract people to your funnel. The way your offers fit and flow together form your Offer Funnel.

What is a Sales Funnel?

Your sales funnel is the process prospects go through to become a customer.

Picture an actual funnel: It is wide at the top (the sales funnel entry point) and narrows at the bottom (the point of purchase). The idea is to cast a wide net at first, attracting casual and serious prospects alike. You then present them with offers that will either move them down the funnel towards purchase or remove them.

That is the focus of this course: choosing offers and structuring them within your sales funnel to entice your audience to buy (or to move on).

It is one thing to attract leads, but to have a profitable and successful business, you need to convert them into paying customers. Both new and existing customers need a nudge.

Offer funnels direct prospects, factoring in stops, detours, and even reversals along the way. The structure of your offer funnel will work to nurture the relationship and make sure that you are presenting the right offer to the right prospect. Once the prospect has made a purchase or an initial commitment, they are more likely to buy your core offer or upsells because you have proven yourself and the value of your product/service.

The five stages of an offer funnel:

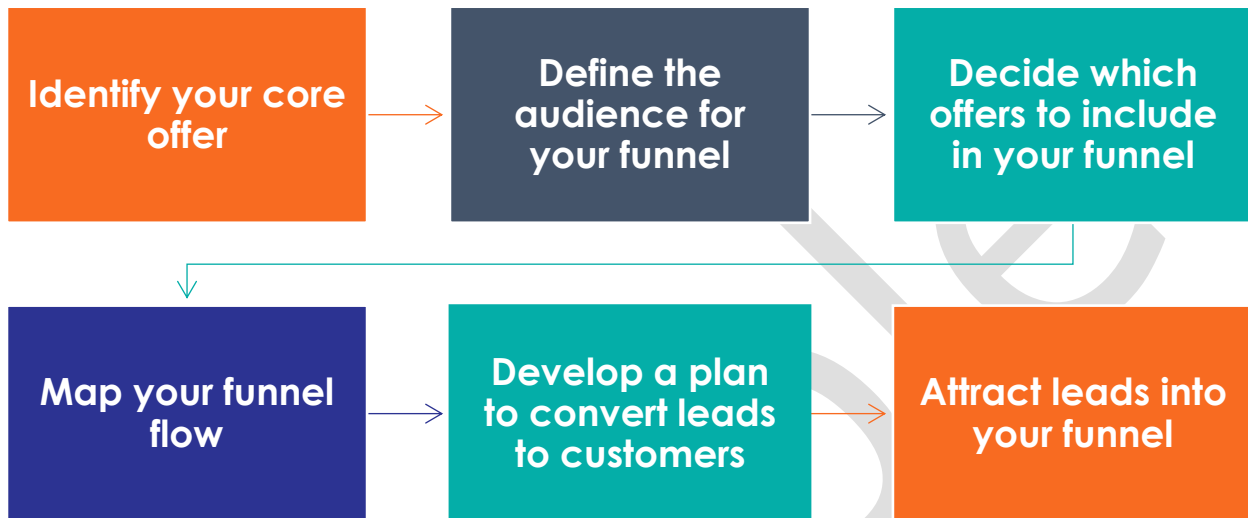


- Awareness
- Interest
- Evaluation
- Engagement
- Commitment/Purchase

There are five stages in your offer funnel. Prospects are generally presented with anywhere from three to five offers as they progress through your sales funnel. Those offers will include one 'core offer' and a mix of lower and higher-ticket options. You'll also need a free 'lead magnet' to trigger the funnel

By the time you complete this course, you'll have chosen your core offer and at least two other offer types that will be incorporated into your sales funnel, and you'll know where to put them. You will also identify your lead-nurturing content, and come up with a strategy to get people to enter your funnel in the first place.

Here is your roadmap through the course:



Learning Objectives:

By the time you complete this course, you'll be able to:

- Identify the core offer that all your other offers will hinge upon, allowing you to build a powerful funnel that will maximize sales.
- Define your ideal customer profile so you can develop persuasive communications and offers, delivered at the right time to the right people.
- Define the unique value proposition (UVP) for your core offer and how it will benefit your audience so you can convert more leads into customers.
- Choose a powerful and effective lead magnet that will convert curious audience members into subscribers, triggering the beginning of your offer funnel.

- Identify a valuable and effective low-ticket offer that addresses your audience's pain points and moves them further down your funnel.
- Create a one-time offer that instills a sense of urgency or a fear of missing out, increasing revenue before moving to the next part of your funnel.
- Develop an attractive subscription offer that solves part of your audience's problem, primes them for purchase of your core offer, and moves them even further down your funnel.
- Add in a valuable order bump to increase point-of-sale revenue.
- Identify an enticing upsell for your core offer that will enhance customer loyalty, maximize ROI, and boost your profits even more.
- Create an effective downsell for your core offer that will bring in more revenue by converting buyers who might otherwise have left
- Map out your simple offer funnel, a visual representation that provides a valuable roadmap for building out a sales funnel with all your offers.
- Identify where you will automate and segment your funnel, including which sales funnel automation platform makes most sense for your business.
- Develop powerful content that will move leads through your funnel and motivate them to purchase your offers.
- Create a powerful call to action (CTA) for each piece of content that motivates your prospects to take the next step through your funnel.
- Develop a 'Plan B' for prospects who decline your offers, either through a downsell, value options for a higher-ticket item, or staying connected with them through valuable content and freebies.
- Attract people to the entry point of your funnel with engaging,

targeted, and optimized content.

- Evaluate your offer funnel and adjust it as needed to maximize conversions and revenue.
- Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course

This course is broken down into 6 major modules with individual lessons to take you step-by-step through the process of structuring your offer funnel, attracting people to it, and evaluating results.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each module.

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Module 1 – Define the Ideal Customer for Your Funnel

The first step to creating an offer funnel is to clearly define your audience. But before you can work up this ideal customer profile, you have to identify your core offer. You don't need to know the ins and outs of the offer, or how specifically you're going to position it. You just need to have a very basic understanding of the product or service that you want to sell, that all other offers in your funnel will hinge upon.

- **Lesson 1: Clarify Your Core Offer**
- **Lesson 2: Create Your Ideal Customer Profile**

Lesson 1: Clarify Your Core Offer

Your core offer is your primary product/service.

For some businesses, the core offer might be obvious and won't require a lot of forethought. For example, if you are a transformational coach who only sells an 8-week one-on-one coaching package, that's your core offer. Or, if you create websites for coaches, that's your core offer.

But for others, choosing their core offer is a bit more complex. For example, their company offers multiple products or services, all of which are popular. Or their business launches a new version of their core product each month. Or maybe they want to launch a new webinar and develop an offer funnel specifically for that. Or, they have two very distinct audiences that each need their own funnel for the core offer (e.g., one funnel for recent graduates and one for new retirees).

The following example outlines the process of narrowing down your core offer. Use this to guide you if your core offer isn't straightforward.



1. What is your core product or service? Transformational coaching for high-level entrepreneurs who need to make a change.
2. What product or services do you offer? Themed 6-week group coaching sessions online, webinars, one-on-one coaching, destination/adventure group coaching intensives.
3. If you have multiple products/services, in an ideal world, which one would you focus on? What brings you joy? Weeklong destination/adventure group coaching intensives.
4. What product/service requires your immediate attention or needs a boost in sales? Upcoming weeklong group coaching adventure intensive in Costa Rica.
5. What is your core offer for this funnel? Upcoming weeklong group coaching adventure intensive in Costa Rica.

Key Takeaways:

- The first step to creating an offer funnel is to clearly define your audience.
- Before you can work up an ideal customer profile, you must broadly identify your core offer.

Action Steps:

1. Answer the following questions in your Action Guide.
 - a. What is your core product or service?
 - b. What other product/services do you offer?
 - c. If you have multiple products/services, in an ideal world, which one would you focus on? What brings you joy?
 - d. What product/service requires your immediate attention or needs a boost in sales?
2. What core offer will you focus on for this course?

ATTENTION:

This is only an excerpt from our full course **Supercharged Sales Funnels**. The full, customizable course contains 5 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.