

Sales Funnel Secrets



By Calvin Woon & Jonathan Teng



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For more information about the IM Buzz Creators' latest products & services as well as to grab a ton of free resources to help you get started making money online, check out:

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What is a Sales Funnel?

Imagine your typical household or auto funnel – wide at the top so you can collect as much liquid as possible, narrow at the bottom to direct all this liquid to a very specific place. There are plenty of pouring jobs that would be just about impossible to do without a funnel.

And likewise, **turning a huge profit with your business would be next to impossible WITHOUT a sales funnel.**

You see, your sales funnel works much like your household funnel. It's wide at the top, so that you can "pour in" as many prospects as possible. To do this you usually offer something for free, or something that's obviously an extraordinary deal.

We'll talk about these exact tactics later in this book.

Your goal is to move people through your funnel smoothly – from their first experience where they step forward and raise their hands (identifying themselves as prospects), to buying a product from you, to moving on to purchase more products and more expensive products from you.

Just like a household funnel, your sales funnel works to effortlessly move your prospects in the exact direction you want them to go. And that direction is one that of course is helpful to you the business owner because it puts more money in your pocket... but it's especially helpful to the customers who are getting their problems solved.

Why all the rigmarole?

If our goal is to move a prospect through the funnel towards some specific action – perhaps buying a seat at a \$5,000 workshop – why don't we just start there?

In other words, why don't we just sell seats for \$5,000 a pop, instead of developing free and low-cost products?

Why bother with all the rest?

As it turns out, there are plenty of good reasons why we don't do this...

One of the big reasons is because it's more difficult to sell an expensive product to a customer who doesn't know you. High-ticket merchandise are rarely made as spontaneous purchases.

Think about the last time you made a major purchase, such as a car or a high-end piece of electronics. You probably didn't grab the first product you saw from the first sales person you ran into, right?

Of course not.

The only way you'd do this is if you had already researched the product thoroughly and if you already knew, trusted, and perhaps liked the sales person (and/or the company you're buying from).

For example, let's suppose you wanted to buy a new laptop, and your budget was about \$2000.

Would you buy a \$2000 laptop from a company you've never heard of online? I doubt it.

However, you likely wouldn't have any problems dropping that cash at the well-known Dell.com, Best Buy, or even at your local computer store.

The reason of course is because you already know and trust these companies.

These companies have spent years and a massive amount of money earning their niche market's trust. You probably don't have that kind of advertising budget. And you probably don't want to wait that long to start making sales.

The solution?

Get customers into your sales funnel where you start building that trust and credibility.

You might not sell \$2000 items to customers who consider you a virtual stranger, but they WILL be willing to join your free newsletter or purchase a lower-priced product from you.

Once they do that, they're in your funnel... and you're on your way to building a trusting relationship.

Another reason to use the sales funnel is for the customer's benefit.

Sometimes you might offer solutions that become increasingly more advanced. Not every customer will need every solution. So the funnel works to accommodate those who only need limited help AND those who will need your full suite of solutions.

For example, let's suppose you're selling information related to dog agility training (this is like an obstacle course for dogs). Some of your customers will buy your entry-level dog agility training book and be happy with it. Perhaps they find out that they don't have the patience to do the training, or the dog really isn't all that into it.

Other customers, however, will need advanced solutions.

They'll want to buy your advanced agility-training ebooks. Some of them will want to take it even a step further, and buy a package of training manuals and DVD's that teach them how to train their dogs to compete.

Those who move onto competitions will also want to buy an agility course from you (easily a several hundred-dollar purchase). You may even offer live weekend workshops where people can bring their dogs for an intensive training session.

In other words, the more a customer gets into the niche, the more solutions you need to provide for her.

If you've set up a sales funnel, she will be happy you're able to provide all these solutions for her.

Need yet another reason to set up a funnel?

How about this: **it's much costlier and time-consuming to get a new customer, as opposed to selling something else to an existing customer.**

Consider this: if you want to sell something to a new prospect, you need to find that person. You need to send out a targeted advertisement to a place where your niche market will see it. Chances are this will either cost you time or money... or both.

Sure, you should be finding new customers constantly. However, your biggest profits lay hidden in your existing customer list. If you have their name and email address on a list, you could send them an email right now and pull in dozens or hundreds of orders.

No matter what you're selling, your existing customers will buy in bigger numbers than new customers (e.g., your conversion rate will be better).

In other words, having a sales funnel and a backend marketing system in place makes it easy for you to make money.

And who doesn't want easy money?

Now let's look at the specific tactics...

How to Get Prospects into Your Sales Funnel

There are several ways to pull prospects into your sales funnel.

You can offer them something free, then build a relationship built on trust so that they begin buying from you. Or you can sell them something (usually low-cost), so their initial risk is low.

That establishes the relationship, which then blossoms profitably as you sell more products and more expensive products.

Obviously it's faster to move a prospect through the funnel if they've already purchased a lower-priced product from you.

They already trust you to a degree, and they've shown that trust by giving up their hard-earned money in exchange for what you're offering. Since you have that trust, it's easy to build on it.

And so as you can imagine, using something free to pull people into your funnel is a more complicated affair, as you're building a relationship from the ground up. It takes longer and may take a bit more effort.

As such, we'll focus much of the following discussion on exactly how to use the free newsletter model profitably. Then we'll move on to cover other ways you can quickly move your prospects through your funnel.

Let's take a look at the specific models you'll learn:

- 1) The Free Newsletter Model
- 2) The Entry-Level Product Model
- 3) The Name Your Own Price Model
- 4) The Borrowed Credibility Model

1) The Free Newsletter Model

One of the most common and perhaps easiest ways to pull prospects into your funnel is by offering them something free.

This strategy has a long tradition, as you'll still see classified advertisers asking prospects to request a free report. This strategy spilled over onto the Internet, where now it's common to see marketers offering something free in exchange for an email address.

So what sorts of things might you offer a prospect? Here are just a few examples:

- A free report the prospect can download instantly after joining the mailing list. For example, "How to Lose Ten Pounds This Week."
- A free audio file (MP3), such as an interview with a niche expert, or an audio of you discussing a topic of interest to your prospects.
- A free video showing step-by-step instructions on something important to your niche, such as "How to Change the Oil in Your Corvette."
- A free spreadsheet or other tool to help your prospects. For example, a spreadsheet that helps people plan and balance their household budget.
- A free piece of software that helps your prospects. For example, a free membership site script for Internet marketers.
- A free membership to a site that offers a variety of tools and resources.
- A free multipart e-course delivered by email.

And so on. You can offer most anything you'd like, including physical products.

Now there are two keys to making this work for you...

1. The free product must be directly related to what you're selling.

You see, the goal of offering a free report or similar is for you to get prospects to step forward, hands raised, saying "I'm interested in what you're selling."

That means the item you're offering for free must be targeted with laser-like precision to your target market and to your paid line of products.

For example...

Let's suppose you run a site that teaches people how to train their hunting dogs to work with them in the field. If you're primarily interested in targeting the "pointer" niche (dogs that help point and flush out game), then it doesn't make any sense for you to offer a product that's only partially related – such as a book intended for water-retrieving dog owners.

And yet plenty of marketers do exactly this. They offer free "stuff" that will attract related niches.

For example, a weight-loss site focused on losing weight through exercise offers a book on diet pills.

When the marketer starts talking about exercise, those who signed up for the "magic bullet" – the diet pills – are gone.

Another example: a rose-gardening site offers a free ebook on growing roses in arid conditions. This of course attracts all sorts of desert gardeners to the mailing list.

But when the marketer starts pitching general rose-growing products, all the desert-dwellers nod off in boredom.

Do you see the fine line you must walk?

In order to attract targeted prospects, you need to give them a product that's 100% related to your paid line of products.

Example: If you're running a weight-loss site that centers around exercise, then give them a video or ebook depicting three "fat blasting" exercises.

TIP: Do you want to only pull in the most qualified prospects?

Then give them a free sample of your paid product! For example, offer them a couple chapters of your ebook, or an hour of your ten-hour audio series.

Look to your local grocery store as an example. Now think back to a time when there was someone offering you a free sample of something: sausage, cheese, perhaps some sort of snack cup.

Did the person offer you a generic bit of cheese and then recommend you buy a specific brand of cheese? Of course not! She gave you a free sample of the exact cheese she was selling.

And that's what you can do in your business too. Whet your customers' appetites for information by giving them a free sample of your paid product.

Now let's look at the second key to making the free newsletter model work for you...

2. The prospect must eagerly anticipate receiving the newsletter.

In a rush to offer all sorts of freebies to prospects, some marketers gloss over the fact that the prospect will be receiving a free newsletter. And some marketers don't even remember to mention it – all prospects are told is that if they "register" by submitting their email address and name, they'll receive their free product.

Big mistake.

If the prospect didn't stop to think that she's getting added to a mailing list (and she didn't specifically request to do so, other than requesting her free product), she might consider your emails to be spam.

After all, she really doesn't remember requesting to receive your newsletter. And she likely doesn't even recognize your name in her inbox.

Another possible scenario is that she does recognize your name and she's vaguely aware of the reason she's on your newsletter list. However, she has absolutely no interest in your newsletter. She got what she came for – her freebie – and isn't interested in what else you're offering.

This is especially true of the die-hard freebie seekers who, by definition, are unwilling or unable to pay for your products. They want freebies, and will gladly take them. They want free information via your newsletter, and will gladly inhale it all. But offer a paid product, and they turn a blind eye.

End result: your conversion rate plummets if your list is full of true freebie seekers.

Another possible scenario is that you have a savvy prospect whose inbox is currently being hammered by all sorts of marketing messages as well as pure spam. He's cautious. He knows that if he gives up his email address to you, it's for a reason – specifically, because you want to email him. But he's already up to his eyeballs in emails.

His solution? He gives you a throwaway email address. That means he uses the address as a means to get his freebie from you, but then he never reads your emails again.

Perhaps he's set up a throwaway Yahoo or Hotmail account. He uses this account specifically to get freebies, and then once a month he goes into the account to "dump" all the emails in it. Some people even use temporary email addresses that expire after a few days. Either way, this person will never see your newsletter. Once again, you'll have a dismally low conversion rate.

And then of course we have the final scenario, the person who realizes they've joined a newsletter list and will be receiving regular emails from you. They save both of you some time by simply unsubscribing after they've received their freebie. But unfortunately for you that means a lot more people are requesting your freebie than actually staying on your list.

This isn't what you wanted. Your whole point in starting a newsletter was to have a list of subscribers who eagerly anticipated each issue. You wanted a responsive list, an interactive list, a list of people you could build relationships with. Instead it seems you've built a list of people who've taken a couple sleeping pills.

So what's the solution?

How do you turn things around so that you can build a responsive list... one that works successfully in pulling people through your sales funnel?

Here's how:

You make the prospect first and foremost excited about receiving your newsletter... and *THEN* offer the free product as a bonus.

Let's look at this strategy in more detail...

How to Build a Responsive List

Building a responsive list of course has a lot to do with what sorts of newsletters you're sending, how you treat this list, and so on.

However, the very first step in building a responsive list begins with your prospect's expectations.

That is, what did you tell them in order to get them to sign up for your list?

We've already discovered that the wrong way to build a list is to simply offer something free, and make people give up their email addresses to get it. Either they won't know they're joining a list, or they'll ignore your newsletter.

The correct way to build a responsive list is to write a sales letter – perhaps a squeeze page – that gets people excited about your newsletter. Not about the freebie. No, you want them drooling in anticipation to read your newsletter.

TIP: *Yes, you need to write a sales letter even though you're offering something for free.*

After all, you're "selling" people on giving up their email address, and taking a few minutes out of their busy week to read your newsletter. You need to show them the benefits of reading the newsletter far outweigh any other use of their time.

Think about some of the "free newsletter" offers you've seen. Some of them simply say "sign up for our free newsletter!"

That's the worst thing you can do.

For starters, no one wants a free newsletter.

No, **what they want are benefits. They want solutions to their problems. They want something that will entertain them and inform them.**

When you use a headline like "sign up for our free newsletter," you're not promising any of those benefits. The prospect will think, "it's free? So what? What's in it for ME? How will it solve my problems?"

The second problem with a headline like that is that it's a bit oriented towards the person offering the newsletter. It says "sign up for *OUR* newsletter". The person who wrote that headline is just moments away from thoroughly patting himself on the back.

But the newsletter shouldn't be about the back-patting creator.

The newsletter should be about the prospects.

What's in it for them?

What you need to do then is create a headline oriented completely to the reader, one that makes a big promise or highlights the biggest benefit the reader will receive if she only subscribes to your newsletter.

TIP: *Don't even mention the word "newsletter" in your headline.*

People are inundated with newsletters. They're swimming in spam. They're drowning in forwarded jokes from family and friends.

If you tell them in your headline that they can join a newsletter, they'll say, "no thank you, my inbox is already overflowing with email."

*So you don't mention it. Instead, you just mention all the benefits they'll receive when they join. And just when they know that they absolutely **MUST** have this information – they're sold on it – you tell them it will be delivered by email.*

If they're already sold, they won't mind. In fact they won't even notice. Indeed, they may even think that's a marvelous idea, because it's so convenient.

But if the first thing you tell them is to join your newsletter, their eyes will glaze over before they even get to the benefits of doing so.

Here's an example of how to capture the prospect's attention with a good headline:

“How to Transform Your Dog into the Best Water Retriever You’ve Ever Seen”

or

“How to Grow Roses that Win Awards”

or

“How You Can Lose Ten Pounds Quickly and Easily ...Without Getting Off Your Couch...”

...and so on.

These are headlines that capture the main benefit of the newsletter.

The newsletter IS the product.

It’s the focus of this squeeze page. It’s what’s going to get people excited enough to sign up and then sit by their inbox, waiting for your next issue to arrive.

After the headline you can proceed to create a regular sales letter, which goes on to stir the person’s interest and desire for the newsletter by listing benefit after benefit.

Then as a nice icing on the cake – a bonus – you offer your freebie.

Your freebie is almost like an after thought (as it’s certainly not the main benefit of joining the newsletter... not by a long shot). It’s what you give to readers to make it easy for them to decide to join your list.

In short:

Readers will happily enjoy your freebie, but they joined your list to see what’s in every tantalizing issue of your newsletter.

Once you have them sold on this, then you pull out your call to action, where you specifically tell them how to join your newsletter list ...and you encourage them to do so now.

How to Court the New Subscriber

Now that you've set up your prospects' expectations so that they eagerly anticipate your newsletter, **it's time for you to start delivering on your promises.**

In short: what should you send to your subscribers?

What sorts of content will help them develop that trust in you that enables them to start making purchases and move through your sales funnel?

First and foremost, you need to deliver what you promised you'd deliver.

If you promised them a weekly newsletter packed with tips and tricks, then you better deliver a weekly newsletter filled with tips and tricks.

Too often beginner newsletter publishers offer their subscribers several weeks or even months of good content, but soon that trails off.

The publisher realizes how profitable this list of prospects can be. He just sends out a newsletter, and dozens of orders pour in.

It's powerful, that's for sure.

The next thing you know, the publisher is doing nothing but sending pitches. Every few days brings a new pitch for a new product or service. And soon he wonders why his list isn't as responsive to these offers as they were in the beginning. In fact, his list is growing... but the conversion rate is shrinking.

The problem?

This publisher forgot that what made the list responsive in the beginning was the content.

He started out delivering content to new subscribers that built trust. The list converted well.

But as his greed glands kicked in, he focused more and more on HIS wants and needs. The publisher wants money, so he mails his list.

Forget the content, he's just sending pitches. Instead of building trust, he's actually violating that trust... because he's broken his word about delivering a content newsletter each week.

See how that works?

PROFIT SECRET: *Do you have to offer a content newsletter every week?*

Of course not.

In fact, you can offer a newsletter focused solely on new product announcements or offering discount deals to subscribers.

Indeed, many businesses do just that. For example, sign up for a newsletter at a place like dell.com, and you'll find 100% pitches (usually product discount announcements) without content.

How can they get away with that?

Easy: because that's what subscribers signed up for. That's what subscribers expect. And when subscribers get exactly what they want and expect – no matter what that is – they'll be responsive.

If you promised content, deliver content. If you promised extraordinary deals, deliver those deals. If you promised to post a video of you doing a tap dance every week, then you better deliver.

Keep your promises and give subscribers what they want and expect – THAT'S the secret to a high-converting, profitable list.

Now for those who are offering content newsletters mixed with product links (which likely includes you since this is a proven sales funnel strategy), the question becomes:

When should you start recommending paid products to your subscribers?

In other words, how long should a publisher court and woo the subscriber with free content before suggesting a paid product?

The answer? **You should suggest paid product immediately... from the very first newsletter.**

You see, we train people in our life – and that includes prospects – what to expect from us and how to treat us.

For example, if you act like a doormat with your friends, they'll treat you like a doormat.

Imagine this: you're the friend that everyone counts on. When someone needs money, they come to you because you won't say no. When someone needs a ride to the airport, they ask you because you won't say no (even if it's at 3:00am). If someone needs help moving, they ask you because not only do you have a pickup to help haul their stuff, you won't say no.

So your friends expect you to always say yes, no matter what the request, no matter how inconvenient. If you hem and haw when asked, they'll make you feel guilty for even considering saying no.

And what happens if you actually say no?

Shock.

Astonished looks that make you feel guilty. Suddenly the so-called "friend" might even take it personally and decide that you have a problem with him.

It's not true of course – but since you always say yes, if you say no he figures it has something to do with him.

So how does this relate to your list?

If you act like a library or charity with your subscribers, they'll start expecting you to give them everything for free.

They'll take and take and take from you... and the minute you offer them a paid product, they'll cock their eyebrow in genuine surprise.

Like the leeching friend who couldn't believe you said no (because you'd never done so before), these subscribers can't believe you're asking them to pay for something that you've been giving them for free for so long. You've trained them to expect free – and if you change that expectation weeks later, you'll run into a brick wall.

**So you need to train them to expect BOTH
free information along with product
recommendations that can help them.**

And indeed, **you should put your prospects' and customers' needs before your own.**

If a free product is the best solution for your prospects, give it to them. But if a paid product is the best solution, then recommend it.

Price shouldn't matter so much as the fact that you are offering the BEST solutions.

To make all of this work for you doesn't mean you need to transform yourself into the aggressive used car dealer who pressure prospects into buying. Of course not. You don't need to send solo ads or pitch aggressively during the beginning.

Instead, just mix your paid product recommendations in with your free content and free recommendations. If you're explaining to rose gardeners how to grow those prize-winning roses, insert product links of interest, such as a pH tester that will ensure the soil is the optimal pH level for growth.

When you weave product links into free content like that, your subscribers won't get mad. They'll be grateful that you're offering them suggestions to solve their problems.

And THAT's how you build trust and start moving people through your sales funnel using the free newsletter model.

2) The Entry-Level Product Model

As you've already seen, using the free newsletter model does attract a lot of prospects fast, because people are quick to jump on something free.

The problem with that model is that it takes some time and a little finesses to weed out the freebie seekers so you can focus on getting your real prospects to start buying from you.

Here's an alternative solution: offer a low-price (low-risk) product that gets as many prospects as possible to leap into your sales funnel by making a purchase.

PROFIT SECRET: *You're probably already thinking this, and the answer is "Yes!"*

You CAN combine the entry-level profit model with the free newsletter model.

That is, you get prospects on your newsletter list, and then very quickly offer them a low-risk product that the majority will snap up almost without thinking.

The reason for offering a low-risk product at an insanely good deal is because you build your foundation of trust and credibility much more quickly than merely offering a free newsletter.

You see, while a free newsletter subscriber may think you put out fantastic information, there's still that nagging doubt. They're not sure if they trust you yet enough to give their credit card information for a \$50 or \$100 product. They're just not sure if you'll deliver. They're just not sure if you'll provide customer support.

They're just not sure about anything... so they don't take a risk, and don't buy anything from you.

The solution for both newsletter readers sitting on the fence as well as brand-new prospects?

Offer then an inexpensive product – in the range of \$5 to \$20 (depending on your market) – and then vastly over-deliver on what you promised.

TIP: *as a general rule of thumb, \$7 or \$10 is a good price.*

It's enough to make people believe the material will be worth their time (as something that's \$3 sounds downright cheap), and yet it's also a low-enough price to be a "no brainer."

It's the kind of purchase that can be made spontaneously because "it's only ten dollars" – not a big risk by any stretch of the imagination.

As mentioned, you need to vastly over-deliver.

Even though you might be offering the product for \$10, it shouldn't actually be a product that's worth \$10.

You want to surprise people.

Give them a product that's very obviously worth \$50. Give them a bonus or two. And then give them a couple unannounced bonuses, too.

Surprise them. Delight them. Make them eager to do business with you again.

The beauty of this model is that by offering a low-risk product and then over-delivering, you've taken away all their doubts about doing business with you... BECAUSE:

- They've already trusted you with their credit card information, so that's no longer an issue.

- They've trusted you to deliver good value for their money. You have, so that's no longer an issue.
- They've trusted you to be there if they have any questions or need customer support, so that's no longer an issue.

End result?

They are much more likely to buy more products and more expensive products from you.

For example, they're more likely to buy a \$100 product from you, versus the free newsletter subscriber who's been sitting on your list for a few weeks.

You've proven yourself by quickly establishing a real business relationship where money has exchanged hands. That means the main thing that stands between your customer and anything else you sell her revolves mainly around the following:

- Whether your sales letter can convey the benefits of the product, and as a result whether she feels your products will solve her problems.
- Whether she can truly afford it (e.g., some people say they can't afford it, but that just means you haven't given them enough of a reason to buy yet)

Nothing else matters, because you've established that trusting relationship... and your new customer is now sliding happily down your sales funnel.

3) The Name Your Own Price Model (A Twist)

This is a bit unconventional, but it works the same as the entry-level product model.

You are still offering a low-priced product that's worth more (because you over-deliver)... **but the difference is that you're asking prospects to pay based on their perceived value of the product.**

Why would you do this? Because this model also removes any nagging doubts about getting **"ripped off."**

The person can't feel that way, because she named her own price. Indeed, you'll likely see higher conversion rates with this model (although probably not as much profit).

And yet this model accomplishes everything that entry-level model does. **Namely, it quickly establishes a true business relationship where money exchanged hands, thereby opening the door to the customer soon buying more solutions from you.**

Now there are two ways you can do this.

First, you can offer a full sales letter plus the value of the product, and ask people name their own price. When they do, they get immediate access to the product.

***TIP:** One reason to just use the conventional "entry level product" over this model is that you will get people paying a penny to gain access. Thus while your conversion rate may be higher, you won't actually get more real customers into your funnel. That's because the people who paid a penny are probably freebie seekers who are unwilling or unable to buy anything else.*

In short: the resulting list of customers may not be as responsive as you'd hoped.

The second way to use this model is to allow the product to be freely downloaded, under the stipulation that it is NOT a free product. You must let downloaders know that you'll be asking them to name their own price after they've accessed the product.

***TIP:** Require downloaders to join a mailing list first. That way you can follow up with them, even those who forget to pay.*

When you use this model, here's what you're likely to experience:

1. **Some people downloaded without any intention of paying.** Again, your resulting list of people who downloaded will likely be bigger than a regular list you developed from a fixed-price promotion, but the conversion rate will be lower for future promotions.
2. **Some people will forget to pay.** You need to have reminders throughout the report (or other product) reminding them to pay what they think it's worth to them.
3. **The payments you receive will likely be higher than the model where you ask people to name their own price before download.** Of course this is because the customer has read the product and decided what it's worth to her – no guessing involved.

But of course we're not looking for overall profits here.

Rather we are looking to build a responsive list of customers that we can send down our sales funnel.

So who should use this model?

Clearly the name-your-own-price model isn't for everyone. **Indeed, you may need to test it to see which resulting list of customers is more responsive, and which builds a responsive list better** (fixed-price versus variable price).

However, if you haven't built up any credibility in your niche yet, as might be the case if you're brand new, this model can help you do so. Or if you're in a niche where prospects seem skeptical of sellers, this model will also help.

Bottom line: **most marketers should use the entry-level product model over this model. But if you think your niche would welcome it, do give it a try.**

4) The Borrowed Credibility Model

So far we've talked about ways to get people into your sales funnel based solely on your own efforts.

For example, you offer a free newsletter and then court your subscriber. Or you offer a killer deal on a product to quickly and easily establish the business relationship.

Here we have yet another way to quickly bring people into your sales funnel – and it doesn't matter whether you're selling a \$10 product or a \$1000 product.

This is the “Borrowed Credibility” model, where you establish your trustworthiness by establishing relationships with influential people in your niche.

The most watered-down version of this model is secure testimonials from well-known marketers in the niche, as well as testimonials from customers who have some pull in the market.

For example, you'll notice that some prospects spend an enormous amount of time on niche forums, racking up hundreds or even thousands of posts. Obviously they're passionate about their niche... and they're also very knowledgeable.

PROFIT SECRET: *Use this to your advantage! Don't wait for a persuasive member of your niche to buy the product. Instead, give them the product free before your launch and ask him for feedback ...and if they're good suggestions, incorporate the feedback!*

That makes him feel like he's a part of your product, which makes him even more likely to mention your product on forums. That's free – and powerful – marketing for you!

Now imagine having several of these influential customers batting for you. That's instant credibility for you, and an amazing reach deep into the niche!

As a result, other members of this niche respect their opinion and consider them experts.

If you get testimonials from people like that, the forum-goers in your niche will sit up and take notice. And what's more, the influential customers will likely go back to the forums and talk about your product. Nice bonus!

You'll also want to look for influential bloggers in your niche, as they generally have even more reach in your market.

Again, make them a part of your product development process (e.g., they can be a beta tester), and make it clear how much you respect their opinions.

While getting influential customers to build your credibility and spread your marketing message is helpful, usually one of the fastest ways to do it is to ask other influential marketers in the niche to do a joint venture with you.

Consider this: these people have already established a name for themselves in the niche. People know them, and trust them. They're considered experts.

And of course beyond all of this they already have their own sales funnel set up... meaning they have a group of customers just waiting for the marketer's next recommendation, which they'll snap up quickly.

Wouldn't you like these customers to be snapping up YOUR product?

Of course. Let's look at a step-by-step plan to use this model...

STEP 1: Find potential joint venture partners.

If you've done your niche research, you probably already know who the influential marketers are. But if you don't, it's time for you to start searching.

Your best bet is to go to Google and Yahoo to find out who controls the organic search engine traffic for keywords in your niche. You'll also want to search your keywords along with the word "forum" and then "blog." For example, "weight loss blog."

Be sure to also check out the sponsored listing to see who's buying the traffic.

TIP: *Do you due diligence!*

Before you consider partnering with someone, research their name in Google to see what sort of reputation they have. If you see any red flags – even little ones – run.

You're trying to establish your credibility, not ruin it by associating with the wrong kinds of people.

STEP 2: Create your joint venture (JV) proposal.

First you need to decide exactly what type of joint venture you'd like to do with these people.

A simple affiliate agreement is easy (e.g., they all promote your product for a very generous portion of the profits).

However, the big partners get dozens of these exact same requests each week. As such – even with a generous commission and some other goodies thrown in – you might get a lot of people answering no.

Be prepared for that.

But remember, this is a number's game.

You will get more no answers than positive replies, so you'll likely need to write to a lot of people in order to secure a handful of good partners.

An alternative to a mere affiliate partnership is to ask them if you can interview them and/or feature them in a book. This is flattering to them, and is likely a bit different than most requests.

The bonus for you?

Together with your JV partners you'll quickly create a product, such as an ebook that everyone contributes an article to, or a teleseminar series where your partners are your guest experts.

End result?

Because your name is associated with all of these niche "stars," you get instant credibility. People automatically associate you with the feelings of trust and credibility they hang on the marketers they know and trust.

Extra bonus?

These experts not only created the product for you, they'll also help you market it by telling their lists. This allows you to quickly and easily pull people into your sales funnel since they're happy to buy the product from you based on the recommendation of someone they trust (e.g., your joint venture partner).

The benefits your partners receive include increased link exposure for minimal effort, as they get to briefly pitch their products in the product. But you'll also offer them a big commission to recommend the product to their lists.

If you have dozens of partners who agree to your offer, then every partner does very little work, and yet gets all the benefits of the link exposure and big commissions. **And of course you stand to benefit most of all, because you're building a big, responsive list.**

PROFIT SECRET: *Your goal is to get people into your sales funnel. This goal trumps all other goals, including a goal to make an up front profit. As such, don't be afraid to give a generous commission – even up to 100% -- to your JV partners.*

The list you're building is worth FAR more than any measly up front profits you might secure.

STEP 3: Personalize, Pack with Benefits, and Send the JV Proposal

A joint venture proposal is a sales letter, as you're selling your potential partner on working with you, promoting your product, or some other activity geared towards mutual benefit.

As such, your letter needs to be oriented towards your reader, and full of the benefits he or she will receive working with you.

That means that you need to use the person's name (and spell it correctly).

That also means you need to spend some time reading his newsletter, blog, site, forum posts, and other publications to get an idea of what might motivate this person.

The more you know about him, the better your letter will be.

Remember, all copywriting rules apply when you write a JV proposal. That includes creating an attention- getting subject line for your email... and ending with a strong call to action.

PROFIT SECRET: *If you aren't planning on doing a joint venture immediately, then work on developing a relationship first rather than asking for business favor (AKA joint venture). That way when you DO send a joint venture, this person is much more likely to respond positively.*

After all, aren't you more likely to do a favor for a friend than a stranger? Of course. And your potential JV partner is much more likely to work with you if you're already a friend.

STEP 4: Organize the project and ensure a smooth execution.

Don't rush into this project.

Plan it out fully and allow time for unforeseeable delays, as well as backup plans in case things don't work out as well as you'd hoped.

Keep your partners on track, and communicate with them regularly.

Make it as easy as possible for them by doing as much of the work as possible. You want their commitment to be minimal – for example, an hour on the phone doing a teleseminar generally isn't too much to ask.

TIP: *Remember, if this joint venture is smooth and easy for them, they'll be more likely to work with you in the future.*

STEP 5: Organize your sales funnel before launching your product.

If things work out well, you'll likely get a massive influx of traffic.

Get these people on your prospect (free newsletter) list. You should also convert a fair number of these prospects, which will enable you to build your customer list.

The worst thing you could do at this point is build these lists... and then let these lists "rot."

Likewise, you should already have a backend marketing system in place through your autoresponder, on the sales page, and even in the product itself to immediately sell more products and sell more expensive products to these customers.

They're in your sales funnel. They have their credit cards in hand. Now is the perfect time to recommend they purchase more solutions from you.

That's what we'll talk about in the next section...

How to Slide Customers through Your Sales Funnel

So far we've discussed several ways to get your prospects into your sales funnel.

Now what you need to do is actually set up your funnel so that you can begin making profits on the backend immediately.

To do this, you'll need to choose what products to sell, and you'll also need to set up your system to sell these products quickly and easily. That's what this section is about.

But first, let's talk about some of the issues you'll encounter as you start snapping your funnel system into place...

QUESTION 1: What should I sell – my products or affiliate products?

This is perhaps the most common sales funnel question and it usually comes from those who already have one product that they're selling to their niche, but they haven't thought beyond that first product.

PROFIT SECRET: *You should always be thinking two or three products ahead.*

If you're just getting established in a niche, doing the research and discovering what your niche wants, do enough research to create two, three, four or more products. That way when a customer enters your sales funnel, you can immediately send him through your funnel, offering him the solutions he needs while putting more money in your pocket effortlessly.

BONUS SECRET: *You don't have to do all the work yourself!*

Hire ghostwriters to create several of your products. That way in a few short weeks you can have an entire sales funnel and backend marketing system in place and ready to go.

If you already have your first product on the market, then you may consider recommending affiliate products on the backend. That way you can literally start putting pieces of your backend system in place today.

However, most experts (including me) strongly urge you to create and sell your own products on the backend as soon as possible.

TIP: *There are times when you can't create the solutions your market needs. For example, if you're in the weight-loss market, then obviously you're not going to create and manufacture your own exercise equipment to sell on the backend (though some people do – like Tony Little – and it's made them rich).*

In that case, do go ahead and use your affiliate link. That's absolutely fine and in fact encouraged.

However, whenever the solutions your market needs IS something you can create – like an information product – then by all means create it yourself. No sense sending your customers to someone else, when you're perfectly capable of delivering the same – or an even better! – solution.

Sure, recommending affiliate products to your customer list is perfectly fine. Look around, and you'll see that many marketers do exactly that.

However, the bulk of your backend efforts should be directed towards selling your own products.

Your sales funnel is built by earning the trust of your prospects and customers. With each product they buy from you, their loyalty – and your business relationship with them – deepens. As such, it doesn't make any sense for you to sell your own product up front ...and then send these customers off to other marketers.

Selling affiliate products almost exclusively on the backend means the vendor is developing a deeper relationship with your customer than you are. If you want fierce customer loyalty, then you need to be developing plenty of products with your name on them.

NOTE: *Of course then there's also the obvious benefit of selling your products on the backend instead of affiliate products. Namely, when you sell your own product to an existing customer, you keep 100% of the profits. Not only did you not have to lift a finger to reach this customer, you also didn't have to spend a dime or share a dime of the profits. Just send an email and the sales is yours, with 100% of the profit going into your pocket.*

That's much better than splitting a commission with a vendor while also helping your customer's loyalty grow towards that vendor!

QUESTION 2: What Types of Products Should You Sell?

We've determined that it's better to focus most of your efforts on selling your own products, to continue growing your business relationship with customers. But what sorts of products you should sell?

The problem is that many people get too hung up on the format, and don't put their focus where it should be: the solution.

In other words, for the moment don't worry about whether you should be delivering your content as ebooks, CD's MP3's, DVD's, teleconferences, webinars, coaching or live workshops.

Instead, focus first on the solution.

What do your customers want and need? If you don't know, then ask them! They'll tell you.

And if you're still not sure, read the niche forums and product reviews to see what people want.

In many niche markets the answer is obvious. That is, there's often a natural progression that new customers will make as they delve deeper into the niche. At first general materials will satisfy them. But later on they'll want more specific and more advanced solutions.

For example, someone who's part of the weight-loss market may initially be satisfied with a general "How to Lose Weight After You Have a Baby" book. But as they become more interested in this topic, they'll need more information and more products.

For example, this weight-loss group might want:

- A book of low-calorie recipes
- An exercise DVD
- Recommendations for vitamins and weight loss pills
- Specific exercise equipment like a stationary bicycle
- A personal trainer to develop their workouts and keep them on track
- Personalized menu plans from a dietician
- Support from others who are also losing weight
- Prepackaged meals delivered to their home each week
- A spreadsheet and other tools to help them track their progress
- Tools like a scale and a set of body fat calipers to measure their progress

...and so on.

Look at those solutions.

Some of them are likely inexpensive items, such as a recipe book. Indeed, products like that might be even cheaper than the original entry-level product that pulled the prospect into the sales funnel

Some of them are higher priced, such as personal consultations and exercise equipment. And some of them pay residual commissions and profits, such as the packaged meals.

As you work to develop more specific and more advanced solutions for your market, don't be too concerned about price. That is, every product you sell doesn't have to be more expensive than the original front-end product.

You can make money by selling more expensive products, yes. But you also make money when you sell MORE products to an existing customer.

As an example, look at a place like your local restaurant. They don't make more money by selling you increasingly expensive products (though you might buy the more expensive dinners from time to time).

Primarily they make their money by encouraging you to visit repeatedly so that they can sell you more of their "product" – again and again and again.

You can do the same. While you should develop higher priced products, it's also fine to sell lower-priced products repeatedly to existing customers.

You can make this easy on yourself if you develop a consumable product, or one that needs to be renewed regularly.

Typically we think of products like food as being consumable, like the prepackaged meals we mentioned earlier. **However, information and services can be consumable too.**

For example, personal coaching sessions are consumable – once the customer uses them, they need to buy more if they want to get more benefits.

There are also examples of services that need to be renewed, like webhosting or your cell phone bill. You pay per month, and must pay every month there after to maintain service.

Another example: dog grooming is a consumable/renewable service, because without regular grooming the dog is likely to get shabby-looking.

Here's the bottom line:

You should develop a wide range of products and services that solve your customer's problems.

Some should be inexpensive, some should be consumable or renewable, some should be mid-priced, and some of them should be advanced solutions offered at high-end prices.

Just look back at the weight-loss market example to give you an idea of what sort of products you should deliver.

QUESTION 3: Which Format Should I Prefer?

Now we're circling back to a question we touched on earlier:

HOW should we deliver the solution? Should it be a written solution, DVD, workshop...?

The answer is that you should deliver it in the format that makes the most sense.

There are some topics that are better shown on a video. *For example,* "how to groom a poodle" would be better delivered on a video where the trainer can illustrate the trims with a poodle... versus trying to explain how to do the trimming through the written word.

And keep this in mind, too: **some formats tend to boost the perceived value of the product or service.**

For example, a phone consultation will be perceived as more valuable than an email consultation.

A weekend seminar will be perceived as more valuable than the recordings of that seminar.

And a big package of multi-media – such as DVD's and course manuals – will be perceived as more valuable than the same course delivered completely through email.

TIP: *Keep in mind the “thud” factor when you are developing high-ticket merchandise.*

A ten pound box arriving via the mail is much more impressive to the buyer than an electronic download... even if they contain the same information.

In other words, appearance counts. Make your presentation professional, sharp... and impressive.

Surprise them. Delight them.

BONUS TIP: *Whenever possible, offer all your information products in multi-media so as to please the learning style of your buyer.*

For example, if you're offering an ebook, offer a free bonus in the form of that text turned into an audio book. Or vice versa – if you're offering an audio interview, offer the written transcriptions, too.

Not only does this please the buyer and increase the perceived value of the product, it's also sensitive to the needs of the hearing impaired, vision impaired, and learning impaired persons.

That should cover some of the main questions you'll have as you start to develop your backend products.

Now it's time to get into the main discussion in this section – specifically, **WHEN** and **WHERE** do you recommend these products?

Backend Marketing on the Order Form

When you have a brand-new prospect viewing your sales page, it helps to imagine them as standing on the edge of your sales funnel... just moments away from jumping in.

Can you see it?

Maybe they're wavering a little, rocking back and forth on their heels, hands waving a bit to maintain their balance.

Your sales letter is designed to give them the courage to make that jump. And when they do make that decision to purchase, they're in your sales funnel.

Once they've made up their mind decisively to purchase, it's actually difficult to pull them back out of your funnel.

Think about it for a moment.

Have you ever made up your mind to buy something?

Once you made up your mind, there wasn't much anyone could say to change it, right?

Your spouse might say, "wow, that's kind of expensive"... and you find yourself *justifying* the expense. A friend mentions why she doesn't think you should get this product, and you find yourself practically selling the product to her too.

Your prospect is like that. When her mind is made up – usually at the moment she pulls out her credit card and clicks the "buy now" button – not much can change her mind.

She's in a buying mood because she's in an emotional state, and has justified this purchase in her mind.

That's why you should start marketing even more products to her on your order form.

Just by clicking on your “buy now” link, she’s already jumped into your sales funnel. **And at this moment she’s as hot to buy more products as she’ll ever be.**

This is the point where you can do the classic upsell and cross-sell.

Just think of the fast food restaurant whose cashiers always ask, “*Would you like fries with that?*” or “*Would you like to super-size that?*” **Both of these questions are designed to get the customer to spend more on her order.**

You can do the same thing.

For example, you can ask customers if they’d like their order “super sized” by giving them an option to buy a “platinum” package or “gold package.” This is just an example, but you get the idea.

For example, your “bare bones” package might be an ebook on weight loss for \$47. The gold package might include a recipe book and a report on diet supplements for \$67 total. And the platinum package might include everything in the gold package, plus an exercise video and a 15 minute consultation for \$97.

PROFIT SECRET: *Use social proof to sell more. That means you let your buyer know that other people have already bought and are enjoying the upsell.*

You’ll note that when you put something into your cart at Amazon and other merchants, they use social proof to convince you to buy more. For example, put a book in your cart and they’ll say something like, “People who bought this book also bought these books...”

It’s a very powerful psychological trick!

Another example would be to recommend products that your buyer might also be interested in. For a great example of this, just visit

Amazon.com. Select a book, put it in your cart, and see what happens. You'll notice that you're taken to a page that lists all sorts of recommendations for similar books.

The Secret to Upselling for More Profits

This little sales trick will make a world of difference in your conversion rates for the number of people who take advantage of your upsell.

The secret? **When you list the price of the upsell, just list the ADDITIONAL cost... not the price of the entire package.**

For example, let's suppose your buyer is sitting at your order form with a credit card in his hand. He's already committed to buying the \$47 package.

So here's what you do: you tell him he can advantage of [Benefit 1], [Benefit 2], and [Benefit 3] for just \$20 more.

TIP: *Notice you didn't "ask" him if he wanted to take advantage of those benefits. You should always assume the sale when you write copy or speak to a prospects.*

In other words, assume that the buyer is going to buy ...and write as if he's already told you this.

When you're offering an upsell, don't say "would you like to add this to your order for just \$20 more?" and "Would you like to add this to your order for just \$40 more?"

Asking like that gives the buyer an opportunity to say, "no thank you, I don't want either of those."

Instead, you should assume the buyer is going to select one of your upsells. So ask him WHICH ONE he's choosing.

See the difference? You don't ask if he's going to choose one, you ask him which one he'd like to order today.

In other words, you don't just offer him another book – you pull out your copywriting hat and sell him on the benefits of adding this other product to his order.

That's right, you're creating a mini sales page right there on your order form.

Remember, people don't buy products... they buy solutions. So sell him on this solution... make him feel the pain and the fear of loss if he doesn't take you up on this offer.

How to Use the One Time Offer

Another common order-form tactic is the one-time-offer (OTO).

This tactic can be used after the person clicks the “buy” button but before they enter their credit card info; or after they enter their credit card info, but BEFORE they reach the download page.

This tactic can also be used in other ways.

For example, you can offer prospects a free ebook or free membership to a site in exchange for their name and email address (e.g., they “register” for the membership site).

You can present a OTO right after they register, but before they get access to the site.

TIP: *When in doubt, test! Run a split test to see when is the best time for you to make a OTO on your order form.*

There are three secrets to creating a profitable OTO:

1. **Make an extraordinary offer.** This shouldn't be a mere upsell or cross sell where you ask someone to buy a related product. This is a BARGAIN. You recommend a related product – or an entire suite of related products – and you offer it all at

an amazing price. There should be no question in the buyer's mind that this is indeed an amazing deal.

2. **Put on your copywriting hat!** In order to convince the buyer that this really is an extraordinary deal, you need to be persuasive – and that involves good copywriting. What's more, you need the buyer to feel the pain and fear of loss if he doesn't take advantage of this deal right now.
3. **Make it a REAL one-time-offer.** To do otherwise is shooting yourself in the foot and throwing your credibility out the window. That means that the person who passed by the OTO should not see that offer again.

For example, suppose they passed up the deal on their way to the download page. They shouldn't then be given "one more chance" to grab the deal... UNLESS you are offering something similar at a considerably higher (or lower) price (e.g., a "last chance offer").

But even that's not a very good idea, because a buyer who merely glances at the offer may assume you're selling the same thing at the same price. Even if you're not, the result is the same: your credibility is thrown out the window (along with any hopes of making future sales with this customer).

Selling on the Thank You Page

The thank you page is another good place to test to see if you can start making backend profits.

Why did I say "test"?

Because chances are your prospect is at this point excited to download and read her information.

Her attention is now mainly on the product she just purchased, so any advertisements you put on the page will get a smaller amount of her attention.

Does that mean you should just skip trying to sell on the thank you page?

Of course not!

Because despite the fact that you probably don't have her full attention, she is STILL in a buying mood ...and her credit card is still out. So by all means you should suggest more products to her on this page.

How to Make Your Product Part of Your Funnel

One of the best ways to snap a piece of your sales funnel is right inside your product.

It's easiest to do this if you sell downloadable reports (i.e., ebooks), because then buyers can use your clickable links within the report.

Videos also work, if you know how to redirect the buyer to a link after the video is finished.

Likewise, software can include ads in the admin section for the buyer to see (and click on) every time he uses the software.

Audio files (like MP3s) are a little more difficult, because buyers have to hear the link (correctly), remember it, and type it into their browser. That's why you should always include transcriptions with clickable links with your audio files. Plus you should include "take away" summaries of the audio, which details the highlights – and includes clickable links.

For the purposes of this discussion we'll assume you have written text (such as a report) that you can insert clickable web links...

Here's the number one tip you must remember when you start adding links to your reports: More is NOT better!

Think about this: if you jam-pack your report with links, none of them stand out. If you point a buyer in too many directions and give them too many choices, they simply won't buy anything at all.

And besides all that, a report jammed with links is messy, hard to read, and has a low perceived value.

That is, your buyers may even feel "ripped off" if there are too many links in the report.

They bought the report to solve their problem. If you send them off to buy dozens of other products, they'll feel (rightfully so) as if they wasted their money. In come the refund requests. Ouch.

So what you need to do is only put a handful of links in the report.

Be extremely selective about what links you put in (only high quality products). Your readers will thank you for limiting the links by buying what you're selling.

In other words, the fewer links, the better your sales funnel works.

Here are *three linking tips* for you to follow:

1. As a rule of thumb, don't put any more than one link every ten pages or so.

This means your links stand out, and in the reader's mind they become important. That increases the probability that she'll not only click on the link, she'll buy, too. In a sense, the scarcity of links in your product has made those links seem more valuable to her.

And of course as mentioned before, the perceived value of your product increases when the report isn't jammed with links. Your buyer will feel she's getting her money's worth.

2. Want to add more links? Create a "resource section."

It's rather common and in fact expected that books will include a "resource section." Here's where you can break the "one link every ten pages" rule. Here you can link to as many products and services as you'd like, both free and paid.

The key, however, is to keep it relevant. Make sure all your resources are high-quality resources that are of direct interest to your reader.

3. If you're linking to a product page as an affiliate, don't use a direct link. Instead, use a redirect link (e.g., a link that redirects through your own domain to the vendor's page).

Vendors come and go. Products appear on the Internet and disappear just as fast. Some product creators start doing shady things, and affiliates are pegged as guilty by association. Sometimes a better product comes along and you'd rather not promote the old product.

Problem is, if you directly linked to these products in your ebook, there's nothing you can do about the thousands of ebooks that are already floating around online. The owners of those ebooks will reread them and click on dead links or buy inferior products. And you'll look bad.

The solution is simple: never link directly. That way all you need to do to change a link in your ebook is to simply change your domain's redirect link. You can redirect it to another similar affiliate product, or you can redirect it to a page on your own site. Your choice.

TIP: *Setting up links to earn backend through your product is a smart move for more reasons than you think. You see, if you sell a product online, chances are at some point it may get pirated. Someone might grab a copy and start selling it elsewhere.*

It's frustrating and illegal. But all profits aren't lost if you've set up links in your book to derive backend profits.

That way even those who've innocently purchased pirated copies will still add to your bottom line!

The Most Important Piece of Your Funnel

This is perhaps the most important part of your sales funnel.

Namely, getting customers onto your mailing list.

You see, sometimes customers don't read their products too closely, or they look them over and once and intend to get back to them... but they never do.

That means no backend profits for you if they never revisit the ebook.

Likewise, the other parts of your backend sales system – such as upselling on an order form – are one time deals. Once the person has purchased the product, you can't use your order-form tactics for more sales.

Thus one of your most efficient and most profitable parts of your sales funnel is your customer mailing list. Period.

There's a bit of disagreement among experts as to how to get your customers on your mailing list. I'll show you all sides of the argument, and then you can make the decision that's best for you...

Argument #1: You can add customers automatically to a list.

People from this camp suggest that once you've established a business relationship with someone – whereby money has exchanged hands – it's acceptable and even expected that you'll email them after the sale.

Indeed, many of the big companies do this. Buy something from Amazon.com, and you'll find that you're automatically added to their customer mailing list.

If you decide this model is right for you, then all you need to do is add customers to your list as soon as they purchase. However, you should let customers know before hand that you will be doing this.

For example, let them know that their purchase entitles them to automatically join your free announcement list so they can get special deals, discounts, product upgrades, and product announcements. That way they know before purchasing that they'll become a part of your mailing list. This can be a part of your terms of service, too.

And as always, they should have the option to unsubscribe at any time.

NOTE: *Some marketers force the customer to “register” for a product before they can download, which effectively puts the customer on the mailing list.*

Many people don't like this. They've already paid for the product, so they don't want to be forced to jump through additional hoops. In addition, they don't like having to be forced to join a mailing list in this manner.

Argument #2: If it's not specifically requested, it's spam.

People who favor this argument are spam purists, who believe that any piece of email that wasn't specifically requested is spam. That means that even if you've developed a business relationship, the customer shouldn't receive any further emails from you unless specifically requested.

Now if you decide this is the right model for you, then you need to find a way to entice as many buyers as possible to join your mailing list. For example, you should offer them a very valuable unannounced bonus if they join your list.

In other words, you need to put your copywriting hat back on and SELL them on joining your list. That's right, you should sell them just as persuasively as if you were trying to get them to buy a \$97 product.

And Once They're on the List...?

Whether you added customers automatically to your customer list, or you asked them to join, all the email marketing tips and tricks we talked about earlier apply.

And indeed, those tips are even more relevant now, because **your buyer's list will always be more valuable than your prospect's list.**

That means that the newsletter you start sending out should deliver what you promised it would deliver.

Since this is your customer's list, you should send them unannounced bonuses (this cements loyalty and reduces buyer's remorse).

In short, treat your customer list as if it was a list of your best friends.

If you wouldn't recommend a certain product to your best friend, don't recommend it to your list.

If a free product solves a problem just as well as or even better than a paid product, recommend the free product (e.g., put your buyer's needs ahead of your own).

And of course don't be afraid to pitch products.

This is a list of proven buyers. They're eager for solutions. If you get timid and don't recommend solutions, they'll actually feel disappointed. It's all about delivering what your reader's expect you to deliver.

NOTE: *for more tips about how to build your relationship with these new buyers, refer back to the email marketing section earlier in this book... Especially the "how to court a new subscriber" section. (Page 16)*

Conclusion: Pulling it All Together

By now you should see the whole picture of how your sales funnel works.

It starts by getting prospects to step forward and identify themselves – usually by joining a free newsletter, by sometimes you can do this by offering a low-priced product, or one that’s endorsed by influential people in your market.

Once your prospect steps forward and buys something, they’re in your sales funnel. You start recommending more products and more expensive products immediately... right on the order form, just seconds before the prospect officially turns into a buyer.

Then you make recommendations on the thank you page. You include links in your product. And of course you get the customer on your mailing list so that you can put them through an entire autoresponder series that sells them on purchasing more products and services.

And just what are these products and services? Generally they’re more specific solutions and more advanced solutions. They come in all price ranges. They’re delivered in all sorts of formats. They might be one-time purchases or “consumable” goods that must be purchased again and again, thus creating a residual stream of income for you (and an easy solution for your buyer).

In short:

You “catch” as many prospects as possible into your sales funnel, and then smoothly direct them to more expensive and more specific solutions.

And the secret of doing all of this efficiently and profitably?

Building a trusting relationship with your prospects and customers.

If you make relationship-building your main focus, everything else in your funnel will fall into place.

Because if you put your customer's needs first, you'll naturally recommend to them solutions that meet their needs.

And as Zig Ziglar said, if you help enough people get what they want, you'll get what you want too.

Sincerely,

Calvin Woon & Jonathan Teng

IM Buzz Creators

P.S. If you like this report, do submit a testimonial at www.IMBuzzSupport.com and we'll feature your testimonial on our site. It will certainly help create massive exposure for yourselves too!

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Recommended Resources

1) How to Get A Domain Name

- [NameCheap](#)

2) How to Get A Hosting Account

- [Hostgator](#)

3) Autoresponder Account

- [Aweber](#)

4) Affordable Killer Graphics

- www.InstantKillerGraphics.com/discount.php

5) Affordable Sales Letters

- www.InstantCopyBox.com

6) Killer Videos For Your Websites

- www.InstantKillerVideos.com

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