

# How to Promote Backend Offers Throughout Your Sales Funnel

You likely know that you're not going to get make a good living selling just one product. In order to have a successful business, you need to sell additional products to your existing customers. In other words, you need to set up a sales funnel with a variety of offers at different products, and then promote these offers to your prospects and customers.

Here's a crash course in how to do it...

## Step 1: Design Your Funnel

The first thing to do is decide what products you're going to give away and sell. These include:

- A free lead magnet to draw people into your sales funnel.
- A low-cost, high-value tripwire offer to turn your prospects into buyers.
- Your core offer (typically with a premium price tag).
- Upsell offers.
- A variety of products and services at a variety of price points to sell on the backend. While these may vary widely in pricing, be sure to include premium offers here.

For example, let's suppose you're selling weight-loss information. Your funnel might look like this:

- Lead magnet: a set of meal plans and recipes.
- Tripwire offer: A weight-loss report with 101 dieting tips.
- Core offer: a weight-loss membership site.

- Upsell/cross-sell on the order form: personal nutrition consulting.
- Backend offers: recipe books, additional meal plans., exercise videos, reports about supplements, personalized diet and exercise coaching/consulting.

Now let's walk through the steps of promoting these offers throughout your sales funnel...

### **Step 2: Insert Order-Form Offers**

The key here is to offer products and services that will make it even faster, easier and better for customers to get the benefits of the main product. For example, if the main product is a copywriting guide, then a related cross-sell might be a set of copywriting swipes.

### **Step 3: Promote Offers in Emails**

Be sure to segment your list so that you can send highly targeted content and offers. For example, if someone purchased your copywriting guide, then you can promote a sales letter critique from within your emails.

### **Step 4: Cross-Sell Within Products**

Here's where you insert backend offers into your reports, membership sites and other products. For example, you might have a "Recommended Resources" section inside an ebook that features some of your related products.

### **Step 5: Promote Wherever You Communicate**

Finally, think about other places you communicate with your prospects and customers, and promote offers there as well. Examples include:

- Thank you pages.
- Download pages.
- Private customer-only/member-only groups and forums.

- Social media.
- Your blog.
- Webinars.

Take note that you can increase response by giving people a good reason to take advantage of an offer, such as offering a limited-time coupon.

## **Conclusion**

One of the keys to a profitable business is to create multiple highly related products and services to sell on the backend to existing customers. You can start selling these offers right from the order form, as well as everywhere else where you communicate with your prospects and customers.

TIP: For best results, be sure each piece of your sales funnel solves a part of your audience's problem.



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