

How to Effectively Lead Your Prospects and Customers Through Your Sales Funnel

As you've learned elsewhere in these lessons, one of the big keys to your success is to create a sales funnel full of related products at difference price points. This allows you to turn a prospect into a customer, and a customer into a repeat buyer, and a repeat buyer into a loyal, lifelong customer. You do this with your Free Offer (lead magnet), Your Frontend Offer (tripwire), Your Foundational Offer (core offer), and your Finishing Offers (backend offers).

Of course, just creating a bunch of products isn't going to put an instant profit in your pocket. You also need to know how to promote these offers all throughout your sales funnel for maximum profits. And that's exactly what you're about to learn how to do.

So, without further introduction, let's take a look at the many ways you can cross-promote products in your sales funnel...

Follow Up Emails

Whether you're sending emails to prospects or customers, you should be promoting offers. Check out these keys for making this an effective strategy for you...

Create a Series

If you want to get a good conversion rate, then create a series of about three to five emails around one particular offer. For example, if you're selling a car restoration course, you might send out an email series that shows people how to do three common car-restoration tasks, such as replacing the headliner, replacing door handles, and tuning the carburetor. You can then promote your car-restoration guide at the end of each email.

Use the 80/20 Rule

Sometimes you may send out emails that are 100% promotions, and that's great. At other times, you may send out emails that are part good content (such as a how-to article) and part pitch. In those cases, you can use the 80/20 rule. This means approximately 80% of the email should be good content, and the remaining 20% should focus on selling the related offer.

Craft Evergreen Emails

If you want your autoresponder emails to work hard for you over the long term, then be sure the content is evergreen. That means it's just as relevant now as it will be a year from now since you share time-tested information and avoid any references that would date the content.

For example, if you're sharing dieting information, then you'd avoid any mention of fad diets (which may fall out of favor), getting ready for "beach season" (which someone may read in October), or anything else that dates the content.

Next...

Product Promos

Another good place to promote related offers is from within your products. This includes both your free products (such as lead magnets and bonus products), as well as all paid offers. It also includes ebooks, reports, courses, tools (such as checklists), apps, membership sites and similar.

For example, if you have an ebook, then there are multiple ways to promote related offers, including:

- Create a "Recommended Resource" page at the end of the guide.
- Put a "Featured Product" promo at the beginning of the guide.
- Embed an offer directly into the content.
- Put a direct-response promo at the end of the guide.

Note: Don't stuff any of your products with promos. Not only does this overwhelm the customer (meaning they may not buy anything), it can also

cheapen the offer. Insert one or two well-placed, relevant offers is much more effective than promoting several offers.

Now the next location...

Order Form Offers

Your orders forms are great places to insert an upsell or cross-sell. That's because your soon-to-be customer is as "hot" as possible. They've made the buying decision, they've clicked your order link, and they have their credit card at the ready. They're definitely in a buying mood, so now you just have to persuade them to add something to their order.

An upsell is when your customer "upgrades" their order. For example, if you're selling memberships and someone is buying a "Bronze" membership, you might encourage them to upgrade to the "Silver" or even the "Gold" membership.

A cross-sell is when you promote something that's related to the product the person is in the middle of ordering. Typically, a cross-sell works best if it's an offer that helps the customer get better, faster or easier results with the main product.

For example, if you're selling a guide on the topic of training a dog, you might cross-sell a related set of training videos.

Note: framing is important when promoting order-form offers. Keep in mind that the customer has already decided to buy your main offer, so you don't need to sell them on the main offer or its price.

Let's suppose you're selling a product for \$100, and you're offering a cross-sell video course for \$25. You do NOT want to frame it this way: "Would you like to add the video course to you order for a total of \$125?"

Instead, just focus on the cross-sell or upsell, which you can frame this way: "Would you like to add this video course to you order for just \$25 more?"

Next...

OTOs

A one-time offer (OTO) is, as the name suggests, something that your customers will see just once. If they decline the offer, then they'll miss their chance at getting that product OR getting that product at a special price.

Typically, you display one-time offers someplace during the ordering process. For example:

- Display an OTO after the person clicks the "buy now" button (before they see the order form).
- Display the OTO after the person completes and submits the order form, but before they get a confirmation.

Be sure to either offer a really good price for the product, or offer something that customers can't get anywhere else. For example, you might offer a related product or service for 50% off. If the customer declines the offer, they can still purchase the product elsewhere at full price, but they won't be able to take advantage of the discount.

Download Page Recommendations

Just as with the order form, the download/purchase confirmation page tends to be a good place to recommend a related offer, since the buyer is still in the buying mood. As always, offer something that's highly related to the item the person just purchased – ideally, it should be something that works well with the purchased product.

E.G., if someone orders a search engine optimization guide from you, then you might promote an SEO plugin or other piece of software.

Downsell

If someone hits the "back" button on your sales page without buying anything, then you can offer them a downsell. This is a "lite" version of the product at a lower price.

For example, if you're selling a coaching course, you might offer the curriculum only (no coaching) at a lower price.

Exit Offer

As you just discovered, you can show downsells to people who're leaving your sales page. The idea behind the exit offer is to show offers to people who are leaving other pages on your website, such as your blog. Typically, if someone is leaving a content page (such as a blog article), then you can promote your lead magnet. For best results, create a variety of lead magnets so that you can offer the one that's most closely related to the blog article the visitors just finished viewing.

Thank You Page

Here's where you promote something on your thank you pages, such as the page that's shown when someone joins your list, registers for a webinar, or even joins one of your contests. This could be a free offer where you promote a lead magnet, or you could promote a paid offer.

TIP: If this is for a webinar registration, then you can promote a related product as a "prerequisite" for attending the webinar. Many people like to think of themselves as prepared, so they'll purchase this offer to prepare for the upcoming webinar.

Next...

Group/Forum Promotions

Do you own some sort of community, such as a group or forum (either public or private)? If so, this is a good place to promote related offers.

For example, let's suppose you have a private members-only forum for people who've purchased your copywriting course. You can put a "sticky" or "pinned" post at the top of the group to promote a related offer, such as a large set of copywriting templates.

Webinar Promos

Do you do any webinars? If so, here again you have a good opportunity to promote related offers. For example, if you bring people into your sales funnel with a free webinar, then you might promote your tripwire product at the end of the webinar.

TIP: If you plan to give away the webinar recordings to future prospects (which is something you should definitely do), then avoid mentioning anything specific about pricing, bonuses or other parts of the offer during the promo portion of the webinar. The reason is because you can't go back in and easily edit that content out of the webinar if you ever change the offer.

This tip is a good one to apply to any video promo. However, you might also use this tip in text promos to keep them evergreen. That way, you don't need to constantly go back into your autoresponder, blog or elsewhere to update promos when you change the price or other elements of the offer.

Here's the next place to cross-promote offers...

Platform Promos

You likely have other platforms that you use to communicate with your prospects and customers, such as your blog, Facebook Page, YouTube channel and similar. Whether these platforms are for the public or for customers only, you can promote everything from your lead magnets to your paid offers.

As always, it's best if you promote offers that highly related to whatever the person just viewed. For example, if someone just watched a YouTube video on teaching a dog to not react to others dogs when walking on a leash, then you can promote an entire product that addresses reactive dogs and how to train them.

...Anywhere Else You Communicate with Prospects/Customers

Ask yourself, where else do you communicate with your prospects and your customers? Every communication channel that's available to you is a potential opportunity for you to cross-promote offers in your sales funnel.

For example, if you send out any physical products, then be sure to include a flyer with the shipment that promotes one of your related products. Even better is if this flyer includes a limited-time discount, such as a coupon. Offering a special limited price helps create a sense of urgency, which means people are likely to use the coupon sooner rather than setting it aside and taking the risk of forgetting about it.

E.G., "Exercise doesn't have to be difficult or boring in order to be effective. Have fun and shed the fat fast using this exciting workout video! Go to [link] now and use [coupon code] to get this video for 50% off – but hurry, this offer ends [date when offer ends]..."

Your Assignment

Your assignment for this lesson is to brainstorm all the possible ways you can cross-promote your offers throughout your sales funnel.

First, list all the likely locations where you intend to promote a related offer. Secondly, list exactly which offer you will promote within that location.

That's it for this lesson – I'll see you in the next lesson!



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