

**HOW TO CREATE AUTOMATED
SALES FUNNELS THAT MAKE YOU
MONEY EVEN WHILE YOU SLEEP**

FROM ZERO TO 7 FIGURE BRAND



CHINENYE OBIOZOR

From zero to 7 Figure Brand

How to Create Sales Funnels That Make You Money Even While You Sleep

BY CHINENYE OBIOZOR

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Easy Facebook ads Masterclass: How to cheaply& easily setup a Facebook adverts that bring in consistent sales.

This is a video guide that will teach you how to set up a professional Facebook page and how to run Facebook ads that brings in the sale. This comes as a FREE bonus to those who purchase this course.

Dedication

This book is dedicated to every business founder out there working so hard to build brands that will be passed on to generations after them.

Acknowledgements

I want to use this opportunity to say thank you to all who booked for this book before it even came out. You were an inspiration to me and I hope you find this book very useful.

I also want to acknowledge and send a shout out to all the members of the Doer's Inner Circle - our membership circle for fast growth entrepreneurs.

My appreciation also goes to my husband Samuel Obiozor for being so supportive during the time I was writing this book. Thank you so much. You helped make it happen.

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PREFACE

When I started my first business, I had issues with making consistent sales. Like most other businesses, when I discovered the power of the internet, I decided to leverage on it to make sales.

I quickly set up my ecommerce store, made sure the website was well designed (thinking that was what brought in the sales). Then I went on social media and posted pictures of my product with a link to my product page.

One month passed, no one had bought anything.

I then heard that posting my products like that on social media won't work and that I should use paid ads instead to drive sales to my ecommerce website.

I was glad that at last I had found the solution. I immediately paid someone to setup Facebook ads for me. The ads ran for another one month with just one sale.

It seemed my dream of growing a sustainable business using the internet was fading away.

I never knew that for ads to bring in the sales, that there are certain elements that should be in place like a sale funnel, which is made up of the ads copy, the offer, the landing page, traffic source and target audience.

I kept failing and searching for the solution until I found the secret to making consistent sales using an automated sales funnel. This book was written to help people who are currently facing what I faced years back . . . struggling to make a sale . . . so they don't make the same mistakes I made.

There is no successful business you see today that does not have some kind of sales funnel for generating leads and making sales (both offline and online businesses). In fact, your sales funnel is your entire business.

This is what is missing in a lot of startups. They don't have a clear idea about who they are serving and do not have a clearly defined path for customers to come in and give them money consistently.

Some acquire customers using ads and do not have a system that repeatedly collects money from the old customers. That's such a waste of the resources used in acquiring customers.

Getting new customers is good but making old customers to repeatedly buy from you is the best way to grow your business. This is what a sales funnel does for you.

This book shows you a step by step guide on how you can create a sales funnel for both your online or offline business so you are able to cut down on the cost of acquiring new customers by making old customers to buy more consistently and also refer their friends to you.

Sales Funnels 2.0 is divided into 7 parts. Part 1 helps you to understand who your target audience is, where they are, the most disturbing problems they have and what they really desire to have.

In this part, you will also learn how to create a value or product ladder that brings you repeated sales from the same customer.

Part 2 shows you how to set up whatsapp sales funnel, email sales funnel and webinar sales funnel in detail.

In Part 3, you will learn how to setup a landing page and how to create lead magnet that will attract your kind of customer to your business.

Part 4 shows you the sources of traffic you need to send leads to your sales funnel and how to use them.

Part 5 will show you how to communicate with your prospective customers once they enter your sales funnel so they end up buying from you.

In Part 6, you will learn how to make repeated sales to each customer with your sales funnel.

Part 7 walks you through the seven steps of a successful sales funnel and shows you what to do if after creating a sales funnel, you notice that it's not converting as it should.

This book comes with a video guide that shows you how to automate your sales with emails so you can make money even while you sleep. You will find the link as you read.

HOW TO READ THIS BOOK

I recommend you read this book from Part 1 to Part 7 instead of jumping from one section to another especially if you are just starting with creating a sales funnel.

I sincerely hope that this book helps you to set up a sales funnel that consistently brings in the sales for your business even while you sleep.

Cheers.

Chinenye Obiozor

P.S. If you will like to be a part of a community of other business founders, and learn all it takes to run a business that will always thrive, [join our community of Doers here.](#)

NOTE: Joining the community of Doers is FREE and not compulsory, but if you want to be among business owners who shake the industries they are in, then I will advise you join us. We are a community of people who learn and do. So, hop on and enjoy the ride with us.

PART 1

UNDERSTANDING YOUR TARGET AUDIENCE

Having or not having a well crafted sale funnel determines how far your business can grow.

A sales funnel is the step by step process in your business that takes a prospective customer (lead) from the point of being aware about your brand; through your business to the point he/she likes you, trusts you, buys from you and continues to buy from you.

By using a sales funnel, you can create an organized step by step journey for your customers to guide them through the sales process; helping them to make informed decisions.

With the right sales strategies and tactics, you can make the most of your marketing efforts and maximize your profits.

Having a well thought out sales funnel is critical to the success of your business and the more automated your process is, the more you make money on auto pilot.

This is the secret of those who make money even while they sleep. They have put processes and systems in place that work round the clock making them money whether they are actively working or not.

Without a sales funnel, you would be missing a lot of opportunities to turn leads into paying customer as not everyone who comes in contact with your brand today is ready to buy today.

So, what do you do with people who come across your business who are interested, but not ready to buy right now? What about those who don't even know whether they are interested, but become interested at a later date?

If you don't have a system in place to capture those leads and nurture them (building a relationship with them), you will lose them to your competitors who have their art right.

Can you see how you are leaving a lot of money on the table by not having a sales funnel?

Look at the diagram below; let me explain further.

The Larger market formulae fig.1



No matter the market you may be in, this is how the audience is categorized and it is called the larger market formulae. The larger market formula breaks down the entire audience of buyers in any market into four key categories:

At the top of the pyramid in any market at any time, only 3% of people are in the buying mode right now.

If you pick up a newspaper or see adverts on Google that says something like ‘*we have the best wigs on sale in different styles.*’ These kinds of adverts are actually directed at that 3%, and the conversation goes like this:

Prospect: “I need a wig for a function tomorrow”

Seller: “Will you like to have this curly human hair wig?”

Prospect: “Yes, please”

That’s not hard. A high percentage of the 3% (hot traffic or audience) will buy immediately because they are ready to buy right now. You might get a few objections like I want it longer or I want it shorter. That’s not hard to fix. You quickly give them the length they want and they pay you.

The problem with focusing on only the 3% or using this kind of marketing approach all the time is that your competitors are going hard after that same 3% too.

If you split up that 3% of easy customers between you and your competitors, you are never going to make much money.

Look at it this way. Let’s say the total number of people who wear wigs (your product) or who are likely to start wearing wigs in the very near future are 1000 people. 3% (people ready to buy now) of 1000 is 30 potential customers.

So, imagine how much you will be making if you are to share these 30 potential customers with 10 other businesses selling the same wigs you are offering. How much do you think you will be making at the end of the day?

Can you see it now? You may end up selling only to 3 people.

This is what most people do on a daily basis in their businesses and they keep complaining of no sales. Yet, the market has the potential to make them so rich if only they know the right thing to do.

Let's look at the larger market diagram above again. Can you see that 17% of the people already know they have a problem that needs a solution, and are already gathering information as to how to solve it and which solution is the best to take care of the issue?

20% of the people know they have a problem but have not started looking for solution.

You see this 17% and 20% of the people? That is where the money is. The money is in the 37% of people who are saying "I need to have my hair done. Should I make it in a salon or go for a new wig? Or my hair looks rough. I need to do something about it"

They are either gathering information (17%) or just problem aware and not doing anything about it yet (20%). Focusing on only the 3% percent completely does not help your business at all.

What about those who don't even know they can save a lot of their time by having a quick hair do with a wig which would still look natural? This market is a whopping 60% of all the people in your market (the people at the base of the pyramid).

These people may not even know that something like wig exists and they may have so much need for a quick hair fix and no one is educating them or showing them how they can get that or that they need wigs to save more time.

How do you know your marketing is focusing only on the 3%? ***If all your ads or promotion copies are saying buy now, you are focusing on only the 3% of your target market.***

This applies to any product you may be selling. Don't assume that everyone already knows they need what you are selling or that they understand how it will help them.

Most people don't and it's your duty to show them how you can help them solve their problems. Some don't even know they have problems; your job is to show them the problem and how they will solve them.

You can decide to take care of the market segment that is being ignored and transform them into loyal customers who continually buy from you.

These 97% of your total market population (17% +20% + 60%) are cold traffic or audience and fast selling (same way you sell to the 3%) does not work with cold traffic. These people have no idea who you are. It's like asking someone to marry you on a first date!

You don't tell a lady to marry you the first time you set your eyes on her. Do you? You court her and both of you try to know each other before you propose, right? It's the same thing with these people (17%, 20% and 60%) in your market.

A cold traffic for your business consist of people who only know they have a problem and don't know the solution and have also not come across your brand before (more on this soon).

Before anyone will buy from you, they must know you, like you and trust you. Without this, they won't buy.

Think about the brands you have bought from in the past. Did you hit the buy button immediately you saw their adverts?

Of course not; first you checked them out, made sure they were genuine, looked at what they were offering you, believed the person had the solution to your need and then you parted with your money to purchase the solution they were offering you.

What about those times you asked your friends to refer you to someone they know that can help solve your problem?

When you do that, you are relying on your friend's perception of that business to make your decision. So because your friend trusts that person, it helps boost your trust, you also believe the person must be an expert and then you buy.

So, it's the same thing in every business. Without building trust or confidence in your brand first, no one will buy from you. You achieve that by educating them first with valuable content. ***Value always precedes sales.***

Your goal should be to move the 97% of potential customers up the pyramid faster than the competition. Even disinterested prospects can turn into lucrative customers if you know how to communicate to them; more on this in PART 5 of this book.

The problem is that most people treat every lead like the 3% who are ready to buy now. They have no systems in place to capture and nurture the other 97%.

To reach the 97% who are not ready to buy now (but could be soon), you have to educate them.

When a prospect is not informed or knowledgeable on a subject, they are in a state of uncertainty and people don't buy in this state. They need to know that what they are paying for will really solve their problem.

No one will buy your product because you said they should buy or because your product looks good.

People buy things because it will help them solve a problem, fulfill a desire, look good in front of friends, have a good social standing, acquire power, feed their addictions etc.

Ultimately, they buy because of *their own selfish interest* and not because of you.

The more they know about the solution, the more likely they are to buy. The beautiful thing is that if you are the one educating them, you are also ensuring that when they reach the buy now stage, they are more likely to buy from you because you have built a relationship with them.

Before we go into depth about sales funnels, let's first understand who your target audience is

WHO IS YOUR TARGET AUDIENCE?

Your target audience is a particular group of people that are most likely to want what you are selling. These are the people who should see your advert campaigns, social media posts or any kind of marketing promotion.

These are the people you are targeting to convert into customers. Any business that is not focusing on a particular target audience is selling to no one because you can't sell to everyone with the same marketing messages.

Placing your ads or marketing materials before a wrong target audience, will guarantee you no sales. This means that you are placing your product before people who have no use for it.

Let's say for example, you are selling home furniture and you go talking to children under the age of 17. This is a very wrong target audience for your business because this demographic does not buy home furniture.

You should rather be targeting people from 25 and above years old or people who are newly married etc. as these people want to start their homes and would be needing home furniture.

Having a target audience helps you to streamline your marketing messages and craft it in a way that it speaks directly to your target audience.

How do you feel when you are in a crowd watching a very interesting game, your eyes are glued on the T.V screen, you don't want to be disturbed and someone just screams your name?

You turn to know who is calling you; right? And when you look, and the person is waving your favourite snack at you or something so precious to you that you have been looking for, for a long time beckoning on you to come.

Do you turn around and ignore the person? Of course not! You stand up and go pick it or you ask him to pass it to you right? And if the person is insisting you come over before you can have it, you do so because you need it.

That is exactly what knowing your target audience does for you.

It does not only let you know who you want to sell to, it also helps you know what they really want, where they are and what will make them leave what they are doing right now to pay attention to you and probably buy from you.

Knowing your target audience also helps you to create the product they want to buy. This means that before you go about creating your product, you should understand exactly what your target audience needs or is searching for, so you don't create a product that no one wants to buy.

Without knowing exactly who you are targeting with your marketing campaign, your marketing campaigns will be unsuccessful because the consumers will not be able to connect with your brand.

Understanding them means that you know their pain points (present and most pressing challenges), deepest desires, what they are searching for, where they gather, what they read etc. The more you know about them, the more you are able to reach and connect with them.

How do you feel when you meet someone that 'just gets' or understands you? You NATURALLY bond with that person right? That's exactly what happens when your target audience, while reading your marketing messages, feels that you really understand what they are going through.

So, how do you identify your target audience?

Your target audience may be identified by demography (age, gender), their behaviour (interest, buying history) income level, location, intent, employment, education level, common experience etc.

Before we go on, I want you to understand the difference between your target audience and your target market. Most people use them interchangeable but they are not the same.

Your target market is a specific group of people your product targets while your target audience is just like segmenting or dividing your target market into groups (called segments) just for the purpose of making informed decisions like crafting a marketing message that will resonate with them, creating the product they really need etc.

If you produce sports shoes, your target market is people who are into sports. So, your target audience may be broken down as stated below:

EXAMPLE1: Female, between 18 and 26 years of age that engages in extreme athletic sports. (This targets females that are into extreme athletics who will need sturdy shoes)

EXAMPLE 2: Male between 30 and 38 years of age that jogs every day. (This targets males who jog regularly who would need running shoes).

This means that this company will design 2 different kinds of sports shoes for these two target customer segments and sell it with messages targeting each group.

The reason for creating two different products here is because the desire (what they are looking for) of each segment is different when it comes to sports shoes.

The females engaged in extreme sports would need more rugged shoes than that of the man who just needs running shoes.

You can also sell the same thing to different target audiences but packed in different sizes to suit the needs of that audience. An example of this may be the common table salt packed in different sizes to meet the needs of different target audiences.

Are you getting the picture now?

Let me use another example, Vans is a popular shoe brand among skaters and self proclaimed 'misfits' (Target market: young adventure enthusiasts)

It extended its market segments to include skaters, surfers, and snowboarders. The company sells shoes to these different categories of people and created different social media accounts for each segment on Instagram and markets to them differently.

EXAMPLE 1: Here is an example of how its market segment for skaters may look: male between 17 and 25 years that engages in skating activities.

You can have as many target audience as you want, but your messages for each target audience must be exclusive to them.

If I am a skating enthusiast and you start talking about the latest skating board, you got my attention. I will want to listen to you because I can identify with it.

Again, the images or videos you use in your marketing messages must resonate with that category of people you are marketing to. Showing a video of a professional skater wearing your skating shoes will endear your brand to someone who has interest in becoming like that professional skater.

Don't use the image of an old person to market a product that is meant for young people or they will tag that product as being made for old people. People buy from brands they can identify with.

So, how do you find your target audience?

The first thing you need to do is to first identify your target market. Which group of people do you want to serve?

If you are a personal fitness trainer, you are in the fitness market. There are many niches in the fitness industry like bodybuilding, body weight training, yoga, working with seniors etc. It's always best to serve a smaller unit of a big market if you are just starting and intend to grow faster.

A smaller unit of a big market or industry is called a niche.

So, let's say you settled for the body weight training or weight loss niche. This niche is now your market, so, the next thing you should do as we said above is to break down the market into groups/segments with common characteristics for the purpose of marketing.

So, using our body weight training niche example we can break it down into these segments:

- Nursing mums between the ages of 25 and 45 that want to lose weight gained during pregnancy
- Over weight female teenagers or overweight teenagers etc.

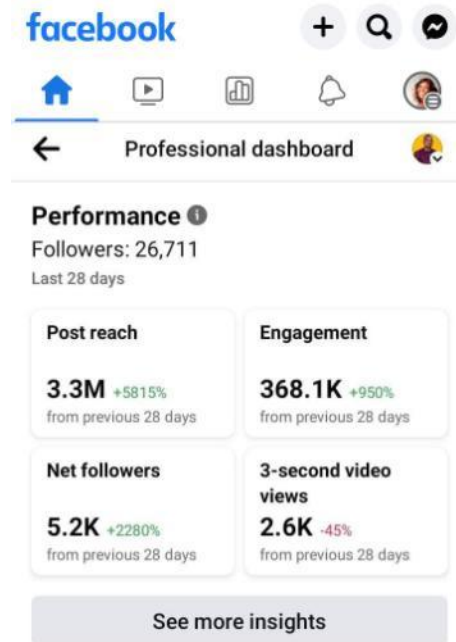
After segmenting your market, you then customize your marketing messages for all of them individually.

You may also choose to focus only on one of these segments and grow. This means that you must not serve all the segments in your chosen market, but if you can discover segments that are being underserved by your competitors, you are better off serving that segment too and be their go to brand.

To find your target audience, look at your social media analytics or Google analytics if you have a website. For example, on Facebook, you can get the full analytics of the followers of your business page by clicking on settings, then manage (it takes you to your professional dashboard).

You will see an analysis of the people who follow you, where they are from, their age, gender, the content they engage more with etc.

Facebook analytics dashboard fig.2



Click on see more insights to see the demographics, location etc. of your target audience. This will give you an idea of who your target audience is.

After finding out the kind of people that are attracted to our brand, the next step is to create your customer persona or customer avatar.

How to create a customer persona

A customer persona is a detailed fictional representation of the ideal customer you want to serve.

It tells you the kind of person your ideal customer is, what he/she likes and dislikes, who he/she is, where she goes, what they read etc. Basically everything that can be known about a person including their fears, desires and so on.

Your ideal customer is someone who pays for your highest offer or your highest priced product.

This is the kind of customer every business dreams to have; the kind of customer that makes you the most money.

Creating a customer persona will help you know exactly who you are speaking to and the kind of words that will move this person to buy from you.

So, if for example you coach people on how to invest in real estate, here is how to break down the characteristics of the person that represents your customers.

NOTE: This is the same for any other business.

Your customer persona should be broken down into four main areas like:

Demographics – like age, gender

Behavioural – like habits, hobbies, interests, common experiences or sub-culture

Psychological – what is she afraid of, what makes her happy? What makes her feel accomplished? What makes her feel down or lose her sleep at night? What false beliefs does she have about the products you are selling?

Geographic – location like country, city

Here is how your customer persona should look:

This person (State the name eg. Joan) is between ages 35-50, female (state the exact gender as if you are describing a particular person), she lives in the city, she owns her home, she is married or at least in a committed relationship with one or two kids, all ethnicities.

She has a bachelor's degree, maybe a manager, director or business owner (state exactly which it is).

She has a medium to large business with 50-100 employees and makes at least 100-300k a year.

And she might have some mortgage and owns a car (state the type of car eg. SUV) or they use ride sharing services. You may be asking, what has having SUV got to do with real estate investing.

Well, it comes very handy when for example you are writing a social media post, because you know that this person has an SUV, you know she can relate with any story you tell relating to SUV even if at the end of the day you tie it to real estate investing.

Do you get the idea now? You understand why you need to know him or her in detail; right?

Cool.

Next, **we get into behavioral aspects like...** what she does for fun on the weekends: plays golf, plays table tennis, visits the spa, likes to go to church, chatting with friends on social media and travels a lot.

Her side gigs are real estate investing, and stock trading etc.

Her habits are waking up early, regular exercise, and healthy eating habits.

This tells you the types of activities, likes, dislikes, the interest patterns, the YouTube channels that she watches.

This is great for targeting especially if you plan to use Facebook ads for marketing.

Conferences that she attends, blogs and websites she reads. Books that she reads, and podcasts she listens to.

This info is helpful if you want to do some advertising or try to get on that show as a guest. Also note down the influencers that she follows.

Then we have the keywords that she is searching for, which is valuable for targeting if you are running ads.

From there, we get into the psychological aspects. What makes her feel down is economic uncertainty, not reaching her goals quickly enough, and feeling stuck.

What makes her feel accomplished is when she closes on the investment property, earning a high ROI or growing her portfolio.

These are all things that you can use for your copywriting on your website, emails, as well as creating your video ads.

All these information is like the pillar, the foundation of any type of marketing really knowing who you are marketing to inside and out.

Then we talk about her fears, what gets her out of bed in the morning? What keeps her awake at night? What makes her to feel relaxed? And any false beliefs she may have.

We want to break down her false beliefs and build up new ones. What are her values or what are her non-negotiables?

And finally we have the geographic information.

Maybe she lives in Nigeria, including the state that she might live in, and the main city that she lives in and then what type of neighborhood she lives in is great too.

Are you still with me?

So, once you create the full Customer Persona Guide, create an image of what she might look like.

The image you have created is the person you are marketing to.

It maybe a guy with a hat, suit and tie or a woman with a more professional look.

You get the idea right?

So every time you are creating a video or creating content, you can have this person in mind.

Give that person a name. Write her age out, write some of the characteristics of what she is interested in and paste this up on your wall.

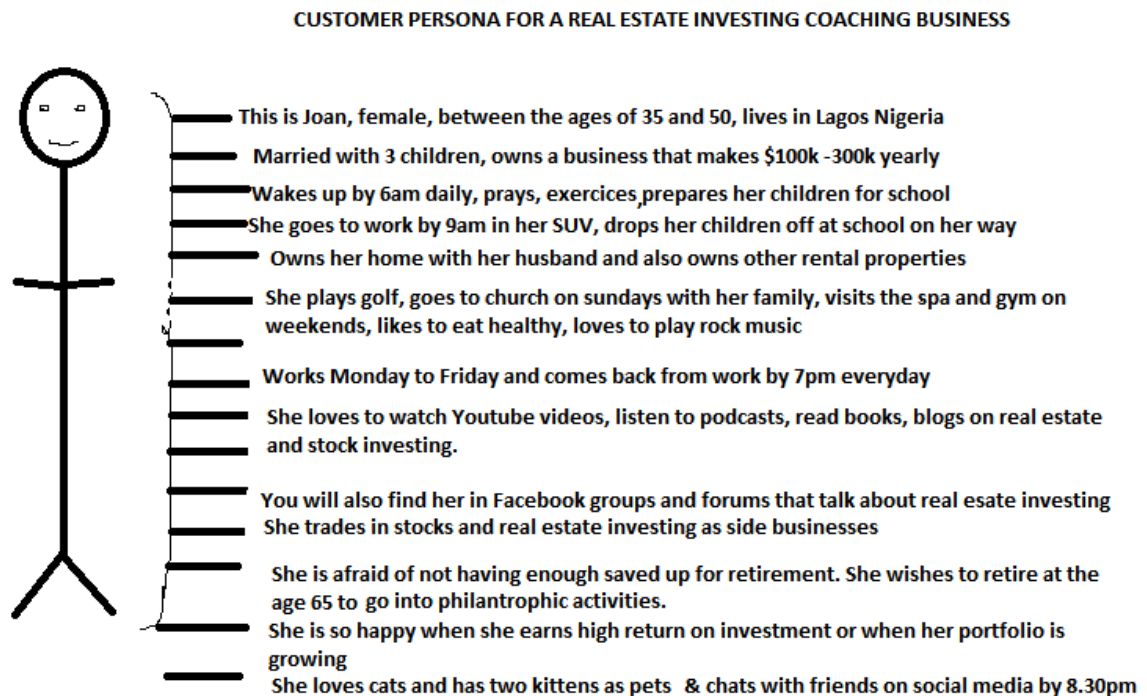
Anytime you are creating content, or anytime you are creating ads, you have a very clear image of who you are speaking to.

This will give you a better idea of how you can craft that marketing message to fit their desires, their fears and so on.

So, at the end of the day, this is how the customer persona for this real estate investing coach will look like.

Example: Here is a customer persona of a real estate investing coaching business:

Customer persona example fig.3



This is just a guide. You can make yours as more detailed as possible following this guide.

Now that you know who you are looking for, the next question to ask yourself is where can you find this person?

FINDING YOUR TARGET AUDIENCE

I have just shown you what you need to find out about your customers to be able to create a detailed customer persona.

By now you must be asking how you will be able to find all these things. To find out these details about your target audience, you need to conduct a little research. Don't worry anyone with an android phone and an internet connection can do this. Here is how:

NOTE: You will need to conduct this research for each target audience. So, if you have 3 target audiences, you have to create 3 customer personas and research the 3 individually to be able to know how to engage them.

Like I said earlier, to find your ideal customer's demographic, location, content they like to engage with, look at your social media analytics board. Every social media has it. Check your dashboard and click on analytics in the settings.

This gives you an idea of who your target audience is. You can also find this in your Google analytics dashboard if you have a website.

To find their false beliefs, fears, what makes her feel accomplished, what she reads, where she hangs out both online and offline, what she really wants when it comes to what you are selling, the reasons they buy, what she is saying about other competing brands and so on, do a quick search on sites like Quora.com, Reddit.com, Facebook groups, Amazon.com, forums etc.

The sites I listed are where individuals with the same needs gather online in groups to discuss issues they are facing and probably get help from other members.

These are places people express their frustrations online about several brands and some issues they are having that they need solutions for.

What you want to do is called social listening or eavesdropping. Your job is to listen in as much as you can and find out more about these set of people you plan to market to so you would be able to speak their language, know how they feel and empathize with them.

This is the only way you can bond with them. Once they can relate with what you are saying, you will get their attention and be able to build a relationship with them that will lead to sales.

For example, if you want to find out why people don't buy wigs, just go to Google and type in something like this: why are people afraid of wearing wigs Reddit; then hit search.

Once the search result comes up, look at them and choose the one that closely relates to what you are searching for. Click on the one you like and look at what they are saying.

You will see a lot of complaints and fears. This is what your product is supposed to fix.

You can also search ‘what challenges do people face wearing wigs Reddit’(this tells you the problems you need to solve with your product. So this is the solution you are bringing) or ‘why do people wear wigs Reddit’ (this tells you their motivation for buying wigs) or ‘what do people want in wigs?’(this tells you about their desires).

You will notice that I put Reddit at the end of each search phrase. It is because I want Google to search and bring up all the things people are saying about buying and using wigs from the Reddit website. Check what they are saying and take notes.

This is what I got when I searched ‘why are people afraid of wearing wigs Reddit?’

“I want to wear wigs, but I am scared of being judged”

This means that they don’t want to be seen wearing wigs. How do you handle this with your product to ensure they buy and keep buying?

You will need to make your wigs look very realistic like real hair so people can’t easily tell that it’s a wig. Then you communicate that to your prospective buyers in your sales copies to alley that fear.

You can also show them images of celebrities wearing wigs, looking gorgeous and having fun with it.

You can do this same thing with Quora, Facebook groups or Amazon

NOTE: The reason you have to find out the fears they have about purchasing your kind of products is so you alley those fears in your sales copy, so they can move past the fear and buy your product.

If for example you run an ecommerce site; meaning you sell things online, the fear people normally have is that you might not ship what they paid for, or ship the wrong thing, or what they saw online may turn out different when they eventually see it etc.

You will need to let them know in your sales copies that these things have been taken care of. You will also need to know exactly the challenges they have experienced in the past buying your kind of product so you handle their fears of the same thing repeating itself when they buy from you.

To find the keywords that she searches for around your product or services use Answerthepublic.com, or ubersuggest to find the keywords.

When you open Answerthepublic for instance, type in the main keywords of your products or services to know the questions people are asking about it.

For example, if you sell work shoes for nurses, type in nurse shoes in the search bar and it will bring out all the questions people are asking and searching for about nurse shoes so you can create contents that answer those questions and attract them to your brand.

How do you find the books, blogs, podcast, magazines, videos etc. she reads and watches?

To find the books, magazines they read around your product, go to Amazon.com and type in the keyword of your product and look at the results that come up. For example if you are a dentist, you type dental care books or dental care magazines

You get the idea right? You can do this for any product. This will help if you want to put together a book to help them further. You can also use this approach to learn the contents they like to consume by clicking on one of the books.

When you get to the book's page on Amazon, you will see 'look inside' on the book. Amazon allows you to take a quick look at the book's table of contents and maybe half of the first chapter of the book for free to lure you to buy the book.

Just click on 'look inside' and you will see the book's table of contents. Looking at the table of contents gives you an idea of what your target audience is reading so you can create content around those subjects.

Please don't copy people's table of content verbatim; it's plagiarism.

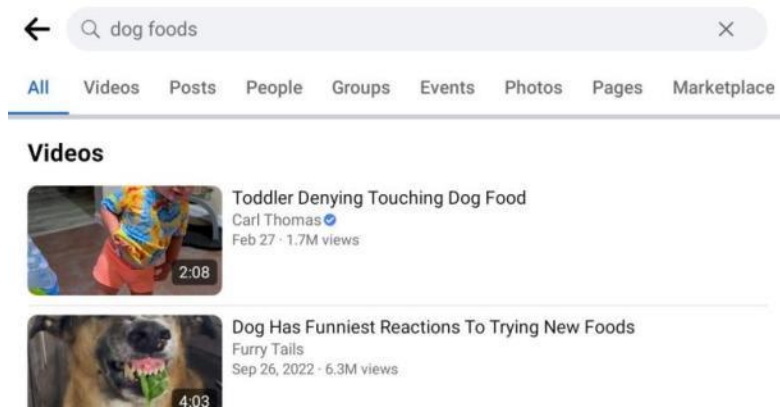
If you want to find the blogs they read, YouTube channels they watch, podcasts they listen to, do a simple YouTube or Google podcast search with the same keywords adding YouTube or podcast at the end of the phrase and look at the results. When you open YouTube, go to the search bar, type in your keywords and view the results.

Google podcasts is a platform where people list their podcasts or shows. There are also a lot of other podcast platforms like Apple podcasts, Spotify etc. A simple keyword search in any of these platforms will give you what you want.

To find out the influencers they follow on social media, go to the social media platform of your choice. I will use Facebook as an example.

When you open Facebook, go to the search bar and type the same keywords you have been using. Look at the image below, you will see videos, posts, pages, groups etc. You can see that the keyword I used is 'dog foods'. This is for people who sell dog or pet food.

Facebook search Fig.4



Next, click on groups or pages and you will see the groups and pages your target audiences are likely following.

The next thing you will need to do is to join those groups and follow those pages. The reason you need to join those groups is because you may not be able to read what people are sharing in those groups without being a member.

So, once you join, start reading some of the comments made by people on the posts in the group. Most of the comments will reveal their frustrations, desires, likes, dislikes etc. Take note of all these things.

Another thing you will benefit from joining the groups is that you can target to get their audience to follow you on social media by posting valuable posts in the group that positions you as an expert in your field.

This is the time to use all the things you have found out about your target audience to create content that will help them solve the problems they are having. For example, if you are into selling dog food, you can start teaching about food allergies for dogs, how to properly feed your dog to grow faster etc.

So, the people that are facing those problems you are handling start seeing you as an expert and follow you to your page.

When they come to your page, they will meet a properly set up dog food business page, they will see other valuable posts you are making on your page, they also see your free offer (as a pinned post on your page wall) that will further help them properly feed their dogs.

They click on your free offer and give you their contact details in exchange.

Once they get your free offer, and while they are still on your page, they see your paid offer that promises to send them your new dog food formulae that will make their dogs more intelligent.

They order and you send not only the new dog food formulae but also a nutrition guide; blowing them away. Now you have a new customer. You do not stop there because you want to make this customer to keep buying from you for a very long time if not for life.

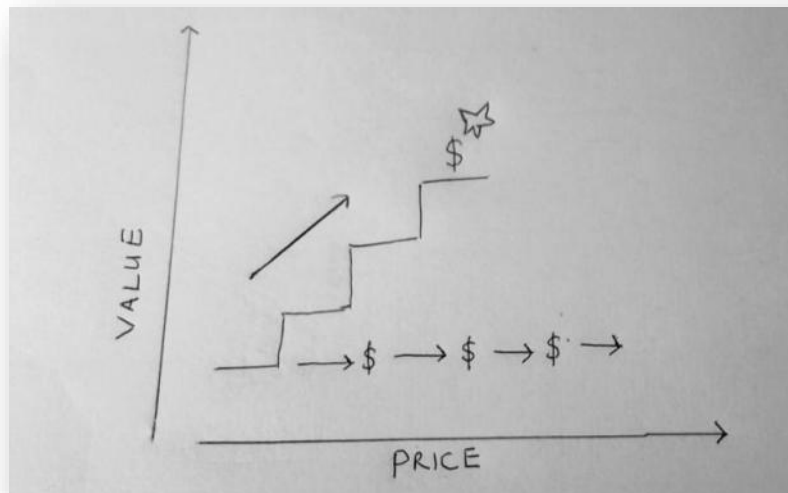
This is just the front end offer or first offer (more on this soon) for this customer. Ideally, you are supposed to have other offers or products to sell to this same customer. The front end offer is where a lot of businesses stop.

They have only one offer and once that customer buys that offer, they have nothing else to sell to that same customer. This is where your value ladder comes in (more on this soon).

This is the beauty of having a well crafted sales funnel. Let's first find out about to create a value ladder.

CREATE YOUR VALUE LADDER

Value ladder fig.5



Your value ladder or product ladder consists of all the products and services you offer to your customers starting from the free offer to your highest offer.

A value ladder helps you to sell different products to the same customer and keep selling to that same customer for a very long time thereby helping to make each customer more profitable for your business increasing your customer's life time value.

If you look at the diagram above (*fig.5*), you will see the steps which represent the value or services/products you intend to provide to your customer on different levels till they buy your highest paid product.

The first offer that opens the funnel is the free offer (lead magnet that brings in your prospective customer), followed by your middle offer, then your third offer, then your highest paid offer.

You will also see the price of the products from free to the highest paid offer.

The highest paid product is the final destination you want all your customers to get to.

Most businesses only have one offer or product they sell and end up losing all the money they would have made if they have different products at different price points.

If you don't have different products you sell to someone who has bought from you, you are leaving a lot of money on the table; your customer's life time value to your business will be low and you won't make much money.

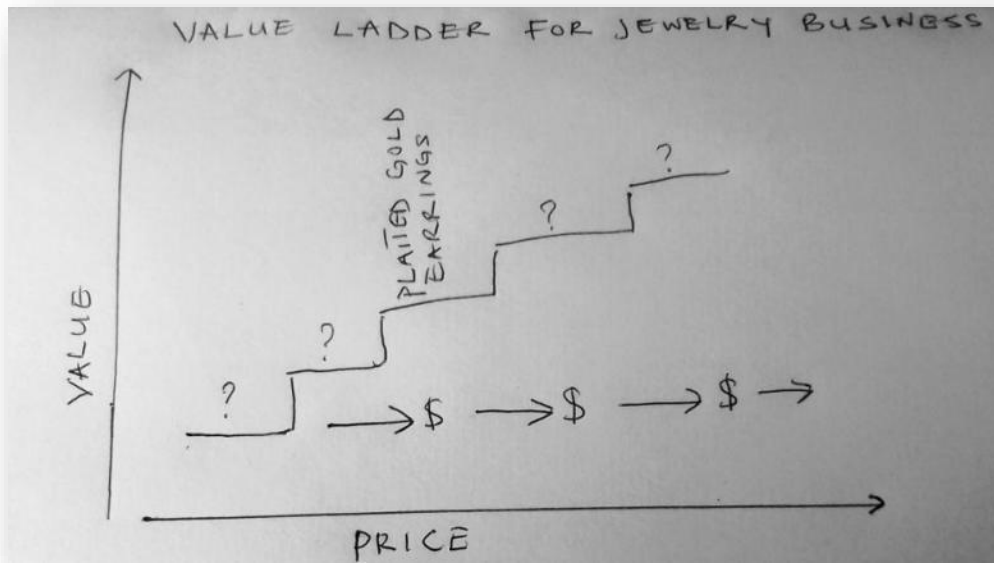
Your customer's life time value is determined by how much you were able to make from that customer for the duration of time he/she is with your business as against how much it cost you to acquire the customer

This is what a lot of businesses do. They just create a free offer and then one paid offer (frontend) and that is it. The backend is where the REAL magic happens.

That is where a lot of businesses make money as they get to sell most of their other higher priced products on auto pilots. This means they automated the selling process and can make money even while they are sleeping or doing other things.

Most businesses' value ladder looks like the value ladder below (*fig. 5*).

Jewelry business value ladder fig.5



Can you see the places marked with question marks? There are no products on those spots on sale. That is money lost and money that could be made.

You have to find a way to sell more products to people who have bought from you in the past. It's easier to get a customer who has bought from you in the past to buy again than to get a new person to buy from you.

While it's good to get new customers for your business, you should also focus on making your old customers to buy more products from you by leading them through your value ladder.

This will help you reduce the cost of acquiring customers because you make more money per customer than what it cost you to acquire them.

What it cost you to get a person to buy from you is called your Customer Acquisition Cost (CAC).

This means that if it cost you 500 naira or \$1 to acquire one customer and the person buys a product worth 3,000 naira or \$6 and your profit is 1,500 naira or \$3 after subtracting the cost of the product and the cost of acquiring the customer (500 naira or \$1), the value of that customer to your business is just 1500 naira or \$3 except you sell something else to that customer.

If don't sell anything else to that customer and the customer leaves, the Life Time Value of that customer to your business is just 1500 naira or \$3. Your business is losing.

Now what if you have a value ladder with 4 more products on offer like 10,000 naira or \$20, 15,000 naira or \$30 and 50,000 naira or \$100 respectively and your business earns a profit of 8,000 naira or \$16 from each offer and keeps earning from the same customer with a continuity

offer like a subscription box. How much do you think that customer will be worth to your business right now?

Much more right?

Good.

So, if you are wondering about how to calculate your Customer Acquisition Cost, here is how to calculate it.

Add the cost of sales and the cost of marketing and divide that by the number of new customers gained within a specific period like a month or quarter etc.

So, for example, if Tony spent \$20 or 10,000 naira to market his shoes and gets 10 people to buy the products in 1 week, his cost of acquisition for 1 week is \$2 or 1,000 naira.

Having a value ladder that converts, helps to drive down your cost of acquiring new customers because it increases the value of each customer in your business and increases your profit per customer and if those customers really loved the experience they got from your business, they will refer their friends to your business helping you acquire customers for free.

A value ladder also helps to reduce your churn rate. Your churn rate is the rate at which customers leave or stop buying from a business over a period of time like quarterly, yearly etc.

The higher your churn rate, the more your business loses money as a result of your customers stopping to do business with you.

If you have a churn rate of 5% over a period of one year, it means that 5% of your total customers in that one year ceased doing business with you and probably went to your competitor.

Your value ladder which sells different solutions at different price points to your customers accommodates a lot of people as not everyone may be interested in your highest priced offer.

At the end of the day, you still make money from people who can't afford to buy your highest prized offer, but still need the same solution.

For example, I have friend named Stephanie that was suffering from noise phobia and wanted to get rid of it. She met a therapist online to see if she could buy something that would help her.

The therapist only had one offer priced at \$3,000 where she will work one on one with her for 2 weeks to get rid of the fear.

Well, at that time, Stephanie did not budget to spend that amount of money. She was hoping to get something cheaper ranging from \$50 -\$100 like a course or a book etc.

The therapist could have made that money if she had her products in those other formats and still sell her one on one program to other customers.

Can you see how she lost out? My friend had to take her business elsewhere.

NOTE: Not all the people who got your free offer will pay for your frontend offer. This is the reason you got their contact details so you reach out to them later with your offers. Some will buy your frontend offer immediately; some will not.

Also, not all people who bought your front end offer will buy your middle offer. Not all who bought your middle offer will pay for your highest paid offer.

It's the people who buy your highest paid offer that are your dream customers and these are the people you should focus more on and find more people like those people.

So, once people pay for your frontend offer, move them to another group at your backend and offer them your middle offer by marketing it to them from your backend.

When they buy your middle offer, move them to another group you will call highest paid for example and market your highest priced offer to them (more about how to set up your backend in PART 3 so it happens automatically).

The reason you are moving them to a different groups is so you don't keep marketing a product they have already bought to them.

Your backend could be email marketing, whatsapp broadcast, SMS marketing using the contact details you got when they opted for your free offer depending on the kind of funnel you are using.

So you may be asking, so what happens to people who did not buy at other different levels?

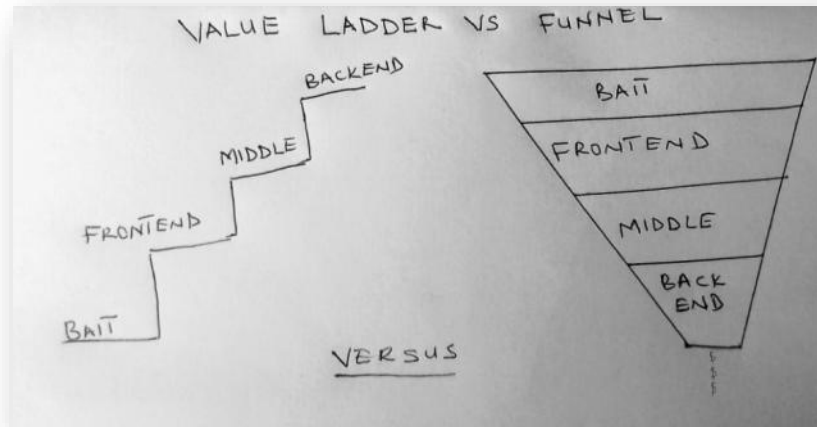
You will keep marketing that same offer to them while you are nurturing them. Nurturing means educating them more about the product you want them to buy and doing all you can to help them bond with you.

Maybe they need to understand more about that product or they understand but do not need it yet or not ready to buy yet.

While you are nurturing them to buy a product in a particular value ladder level, you can also show them other products to know if they would prefer them.

Value ladder versus sales funnels

Value ladder Versus Funnel fig. 6



The job of your sales funnel is to bring a lead in using your free valuable offer, nurture and bond with the lead by educating them and then pass them through your value ladder so they end up buying from you.

On the other hand, the value ladder is a part of the sales funnel. Its (value ladder) job is to ensure you have other valuable related products you will keep selling to anyone that buys from you.

For example, if I buy garri (cassava flakes) from you, I may need groundnut and sugar, I also need cup and I may also want someone that will be supplying me neatly packed drinkable Ijebu garri every month to save me the time I use to go to the supermarket.

This is just an example. So, find a way your business can provide more and more value for your customer that can become your value ladder. Keep asking yourself, what next will my customer persona need to make her/his life better and add it as a product.

Are you following?

Cool.

The main job your value ladder and your sale funnel are doing together is:

To provide value to each customer at the amount they can afford because at the end of the day, everyone may not want your main offer (highest paid) which is where you want your dream customers to be.

While you are searching for your dream customer who will buy your highest paid offer, you are making money along the way.

This is the reason you should not just have your highest paid offer as your only offer.

Create your lead magnet or Bait or free offer

Now, you know your target audience, you know the problems they are facing, you know what they are searching for. The next thing you need to do is create your lead magnet.

It's very important that you create a lead magnet that your target audience will value and want.

Your lead magnet should be something that will help them solve one problem they are facing **right now** (emphasis is on right now).

It's worthy of note that your lead magnet could be anything as long as it's valuable to your target audience based on what you already know about them. It could be an e-book, a free webinar, a template, articles, downloadable, courses, free product samples discounts etc.

What I am trying to say here is, to create your lead magnet, find a pressing problem your target audience is currently facing (a problem they want to solve right now, not in the future) and provide a solution to it in the form of an eBook, article, webinar, templates that makes a difficult task easy etc.

Your front end offer must be something that will further help solve the problem your lead magnet has started solving.

Before you create a lead magnet, ask yourself the following questions:

Who am I targeting with this offer? If you have done your target audience research well, you will already know this.

What do they want to achieve? Remember your keyword search; you must have done that by now.

What problem are they trying to solve that your product can take care of?

How much do they already know about the solution I want to sell at the end of the day (frontend offer)?

This will determine the language you use and at what level your teaching will start from (basic, intermediary or advanced). If you are targeting beginners, you will start from the very basics.

What are they searching for about the solution I am offering?

What keywords do they mostly use when searching for the solution you are about to sell them? Pick one of those questions they are asking and create a free information product that will help answer that question. **SEE how to easily create a lead magnet in the video section of this course.**

Example 1:

I know that my target audience is looking for ways to cut down on the cost of acquiring new customers and would even prefer to get leads without paying for ads. I also know they badly want to be making consistent sales and possibly on autopilot.

So, I decided to create a paid offer which is a Sales Funnel eBook to show them how to set up their businesses in order to be making consistent sales on autopilot.

To bring them in, I decided to create a free offer on social media commenting strategy that can help them make sales on auto pilot.

I created an audio training explaining the social media strategic commenting that can help them grow their followers organically and help increase their sales.

This strategy will only make them significant increase in sales if you have already set up a well crafted sales funnel just like any other sales strategy can't work without a sales funnel.

I water their appetite and make them understand why they need to set up a sales funnel in the audio and I teach them the other steps in detail. So, now they will need to know how to create a sales funnel to be able to make much more sales.

The social media commenting strategy is also very valuable on its own and can make them some money without using a sales funnel, but what a sales funnel will do for them is much more. A sales funnel even makes you money while you do other things if properly set up which you can't get otherwise.

The natural thing is they will want my sales funnel eBook because I have provided value first. I have given them a taste of what my paid offer will look like.

So, please ensure that they gain something useful from your free offer or they will hate you for wasting their time. Your free offer is meant to help you build trust so they can take your paid offer.

If you misfire here, you have lost them. See your free offer as the first handshake or first impression you are giving these people about your brand.

Example 2:

Let's say you sell gold plated jewelry to women between the ages of 20 and 45. These women are not able to buy pure gold jewelry but will still like to be able to use their jewelry for long and not have it change colour quickly.

Here, your free offer could be a guide on how to clean your jewelry and stop it from tarnishing. Then your front end offer (first paid offer) could be they buy your plated gold earrings (price: 2,000 naira or \$4).

What next do you sell to them after they have bought the earrings? Just ask yourself what next will this customer need that I can still offer to help further make her life easier?

You can choose to offer her a handmade necklace that will go with the earrings she just purchased (this is your middle offer. Price #5,000 or \$10)

Then you think again, what next could she possibly need again? Of course she will need a jewelry box for safe keeping of her jewelries (this is your 3rd level offer. Price: 10,000 naira or \$20).

Your fourth level offer which could be your highest offer for this customer could be a membership of your bi-monthly jewelry and accessories subscription box where you are able to provide members who like to try out various high end jewelries for rent at much discounted rates like 50,000 naira or \$100 every 2 months.

NOTE: Your front end offer should not be so expensive. Start from the lowest paid offer, then as the person keeps climbing your value ladder, the price of the offers keep increasing till you get to your highest paid offer.

Your highest paid offer is where you want to take your customers to. Anyone that gets to the point of buying your highest paid offer is your dream customer.

Why do you have to start with a cheaper offer?

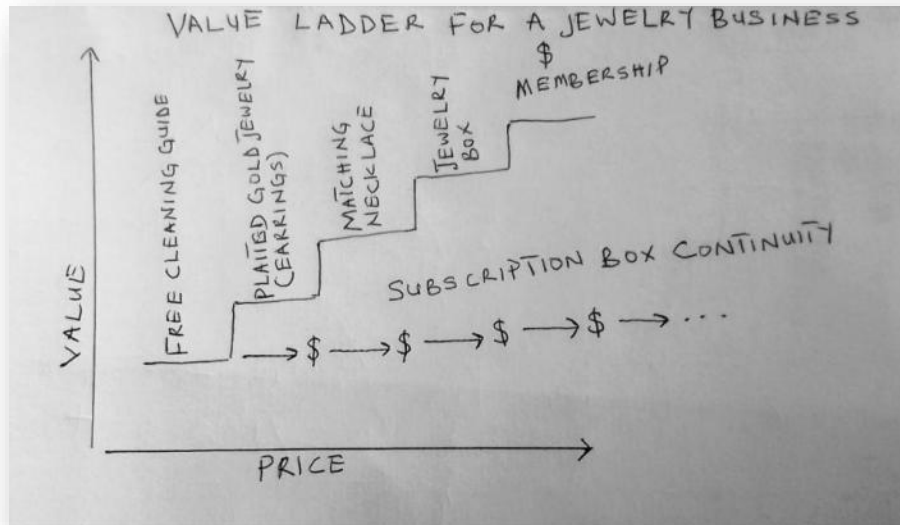
How will you feel if I just approach you on the road and say come and rent jewelry and accessories of 50,000 naira or \$100 from me? Even if you have that much to spend on jewelry, you will have a lot of objections to buying it from me because you barely know me and my brand.

But if you have built confidence in me by dealing with me in the past or someone else who has done business with me in the past recommends me to you, you will be more comfortable to spend a huge amount on my product.

That is what a value ladder plus a sales funnel does for you. It helps you walk your customers through your funnel to your highest paid offer. You also make money throughout the process.

Look at the diagram of the jewelry business value ladder

Value ladder for a jewelry business fig.7



Can you see the free offer? Look at their front end offer too. Can you see how they are closely related? They understand that people who wear plaited jewelry will like to know how to clean and store it to prevent it from tarnishing quickly.

They also know that they may likely object to purchasing a plaited gold jewelry if they don't know how to stop it from tarnishing, so they first provide a free solution in form of a free offer to bring people who will like to buy plaited gold jewelry in.

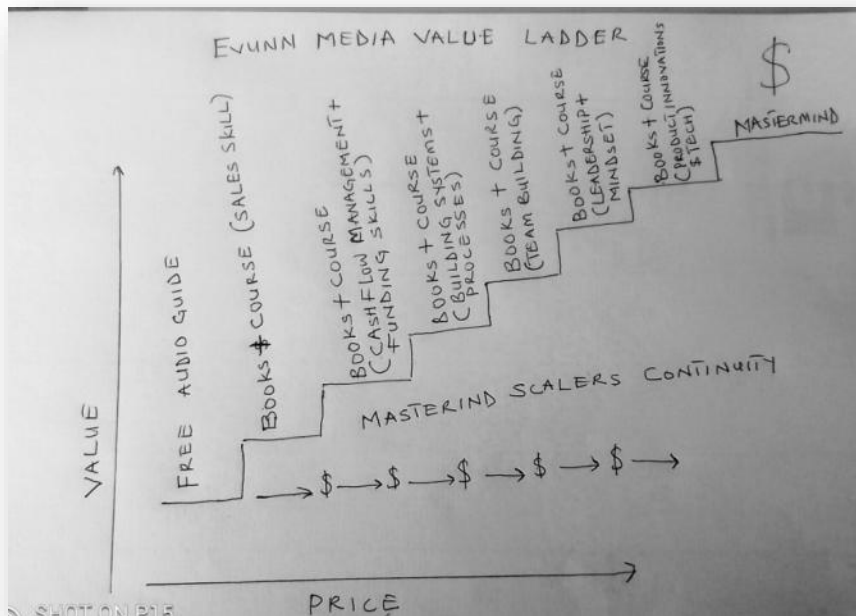
Next, they offer you a beautiful set of gold plaited earrings. The likelihood that the person will buy has just increased with that free offer.

Remember, not having something else on offer for this customer after the frontend offer means you are leaving like 80% of the money you should make from this customer on the table.

You know the sad truth is that this same customer will go somewhere else and get that thing you have failed to offer her/him.

Let's also look at this Evunn Media value ladder diagram

Evunn Media value ladder fig.8



Look at the free offer again. As you can see, this value ladder includes all the products and services including our continuity program that the customer continues to enjoy and pay for. So we keep making money from each customer as long as they are with us.

NOTE: Your continuity program can be at the middle, 3rd or at the end of your value ladder and not necessarily at the end.

Every business should have a continuity program or product of some sort. This helps you to keep earning money from your customer every month, quarterly or yearly.

The idea is to find a way to be earning money from your customer constantly. It can be a subscription product, membership, mentorship, mastermind, support, retainer etc.

The value ladder helps you to find other products and services that you can further sell to a customer who has bought from you.

Now that you have your free offer and have your value ladder in place, the next thing is to setup your sales funnel.

NOTE: You must not wait until you have up to 4 or more offers on your value ladder before you start marketing your first offer. If the only product you have at the moment is your frontend offer, start with it. Just make sure you have a free offer to bring leads in.

Please don't stop there. Keep asking yourself; what next does my target audience need that will help make their lives better? When you find a new solution they will need, add it to your value ladder until you have a continuity product that keeps the old customers buying from you over and over again.

You can also use affiliate products if you don't have products of your own. Affiliate products are other people's products you sell in exchange for a commission.

Let's recap. The first thing you need to do is to know the market you want to sell in, divide the market into segments or categories, get to know who you want to sell to in detail by researching them.

Use the information you got about your target audience and create a fictional representation of the person you want to sell to. Create your value ladder and then create your free offer or bait.

Once you are done with these, it's time to create your sales funnel landing page.

PART 2

Creating landing pages for your sales funnel

A landing page is the same thing as the squeeze page or an opt in page. This simply means a page you set up on your website to collect the contact details of your leads in exchange for a free valuable offer.

A landing page or squeeze page is the beginning of your sales funnel. The only job of your landing page is to collect the contact details of your leads (prospective customers).

Your leads come to your landing page because they want to use what you have offered them for free (your bait or lead magnet) to solve their problems.

You gave them something valuable for free because you want to get their contact details, provide them more value using emails so they like you, trust you, buy your products and keep buying from you.

When your leads input their contact details in your landing page, the contact is stored at your backend (your email marketing service provider) in a folder called list (more on this in PART 3) while the lead is then taken to your free offer page to use what you have given him/her for free in exchange for their contact details.

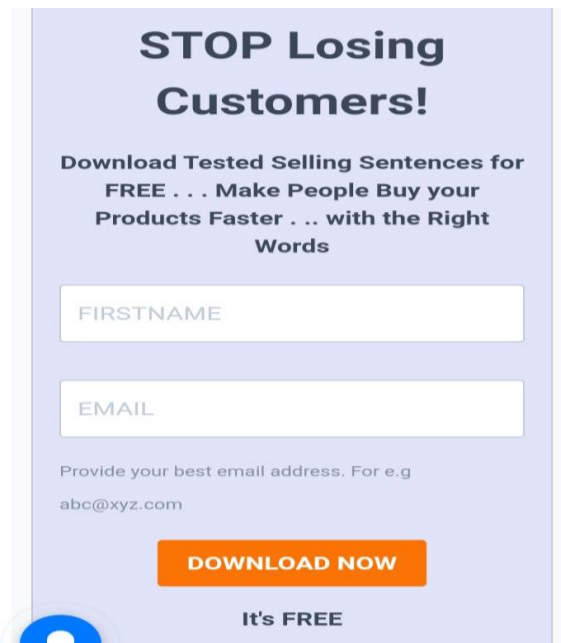
If your website is running on Wordpress, to set up your landing page, just paste the opt in form you must have created at your backend on the page you want to use as your landing page and write a short copy selling what you are offering for free.

Systeme.io makes setting up your landing page so easy. You don't need to copy anything from anywhere as everything has been provided for you inside one tool box. All you need to do is to use their drag and drop page builder and set up your landing page. **Watch the video on the course page to see step by step guide.**

In your landing page copy or script, tell them what your free offer or lead magnet will do for them (the benefit), what it will mean for them or how their lives will become better when they use it, why you are offering it (e.g. a welcome gift to those who are just getting to know your business) and how they can get it (they will have to fill the form and click on the button to get it).

Below in fig.9 is an image of how an opt in form looks.

Image of an opt in form fig. 9



The image shows a vertical opt-in form with a light blue background. At the top, the text 'STOP Losing Customers!' is written in a large, bold, dark blue font. Below this, a smaller line of text reads 'Download Tested Selling Sentences for FREE . . . Make People Buy your Products Faster . . . with the Right Words'. There are two white input fields: the first is labeled 'FIRSTNAME' and the second is labeled 'EMAIL'. Below the email field, there is a line of text: 'Provide your best email address. For e.g abc@xyz.com'. At the bottom of the form, there is an orange button with the text 'DOWNLOAD NOW' in white. Below the button, the text 'It's FREE' is written in a small, dark blue font. A small blue circular graphic is partially visible at the bottom left corner of the form.

The opt in form in *fig. 9* above is for free downloadable sales eBook that can help any entrepreneur learn how to persuade any customer to buy from them. All they need to do is fill their first name and email address and hit the download now button.

NOTE: The fact that an offer is free is not enough reason that someone will want it because it involves the use of their priceless resource – time which we don't have so much of plus they are releasing their personal details to you too.

People don't like their time wasted on things they don't know if it will really benefit them.

When the person clicks on 'download now' the person is taken to the thank you page while the free offer is automatically sent to their email addresses (**see how to setup thank you page in the video section**).

The thank you page is a gold mine for your business. Don't just let the prospect leave just like that with a thank you for downloading your offer; sell your front end offer to the prospect on this page.

Connect the free offer to the paid frontend offer and let them know why getting it too will be of tremendous benefit to them; and will help them further solve the problem the free offer is already taking care of.

If your front end offer is something that will help your new lead further enjoy the free offer, the likelihood of you making sales on the thank you page is very high.

Here, the lead having gotten the valuable free offer also sees something that will further help him/her and grabs it.

NOTE: Just like I have said previously, everyone that got your free offer may not immediately grab your frontend paid offer. Some will use your free offer and go, but not to worry, remember you already got their contact details in your backend, so they are not gone forever.

At the backend is where the real game begins. This is why you should prioritize building a contact list of both customers and your new leads.

This list is priceless to your business because it's your property and you can market any new offer you have to that list without spending money again to acquire them as customers as long as those people stay on your list. I will show you what to do with your list later.

Every business should focus on building a list of both customers (those who have bought from you before) and potential customers (leads) and keep nurturing them.

If you are yet to understand how to create and opt in form, a landing page and how to setup your email marketing backend, watch the video above.

Most people use WhatsApp to bring in leads and they keep asking if WhatsApp is a landing page.

So, is WhatsApp a landing page?

Many people use WhatsApp to make sales. WhatsApp is a great messaging App and you can make a lot of money with it if you understand how to use it. However, a lot of people wonder if it's a landing page or a squeeze page.

WhatsApp is not a landing page. It's just a social media App with groups and other features that enable businesses to make sales just like Facebook. When I say WhatsApp, I am referring to WhatsApp for business.

The difference between WhatsApp and a proper landing page is that a landing page enables you to collect any contact detail of your choice like email, phone number, first name, location, business details etc and send it to your backend automatically and this is not possible with WhatsApp.

It also helps you give free downloadable like eBooks, templates, cheat sheets etc. to your leads.

NOTE: It's important to state here that you should limit the amount of details you ask for in your optin or landing page to first name and email address so you don't discourage people from signing up.

The only difference or the advantage WhatsApp has over other social media App is that it's so much easier to use and gives you so many options without the ads; plus it's very homely.

Businesses can use it for both support and marketing as it makes one on one chat so easy.

So many businesses direct their leads to WhatsApp because they don't have a website. Some do that because they want to make it easy for their customers.

However, WhatsApp funnel has its own limitations when compared to using an email funnel. It's also more difficult to segment your audience and automate your sales process using WhatsApp just like you can do with your email funnel (more on this soon).

It's worthy of note here that with WhatsApp, you can actually categorize or label those who have bought from you, those who have not bought and those who are yet to pay using labels, but the process is too tedious as you have to use a manual process.

The essence of segmentation is to know who has bought what from you and what next to sell to that person so you don't keep marketing the same thing to someone who has already bought it. Doing this with WhatsApp is difficult if not almost impossible.

Why you need to build a list

You must have noticed that I have been talking about list – either WhatsApp list or email list.

Every business that intends to grow its customer base must have a list of customers (people who have bought at least one thing from your business) and a list of leads (people who have come in contact with your business but have not bought anything from you yet).

This list is your database and it's what makes you a business. Without customers, you can't make sales. A list helps you to be able to know who has bought from you before and what next to sell to that person.

It also helps you to know the people who have not bought so you keep educating and nurturing them until they buy.

If you are able to manage your list well, you will not only make lots of money from the same customer, you will gain even more customers from one customer as referrals and cut down on your cost of acquiring customers through ads.

You will be making lots of sales without spending money on ads.

Have you ever imagined how Apple sells off its new product that is yet to be launched? People stay on the line for hours just to get their new product on launch date.

These are their diehard fans or loyal customers and they are definitely on their list. They must have emailed them about the date they will release the product and they can't wait to lay their hands on it.

Imagine selling off your latest product on launch date . . . Is that not awesome. That is what having a list can do for you.

No matter the number of followers you have on social media, those people are not yet in your 'owned' list until you find a way to get them to join your email list (for email marketing) or phone list (for whatsapp or SMS marketing).

This does not mean you cannot make money from your followers on social media, but if you can get them to join your list and stay, you have a customer for life.

Now that we understand what landing page is and how to build it, the next thing we need to do is to create our sales funnel.

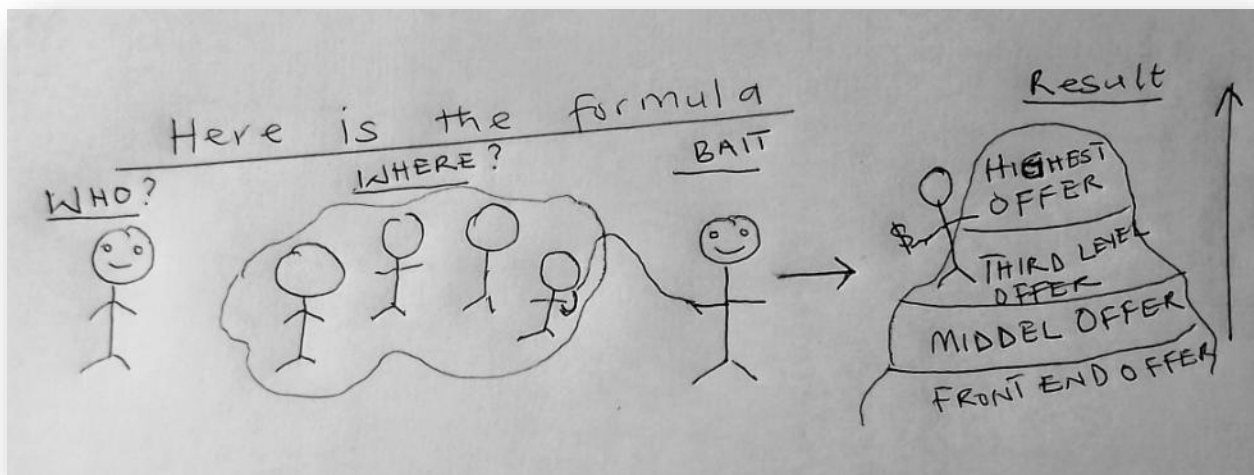
PART 3

SETTING UP YOUR SALES FUNNEL

In this PART, we will discuss how to setup 3 types of sales funnel: Email lead generation sales funnel, WhatsApp sales funnel and Webinar sales funnel

Sales funnel formulae

Sales funnel secret formulae fig.9



Look at the formulae in this diagram. This is exactly how your funnel should look either on your website, whatsApp, webinar, Facebook groups, or offline if you run an offline business.

First, you must know who you are targeting with your product in detail, then find out where they gather or congregate online and offline (if you intend to run offline adverts like radio, TV, Newspaper etc.), then show them your valuable free offer (lead magnet or bait) to make them enter your funnel and walk them up your value ladder.

The essence of the free offer is to break the ice and warm your prospects up so they can trust you, like you and buy from you. Most of the people who view your ads are cold audience (more on this soon) because they don't know you and have not bought from you before.

They don't know if you are genuine or fake; they don't trust nor believe your product can help them. So, a free valuable offer breaks that ice or trust barrier and makes them to warm up to you.

Every lead generation funnel starts with a free offer or bait that can only be accessed from a gated landing or squeeze page.

This means that the free offer can only be accessed if the person parts with his or her contact details like email address or phone number in exchange for the free offer. Look at how to create a landing page in PART 2 above.

Once the person goes for your free offer, show him/her your low priced frontend offer. Your frontend offer must be closely linked to your free offer. It must be something that will help them fully enjoy the free offer.

If you have set up your free offer and frontend offer well, the likelihood of the person buying immediately is 70%.

You must ensure that your free offer is very valuable to your target audience. It must be something that will help her/him solve a need for you to be able to use it to get their attention.

Also, ensure you don't over promise in your free offer and under deliver. No one likes people who waste their time. You will end up attracting disgust and they will not take you serious.

Having researched your target audience, you already know what questions they are asking, what they read, what they desire etc. so this will aid you in preparing a free offer for them.

There are different types of sales funnel, but in this book I will show you how to create and use email sales funnel, WhatsApp sales funnel and webinar sales funnel to generate quality leads that will buy from you.

1. Email sales funnel
2. WhatsApp sales funnel and
3. Webinar sales funnels.

CREATING YOUR FIRST SALES FUNNEL

After deciding on your target audience, creating your value ladder and bait the next thing to set up is your sales funnel.

A sales funnel is your whole business. It is a step by step process or way you bring in a total stranger (who was previously unaware of your brand) to your business and make them like, trust you and believe that the solution you are offering them is what they need to solve their problems or fulfill their desires by nurturing and bonding with them.

They believe that you are the guide they need to show them the way; they bond with you, trust you and buy from you.

A well crafted sales funnel is just like a road map for your customers in your business which helps them to understand what you are offering them, how it will help improve their lives and why you are the right person to sell them the product.

Some people who come in contact with your business purchase instantly while others may take weeks or even a year to be ready. Some people may need many sales calls, webinars, educational videos, blog posts etc to be able to understand and trust your business.

Before you set up your first funnel, first do the following:

Think forward – What is the end goal for that particular sales funnel? What do you want the person or prospective customer to do at the end of the day? Your end goal could be to generate free leads, grow your list and sell the product in your value ladder. Your goal may be to get your customers to refer their friends to your business.

Your end goal or what you want to achieve determines the type of funnel you will use.

Draw it on paper – Draw your funnel on paper. Draw the road map you want your customer to follow till he/she reaches your desired destination (paying for your product) within your business using your value ladder as a guide.

Where will you send your leads (landing page, whatsapp, telegram)? Where will they go next after that? What will they do after that?

What kind of funnel do you want to set up? Is it email, webinar or whatsapp funnel?, where will their contacts be saved for future use? How do you differentiate between people who have bought your product from those who are yet to buy (lead segmentation)?

Which product will you sell to them as your frontend offer? Which product will you sell to the person who pays for my front end offer?

Which traffic source will you use to send people to your sales funnel (more on this later)?

To identify the kind of sales funnel you need for your business, check the most common challenges your business is facing. The most common challenges businesses face is lead generation or getting customers.

This is the reason we are focusing on showing you how to use sales funnels to generate leads that will eventually buy from you.

How do you go about generating leads?

Do you want to bring in leads organically using blog posts or social media so you cut down on money spent on ads? This takes some time to build.

Do you want to generate leads faster using paid ads (Facebook ads, Google ads etc) or the free organic route (social media posts, blog posts, cold email, Direct Message Marketing [DM] etc.)

GENERATING LEADS

Every business is looking for a way to generate quality leads that will eventually buy from them. Without a system that consistently generates, nurtures and converts leads into paying customers, you may soon be out of business. No business will survive without sales.

There are a lot of ways to get leads for free without using paid ads. More of these would be discussed soon.

So, let's say you decided to go the paid ad route, your goal is clear: to get leads with paid ads. You place your ads where your target audience is congregating; send the leads to your squeeze page and they join your list, you nurture them and they buy from you.

To create your sale funnel, you need the following:

1. A very enticing free offer or an irresistible offer – your free offer must be too good to be true. This could be a free template download, a short free training, a quiz that helps them discover their problem and the solution to it (example: what eye glass fits your face most? Find out with our short quiz or what type of dress fits your body type most?), a discount or a free trial etc.
2. A way to deliver the offer (free or paid traffic) – You can create a blog post, put your optin form at the head, middle and end of you post then send your social media followers there to consume your content and while there, they will likely take your free offer and be added to your email list (the traffic you own).

If the goal of your funnel is to generate inbound traffic (traffic from your content) through a free or organic traffic, you will need to create valuable content like blog posts, YouTube videos, podcasts, and social media posts; then use it to drive traffic to your free offer which helps to add leads to your list.

This strategy can make you money saving you money on ads, but it will take you some time to be able to build enough contacts in your list to start making reasonable money.

So, to start, the first thing is to decide whether to create video on YouTube, TikTok etc., blog posts, podcasts.

Blog posts example

If you decide to create a blog post, first search for challenges your target audience is facing that have not already been over flogged or written so much about.

You will discover your target audience challenges when you research them as described above in PART 1.

If you can't find unique challenges that have not been written so much about by other bloggers, try to make an epic post by searching the keyword of that challenge your target audience is facing with a simple Google search.

When you search the keyword of their pain point, you will see a lot of blogs that have written something about it. Open at least 5 of those blogs, see what they covered and try to create a post that covers everything covered by the 5 blogs on that topic in one blog post.

This strategy turns your blog post into a resource that people will want to read on that topic as it contains everything about that topic.

That way, you have created something more valuable than the top ranking blogs providing solution to that question.

Next, put the optin form to your free offer that is closely related to the article at the top, in the middle and at the end of the blog post.

For example, if you just wrote an article about how to groom a dog, your optin form should be promoting a free offer like a cheat sheet or eBook that teaches how to train your dog for good behaviour in public etc.

Most people that read this blog post will be attracted to your free offer and download it by giving you their contact details which would then be automatically added to your email list at your backend.

The next step after creating your post and sprinkling your optin form in it is to spread the word about your new blog post to get people to come read it and those who will like to get your free offer will end up joining your list as leads.

You can share your posts on social media, Reditt.com, Quora.com, Medium.com and other forums for maximum visibility.

It is also great to understand how to optimize your blog post for search engines so when people search for your keyword on Google or other search engines, they will bring up your blog post as the most relevant post to the query.

Search engine optimization (SEO) is beyond the scope of this book. So, I won't go into detail.

Videos example

If you decide to use video content to drive traffic to your lead magnet, you can create valuable content on platforms like YouTube, TikTok etc and send your audience back to your landing page to take your free offer.

Cold private messaging example

Another free way to get leads is through cold DM marketing (cold private messaging on social media). We use this strategy a lot at Evunn Media.

You go to people's DM on social media and talk to them about your free offer adding urgency so they take your offer. When they click on your offer, they are sent to your landing page, once they take your free offer, they are added to your list.

NOTE: To ensure this DM marketing works for you, ensure you personalize whatever you are sending this person with his/her name. I also try to check if the person meets my criteria before I send the message.

I market to people who have businesses, so before I send you a message, I look at your profile first. They must have a business, if not I skip them and go to the next person.

Sometimes, you will also need to dig further to know what problem the person is facing that you can help them solve with your product.

If you are into a servicing business like copywriting for businesses, look at their social media profile, look at the things they post on their walls, check their copies and see if their copies are good enough to bring in the sale.

If they have their websites on their profiles, check it out too to see if there are things you can help him/her correct.

When you find what you can help them correct or help save their time with, send them a message about it. This kind of message would be more effective because you have taken some time to know the person and what the person needs, so the likelihood that the person will be interested in what you offer will be higher.

Don't try to sell to them yet in your first message. Instead, give them a link to your free offer or give them a free trial. You want to get them to trust you first. When they take your free offer, sell them your product.

People can hardly resist the word FREE, they will usually go for the free offer, but make it worthwhile for them to gain their trust.

Here is an example of the copy I send to people's DM (the frontend offer I want to sell at the end of the day is the sales funnel eBook):

Hi (First name) I noticed you run your own business; so I thought you might need this.

How does increasing your sales by 50% in JUST 1 MONTH without paying for ads sound to you?

Will you like to know how I tripled my sales in one month just commenting on other people's posts on social media?

I have shared this same strategy in a FREE guide and I am giving it away to 30 businesses FREE FOR A LIMITED TIME ONLY before I make it paid.

So, if this sounds like what you are interested in, click this link now:
<https://evunn.com/social-media-commenting-free-offer/> and gain access.

P.S. Please this is ONLY for businesses that are serious about growing their sales.

Chinny Obiozor

This copy has been bringing in a lot of leads.

You can also do the same with your cold emails or cold whatsapp messages. Cold DM, email or whatsapp messages means sending unsolicited messages to people about your business.

You send unsolicited or cold emails or whatsapp messages to people you think might need your product or services. Send them your free offers to get them to enter your list. Then you sell them something.

If you don't have the time to use the free marketing route and want to generate leads faster, you will need to pay for ads and send them to your landing page.

3. A landing page to send them to – we have talked a lot about the landing page or squeeze page. We cannot over emphasize the importance of sending your leads to a landing page.
4. Smart email follow up to nurture and pass them through your value ladder using other funnels. This is where your soap opera sequence and email blast and whatsapp blasts come in.

Now, let's discuss the email, whatsapp and webinar sale funnels in detail.

EMAIL SALES FUNNEL

Email sales funnel is a funnel created with a goal to generate leads for your business.

It helps you to collect your prospects' email addresses and nurture them using emails until they turn into customers. When they become customers, you still use the same email to sell them other things you have on sale.

With email sales funnel, you don't only collect people's email addresses but also their first names which are automatically added to a place called your list stored at your email marketing service provider's platform called your backend.

The reason you also collect their first names is so you address them by their names in your emails. I have created a video that shows you how to automatically add people's names to your emails and how to send automated emails to your list.

Your list is a gold mine for your business. It's the traffic you own (more on this soon) and can turn into money anytime without you having to pay again to use it as against buying ads.

If you already have 10,000 emails on your list for example and you want to launch a new product, you may not need to pay for ads to get people to buy your new offer.

You simply email your list and market it to them and money starts rolling in. If you want your customers to refer your products to their friends, you just send them an email with your referral offer.

Your offer maybe that you are giving out 50% discount to customers who will refer their friends to your business and their friends also get 50% discount too.

You gain new customers without paying anything to acquire them.

If you want your customers to help review your products or to give you their testimonials, you send them an email asking nicely and it's done.

You can even use your list to make money from other brands who sell complimentary products to what you sell.

You help them promote their products to your list and they pay you money or they reward you by promoting your products to their list too (if they have a huge list like yours). This is called joint venture or strategic partnerships.

For example, if you sell home furniture, a business with a huge list that is into interior decoration may ask you to promote their interior decoration business to your list and offer to pay you money.

This interior decoration business is serving the same target audience just like your business and can make sales putting their services before your own audience.

They make sales, get new leads and you earn extra money for your business. It is a win for both parties.

Imagine if you have been making sales and you don't keep a list or people have been coming to make enquiries about your business and you don't keep a list. How do you re-market to them? Who do you launch your next product to?

Can you see how important your list is? Let me even shock you. If tomorrow you have a list of 500k to 1million emails or phone numbers and you want to sell your business, do you know that your business will be valued higher because of your list . . . yes because the MONEY IS IN THE LIST.

That's what makes you a business . . . you can turn that list into liquid cash any time.

NOTE: If you want your list to always make you money, you must ensure that your list is not just made up of emails or phone numbers from all kinds of target audiences that are not ready to buy what you sell. This is the reason you have to pay close attention to the entrance of your sales funnel which is the bait or lead magnet.

If the people that come to your landing page are able to part with their contact details to get what you offer for free to help them, you have qualified them as good leads. The reason is that those people are interested enough in that kind of thing to give you their personal details.

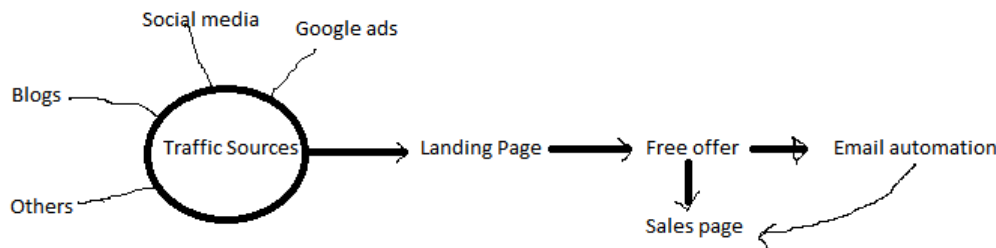
So, ensure that your lead magnet solves a major challenge for your target audience so you attract only the people your product is made for.

Does that make sense? This is very important as it determines the kind of people you get into your funnel and how much you are able to make at the end of the day.

Next, let's look at how email sales funnel works.

HOW EMAIL SALE FUNNEL WORKS

Email Sales funnel diagram fig.10



The above image represents what a sales funnel looks like on people's websites and each stage represents the stages a prospect is at from getting to know the brand to finally buying the product on offer which is the ultimate goal of any business owner.

A sale funnel starts from your landing page or squeeze page. The traffic source for your sales funnel (more on this in PART 4) is a place where your target audience normally goes to and congregates. Your traffic source could be Facebook ads, Google ads, forums, Newspaper, blog etc.

So, you place your ads or posts where your target audience usually gather, the traffic source sends traffic to your landing page, the person gives you his/her email address or contact details in exchange for your free offer.

Immediately the person signs up for your free offer, the contact details are stored in your email list database that you must have set up before now with your email marketing service provider's backend. (I will show you how to do this in detail in PART 3)

The person is then taken to your thank you page; they get your free offer in their email.

While the person is still on the thank you page, he/she is being prompted right there and then to take the paid offer (usually a low ticket or low priced offer). The paid offer must be

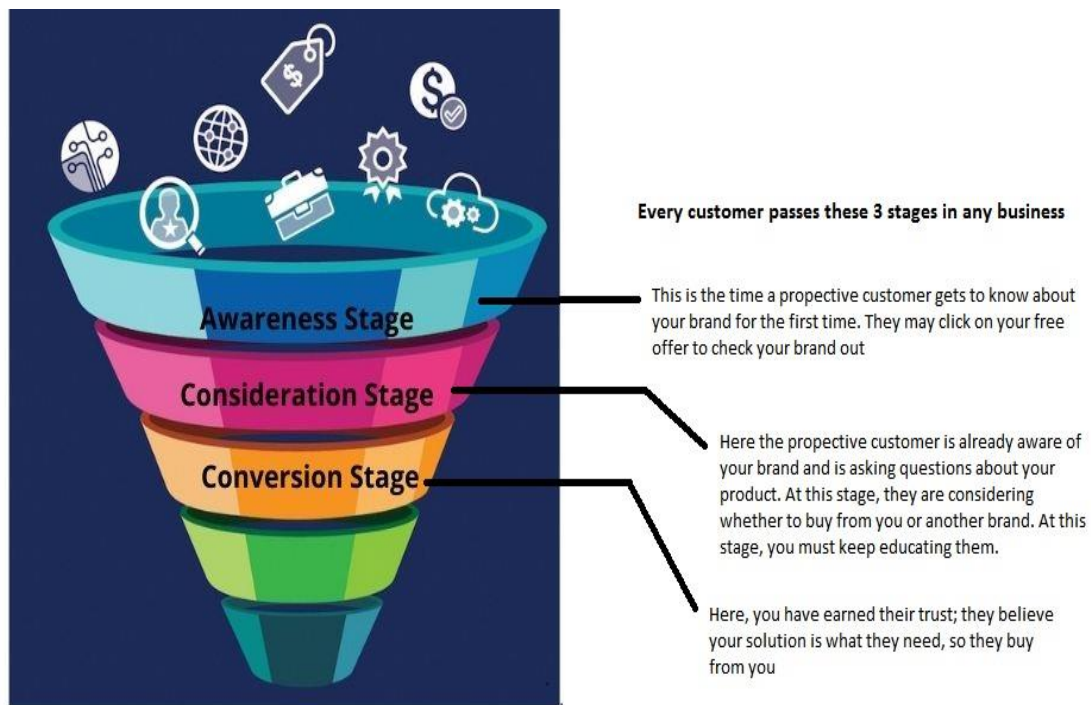
complimentary with the free offer. In other words, it must help the person make use of the free offer better (refer to PART 1 for more details on this).

Now the person is on your email list or whatsapp list (more on this soon) depending on the contact details you chose to collect in exchange for the free offer. This means that you can use the email or phone number the person gave you to reach out to them later to purchase your premium offer.

If you look at the sales funnel diagram *fig.9*, it shows that once someone comes in contact with your brand from any traffic source (Facebook, Instagram, Google adverts, Newspaper advert, blog posts etc), they become aware of your brand, they are attracted by your free offer, they click on it to get it, you collect their contact details and start the nurturing process to get them to know you, trust you and buy what you have on offer.

Before we go on, I want to show you another image that will help you understand your customer's journey through the sales funnel.

Sales funnel stages fig.11



No one will buy from you except they first know about you (awareness), check you out (consideration), trust you and then buy from you (conversion). Every customer passes through this stage in any type of business.

Check it. Have you ever bought anything from a business you don't have confidence in no matter how cheap the offer is?

The answer is no; right?

It's the same thing everywhere and in any business. This is the reason you need to create a brand by building trust first. You do this by giving the person a taste of what they will experience if they are to do business with you.

This can come by way of a free valuable offer or educating them on social media or any other platform where your target audience is.

Example 1:

Let me explain this further with a beauty spa business. Let's say Angela while scrolling down her Facebook page wall, bumped into an advert by Viva's beauty spa where they were offering free home service foot massage for a limited time.

Angela is a very busy woman and would not mind having one. So, she clicks on the link in the post and books for a free foot massage (this is the awareness stage). Viva's beauty spa takes over from there and fulfills their promise by giving her a fabulous and a relaxing massage.

While they are giving her the foot massage, they see that Angela needs a proper pedicure and manicure. They offered to provide those services at the cost of \$20, she thinks about it (they gave me a great massage and they are so friendly and professional [consideration stage]) and she gladly accepts (now they have earned her trust and she is ready to part with her money [conversion stage]).

Viva's beauty spa also has a membership plan for their customers where they have their clients booked for a monthly manicure, pedicure and general body massage for a yearly price of \$350 (their highest offer).

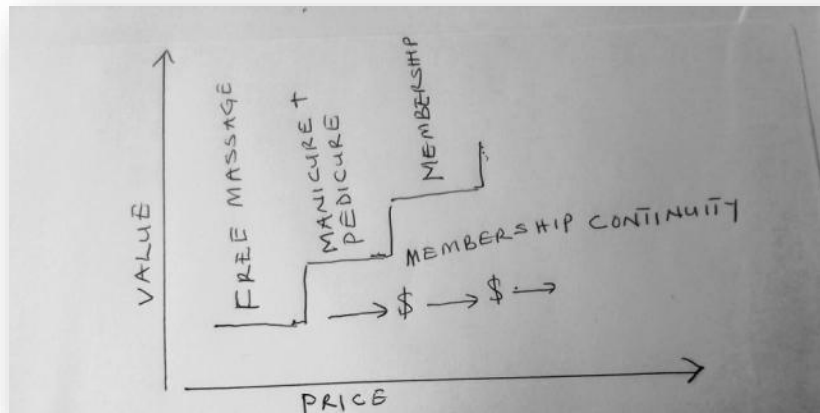
They quickly asked to add her to their yearly home service plan that will save her the headache of going to the spa to get it done. She also said yes to this.

Initially, what Angela planned for was to get a free massage, but she ended up GLADLY parting with \$370 dollars in exchange for very valuable services.

Viva's beauty spa was able to earn that much from one customer and will continue to earn from that same customer because they have a sales funnel in place that helps them nurture leads, build trust and look like experts Angela's eyes. Viva's spa also was able to make that much because they have more than one product in their value ladder.

This is how Viva's value ladder looks like

Viva's Beauty Spa Value Ladder fig.10



This shows you that any business whether online or offline can have a value ladder and a sales funnel.

The most important thing is to have a way to save the contacts of all customers that buy from you and the ones that are yet to buy (people who made inquiries and yet to buy).

You then use that same contact details to nurture and further educate them about how you can further make their lives easier and then selling them something else from your value ladder.

Viva's Beauty Spa sales funnel fig.12



Here is how the sales funnel of Viva's Beauty Spa looks. It starts from their free massage offer, then to the front end offer (manicure and pedicure) and membership at the backend (highest paid offer)

Sometimes, the sales may not go as smoothly as this one. Some may come for the free offer and go without purchasing anything and would need to be nurtured with more educational, inspiring and entertaining contents via the contact details they gave you when they opted for your free offer (more on how to nurture your leads to convert them into customers soon).

NOTE: Any sales funnel is not complete without a value ladder.

In summary, email lead generating funnel is a kind of funnel that helps you to bring in leads, nurture and sell to them using emails from your email marketing service provider's backend.

This funnel starts from the landing page, then to the thank you page, your paid offer is promoted on the thank you page.

If the person buys, the person is automatically tagged as customer at your backend and if the person does not buy, the person is added to your subscribers list at the backend.

Normally, you are supposed to have created different tags to differentiate between people who have bought from you and people who are yet to buy so you move the buyers up your value ladder and keep nurturing the rest. **All these are already explained in the videos.**

This takes us to the next funnel – webinar funnel.

WEBINAR FUNNEL

A webinar is an online seminar that helps you to reach and sell to more people across borders unlike a seminar conducted in one place limiting your sales only to people in that environment.

Your goal here is to get as much people as possible to sign up for your webinar so you can provide them with some value and sell them your paid offer or product at the end of the day.

A webinar can be paid or free. Free webinars are used for lead generation that also seeks to sell the front end offer to the attendees.

With paid webinars, you can charge your attendees money to participate and also collect the email addresses of your prospective customers on the webinar registration or landing page to reach out to them later and make more sales.

So with a paid webinar, you make money and still get the person to join your mailing list.

Free webinars are very popular as they help you get leads in faster. A webinar is just a PowerPoint presentation that is broadcast online. It helps you to give your sales pitch online to people in different countries at the same time.

The most beautiful thing about a webinar is that you can even record it once and broadcast it again and again (this is called automated webinar) and they can be as long as you want ranging from 45 minutes to even 4 hours.

Every webinar has two parts – the content and the sales pitch. At the end of every webinar, you would be selling something to your attendees.

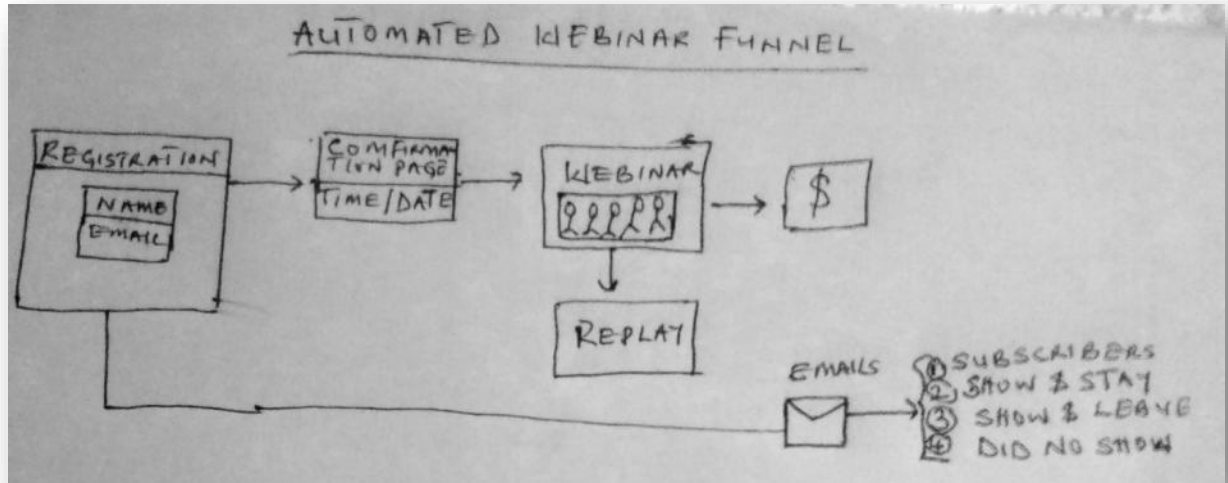
While promoting the seminar, you promise to teach something to them and when they come, you teach and then tell them that if they will like to dive deeper into the topic, they should buy your product or pay for your course.

If you have done your job well by giving them value, they will naturally want to know more and pay for your offer. Even if some of them don't buy the offer, you remarket it to them at the backend with the contact details you got during registration.

Ensure the content of your webinar is valuable as that is the fore taste of your paid offer. If your content is not what they hoped for, your webinar will flop and you may end up with no sales

NOTE: You can also host a webinar on whatsapp. We have used this strategy and it works for us and a lot of people I know. You just create a whatsapp group (more on this soon) and send people there with either paid ads or free promotion. Teach them live on whatsapp and promote your offer at the end . . . all done within 45 – 60 minutes.

HOW DOES THE WEBINAR FUNNEL LOOK?



A webinar sales funnel is easy to create and it starts from a registration page or webinar landing page on your website with a sales letter or a sales video encouraging people to sign up for the webinar.

After creating the registration page, the next thing is to send traffic to the page to get as many people as possible to sign up.

Once they sign up usually with their name and email address, they will automatically be added to your email list and then taken to the thank you page where they will be notified about the date and time of the webinar and how to join at the appointed time.

When it's time, you send them reminders, they attend and you sell them something. Most times, some of the people who registered for the webinar may not attend the live webinar for one reason or the other, so you may choose to send them a replay of the recording.

The more people who hear your webinar, the more people hear your pitch and more people buy your product.

Webinar registration/landing page fig. 13

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A webinar registration page is a separate landing page on your website with a single purpose – to get people to sign up for your webinar.

You can set up your webinar registration page or landing page the same way you set up your optin page or landing page by using an optin form you will create at your email marketing service provider backend just like you did for your email funnel landing page.

For your webinar, you will need to create a separate form that captures what your webinar is all about. The list you will attach to your webinar form (to collect all the contact details) while creating the optin form is your subscribers list.

After creating your optin form, you paste the code on the page you want to use as your webinar registration page or landing page and write your webinar registration page script or copy.

Here is how to create your webinar registration page copy or script

Use the Who, What, Why and How sales script writing format to create your webinar registration page script.

WHO - Introduce yourself and state why they should listen to you about the topic you plan to teach; state why you are qualified to teach your topic.

For example: *Hi, I am Chinny Obiozor, and I have helped over 100 businesses set up sales funnels that helped them triple their sales in a month.*

WHAT – Here, let them know the big secret you want to teach them. You want to show them how to build sales funnels that will triple their sales in a month and keep making them money even while they sleep.

Example: How does doubling your sales in less than 3 weeks sound to you? What if you can be making consistent sales even when you are sleeping? You can only achieve this by creating a sales funnel in your business and I want to show you how in my free webinar.

WHY – Let them know why they need to have a sales funnel or what you are offering them.

Example – The reason you keep working so much with little to show for it in revenue is because you don't have a sales funnel or you have a faulty sales funnel

HOW – Let them know how they will get what you are offering. Let them know that for them to learn about it, they should sign up for your webinar and learn all they need

Example: To learn all it takes to create a sales funnel that always converts leads into loyal customers, join my free webinar by signing up below now.

Now that you have setup your registration page, the next thing is to create your thank you page.

CREATE YOUR THANK YOU PAGE

Webinar thank you page fig. 13



A thank you page is just a page you use to say thank you to your new registrant and also show more details about the webinar.

When someone registers for your webinar and clicks join now button or book my spot button, they would be redirected to your thank you page where they will see the link to join the webinar and the webinar pass code (this would be gotten from the webinar software you plan to use. More details on this soon).

Now, you have their email addresses and can reach them via email. Send them an automated email immediately with the link to the webinar and more instructions about the webinar and let them know about it on the thank you page. This way, you are sure that the email address they gave you is valid.

Then set up automated reminder emails that will go out 2 days to the webinar, a day to the webinar and 30 minutes to the webinar to remind them about the webinar. Remember to put the link to the webinar and the pass code to the email, so once it's time, they click on the link and join with the pass code.

While setting up your webinar, you should set up a way to keep a track of people who stay till the end, people who leave half way and people who did not show up at all with the help of the webinar software you use.

Most webinar software have this tracking feature. All these 3 groups of people (people who stay till the end, people who left half way and people who did not show up) should receive different email sequences at the end of the day.

The people who stayed till the end and paid for your product will receive a different email sequence thanking them and moving them up your value ladder.

People who stayed and did not buy will receive a different sequence prompting them to buy.

Those who did not stay till the end will receive a different email sequence telling them to watch the replay to the end with a prompt to buy the product while the people who never attended are sent the recorded webinar and persuaded to watch the replay.

Before we continue with how to structure your webinar, let's talk about the tools you need to setup your webinar.

WEBINAR TOOLS YOU CAN USE

There are a lot of tools and software you can use to host your webinar but Zoom meeting is the most recommended.

To host your live webinar, you will need a microphone to amplify your voice, a laptop or desktop, a stable internet connection and a webinar hosting software like Zoom meeting.

NOTE: You can pre-record a webinar and use it on the day of the webinar if you don't want to show your face live.

HOW TO USE ZOOM MEETING

Zoom is a popular web meeting platform used by many businesses to host webinars and meetings. To use Zoom meetings, visit zoom.us on your browser and sign up with your email address.

Once you are in, click on schedule a meeting button, choose webinar and setup your webinar.

Next, copy the scheduled webinar meeting link and the meeting pass code and paste it on your thank you page. So, once people finish registering on your webinar registration page, and click on the send or submit button, they would be taken to your thank you page where they will see more details about your webinar including all the meeting details and the zoom link to join webinar.

Now the person is already added to your email list. Even if the person does not show up eventually for your webinar, you can send them a replay that you have recorded during the live webinar session later and still market your products to them.

NOTE: You can only use Zoom meeting for free for only 100 attendees and for 40 minutes per session in 24 hours. If you plan to have more than 100 people in attendance or use longer time than 40 minutes, then you will need to upgrade to their paid plan.

Local recording of the live webinar is available to both free and paid users but you must use a desktop or laptop to be able to use this feature.

NOTE: If you don't want to use Zoom meeting for your webinar, you can use WhatsApp group (more on this soon), YouTube live or a Telegram group to host your webinar. A WhatsApp group can allow up to 1000 people at a time while Telegram has the capacity of hosting up to 200,000 people at once and these all go for free.

USING YOUR WEBINAR REPLAYS TO GENERATE LEADS DAILY

The beauty of hosting a webinar is that you can record your webinar and use the replays to continue to generate leads every second of the day. You create the webinar once and make it available to people as a gated content.

A gated content is a content that people have to give you something in exchange to access. It could be money or their contact details. In this case, it is their contact details.

Here is how:

You first hold a live webinar, record it and then create a landing page for it as your free offer. Then on the thank you page, add the webinar as a video they will watch.

On that same page, you promote a related paid offer that will help them fully utilize what they learnt from your free valuable webinar. Like that, you keep making sales and keep growing your leads.

HERE IS HOW TO STRUCTURE YOUR SALES WEBINAR

Every webinar is divided into 3 sections– the introduction, the content (your big idea or what you want to teach them) and the close or pitch. The way you structure your webinar determines whether or not you will make sales at the end or not.

Just see your webinar as just 3 sections and fill in the spaces.

THE INTRODUCTION (should not last more than 5 minutes)

Use this section to introduce yourself, what you want to teach them and why they should listen to you (your credibility. This answers the objection: why should I take advice on this subject from you?)

Your introduction should include the following:

- The big promise (the secret you want to reveal to them or what you want to teach them)
- The hook to stay till the end of webinar
- Demand complete attention
- Qualify yourself
- Future life after using your product

Example: *Hi. I am Chinny Obiozor, founder Evunn Media, a business that has helped over 1000 businesses like yours triple their sales in just one month.*

The Big promise: Say your big promise. Here, I mean the secret you promised to reveal to them or that thing you promised to teach them that made them sign up in the first place.

Example: *Today I will show you why you are not making consistent sales and how you can change all that in the next..... minutes*

Add a Hook to Stay Till the End: Most times, people who attend your webinar need an incentive to stay till the end. You don't want them to leave half way because they won't be there to listen to your pitch about the product you want to sell at the end of the day.

So, how do you get them to stay till the end of the webinar? Do a free giveaway to anyone that will stay till the end or promise to share a secret that you will not share till the end.

Example: *I need to say this now so I don't forget. I have a free gift for anyone that stays till the end. You will need to be watching till the end so you don't miss the link. It will be worth your time; I promise.*

Demand Undivided Attention: Tell them to remove all distractions or anything that will make them lose focus like Facebook, phone calls, emails etc. so, they give you their undivided attention.

Example: *I understand that you may want to be checking your Facebook, receiving calls, checking emails because we are all busy and want to be updated, but to be able to understand the strategy I want to share with you now, you need to pay full attention and avoid all distractions. I recommend you close your Facebook, stop checking emails or turn off your phone and give me your full attention.*

Qualify yourself: Tell them why you are qualified to share the topic or subject with them.

Example: *I am sure you must be wondering why I should be the one to share this subject with you. Here is my story: (tell them a story of how life was for you before you acquired the skill or started using the product, how you acquired the skill or the product you want to share with them and how you became successful using it for yourself or helping others)*

Future life after using your product: Help them to imagine how their life would be after passing through your training or using your product. You can show them people who have passed through your training and how their lives became afterwards with your slide. Be as descriptive as possible appealing to their five senses.

Example: *Imagine having your schedule fully booked with people who want to use your services on a daily basis . . . and you need to employ more people because you no longer have enough staff to handle your current clients . . . and money is no longer an issue because you are making a lot of it. . . will that be something you will like to have?*

WEBINAR CONTENT (THE BIG IDEA OR WHAT THEY CAME FOR)

This is the big idea you want to share with them . . . the reason they registered for your webinar . . . the content you promised to deliver to them. This section should run for the majority of the time . . . for like 45 minutes to 3 hours and should be loaded with value delivering exactly what you promised on the registration copy.

If your webinar is free, 45 minutes is great to deliver your content. If your webinar is paid, you will need a longer time to deliver your content. Your webinar may also be broken down into days. Do whatever works for you and your audience.

A more straight forward way to go about the content section is to focus on one main idea and teach 3 different secrets of achieving that one thing.

This actually means that you are teaching 3 things that relate to the main idea you are selling. Here, the main idea is a big problem your target audience is facing that you want to solve with the 3 different secrets . . . of course there are other secrets to solve this problem that you will keep aside which you will eventually sell them at the end (if it's a free webinar).

So, let's say there are 8 secrets to solving the main idea, you give them 3 out of it and ask them to pay if they want to get the rest.

For example, let's say a lot of people find it hard to create Facebook ads that get them the right leads to grow their sales. You decide to help them solve that problem. You know all the ingredients of any ads that will make ads to convert, like the audience, the copy, the funnel, the goal and the objective of the ad etc

So you choose 3 out of these ingredients (secrets 1-3) and teach for free and if they want to completely learn your secrets on creating Facebook ads that covert like crazy, they buy your paid offer.

NOTE: Before you give your 3 secrets or ingredients, the first thing you need to do is burst the myths people believe about your main idea. If you don't know the myths surrounding your main idea, do a quick Google search like myths about Facebook ads (use the key word of your main idea).

If we are to continue using the Facebook ads example, the myths about Facebook ads are things like:

- Facebook ads don't work anymore
- My audience is not on Facebook
- People hate seeing Facebook ads
- Facebook ads don't work for B2B etc.
- Facebook ads are expensive

You can take care of these myths in 10 minutes, then move to the 3 secret ingredients. Teaching the 3 secret ingredients will take you up to 35 minutes. Here, you will need to tell stories, give examples.

The idea here is to make your audience bond with you or your attractive character (more on this soon) so they raise their hands at the end of the webinar and ask for your offer.

THE CLOSE/PITCH

This should last like 10 minutes. This is where you ask them to pay for your paid offer. Most people find it hard to transition from giving something free to asking for the money.

The main idea behind the webinar is to ask for the money. So, you need to get this right.

Here is what you can do:

When you are ready to close, you can simply say: *let me ask you a question . . . will you prefer to have a business that keeps tripling in revenue every 3 months or you would rather leave things the way they are. . . with little or no sales?*

Here, what you just did is that you used a question to bring them back to your offer and then after the question, you start explaining all the benefits they will get if they take your offer that is centered on the main idea (to solve this problem they are experiencing about the main idea).

Benefits are all the good things they will get if they are to use your product.

Stack: after talking the benefits, the next is to show them your offer. Your offer is the solution you are offering to help solve the main idea. The offer contains your main product, your bonuses and free bonus for those who act now.

Example: Here I am still selling my sales funnel eBook. So, here is the offer:

- *You get this sales funnel eBook that captures my 10 years experience that I used to build multi million Naira sales funnels for over 1,000 businesses*
- *It's not only that; you also get access to my library of business books containing 146 books worth ₦120,000.*
- *That's not all. You automatically become a member of my sales funnel support group and inner circle where I guide you while you setup your sales funnel valued at ₦30,000.*

The total value of all these is ₦160,000.

But I will not sell it to you at that price.

How much do you think I should sell it?

₦100,000? Or ₦50,000?

It's actually worth more than that but I won't sell it at that price to you.

The actual price I will sell this to you is ₦25,000

I am sure you believe that it's worth that much considering how much you would be making in your business from what you will learn from my years of experience . . . and the other resources I want to give you.

Remember that what you are getting is:

- *A FREE access to my library of business books containing 146 books worth ₦120,000 AND*
- *AN Automatic membership of my sales funnel support group and inner circle where I guide you while you setup your sales funnel valued at ₦30,000. AND*
- *My sales funnel eBook that captures my 10 years experience that I used to build multi million Naira sales funnels for over 1,000 businesses . . . this means that you will learn what it took me 10 years to learn in JUST 72 HOURS and be able to build a multi million naira business in a very short time . . . that means more money for you and your business.*

But I won't sell it ₦25,000 today.

I will give it to you for ₦5,000 naira only. I am sure you know that this is a solid gold mine.

However, if you pay from now till 12 midnight today, you will get this whole package for ONLY ₦2,000.

This offer expires 12 midnight today . . . after 12 midnight today, it goes back to its original price of ₦5,000, then ₦25,000. Note: This is only for people who are serious about growing their businesses.

So, if that person is you, pay ₦2,000 into(account details)now.

This is just an example of a pitch of your offer after you have told them all the benefits they will get from buying your product.

Most times people present their offer like this:

The main product

General bonuses

Bonus for those who act now

According to Armand Morin, people tend to associate the price with the last product mentioned as a bonus and most times that does not match with the price and they end up not buying.

Here is the secret Armand uses to close most of his prospects at a go. He stacks the offer starting from the least priced bonus until he gets to the offer.

First, he presents the first bonus, explains it and attaches a value to it. When he gets to the next bonus, he adds the first bonus to it and attaches a value to both of them.

He does this till he gets to the main product and presents all of them as a stack in a bullet list with the main product coming last and attaches the value of all the products together.

He concludes by saying something like: *so what this means is that you get.....andand for just.....(the amount) instead of and if you act RIGHT NOW, you also get*

Of course the final price he ends up selling the product is far lower than the value of all the stacked products put together. This way, the prospect sees the product as much more valuable than the price he is offering it for.

They see the offer as irresistible and they buy.

Remember, if some of the attendees fail to buy your product during the live webinar, you still have the opportunity to remarket it to them via email or phone number you collected during registration.

NOTE: You are not limited to using Zoom for your webinar. You can decide to use either whatsapp, YouTube, Telegram, webinar software or plugin etc; whichever works for you and your target audience.

It's worthy to note here that you can also host a webinar with Facebook live, but I am not really a fan of using it because it does not allow me to collect the contacts of the attendees for further remarketing. You can still give it a trial if you want as it's easy to use.

So, next, we talk about how you can build a whatsapp sales funnel.

WHATSAPP SALES FUNNEL

Apart from email sale funnel strategy, you can decide to use whatsapp sale funnel to bring in leads and make sales especially if you don't have a website.

I have also seen a business that has a website that first sends the leads to whatsapp, collects their numbers and sends them to their landing page for the free offer and collects their email too.

This way, the business is able to market to them later both on whatsapp and through emails. This is very brilliant, but your free offer must be something your leads desperately want for you to take this route, so you don't lose them in the process.

I actually think this WhatsApp/email strategy is so fantastic if you can master it. I will try it soon and share the outcome with you in the Doers community of other entrepreneurs that I host. Gain FREE access [here](#). Join me lets learn together. It's free to join. In the community you can ask and receive fast answers to your business related questions from experienced entrepreneurs.

So, how do you set up whatsapp sale funnel?

WhatsApp Sale funnel fig.14

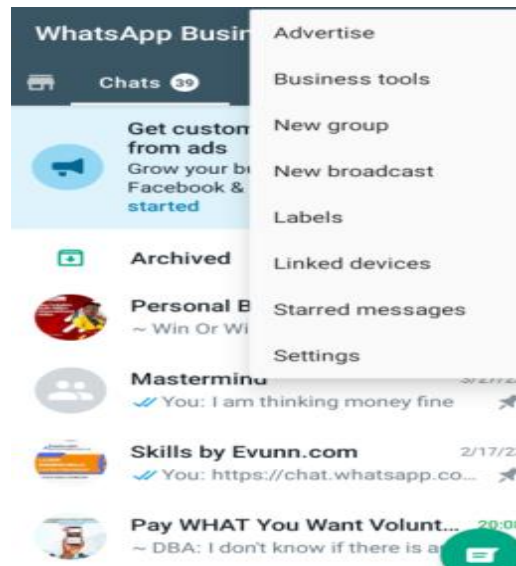


Here is how:

First download whatsapp for business from Google play store if you have not done so.

Set up your whatsapp business profile. To set up your whatsapp profile, click on the 3 dots at the header and a menu list as the one you see below will pop up. If you look at the menu, you will see advertise, business tools, settings, new group, label etc.

WhatsApp profile fig. 15



To set up your WhatsApp for business, click on settings → business tools → Next click business profile and enter your business name, enter business category (this is the major category your business belongs to).

If you sell food for example, chose restaurant etc. Then write a description of what you do in the space provided. Set your business operation hours, add you business email address and website address (if you have one)

Next place to fill is the about and phone number space. The about space is the first thing people will see while scrolling through their WhatsApp contact. It's important that you write something about what you do that will make people stop and look at your profile.

For example, if you are digital marketer, simply state that in the limited space available and add a call to action to your free offer. Example: *Digital Marketer Watch FREE webinar . . . link.*

Very important: Please ensure that you put a professional image of yourself on your WhatsApp profile. Don't put your business logo as your profile photo (people prefer to deal with human beings with faces not logos).

If you must use your business logo on your profile, create a WhatsApp cover photo using the Canva free App. Add your logo to the cover image and don't forget to state what you do on your cover image.

It is best you use the same cover image you used on your other social platforms for consistency in branding.

Set up welcome message: The welcome message is an automated message that is sent to anyone that sends a message to your WhatsApp for the first time. This will only be sent if you switch it on.

Since we want to automate our WhatsApp, we will need to set this up so people receive a message from us even when we are busy doing something else.

I set my own in a way that it greets the person and shows the person a link to my free offer that the person should be enjoying while waiting for my reply.

You can also set up your welcome message to direct your new lead to your free WhatsApp training group.

So, once the person lands on your profile page, the person immediately receives a link to your free group with a welcome message and a direction to join the group. Once the person clicks the link, the person is added to your free training group.

Here is an example:

*Hi, welcome to my profile. My name is(your name) and I am glad you decided to join us for (name of the event).
Here is the link to the group(link). Click on it and join. See you there!*

However, if you want to grow your WhatsApp TV audience (more on this soon), the message they should first receive is the one that says they should save your number to their phone contacts list, then when they save it, they should come to your inbox for the link to the free group.

Here is an example:

*Hi, welcome to my profile. I am glad you decided to join us for (name of the event).
Here are the things you need to do:*

- 1. First save my number to your contact list with the name (your name)*
- 2. Once you have done that, type DONE here and I will send you the link to the group for the FREE webinar. See you there!*

When they come back to your inbox, you give them the link and also save their contacts. This way you are growing the number of your status views on WhatsApp too.

Create your groups (free and paid). To create a whatsapp group, open your whatsapp profile, click on the 3 dotted lines and then click on new group. You will be prompted to add at least one person to your group.

Choose one person and set up the group by adding what the group is about (the name of your business or whatever you want that represents what you do.).

Add a profile picture (you can decide to use your image or your business logo and press ok. The group will be created. Write your group description (what the group is about and set up your rules).

Setup your whatsapp sales funnel: Your whatsapp sales funnel starts when a lead lands on your whatsapp profile. The person is then shown a link to your free group which is your free offer or bait where you give a free training and then ask them to pay to get the main offer.

For example, Mr. Ken sells a Facebook advert class where he teaches how to set up Facebook ads that bring in lots of sales.

He decides to sell his course using whatsapp. He creates a short video and then sets up Facebook ads (traffic source to bring in people); he adds his whatsapp profile link to the advert and tells people to click on the link to learn the strategies he uses to set up a Facebook ads that brings in the sale consistently for free.

People start clicking on the Facebook ads and land on his profile page, then they are immediately sent a link to the free group already set up in the welcome message. The person clicks on the link and is added to the free whatsapp group.

Then Ken comes at the time he fixed for the free training and posts a screenshot of some of the testimonials of his previous customers as social proof that his training has worked for others and then begins the free training using both voice note and text.

He gives them some secrets about setting up Facebook ads that converts, withholds some information and asks them to pay for his course to learn the rest.

He tells them to pay and send receipt of payment to him as a private message, some pay and he moves them to another whatsapp group that he has also set up with the name paid group.

In the paid group, he teaches them how to setup Facebook ads in a live class or he may choose to send them to his website or any other place he has his recorded course setup.

You can either give them a link to your paid group or you add them yourself. To see the link of your group, open the group, click on the 3 dotted line at the header, then click on group info. You will see add participants and invite via link.

To be able to add someone as a participant, you must have added that person as a contact in your phone. So, when you click on add participant, you select the people you want from your contact list.

To invite people via link, just click on the link and copy it, then send it to them or paste it where you want people to easily access it.

This is just an example. You must not pay for ads to get leads or to get people to come for your free training on WhatsApp. You can choose to use any other source to get traffic or people. I will discuss how to get traffic or people to enter your sales funnel later in PART 4

You may choose to use cold outreach like DM marketing on any social media of choice to share your free offer.

Also, if you have a lot of followers on your social media page or group, you can make your offer on your page or group and have your followers trooping to your WhatsApp to give you money.

I have a friend (Emmanuel Akpe) who does this. He sells low ticket or low priced digital offers (1000 naira to 3,000 naira) and has up to 10k active followers on Facebook.

All he does is this; every week, he makes a mind blowing offer on his page and gives them his account details to pay and send receipt to him on WhatsApp. No money paid on ads.

Once they come with the receipt, he sends them the link to his paid WhatsApp group he has set up for that purpose.

Then he goes there to teach them. You will notice that he did not use the automated greeting message as in the first example. The reason is he needed to check the deposit slips one after the other before releasing the link to his paid group.

This means that if you want to follow this route, you will need to turn off the greeting message.

Another way to get free traffic on WhatsApp is to join WhatsApp groups that serve the same target audience as you do. Then start sending them your free offer privately with your WhatsApp group link to get them into your free group. When they come and enjoy your free offer, some of them will pay for your offer.

WHAT DO YOU DO WITH THE CONTACTS YOU HAVE GATHERED?

What happens after you have finished the free training and the ones that want to pay for the paid offer have finished and no one seems to be buying again? What do you do with those contacts that you have gathered?

This is where a lot of businesses that use WhatsApp to make sales miss it. They gather people and after they have paid for their front end offer, they let the group become idle. They send traffic or people to another group, make sales leave it and create another group and so on.

The reason people create more groups is so they would not be marketing the same product to the same people who have bought before. So they create a fresh group, drive traffic or people to the group.

So, what do you do with these contacts that you have? If you read from the beginning, you will know that these contacts are your gold mine.

You segment them, nurture them and sell to them again and again right?

You are correct.

One downside with doing business with WhatsApp is that it's hard to segment or categorize your audience.

If you don't keep creating different groups and manually moving people to those groups, you will end up selling the same thing to people who you should move to the next product in your value ladder.

The sad truth is that with WhatsApp, you can't segment the audience in your groups except you know them one by one and add them individually in your contact list.

The only option available to you is to use the subject of each group to identify each group. For example, if you have 10 groups that have paid for your Facebook Ads course called Facebook ads course paid group, call it Facebook ads course paid 1, then the next group should be Facebook ads course paid 2 and so on till you get to 10.

Then for your free nurture groups, do the same thing as you did to the paid group like Facebook ads course free class 1 etc.

Then, when you are done, start removing all the people that have paid for your offer who are still in the free group. So, the only people you have in the free group are people who have not paid so you can keep nurturing them to buy your offer.

This can be tedious if you have a lot of people who have paid for your offer but it will help you to easily identify these people and you know who has bought what and who has not bought.

So, if you have another offer on your value ladder (which you should have), you know that offer is going to the people who have bought the first one (you are not putting the same offer before people who have bought it before).

Again you will not need to preach too much to get people who have bought from you before to buy again because they already know you, like you and trust you.

The way you sell to them will be different as these are your hot audience (more on this soon) ready to buy what next you have on offer. You need to treat these people differently – as friends. The way you communicate with them will also be different.

These people can help you grow. You can even ask them to help you share your offers on their whatsapp status (To use this strategy ensure you write the whatsapp status copy yourself and just ask them to copy and paste on their status.

It makes it easy for them and helps you create a persuasive copy that will move their friend to take on your offer) I use this strategy and it works. It exposes your brand to their friends and their friend's friends (people that ordinarily you may not be able to reach on your own).

NOTE: Don't just take and take from the people that help you to spread the word. Sometimes give them discounts on your products that are solely for those in your paid groups. They will become even more loyal to you and love you.

Also note that even though some of the people in your free groups have not bought your offer, you should also market other offers you have to them even while you keep nurturing them with more educational information about your product.

The only thing is that a person who has not bought your low priced offer may find it hard to pay for your higher priced offer.

Please don't leave your groups unattended to or people will start leaving. You can schedule days you will be sending educational content to the groups. You may decide to be doing it daily, once a week or twice a week.

Whatever schedule you choose, let them know about it and stay consistent with your schedule.

BROADCAST LIST

Another way you can market to people on whatsapp is to send them broadcast messages.

Broadcast messages go directly to the person as a whatsapp message. It's more effective than sending messages in groups but it can be intrusive and some people may see it as a disturbance and block you.

To start sending a broadcast message to people, the first thing you need to do is to add all their contacts to a WhatsApp broadcast list (has a limit of 256 names). You can create as many broadcast lists as you want.

After adding all their contacts to your broadcast list, first send a message asking if they will like to be getting a broadcast message from you about(what you do).

Please don't just tell them about your product here. If you are selling jewelries, ask them if they will like you to be sending them messages about how they can take care of their jewelries so it lasts longer.

Most of them will reply in the affirmative. So, the next thing you will need to do is to add all the people that said yes to another broadcast list and forget about the first list. The list you should use is that of the people who want to receive those messages.

This is just like email optin and its more efficient than emails as people find WhatsApp very easy to use and an average person opens WhatsApp at least twice a day. So, the chances of them opening and reading what you sent is much higher.

NOTE: Before any contact on your list will receive your broadcast message on WhatsApp, the person must be saved on your contact list and the person must have also saved your contact on his/her contact. If not, the person won't see your message.

How do you get them to add your number to their contact list?

If those people are in your group, ask them to add you to their contact list. If they are not in your group, you can try sending them private messages first to add you explaining what you want to give them in return.

You can write something like:

'Hi, I am (your full name) founder of or CEO of We are a handmade jewelry company. We have a FREE WhatsApp newsletter that we send out every Wednesday and Friday about how to care for your jewelries to avoid tarnishing so they last longer and maintain their shine.

If you will like to be receiving this FREE newsletter from us, save this number to your contact list and reply to this message by typing 'ADDED'

The reason for asking that you add our number is that WhatsApp does not allow broadcast messages to those who are not in your contact list.

If you feel that this is for you, add our number and let's learn together.

Have a great day

.....(*your first name.*)

If the person adds your number, you add the contact to your broadcast list

NOTE: You should have at least two different broadcast lists. One for people who have bought from you before and the second one for people who are yet to buy from you. This helps you to know what to sell them next.

You can also further categorize your broadcast list by creating different lists for people who have bought different products so you can easily move them up your value ladder.

For example, you can have Facebook ads course paid broadcast (for people who have bought your Facebook ads course etc. so you keep nurturing them and sell them your next product.

To set your broadcast list, do this:

Open your WhatsApp profile, click on the 3 dotted line, on the menu, click on new broadcast and select the people you want to be on that broadcast list and save. Your broadcast list is created.

You can then open it and send your messages.

NOTE: One challenge with WhatsApp is that you can't segment customers to the tiniest details (unlike you can have with emails) and it is too tedious because you have to save the contacts of everyone one after the other.

And you will have to repeat the same thing for all the products in your value ladder. Let's say for example Ada pays for your course on WhatsApp, you label the group she is in as paid.

You have 4 more products in your value ladder, how do you ensure that you don't keep marketing the same product to Ada instead of moving her up to other products you sell that she will really love to buy?

All you may end up doing is present this today and that tomorrow and she might leave if she feels she has grown past the group or that the group has nothing new to offer her.

The whole essence of a funnel is to be able to bring in the right leads and provide as much solutions to them as possible which includes passing them through your value ladder.

SETUP WHATSAPP TV

Another way to get eye balls on your offers is through your whatsApp status. If you have done all I said above especially with your broadcast list and have gotten people to save your number in their contact list, whenever you post anything on your status, all of them will see it.

I will always recommend you post your free offers to bring in new leads, nurture them and let them buy from you. You can also sell directly from your status, but it's harder for someone who does not know you to pay you on a first handshake. So, bring them in with your free offer and sell them your paid products.

You can be teaching them on your whatsApp status and once in a while put your offers up. The more people you have that save your number, the more eyeballs you have viewing your status and offers.

Here is what one of my mentors does with whatsApp status:

Anytime he has an offer, he posts his offer on one whatsApp status page and on the next page, he asks people to help him share the offer on their status and if anyone is interested in helping him share, the person should just message him privately and he sends the person a copy of the offer post in return for a thank you.

Imagine the number of eyeballs he would be getting if a lot of people offer to help him share it on their status.

HOW TO CREATE A WHATSAPP STATUS

To create a whatsApp status, open your whatsApp, look at the header, you will see status.

When you click on it, it shows your profile picture. Click on your profile picture and add an image or video you want to post to your status.

If you prefer to use text instead, look below and see something like a pencil. Click on it and type what you want and send. It becomes posted as your whatsApp status or TV and people that have your contact saved on their phones can view your status.

NOTE: Status updates disappear every 24 hours so you have to keep updating your status every day.

You can download a WhatsApp status saving App on your phone from Google play store, so instead of your status disappearing, they are saved and you can upload them back again.

You can also ask your friends to help you post what is on your status to theirs, that way; you are able to reach their friends too.

In summary, once you have created your value ladder, and your bait, the next thing to set up is your sales funnel.

A lead generating sales funnel like whatsapp funnel, webinar funnel and email funnel help you to bring in the leads, nurture them and they end up buying from you.

After setting up a sales funnel, if no one enters your funnel, you will still not make money. So, for your funnel to bring you the sales, you need to send people (traffic) into your funnel.

Next, we need to find out where and how to send people to our sales funnel.

PART 4

YOUR FUNNEL'S TRAFFIC SOURCE

After knowing who you are targeting, creating your free offer, value ladder and your landing page, the next thing you should do is to decide on the traffic sources you will use to drive leads to your sales funnel.

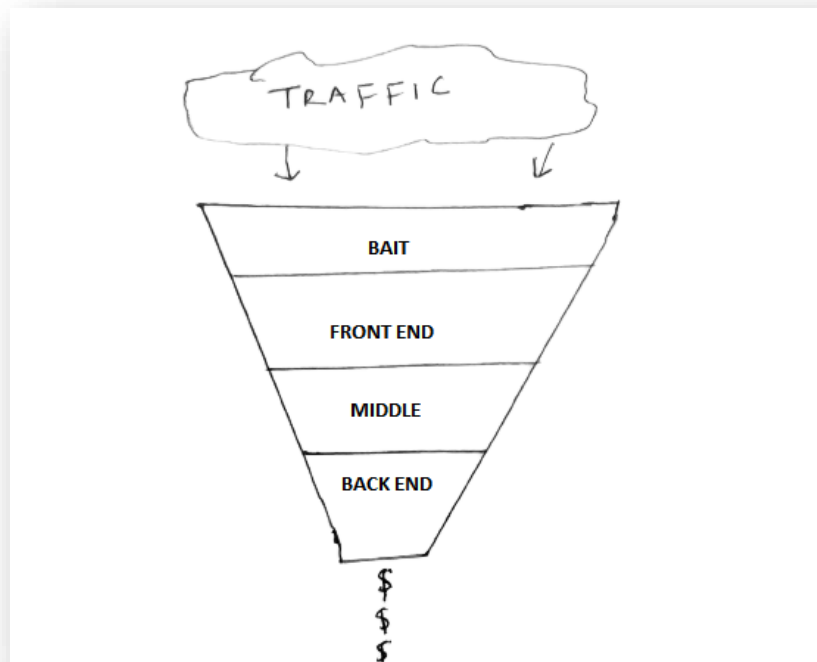
A traffic source is simply where your target audience likes to gather either offline or online. This could be on social media, online forums, search engines, blogs, magazines, churches, clubs, gyms etc.

When you know where your target audience likes to gather, just go there and put your offer before them. Without leads going to your sales funnel, all you have done setting it up will be a waste.

So many people believe that getting traffic to their sales funnel is hard or that there is no traffic.

This is a myth and not true. Once you have set up your funnel correctly, just go to any of the traffic sources listed below and turn on the traffic using your free offer.

Traffic entering the sale funnel fig.15



A funnel helps to move people through your value ladder that you have created. The people enter your funnel as leads or prospective customers (traffic).

Your job is to use your funnel and turn as many of them as possible into customers who buy from you again and again. This is the whole story about sales funnel.

If you look at the *funnel diagram in fig. 15 above*, you will see something that looks like a cloud. That is where your leads or prospective customers are.

If you look at the value ladder, you will also notice that the first offer there is your bait or free offer.

This means that if you run ads in the place your target audience is (where the cloud is), majority of them will raise their hands and take your offer and many of them will end up buying your front end offer and while they are paying for your front end offer, you also offer them your upsell and down sell (more on this later) and on and on you pass them through your value ladder.

Like I have said before, your sales funnel is your entire business. There is no product we sell without its own sales funnel that first provides value for free which then converts the customer into a dream customer that pays for our products.

3 DIFFERENT TRAFFIC SOURCES YOU NEED

- The traffic you own
- The traffic you control
- The traffic you don't control

Understanding these traffic sources and how to use them, will help you direct the right traffic to the right offers. Traffic means people . . . people from your target audience.

THE TRAFFIC YOU OWN

I am an advocate of the traffic you own because it is the best and by far the cheapest traffic for your business. The reason I love this kind of traffic is simple. Once you get it, you can use it to make money as long as you want without having to pay for it again . . . ever.

This traffic can generate instant traffic whenever you use it and you don't need to buy it from Facebook or Google neither do you need to do SEO or PR again after you have acquired it. You get it once and use it to make money forever.

Everything about it is simply pure profit.

It's your own fast distribution channel. You can decide to just post an email or a blog post and get instant traffic to your blog or your offer.

The traffic you own is your email list or WhatsApp list or customer contact list. I started building my list immediately I started my business and the result has been awesome. The best thing you can do for your business is to make list building a priority.

List building means keeping a record of all your customers' contacts and that of all the people who make enquiries about your business or people who have come in contact with your brand in one way or the other.

Businesses spend a lot of money every day on list building. Without a list, you don't have a sustainable business. You will keep spending money on ads to bring in customers without end.

This is why I am not a fan of conversion based ads (selling directly from ads) except you have a way of capturing the contacts of those who buy from you. But what happens to those who visit your business or website from your ads and don't buy immediately?

Do you let them go? Running conversion based ads does not provide you with the opportunity to capture leads for future marketing. A lead generation ads is always my favourite as it provides you the opportunity to capture your leads' contact details and be able to sell to them at the same time.

This is the reason you should use the traffic you control (ads) and the traffic you don't control (example social media) to build your list (more on this soon).

Once you understand how to communicate to your list which you will learn in PART 5, you will be able to mine gold from your list.

THE TRAFFIC YOU CAN CONTROL

Traffic you can control is the traffic you can tell exactly where to go. For example when you buy ads from Facebook, Facebook owns the traffic but you can direct the people who click on your ads to your landing page or squeeze page which enables you build the traffic you own (your email list or WhatsApp list).

Any kind of paid traffic is the traffic you can control which include the following:

- Pay per click ads
- Banner ads
- Email ads (solo ads, links, mentions, banners)
- Affiliates and joint ventures
- Native ads

Traffics you can control are wonderful, they usually give me massive results when I use them, but the only thing I don't like about them is that they always take money away from your pocket whenever you use any of them.

This is the reason I am always soliciting for going for the traffic you can control just for the purpose of growing the traffic that you own (your email list, whatsapp list, SMS list etc.) This helps reduce the amount of money you pay on ads.

To do this, I always ensure that I direct any traffic I purchase in form of ads to my landing page or squeeze page to grow my email list. You can also grow your whatsapp list same way, but I prefer emails because you can easily segment and automate your list to increase your productivity and result.

The landing page or squeeze page has only one job: to convert the traffic that you control into the traffic that you own.

NOTE: To build the right list that will eventually convert into sales (quality of leads) always check your headline, lead magnet and traffic source.

Just having anyone on your list will not make you money. You need the right people (your target audience) in your list to make sales. So pay attention to this while generating leads.

THE TRAFFIC YOU DON'T CONTROL

For this kind of traffic, you don't have a control over when it comes or where it goes. It just shows up. For example if someone mentions your product on a platform like Facebook without providing a link, people may just do a Google search and land on any page on your website.

You don't have control over where they land or what they do or any sequence of events that may follow. They may end up buying your product or signing up for list or just turn back and leave.

Here are examples of traffic you can't control:

- YouTube

- Guest blog traffic

- Search engine traffic like Google, Yahoo, Bing etc (search engine optimization or SEO)

- Social media traffic like Facebook, Pinterest, Instagram, LinkedIn etc.

- Guest interviews

The only goal I have for the traffic I can't control just like the traffic I can control is to turn it into the traffic I own.

To do this, I push all the traffic I can't control to my blog or to a free offer to collect either their emails or whatsapp phone numbers.

All my blog posts have optin forms that lead to my free offer on the upper corner of each blog post, at the middle of the post and at the end of the post.

Here is something I also do to ensure they sign up. I make sure that the free offer I have on the optin aligns with the blog post.

This means that if I make a post about how to create systems in your business, my optin form will want to give them free templates for creating processes that will help them easily put systems in their business.

Here, the likelihood that they will sign up to collect the template is very high, because right now, they are in the mood to create systems in their business and they will need help with that and my process creating template will be very handy.

This way, I turn my blog posts into a mini squeeze pages or landing pages to convert as much traffic as possible to the traffic I own.

Another thing I do is that I use pop ups on my website to promote my free offer especially to those who randomly land on my website. So, if after clicking around and they want to leave, my pop up shows them my free offer.

If they take it, they are added to my email list.

The traffic you don't control is not your own until you have their contact details stored for use.

When you understand the secret behind a funnel, you can then turn on Facebook ads, Instagram ads, Google ads etc and drive traffic to your sales funnel.

Now you know how to create your sales funnel, how to find traffic for your funnel and how to convert other kinds of traffic to the traffic you own.

Once you understand the different traffics and how you can use them, the next thing is to find out how to get these traffics or people to enter your sales funnel and buy from you.

GETTING THE ATTENTION OF YOUR DREAM CUSTOMERS

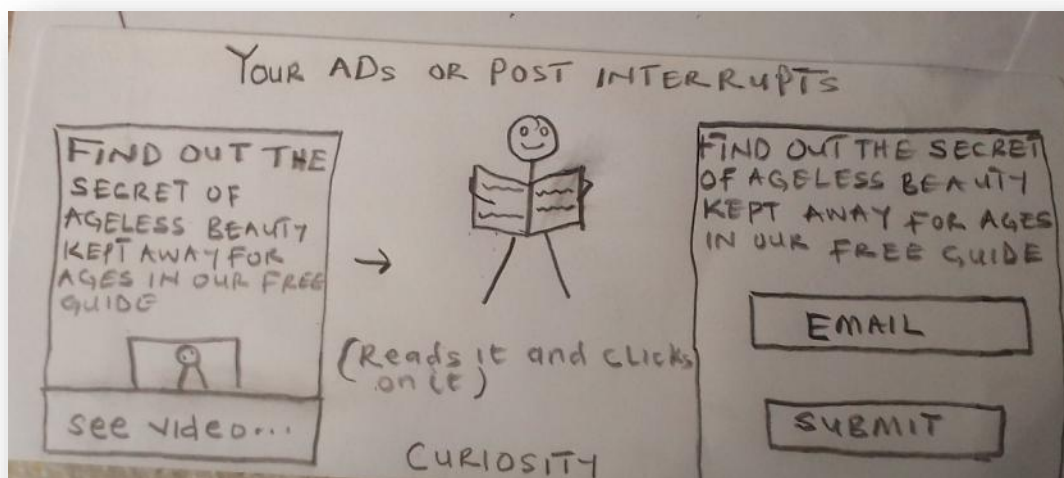
Now you know your traffic sources, but how do you get your target audience to leave what they are doing in the place they have gathered to pay attention to you and your ads?

Remember the 'WHO' and 'WHERE'.

By now, you already know who your target audience is and where they are if you have gone through PART 1. If you have not done that, go back and read how to find your target audience and where they hang out.

Now that you know WHO they are and WHERE they are, the next thing you should focus on is how to get them to pay attention to you.

Your Ads Interrupts fig.16



Your ads must be able to grab people's attention in a split second if you want people to click on it and go to your site. People only have a split second to decide if a post or advert is worth their attention.

You are trying to engage someone who is already fully engaged in doing other things like checking emails, chatting with friends, attending to phone calls. So, your ads should stop them in the tracks and make them curious enough to stop what they are doing and want to check your ads out.

You can use strange images, or first words you say in your text or video to make them curious so they click on it to find out.

This is the strategy most magazines and newspapers use to get people to read them. If you get your ads headline wrong, no one will read your entire copy no matter how great your offer is.

So, before you start wondering about the images or videos you should use for your ads, go to Google and search for top selling magazines you know and look at how they write their headlines.

I will suggest you look at, at least 10 different magazines including their past editions. You can screenshot the images of their cover page and file them in your folder for reference. Study their headlines closely and you will see 100s of examples you can model.

They usually describe something unusual, weird, and shocking to make you curious enough to click.

HOW DO YOU CREATE YOUR ADS COPY?

If you have a great ads copy, an irresistible offer and place it before the right audience, sales will naturally pour in and your ads will be profitable.

For your ads to bring in the leads you want and eventually make you money, your copy must be irresistible and appealing to your target audience. People must want to click on it.

Without understanding the secret of writing a copy that converts, you will keep struggling with sales because your ads copy is the first thing your potential lead sees about your business.

Every copy you plan to use to promote your offer (free or paid) must have the following ingredients:

1. **You ad copy or sales copy must have a headline.** This must be something that is designed to grab your target audience's attention. Always use a benefit loaded headline that speaks what they will gain if they click on your ads.

Your ad headline needs to make the offer clear and show why clicking on it is worth anyone's time.

Use interesting words like stronger, faster, tastier, unstoppable, unmissable etc. Also use power words like free, save money, earn more, lucrative, get more, profit. Power words are words of persuasion that make people to do what you want them to do like clicking on your link.

To write Facebook ads headline, ensure that the words you use for the headline do not exceed 7 words. This means that you have to get to the point fast and get the benefit of clicking on your ad out quickly.

Example of Facebook ads headlines you can use:

- Want X4 Sales Growth?
- Make \$3k a month with ChatGPT FREE,
- Feeling Stuck; Start Here
- What is More Cash Worth to You?
- Pay nothing unless we win
- Want to make more sales?
- They lied to you

2. **Add a hook to stop them in their tracks.** Your ad copy should be able to make them stop whatever they are doing and look at it. A hook is what makes people stop to look at what you are saying – your ads. It can be your headline . . . it can be the first text . . . it can be the first words that come out of your mouth in a video copy . . . it can be an image.

You need something that can stop them from continuing to scroll in the news feed and give you attention.

Different things can serve as hook depending on where you are creating your copy. If the copy you are creating is a video, your hook on video needs to be the first words that come out of your mouth and the first image in the video.

For example, instead of saying:

Hi friends, welcome to another episode of Doers Inner Circle. My name is Chinny Obiozor. Today, we would be discussing how you can make more money by focusing only on things that move the needle.

You will turn whatever the topic is into a hook and say:

What are the things you do every day that . . . steal your productive time costing you lots of money?

Causing your children to be sent back from school . . . because of no money . . .

Makes your wife dress like a nobody

Hey guys, Chinny Obiozor here and welcome to another episode of Doers Inner Circle where I will show you how to make more money focusing only on things that move the needle.

This hook can't be ignored because it pulls them right in.

The hook for the video can also be a funny expression on your face . . . it can be the wearing of a funny hat . . . just anything to get people's attention when they are scrolling through the news feed.

This will serve as a visual hook of what is going on . . . what is she saying? So, in this case, what stops them is the image in the video not words. Then they click on the video and your works makes them interested to listen to the end and take action.

So, in your ads, images and videos play a very huge role of attracting people to your ads. Use a captivating image or a video that starts with something that makes people curious.

But when you come to a sales letter (on your offer or sales pages) as opposed to ads found in newsfeeds, words play more important role. The hook must be the first words you write **which should also contain a reason to continue reading to the end.**

*Example of a reason to continue reading till the end could be . . . if you want to know why
.....isyou will need to continue reading.*

So, a hook should make your reader curious enough to stop and look at what you are saying and also be able to make the person keep reading till the end without losing interest.

If you don't have a hook, not many people will stop to look at your ads no matter how good your offer is and you will not make many sales at the end of the day.

NOTE: While you are writing your copy, you should not use 'wishy washy' positioning. Be clear and forceful. Don't talk or write like you are begging them or that you are not even sure that what you are offering will help them.

If you don't believe in what you sell, no one will believe in it and no one will buy it. You must believe and know that what you are selling is capable of changing their lives.

You are there to offer a solution to a problem. So, you should position yourself as a solution bearer and a guide.

Instead of saying:

*Hi Chinny here. Will you guys like to sign up for my yoga class?
We do a lot of cool things there. If you are interested in learning yoga . . . you can join us*

This is boring, not exciting and definitely not persuasive.

Instead say something like this:

*If you are excited about joining a yoga class that helps you de-stress after a long tiring week .
. . regain your strength and stamina, increase your concentration so you become more
productive at work . . . and earn more money. . .*

You need to join the Neda's Yoga club. . . . the fun place for trendy people.

We do a lot of exciting things that will definitely help you relax . . .

You don't want to miss this. . .

Join us here now

Can you see the difference? The second one is more exciting, direct and forceful than the first. You just really need to stand and take a position. . . .they either like you or hate you . . . being neutral is what you don't need.

There is no money in the middle . . . you need to have a position to get the money.

3. **Must empathize with your target audience.** Empathizing with them means putting yourself in their shoes. Talk about the exact challenges they are facing. Let them know you are for them against the world and that you understand them completely.

If you have done the research of your target audience well, you will already know their challenges, how they feel about their challenges, what they may have attempted to use to solve their challenges that did not work, the language they use to describe their challenges and so on.

Example: If you want to sell a cure to eczema to people who have the worst kind of eczema that is hard to treat, you can start like this:

They sold you a lie! (HEADLINE)

BODY: They made you believe their over the counter drugs can take care of your eczema . . . all because they want your money.

You buy drugs after drugs . . . making them money at the end of the day . . . just because you believed they were being honest with their claims.

You believed them because they are supposed to know better . . .

I know how frustrating it can be to keep buying the same drugs that just scratch the surface and not cure the root problem . . . only to have the problem resurface again.

I know because I have been there. I had the worst kind of eczema that defied all treatments. I had sores on my body most of the time and was ashamed to be in the midst of my friends.

I spent almost all my earnings on drugs until I came across which took care ofthat triggers the eczema. I can't believe I am eczema free.

No more incessant itching or sores . . . I can wear any kind of cloth I want without feeling ashamed in the midst of friends.

CALL TO ACTION: If you have been STUGGLING with eczema that does not want to go . . . stop wasting money on over the counter drugs. Trynow. [Link]

If you look at this copy, you will notice that it's focused on the problem the target audience is having. It empathizes with what the target audience is going through and shows them the way out.

You will also notice that the copy sides with the target audience against the drug manufacturers.

The idea is to get the target audience all emotional about the wrong being done to them and then see you as the guide to the solution they seek.

4. **Tell them the benefits of your solution/product as against features.** Sell the sizzle not the steak. In other words, tell them what your product will do for them? What is in it for them? Why should they care?

People want to know what they are going to get if they take your offer. No one cares about your product or its features, but they care about what your product features will do for them.

While creating your ads or sales copies, there are 3 things you must bear in mind:

Features . . . their benefits . . . and their meaning . . .

Feature is what it is . . .

Benefit is what it does . . .

Meaning is what all that means for that person

Don't talk only about the features of your product like . . . it has 4 compartments, it has a brilliant torch light etc. Yea, it has torchlight, but how does that change my life . . . what does it mean for me?

Let's say you are selling a camping bag that has 4 compartments large enough to contain your clothes, the other for your foot wears, and another for your snacks and the other for your camping tools which also has a brilliant torchlight.

Instead of stating all the features only, I will say:

[FEATURES] *This camping bag has 4 compartments large enough to contain your clothes, the other for your foot wears, another for your snacks and the other for your camping tools so [BENEFITS]you don't end up having your shoes stain your clothing and you will easily know where everything is . . .*

[WHAT IT MEANS] . . . *This means that you will spend your camping time having fun than looking for where everything is.*

If you look at this copy, you will notice that it states the features of the camping bag and ties the benefits to the features and what having that benefit will mean for the person.

Nobody gets excited about features of your product, but they get excited about the benefits and what it will mean for them.

So, start by thinking in terms of the feature . . . then think what the benefit of this feature is . . . then what will having this benefit mean for them?

Discuss the main features of your product or offer one after the other like I have shown you above . . . feature . . . benefit . . . what it will mean for them.

People buy what you are selling for what it does for them and what the benefit means to them.

If you can get this, you will easily write copies that bring in the sales all the time.

5. **Anticipate and handle their objections.** Remove or dissipate all their fears. People already have set beliefs about different products that make them not to buy them. For example, I don't use hormonal contraceptives because they make people fat. This is a myth, but some people don't know that.

You will need to burst those myths in your copy to make them buy.

Apart from these set beliefs, before anyone will give you money, there are certain things they have in their minds that they will never tell you, but those things if you don't sort them out will stop them from buying from you.

These things are called objections. You must be able to predict and handle them in your copy or your prospect will leave your copy with unanswered questions and they won't buy your product. Objections are the reason people have in their minds for not patronizing your brand.

If you have done your target audience research as I showed you in PART 1 above, you will already know some reasons they don't want to buy your kind of product.

Here are some popular objections people usually have:

- a. **How will this benefit me?** If you have tied the benefits to the features of your product and made them know exactly the problems your product will be solving for them and what it will mean for them, you would have handled this objection.

Also show them testimonials of how your customers' lives have changed since they used your product (picture and full name of the customer will suffice).

You can also screenshot where your customers said it on social media apps and sprinkle them in your copies. This is a social proof from third parties that your product really does what you said it does.

- b. **Why you?** Once they are convinced about the fact that they need the solution you are offering, the next objection may be 'so why must I buy it from you and not from another brand?

Maybe I can get it cheaper elsewhere. To handle this objection, show them all the advantages they will have dealing with you and not another brand.

You can say that the product price is the same everywhere and that anyone offering you anything less maybe giving you fake or less quantity or quality. Just find something that is true to make that person stay and buy yours.

- c. **It is too expensive.** Next, depending on the price, they may say ‘it’s too expensive’. Here, what you need to do to make them buy no matter the price is to make the price common by breaking the price down.

If for example the price of your product is ₦60,000 or \$120 break the ₦60,000 into days.

Here is what I mean; ₦60,000 divided by 60 days (2 months) will be ₦1,000 or \$2. The next thing you do is to compare what ₦1,000 can buy him compared to the benefits he will get from your using your product.

You can say something like:

If you spread ₦60,000 over a period of 60 days (2 months), it’s just ₦1,000 A DAY right? What can ₦1,000 naira buy for you? One wrap of meat pie or burger right?

Can you compare that to (list the benefits of your product again).

Then say ‘you can’t compare right? That is exactly what I am offering you for just ₦1,000.

Definitely, you are still going to sell to the person at the price of 60k, but you broke it down to show the person the price is not really that much compared to the benefits of your offer.

Try as much as you can to get a yes or a no answer from your prospect in your copy. This makes them feel as if they are in charge of making the purchase decision. No one likes to be told what to do.

The decision is actually theirs at the end of the day. Your job is to persuade and not to force them or they will see your copy as ‘salesy’ and leave.

- d. **What if I don’t like it?** Now they have decided to buy, but they have another objection. What if I buy and don’t like it?

Show them more testimonials of people who the product has helped and let them know that you have a 100% refund policy with no questions asked.

- e. **I will buy it latter.** Now they are convinced that they want it and then the next objection may be ‘I will buy it but I will buy it later’.

Trust me if they leave at this time, the likelihood that they will come back without remarketing is almost zero. Can you remember all those people that tell you I will get back to you?

Do they come back eventually without another nudge? No right? So you have to find a way to use urgency like fear of losing out on a great offer or scarcity like fear of not getting it again because it's finished.

No one wants to miss out on a great opportunity. So, use that to make them buy your product now. This is where the reason to buy now that we discussed above comes in.

6. **Talk about them; not about you and your product.** Your copy needs to be all about them . . . all about their needs . . . all about their problems . . . all about their desires . . . all about their goals.

All about how they would be benefited by your product or offer. No one cares about you . . . at all . . . they ONLY care about themselves, what they want, what they need etc.

Forget about we did this, we are that, I achieved this etc; if you can't find a way to link it back to how you being what you are will make their lives better.

For example, if I want to show them that I have lots of experience about what I offer so they can believe me, I say something like this:

I have been writing copies for more than 20 years now . . . this means that you will be leveraging on my over 20 years copywriting experience. You can choose to start from the scratch or learn all I have learnt writing copies in the last 20 years in JUST 30 DAYS . . . you won't have to waste time making all the mistakes I made that cost me so much money.

Can you see that? It shows I am someone worth listening to and also showed them how my experience will help make their lives easier. It talks a little about me and then makes it about them.

NOTE: When writing your copies, make sure that when you read it out loud, it sounds like you are talking to one person (remember your customer persona in PART 1). Use more of the 3rd person pronouns (you).

It's so easy to get carried away and start talking about you and your products in your copy. This is what I do when I am done writing my copy. I read it out loud and take note of the places I used the words "we, me, I, our, my" (these are all first person pronouns).

Then I look for a way to reword them so it's about them and not me.

7. **Give them a clear reason why they need to buy what you offer.** So, they say okay you want me to buy this, but why should I buy it?

Why do I have to part with my money to buy this? Most people make the mistake of not stating why the person they are selling to should buy what they are selling.

This sounds so obvious, but a lot of people make this mistake in their copies . . . and people scroll pass their offers because they can't see why they need it.

In your sales copy, you have to explain to them how they will be benefitted by what you are selling.

There are reasons people buy things . . . and these reasons are universal.

People buy things to:

Make money . . .
Save money . . .
Save time . . .
Avoid effort . . .
Escape pain . . .
Avoid shame . . .
Look cleverer in front of friends and others . . .
Belong to a class . . .
Feel more love . . .
Feel an increase in status . . .
Be more popular . . .
Become cleaner

These are the reasons people buy things. Why do people buy what you are selling? You have to make that very clear in your copy. Without having this in your copy, they will likely not buy.

If for example your products can help them to save time, let them know clearly that the reason they should buy your product is so they can save time . . . so they are able to spend more time with loved ones or watching their favourite show on TV or get more work done in their business.

Make them to imagine what life would be like if they are able to save that much time or gain the love of others etc. Take them on a journey and paint a picture of how easy, enjoyable, relaxing, fulfilling their lives would be by using the word imagine.

Example: Let's say you sell a diet plan to overweight women; you can say:

Imagine being able to wear a size 18 again . . . wake up in the morning always feeling ready . . . feeling light again . . . having people look at you because they admire you and not because

they pity you . . . be able to move around in your house without feeling like you are bigger than your house . . .

You get the idea right?

PAINT THE NEGATIVE (USE REVERSE GEAR)

After painting a picture of the positive things your product will bring to their lives using the reason they need to buy, flip it and give them the negative if they fail to take your offer.

You can say something like using the diet plan example:

. . . But if you choose to do nothing about your weight today . . . things will not only remain the way they are for you . . . they will also get worse.

You will lose the respect of friends . . . You may end up losing your job . . . your children may end up on the street because of no money to take care of them . . .

I know the cost is high . . . but if you fail to take action now . . . things will definitely get harder.

Imagine the look on your friends' faces . . . when they find out that the reason you lost your well paying job . . . is because you refused to just let someone else help you.

*You can't afford to lose your job or the respect of your friends
Can you?*

*. . . But you can afford to let someone help you . . .
Right?*

8. **Your offer must be clear.** A product is different from an offer. An offer makes what you sell irresistible to your target audience. If you want to increase your sales, turn your product into an offer.

The totality of your offer consists of your product (features, benefits, and what it would mean for them), the benefits of your money back guarantee, the benefits of how quick they get everything, the benefits of the payment terms (example commission free), all the bonuses you want to give them, the benefit of your free shipping and the reason to buy now offer.

All of these make up the offer you are making to them. This is what you are selling. You are not only selling eyeglass to them for example. You are also offering them free and 12 hours same day delivery, money back guarantee, 1 hour free consultation etc.

So, to create your offer, look for other things you can add to what you sell to make your prospect feel they got a fantastic deal for less money. We all love good deals. Don't we?

If you sell a digital product, you can add other products you have created before or PLR (private label rights) products to what you want to sell as your offer. PLR products are products you did not create, but can buy and resell.

If you sell physical product, find something you can add to make the offer irresistible and bundle it together.

If you sell affiliate products in a saturated market, you can create a tutorial of how to use that software or the product that no one else has, bundle it and tell your audience that if they buy with your link, you will send them that tutorial to make things easy for them etc.

The goal is to make it hard for them to say no . . . **blow them away with more value and they will pay you.**

Once you have assembled your offer, you need to make this clear in a bullet form in your sales copy. So, when you have sold them and you know that they are convinced and will like to buy, tell them this:

“Here is exactly what you are going to get”

Once you say this, use a bullet to list all the things they will get. Remember to use your feature, benefits and what it will mean for them format for each item on your offer list like this:

Here is what it is . . . here is what it will do for you . . . here is what it means for you.

NOTE: While summarizing your offer, don’t forget to stack your offer. I have shown you how to stack your offer above, but let me say it here again.

To stack your offer, start with the lowest valued item. Tell them about it, how it will benefit them, what it will mean for them and the value of that item.

Then go to the one that the value placed on it is a bit higher than that of the first, repeat the same process until you get to your main offer.

Then state the total value of all of them put together which will be much higher than the amount you end up selling your product to them.

It's all about presenting an offer that is so loaded with benefits and value, it makes it easier for the prospect to say yes than to say no.

When going in to the close, that's when you need to pull-out all of the strongest, and most compelling benefits for the prospect . . . the more the better.

You can never have too many benefits.

Next, the way you present those benefits matter. You must present those benefits on a

functional and on an emotional level like we have discussed above. This means what the prospect will experience and how it will change the prospect's life for the better.

The whole process builds-up the value of the offer to make the price feel insignificant compared to all the benefits the prospect can experience.

Every offer you make should include bonuses and some sort of money-back guarantee to make them feel their money is safe in case they end up not liking the product.

9. **You must have a clear call to action.** This is as simple as telling people what to do, when and where to buy your product or what you are selling. It can be something as simple as sign up or get our free trial or call now.

It can be anything as long as it tells them what they need to do to get what you are offering. When it comes to asking for the money, a lot of people just start beating about the bush.

Just tell people . . . buy now . . . here is the place to buy.

Part of your call to action is also . . . the reason why to buy now . . . and not tomorrow. You increase your conversion or purchase rate if you can tell people the reason they need to get what you are selling right now.

You want to ensure they get it now that your product is still hot in their minds because once that person leaves, the likelihood of coming back to buy it without remarketing is very low.

Your reason to buy now could be:

Limited quantity or scarcity . . . maybe it's going out of print or limited stock

It could also be limited time . . . or sort of something that disappears . . . or something like after next Thursday 16 of ----- you will never sell it again.

NOTE: You need to find something that is emotionally compelling . . . as the reason why people need to buy now . . . that will NEVER CHANGE.

You don't want to tell them that come Wednesday you will pull the product down and they will never be able to buy it again . . . ever . . . and after Wednesday you are still selling it.

It makes you look like a liar. You need to look authentic. So, find a reason to buy now that is evergreen and will never change even if you keep selling that same product for years to come like:

. . . If you pay for this product right now, instead of paying 60k, you will get 50% discount and buy it at 30k . . . however this offer is available from now till 12 midnight. After 12 midnight, the offer goes back to 60k. So, make use of this opportunity and save 50% on the price.

NOTE: Ensure that once its 12 midnight that the offer goes back to the original price as you said, so if they come back to that offer page they see that what you said is true. When next you make such offers, they will quickly take it for fear of losing out.

If you look at the reason to buy now, you will notice that it still has the same ingredients as the reason people buy, but this time around it's on the flip side. You are using those reasons 'against' them to make them take action now not tomorrow.

Let's look at the list I gave you before about the reasons people buy: make money, save money, save time, avoid or escape pain, be cleaner, increase status.

You just take anyone of them depending on what you are selling and flip it like I just did in the example above. In the above example, I used save money as the reason to buy now and flipping it means fear of not being able to save 50% of 60k on the price of the product.

This simply means that he/she is going to lose 30k if she does not buy now – fear of losing out.

10. **Make it easy for them to get it.** Remove every obstacle from their way and tell them about it in your copy. An obstacle here is anything that will make it difficult for them to buy what you sell like not having the time to pick it up (tell them you will bring it for them), not having the correct app to use it (show them where to get it) etc.

You need to be able to predict these excuses depending on what you sell and provide a solution to it in your sales copy so they just have no reason but to get it.

Let me give you an example. A lot of Chinese companies always come to my inbox to market their products to me. I always never paid them any attention because I believed most of them were fraudulent.

They will show you one thing and deliver another or it may not even arrive at all. And even if they were not fraudulent, how do I go about the shipping and bringing it in?

These were my objections. One day, another Chinese guy came to my inbox and told me he will help me inspect the product, ship it to my door step and showed me his website reviews on trust pilot and two other websites.

I was sold . . . he practically removed every reason I had not to buy and made it so easy for me to get something in china with the click of a button. Why did this guy's offer stand out from the rest? He made it so difficult for me to say NO.

After you are done writing your sales copy, you need to ask yourself these questions:

Does the hook make it clear why the prospect should keep reading, watching, or listening to the end as opposed to later?

Does the sense of emotional excitement that was created in the hook continue consistently until the end?

Does the writer appear as a likeable person?

Does the copy sound and read like a conversation?

Does the copy include a false close and then add an additional liquidating benefit like a testimonial? This is the beginning of the most important part of every piece of sales copy.

A false close is closing a sales copy when you are not yet ready to close and then continue by adding one or two more benefits to persuade the prospect to take action. For example, you close a sales letter with your name, then write P.S. in the next line and continue.

After creating your ads copy, you should run ads especially on Facebook to send leads to your funnel. If you don't know how to setup Facebook ads for your business, **go through our easy Facebook ads Masterclass that comes as a bonus to this course and you are good to go.**

Now that you understand how to create your funnels and how to create your sales copies, let's go into how you will communicate and nurture your leads when they enter your sales funnel so they end up buying what you sell.

PART 5

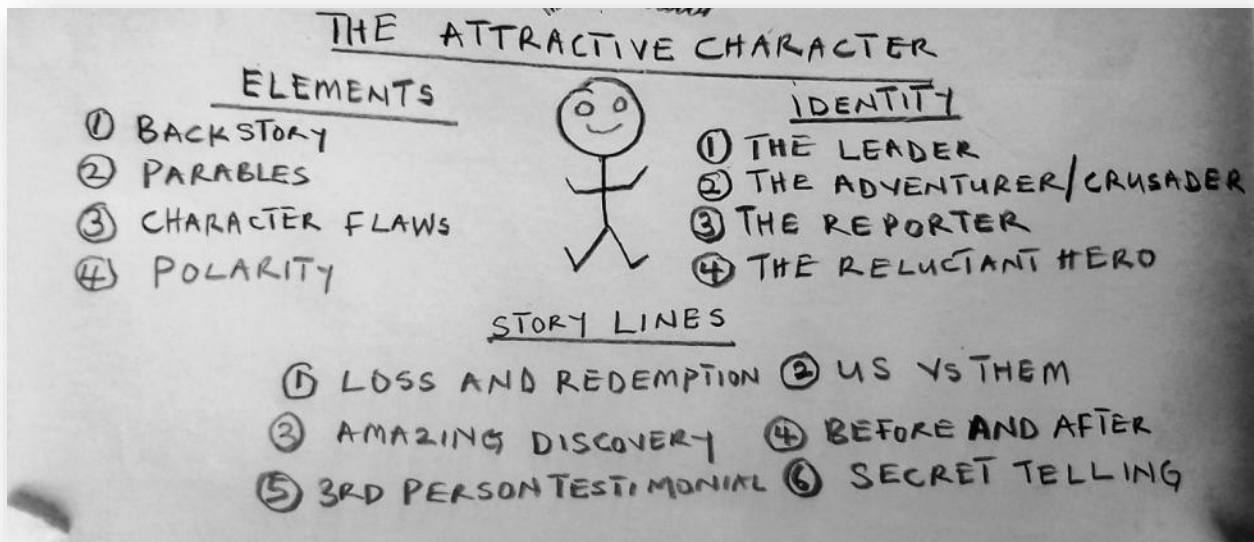
COMMUNICATING TO YOUR PROSPECTIVE CUSTOMERS IN THE FUNNEL

This Part will show you the most effective way to communicate with your leads in the funnels and get results. You will also learn how to use your email list as a tool to make people climb your value ladder.

Before we go into that, you have to understand what is called the Attractive Character. I first heard about this phrase from by Russel Brunson.

THE ATTRACTIVE CHARACTER

The Attractive character fig.17



If you already have a list and your list is not converting or bringing in the sales, most of the time the reason is that the attractive character is missing in your copies.

Without the attractive character, people can't relate or identify with what you are saying and you end up with lots of people on your list and no sales.

An attractive character is not about someone that is very beautiful or handsome though the person can be. What I mean by an attractive character, is a persona that attracts or draws customers to you and help you build a following that eventually lead to sales.

An attractive character helps you to build a platform anywhere whether on Facebook, email etc.

Your attractive character is someone who has been able to overcome a certain kind of problem and has become a celebrated success in that area. So this attractive character draws to you the kind of people who need this same success.

When they come, you can easily sell to them because they can identify with the problem your attractive character used to have and they want theirs solved too. So, because that attractive character is identified with your business, they believe your business has the solution they seek and they buy from you.

The reason they buy from you is so they can become like your attractive character and not because they like you or your product.

Think about your favourite films or movies. What was the last movie you watched? Why did you watch it? Did you watch it because of the storyline or was it because you saw that your favourite actors and actresses are in the film?

The reason movies use popular actors is because of the attractive character; without them in the movie, the movie will be a flop and not sell.

They use different popular actors and actresses so if you don't like Pete Edochie, you will like Genevieve Nnaji or Mobolagi Johnson etc.

This is the reason successful companies use attractive characters in their ads. Remember, your attractive character must not be a movie star, but must be someone like a hero who has been able to overcome a problem your product is trying to solve.

For example, if you are selling a weight loss product, your attractive character maybe someone who used to be so overweight and had struggled with it for years. You can even tell a story of how he developed different diseases as a result, but once the person started using your product, he lost 60 pounds in just 4 months.

Are you following?

Good.

When creating your attractive character, you should make sure that the person's story or the problem he/she faced before he got the solution is exactly the problem your ideal customer is facing on a regular basis (by now you must have researched your ideal customer, know their challenges and how they feel about their challenges).

Paint a vivid picture of your attractive character your target audience can relate with.

Anyone who can relate with your story is the one that will buy from you. Your attractive character in your sales copies could be anyone. It could be you telling your stories of how you used to struggle about a problem that led you to discover the solution you are now teaching them.

You can also use the story of your customer or someone else as long as the person was able to overcome the problem with the solution you are offering.

For example, I noticed that when I started selling my eBook on growing a street corner business, I painted an image of a street corner cake business that was barely surviving with low sales and how the business was able to scale up their sales with the internet by using the secrets I put in the book. Most of the people who bought the book were people who were running cake businesses.

NOTE: The book was not about cake business. In fact, the principles in the book could help any other type of business, but my attractive character for that ad was attracting people who have cake businesses.

If I use a customer testimonial and paint a picture about how the same book helped a road side shoe making business, guess the kind of people I will attract.

If you said shoe making businesses or businesses related to shoes, you guessed correctly.

To create your attractive character, you need to follow the 3 components of an attractive character as stated in *fig.17* above namely:

Elements
Identity
Storylines

There are 4 elements of an attractive character and they are:

Back story:

Every attractive character must have a back story to influence sales or move people to buy the product. A back story is story of the challenges or the problems your attractive character faced before he/she was able to solve the problem with your product. It's a story about the pains the person went through.

Without a back story, your target audience won't be able to identify with or relate with your attractive character. They will just see your copy as not really addressing them or their needs and they will scroll pass it.

Let's say you run a face cream business and the cream has the ability to wipe out pimples, make a person's face look so smooth like that of a new born.

Then you make a video of Ada who used to have a very terrible breakout on her face. The face was full of pimples and looked very bumpy. She looked so unattractive and could not get the kind of guys she wanted as dates.

Ada had tried so many products, some of which irritated her skin and even made her face worse.

She kept having these problems and was at the point of giving up when she came across your brand and her face was transformed. This is Ada's Back story and Ada is your Attractive character.

You share your back story because you want people or your target audience to see where you came from. They need to see that you used to be in their shoes.

If they can see or hear your back story, they will follow you so they can be like you. If you don't share your back story, they won't be able to identify with your brand. They will not listen to you and that's how you will lose people who are supposed to be following you and buying from you.

Your attractive character speaks only in parables:

Parables are just short stories that are illustrative of the lessons you want to pass across. Most influential people speak in parables.

Do you remember Jesus Christ in the Bible? Did you notice that most of his teachings were told as short stories . . . parables? Can you imagine Him just teaching those core principles without relatable stories? It would have sounded like Greek or a foreign language to them.

Can you see the power of parables? A parable is a story of what happened in the life of your attractive character. Like in the case of Ada, her story was about how she suffered so much because of a bumpy face and how she solved the problem.

How do you get back stories about yourself to sell your products? You get them from the regular events that happen in your life. Sometimes we let life just pass by us and we don't take note of events.

Don't let that be you; ensure you take note of interesting things that are happening in your life each day.

I use Evernote App for this. Once an event in the past pops up in my head, I quickly use my phone and document it. I also document current events happening around me so I don't forget.

You can also take note of what is happening in the life of your friends or customers as back stories. The main thing is to get a back story that will help you make that sale.

Your attractive character should share their character flaws.

This is what most people struggle with. I struggled with this initially when I started my business because I am a very private person, but you can't run away from this if you plan to influence people towards your brand or what you sell.

When you share the character flaw of your attractive character, it makes you look relatable and real. People see you as not perfect and that you are struggling with the same things they struggle with.

By being real, it means you show yourself unedited, you talk about some things you are struggling with even as you share things you are good at. Your attractive character should not look all perfect because no human is perfect.

People want to know the real you to bond with you. You become relatable if you can admit that you struggle with some things or let them in a little bit on your private life.

This does not mean you should share everything about you in the public space, but use some personal stories about yourself in your copies.

Once your audience knows that you are not perfect, they will start empathizing with you and love you more because you are just like them.

Your Attractive character must utilize the power of polarity

While communicating with your audience, don't keep trying not to offend anyone. This will end up making you become neutral and bland. You must take a position and stand for one thing.

Being neutral is just like sitting on the fence and taking no side to please everyone.

Doing that will make you sound boring and you will end up reaching no one. Your attractive character should instead share their opinions on hard matters and stick to their gun . . . no matter how many people disagree with you . . . tell your own truth and stand on it.

When your attractive character takes a stand for what it believes, it divides your audience into 3: those who disagree, those who are neutral and those who agree.

If you keep doing that, it will turn your neutral fans into diehard fans who will share your message and buy from you. If you are neutral, nobody will hate you and nobody will buy from you too.

Once you start taking sides on some important matters, you will attract haters and you will also attract diehard fans that will buy from you.

If none talks about you, whether haters or fans, nobody will know about you . . . because you will never stand out.

THE IDENTITY OF YOUR ATTRACTIVE CHARACTER

Just like everyone has an identity, your attractive character should have one too. The identity of your attractive character will shape how he/she communicates to the audience. She may communicate as a leader, as an adventurer, a reporter or a reluctant hero.

You can assume any of these identities in your copies depending on where you fit in.

Let me explain.

A leader: You can assume the identity of a leader if you have passed through the same problem your prospective customers or audience is seeking to solve. Here you appear as a leader and your audience follows your lead to solve their problem.

Here, your job is to lead them out of the forest they have found themselves in. They look up to you because you have been where they are and you came out victorious. So, you communicate with them as a leader because you know their pains, you have been there and you can help them find the result they seek.

An Adventurer: This identity is mostly for people who are very curious. They go in search of the solutions to the problems and bring back the result to their audience. They go in search of the truth and when they find it, they share it with their audience.

A reporter: This identity is best for people who do not yet have so much experience to share with their audience. This is the identity that most people use when they are just starting.

Instead of sharing their own experience which they are still gathering, they go after experts, interview them and share what they have learnt along the way to their audience.

What they share is the experience or the knowledge of other experts in their field with their audience.

A reluctant hero: This is the hero who has gathered a lot of experiences and is uncomfortable to be in the spotlight, but feels the compelling need to uncover his/her discoveries to the audience so they can grow too.

When you read through these identities, you will already know where you fit in and build your attractive character.

THE STORYLINE OF YOUR ATTRACTIVE CHARACTER

When writing emails, sales letters, landing pages and other business communications, there are 6 types of storylines that have been used by businesses over time. Businesses use these story lines because they work. Stories are great ways to convey messages. Humans love stories naturally.

What happens when someone tells you let me tell you a story? Your whole body becomes all attentive right? That is the same effect stories have on your customers. Humans were wired to love stories. Stories grab attention, so it will be in your best interest to always infuse stories in your copies.

Once you know how to use the following storylines in your copies, selling becomes second nature to you.

Loss and redemption storylines: These kinds of stories are about how your attractive character faced challenges and how he/she got back on her feet. You can either tell your own loss and redemption stories if you have or tell other people's stories.

Example:

Everything changed that fateful Saturday. . .

Last two years, I thought I had my life all figured out. Everything was working for me. My business was growing smoothly, my family was doing well . . . life was good. I was living the life I wanted until that fateful Saturday.

The ship carrying my goods sank in the sea. I lost most of my business capital . . . went back to square one. I could not afford the things I used to afford . . . until Paul a friend of mine introduced me to his own method of dropshipping business.

I was able to make 10 million naira in just 6 months . . . grew my capital again JUST selling other people's goods as mine. . .

*I want to teach you this same strategy that has made me a millionaire in just months . . .
. . . No, this is not the normal way of dropshipping that you know . . .*

Us vs. Them: This is the type of storyline you can use to polarize your audience or to determine who your diehard fans are and make them follow you harder. You can say things like:

"I am here only for those who are willing to put in the necessary hard work to grow their businesses. If you are here and you are not ready to roll up your sleeves and work on your business, this platform is not for you".

Before and after storyline: The story I told about Ada above can fit in well here. You can show how Ada's face was before she came across the facial cream care brand and how her face looks after. The picture alone can tell the whole story.

Before and after storylines are proofs that your product does what it claims to do and can easily convince your audience to work with you.

Amazing discovery: People like to discover new things. If you have any new thing you just discovered in your niche, sharing it with your audience will surely get their attention. You can say something like:

"You won't believe what I have just discovered? This is mind blowing and you are going to love it"

Starting with this kind of introduction makes them more curious and ready to learn about your latest discovery. You can use this kind of storyline to promote webinars.

Telling about a secret: For this kind of storyline, you can say something like this:

"I have a secret I have been keeping for a long time. I think is time to let you know about it. Want it? Find out here"

3rd party or customer testimonials: Your copy could be about the testimonial of your customer about your product. Testimonials are powerful.

Its proof or validation from a 3rd party that your product has worked for others and most likely will work for your prospective customers so they buy from you.

Now that you already know how to create your attractive character, it's time to write your funnel copies. Here we will focus mainly on creating copies for email marketing using the emails you got from your squeeze or optin page.

If what you have is a whatsapp funnel, you can still use the same system to create your copies.

CREATING YOUR FUNNEL COPIES (FOCUSES MORE ON EMAIL MARKETING)

Now, you have setup your sales funnel, you have created your ads copy and sales letters for your funnel, the next thing you need to do is to create the email copies you will use to nurture your leads or prospects when they come into your funnel.

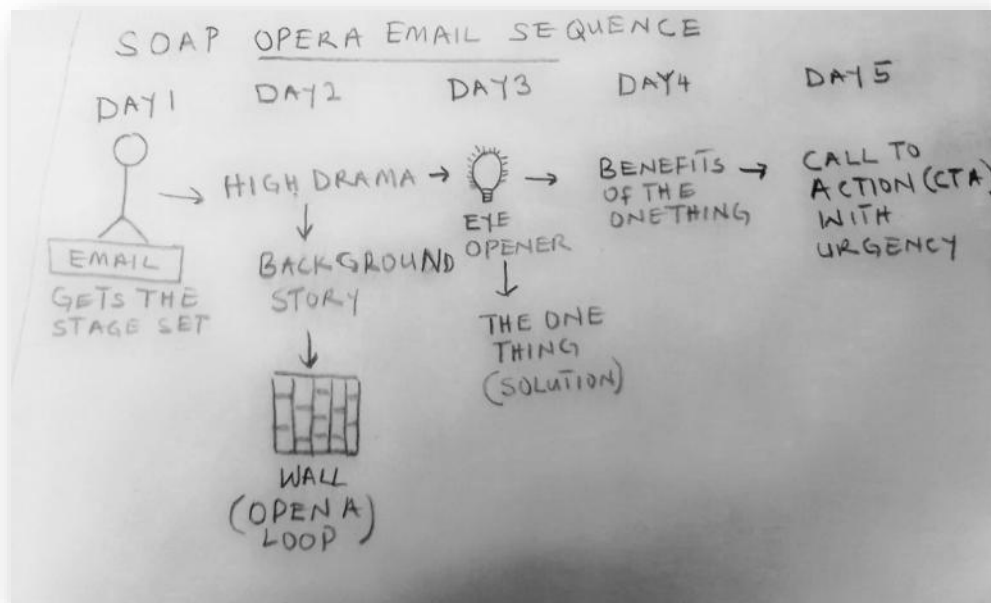
A sales funnel without persuasive copies will never work no matter how good your funnel is.

Before you turn on the traffic to bring in leads, ensure that you have the following sales copies in the right places:

1. Sales letter or page – This is a page you will send people from your email list to, to buy your product. The page must be persuasive and loaded with benefits of your products as I have said above – feature, benefits and what it will mean for them. Remember to use all the ingredients of writing a sales copy as stated above.
2. Email copies (soap opera email sequences). This is discussed in detail below.
3. Daily email blasts – Discussed in detail below.

EMAIL COPIES OR SOAP OPERA EMAIL SEQUENCES

Soap opera email sequence fig. 18



Once someone joins your list, you will need to find a way to make them bond with your attractive character using email copies or WhatsApp copies to keep them engaged and make them hooked to your messages even amidst all the distractions.

Just like the saying goes ‘first impressions matter’. The way you start with a new lead in your list determines whether the person will keep opening your email or WhatsApp broadcast or not.

The first email you send to the person that just entered your email list should have him/her hooked and desiring for more. If your first email is boring, that’s the end.

This is where the soap opera email sequence comes in. We already know that stories are very engaging and captivating. So, we use stories with loops to hook them in and make them identify with our attractive character.

Can you remember all those soap operas you watch on TV? Did you notice how the drama never end; how they take you from one loop to another and then make you wait for the next episode? Can you remember how that makes you feel?

It makes you want to know what happened next; right? You follow the episodes, watching episodes after episodes because your curiosity won’t let you be.

Do you also notice how almost at the end of each episode they show something that needs to be resolved in the next episode? They keep entering into trouble and coming out of trouble; if people are not falling in love, they are falling out of love. Some are so wicked and you want to find out if nemesis finally caught up with them etc.

And because you want to find out how it was resolved, you keep a date with them and ensure you don’t miss the episode so you can follow the story; that’s what the soap opera email sequence is all about.

With the soap opera email sequence, you use the same story structure and elements to create your emails.

The essence of the soap opera email is to hook them with an open storyline in your first email to make them eager to open the second one and next and yet another one till the end of your sequence (soap opera show).

So, for our soap opera sequence, we will create 5 emails as the introductory emails (a way of introducing your new lead to your attractive character so they bond with her/him and buy the solution you are offering.)

To be able to create a soap opera sequence that draws your prospective customer in, you have to recreate the same thing done in soap operas.

You have to be able to open and close loops that will drag your lead to the next email until the end of the sequence.

For example, I may tell my reader in the first email that I just found a secret that has been hidden for ages which can help them remain young for a longer time than is normal. I don’t give them the full details.

I have just opened a loop and just tell them that I will tell them all about it in my next email. Then in my next email, I give them the secret and before I finish telling them about the secret, I open another loop and tell them that I will tell them all about it in my next email and so on.

If you remember the soap operas, you will notice that this is the tactic they all use to drag you from one commercial after another. What they are really selling you here are the commercials. They make it so entertaining that you don't even notice that you are being marketed to.

This is the same tactic you are to use. While telling the stories of your attractive character, you are also asking them to embrace the same solution that helped the attractive character become a hero . . . your product.

You can choose to do this same thing with your whatsApp broad cast list, but you won't be able to automate the message sequence just like you can do with emails.

The soap opera email sequence as popularized by Russel Brunson, the co founder of Clickfunnels is just a 5 days email sequence that keeps closing and opening loops, always making your offer at the end of each email until you get to the final email in the sequence and then go harder on asking them to open their wallet, pay for the solution you are offering and end their miseries (solve their problem).

Let me work you through the 5 soap opera email sequence I use when someone joins my list for the first time. This is the sequence the person who joins my list using my squeeze receives.

The person wants to learn how to boost sales in her business. The product I will sell to the person is the Sales Funnels eBook.

So, here is how it goes:

Email No.1 of 5: Get the stage ready

This is the initial email or the welcome email a person who joins your list receives immediately he/she puts in their details in your squeeze page and joins your list.

This email welcomes the person and tells him/her what to expect from you next like how often you will be emailing them (once a day, twice a day etc.) You may also let the person in on a brief background history about how you started your business.

This is the email that also sets the stage for your next emails. So, this email should open the loop that will be resolved in email number 2.

NOTE: All the soap opera emails are automated at the backend of your email marketing platform. You set the first email to go out immediately the person joins your list.

The second email is to go out 24hrs (a day interval) after the first email, the 3 email also goes out 24hrs after the second email. It continues every day like this till you get to your 5th email which is the last email in your soap opera sequence. **Watch the step by step video on how to automate your emails in the video section of the course.**

Here is an example of email no 1:

You are in! (Email Subject: This should be short and punchy)

Body:

Hi, (The first name of the person will be automatically added after the 'hi' if you set it in your email, and you have also used your optin page to collect not just emails but also first names. This helps you to personalize your emails to each recipient. How to set this up has also been explained in the video).

Welcome to the den of Doers. I am Chinny Obiozor, founder of Evunn.com. I want to use this opportunity to formally welcome you to the community of entrepreneurs who learn, take action and grow their businesses.

I started Evunn.com to help an ordinary person grow a small business into a 7 figure brand by equipping them with the right business skills.

ACTION NEEDED:

You will need to white list our email address so you always receive all the educational emails we would be sending you. We send out emails once a day that will help you take your business to the next level.

You don't want our emails to enter your spam folder . . . and you miss out on all the juicy FREE trainings and offers we send out.

Right? So, ensure you do that.

I cherish our new relationship and will like to take it to a new level by giving you FREE access to one of our premium sales e-books that will teach you how to win ANY customer over IN JUST 3 DAYS.

Yes, you heard me right. So, here is the link: <https://evunn.com/welcome>

Tomorrow, I will share with you a secret I learnt that's helping me make MONEY EVEN WHILE I SLEEP.

You don't want to miss this email . . .

So, look out for it.

P.S. The title of the email is: The day I lost it all

Talk soon.

Chinny Obiozor

Build a 'Hot' brands, Make More Money, Enjoy Life

Email No.2 of 5: Start with lots of drama

If you have left a loop in the first email, your prospect will be eagerly waiting for next email. Your second email should start with a lot of drama.

You know the way good movies start; they don't always start from the beginning of the story.

They start in the middle, at the climax of the background story (this is the most challenging moment in the life of the attractive character.

Think of that time the person is almost about to give up before he now discovers the solution. That is where your story should start from and then work backwards to unravel what led to it or the events that led to that challenging event.)

Don't make the mistake of starting your story from the beginning like most people do. You want something that will make the person reading it to keep thinking: why did it happen? Or what happened?

So, you start from the climax, work your way backwards telling them the events that led to the climax, then continue to the point that the attractive character hits a wall or is stuck (the climax again). This is where your prospective customers are at the moment.

They are stuck and looking for solution to their problem.

For example, if the product you plan to sell is a diet plan for diabetic patients, your background story could be how your attractive character has spent almost all he has going from one hospital to another, how most of the drugs he bought further complicated the matter and led to other health challenges until he lost his job etc.

How he continued spending money until he lost hope of ever living a normal life (now here is where your attractive character is stuck).

For you to know where they are stuck, you must have researched them to find out their pain points and so on. If you have not done so and don't know how to go about it, go back to PART 1 and follow the steps.

Here is an example for email no 2:

The day I lost it all (Subject of the email)

Hi

Body:

The only capital I had on me was gone . . . if not for this strategy, I would have been begging for money on the streets by now.

When I graduated from school, I could not get a job on time. So, I decided to start a small business (selling wigs) with the savings I had.

There was so much noise about selling online and using online adverts to drive sales.

So, after purchasing my initial stock, I decided to use the balance from my savings to run digital adverts on social media. I paid a digital marketing expert to run the ads for 2 months.

I was receiving a lot of comments on my ads. People were interested in my product (or so it seemed), but I did not make a single sale from that advert.

Hmmm. I was so devastated. I just lost the only capital I had left.

. . . No money to even buy data to post images of the wigs on my social media wall. I was barely scrapping by . . . just trying to survive until the day I met a very kind friend that showed me the secret and the strategy she uses to make money online.

This strategy is mind blowing . . . it was this strategy that saved me from starving to death. I will share this strategy in my next email.

I would have done it here, but I don't want this email to be too long.

So look out for it.

P.S. The title of that email is: The secret strategy that saved my business

P.P.S. If you are yet to get my FREE offer (premium sales e-books that will teach you how to win ANY customer over IN JUST 3 DAYS) get it here now <https://evunn.com/welcome>

It's gonna be good.

Chinny Obiozor
Build 'HOT' Brands, Make More Money, Enjoy Life

Email No 3 of 5: Eye opener

Here, you begin to close in on the offer. This is where your attractive character stumbles upon a solution to the problem, a solution he was not aware of before.

This is the moment that everything turns around for the attractive character and by now your reader is possibly hooked and is eager to find the solution.

Here is how my eye opening email lines go and you can follow this format while creating yours:

Then I knew I needed to lose weight or something bad would happen to me. That was when I discovered . . .

My situation was so embarrassing to me and my friends. I knew I needed to find a solution fast. That was when I came across.

Your eye opener, should tie to the solution you are offering on sale. It should lead to the solution your reader is seeking . . . which is your product.

Here is an example of email no 3:

The secret strategy that saved my business (Subject of the email)

Body:

Hi

Yesterday, I promised to share with you the secret sales strategy from a friend that saved my business (making me ₦1,000,000 richer in 6 months) and also saved me from starving to death.

Lol

I know it's not so much, but it's something compared to where I was.

Chika (personalize the name of the receiver again here. I am just using Chika), I almost died . . . more out of frustration and heart break than from lack of food.

I know what it took me to save that money. But, it's all good now.

So, here is what my friend told me.

She said the reason I did not make a sale from my advert was not because my ad was not properly set up.

So, what happened? Why did I not make a sale?

She simply said "your problem is you don't have sales funnels".

"What's that?" I asked

"Without a properly set up sales funnel, you will make little or no sales no matter how good your advert copy is", she continued.

People most times don't buy things online without knowing, liking and trusting you first. That's what a sales funnel does for you.

When you have a properly set up sales funnel, you will be making money even while you sleep.

In my next email, I will share with you on how sales funnels work . . . would have done that now, but this email is already too long.

So, be sure to look out for this email.

It's gonna be good.

Chinny Obiozor

Build 'HOT' Brands, Make Money, Enjoy Life

P.S. If you prefer not to wait for my next email and will like to know how to set up a sales funnel that makes you money consistently from your adverts . . . even while you sleep, get my new well illustrated book: Sales Funnels 2.0 here: <https://evunn.com/sales-funnels-ebook/>.

Email No. 4 of 5: The Benefits of the one thing (solution)

In this email, you should list all the benefits your attractive character got from the solution that you want to sell to your reader. List mostly the hidden benefits that most people are not aware of or thought of before.

This gives you another opportunity to email them again with your full blown offer

Here is an example of email no 4:

So, here is how it works (Subject of the email)

Hi

Body:

In my last email, I promised to show you how sales funnels work.

I am going to use a vivid example and I will call my character Tara.

Here is how the movie plays.

Tara sees your ads or post on social media or any traffic source of choice. Tara then clicks on the link which takes her to your lead magnet (a free offer) . . . you capture her email address.

She gains value from your free offer, you nurture the relationship further and then you offer her your premium offer that will further help her solve her problem . . . she buys.

Yippee you made your sale!

Then you move her up your value ladder . . . and she keeps buying from you.

This same process goes on with Ada, James, Jessica etc . . . and it may be happening at the same time.

You keep making sales . . . even when you are busy with other things as long as you know how to set up an automated sales funnel.

This is EXACTLY what you will learn from the step by step and well illustrated eBook (packed with videos) on how to create a sales funnel that makes you money even while you sleep.

If you really . . . really want to learn how to craft a sales funnel that ALWAYS brings in the sales consistently . . . help you cut down on advert cost AND make you more money from each customer, your answer is here: <https://evunn.com/sales-funnels-ebook/>

Talk soon.

Chinny Obiozor

Build 'HOT' Brands, Make More Money, Enjoy Life

Email No.5 of 5: Urgency and CTA (Go for the kill)

This is the last email in your soap opera email sequence.

However, these 5 emails are not the only emails you send to your list, but this is the last email you send as your introductory emails in your soap opera sequence and the purpose of it is to help your audience to bond with your attractive character.

In this email, you need to go all in and give the reader one last push to take your offer by adding urgency to your call to action. Previously, you have been adding your call to action casually.

You can use any of these urgency elements in your call to action:

You are running a promo that discounted your product by 50% and the promo is ending in 24 hours and it goes back to its original price.

You only have 10 spots remaining and once the spots are booked, the offer is closed.

You are pulling the video down in 24 hours etc.

Here is an example of email no 5:

You need this (Subject of the email)

Hi

Body:

For a while now, I have been talking to you about this new Sales Funnels eBook that will help turn your business around.

I know, just like it happened to me, that you may have been struggling with making consistent sales for a while now.

I also know that you must have been trying so hard to increase your sales . . . and yet to no avail?

And . . . right now, you feel horrible. You just want things to change for your business.

Am I correct?

It happened to me, so I understand how you feel.

I know the feeling of wondering if you are going to lose your life savings . . . or the feeling of being at your wits end. . .not knowing what else to do.

But it doesn't have to keep being like that.

You can turn your business around . . . for good . . . and keep the bank alerts coming in by the minutes . . . and I am not exaggerating here.

You can start making consistent sales even when you are busy with other things. You can cut down on the amount you spend on ads and still make more money per lead.

And the answer you seek is right here <https://evunn.com/sales-funnels-ebook/>

*All you need is a properly set up sales funnel that is fully automated . . . and able to **make you money repeatedly . . . any time of the day . . .***

If you buy this book right now, you will not only get this book, but also my Easy Facebook ads course.

*However, **this offer is ONLY for those who buy this book before 12 midnight. Once its 12 midnight, this offer goes down and you get only the book.***

So, make use of this opportunity <https://evunn.com/sales-funnels-ebook/> now and also learn how to run Facebook ads like a pro so you stop paying others to do it for you . . . you get to save your money.

It's gonna be good.

I am Chinny Obiozor

Build 'HOT' Brands, Make More Money, Enjoy Life

***P.S.** If you prefer to have us set up the sales funnel for you, contact us now here: order@evunn.com. We are always glad to help.*

At the end of this sequence, some people may take your offer while some will not and need more education or they are not yet ready to buy.

So, the people who bought here are then automatically moved to another email list or tag (this is a way of grouping them) so you can promote your next offer in your value ladder to them.

Those who did not buy will also be categorized or segmented depending on their actions. Some of them may not have opened your emails, some opened but did not click on your link, and some clicked on the link and went to the checkout page but did not end up paying.

As for the people that did go to the checkout and did not buy your product, send them abandoned cart email sequence or abandoned cart campaign, encouraging them to pay for the order in their cart. You also try to find out why they did not conclude with the process by sending them a survey so you can fix the problem.

For the people that have not opened your emails in the last two months, you can send them series of emails trying to revive them back or to make them interested in your brand.

Some of them will open the emails. Add the ones that opened the emails to the group of people that have opened your emails before but have not bought from you.

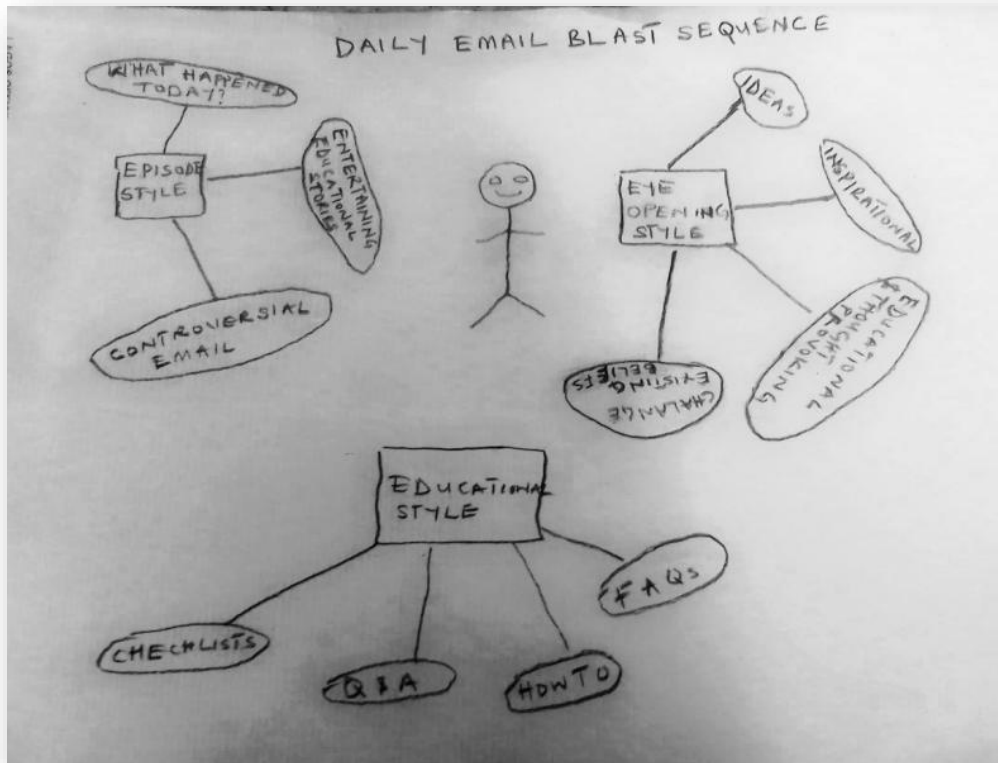
The ones that opened the emails and did not buy, keep sending them your daily email blasts that will educate and bond with them more. Also show them other products if they will buy.

Do the same thing for the people who have bought from you nurturing them to buy the next product in your value ladder.

Now, that you have learnt how to set up your soap opera introductory email sequence, the next you need to learn is how to create your daily broadcast emails called blasts.

HOW TO SET UP YOUR DAILY BLAST SEQUENCE

Daily email blast sequence fig.19



Remember that the soap opera introductory or welcome email sequence is made to last only 5 days.

After the 5 days, people who have bought your offer are automatically moved to another list or tag for buyers for that product you must have created before then so you can sell them something else using your daily blast emails or run another campaign.

You can name the list or tag for example, 'sales funnels eBook buyers' so you know that this people have bought the sales funnel book. This helps you to know who has bought what and what to sell to them next.

The people who did not buy are also moved to another blast list (different from the one you used for people who have bought) so you keep sending them daily educational and inspiring blasts that will make them to eventually buy your product. (How to set this up at your backend is already explained in the video above)

Blasts are actually emails or stories about nothing in particular. They are just individual or standalone stories or events that start and end in one email.

When your reader has gone through your soap opera email sequence and has bonded with your attractive character, they are no longer looking for too much educational content that will make them build trust or believe that you have what they need.

All they want is just emails that entertains, engages, educates and inspires them to act.

Just look at it this way, when you meet someone for the first time, you want to do all to make the first impression (you have done this with your soap opera sequence).

When you have made a great first impression and the person bonds with you, whenever you chat with that person, you are not loading that person for example, with marketing trainings all the time. You are not all feeling and acting so formal.

You talk about almost anything under the sun right? Sometimes you chat about the weather, sometimes about politics, sometimes about your new neighbor, sometimes about football, sometimes about what your baby did yesterday etc.

You are friends; you are relaxed; you don't need to fix a topic for discussion. You just talk about nothing in particular because you like to be with this person . . . because this person inspires you to be a better version of yourself.

This is exactly what someone who has bonded with your attractive character needs from you.

They no longer need emails that are heavy on just educational content. They want to have fun and also learn from you. So, making your daily email blasts content 90% entertainment and 10% educational is the best.

Here you are not only entertaining them, you are also giving them value. If you can switch your emails in this manner, the likelihood that they will always open your emails is high because your emails will be fun to read.

You want your attractive character to be fun and entertaining and not boring.

And when I talk entertainment, I don't mean you should become a comedian. Just talking about everyday happenings and tying them to what you sell is all you need.

Just find stories that are somehow related to what you sell, so, at the end of the day, it will help you sell your products.

Your daily email blast is just the everyday happening in your life. The only difference is that they have a purpose . . . to help you sell what you have on offer. If you tell all the stories and are so entertaining and you don't tie your product to your story and ask them to buy, you won't make any money.

I recommend you send the blasts once a day and if your emails are entertaining and fun, they will always open it and eventually buy from you.

Some people send emails to their lists once a week, but I believe that if you are always in their faces (as long as your emails are not boring), they will always remember your brand.

Here are some of the things you can talk about in your emails:

One great lesson you learnt yesterday when you took your child out.
Something very embarrassing that happened to you or someone you know.
A story about your new dog and how you got it
What you bought recently that you regretted buying?
A mistake you made and what you learnt from it.
Some new tricks you just learnt
What made you so angry yesterday that you almost snapped?
What crazy trick did your kid or dog play on you yesterday?
What funny thing happened in the past or in someone's past that teaches you a great lesson?
What ills are you seeing around you that you want fixed etc?

So, you see that the story can be about anything, but ensure the story can somehow tie in your product so you can sell it with the story.

Here is an example of a daily Blast email:

In this Blast, I am selling sales funnels eBook

She just lost extra \$5,000 plus . . . (Subject of the email)

Hi

Body:

She completely lost out!

So, yesterday, I was at the gym having fun. I love to look fit and I also love to meet fellow fitness lovers at the gym. If you are looking for me on a Saturday morning especially from 10am, don't bother going to my home because I will be at the gym.

Anyway, my whereabouts on Saturdays is not the purpose of this email.

Last Saturday, I met someone new; Joan, a new fitness lover that just moved to the neighborhood.

We got talking and I noticed we had a lot of things in common. We both have 3 kids each, all girls! We run businesses online.

Awesome right?

We got talking. There was almost nothing we did not talk about that day. It was just like the reuniting of old friends.

Then we started discussing sales strategies; I discovered she did not have a sales funnel in her business.

She has only one product and she spends a lot of money on ads sending people to her sales page. She was not capturing leads.

And as a friend that I have become, I quickly pointed out how she was losing a lot of money on sales she would have made because of no sales funnel.

I just wanted to help out as a friend.

Then I noticed something odd about her. Noticed she is not the type that likes to be told she may be making a mistake.

My bad right . . . but it was still costing her.

I know we are humans and we have our weaknesses but we should not let our weakness stand in the way of our growth.

At the end of the day, she chose not to listen to me. She chose her old ways.

We parted ways . . . to meet next Saturday again.

Her business will keep suffering because of her own choices . . . not because people don't want to buy what she is offering

Don't be like that!

If you don't have a sales funnel in your business, you are losing a lot of money that you would have made. Your business will not grow as fast as you want and living your dream life would be delayed.

The answer to creating a well crafted sales funnel is found here: <https://evunn.com/sales-funnel-ebook>.

Anyone including a child can create a sales funnel and make money just by following the steps laid down in this book.

Don't be left out.

Talk soon

Chinny Obiozor

Can you see how the story was just about my day at the gym and how I tied it to the sale of my book? That is exactly how you do it.

NOTE: You must not be sending these emails manually every day. You can schedule your Blasts for one week or more and set it to go out on the days you want.

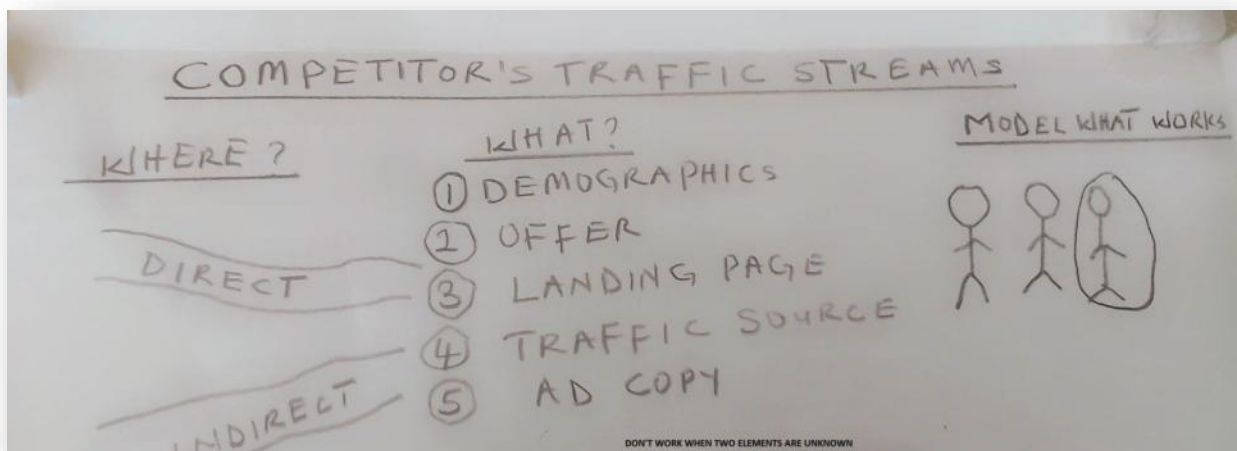
Now, you understand how to nurture your leads with your soap opera sequence and daily email blasts. The next thing we need to look at is how to set up your funnel in a way that it makes your customers to buy from you again and again.

PART 6

MAKING YOUR CUSTOMERS TO BUY FROM YOU AGAIN AND AGAIN WITH FUNNELS

In this PART, we will look at the strategies you can use to make your funnels always convert into sales.

IMMITATE A SUCCESSFUL FUNNEL



Before creating a sales funnel, the best strategy is to use what is already working for other businesses in your target market. This has been working for me. I have also seen this strategy work for other businesses.

I first look at the market I want to enter and check if there are businesses that are already succeeding in that market. If there are none, I don't bother entering it. So, there won't be any need to create the sales funnel.

If there are other successful businesses in that market, I look at their traffic source and their entire funnel.

I look at where they are getting their traffic from, the target demography they are serving, all the products in their value ladder, how they structured their landing page and their sales copy.

This gives you an idea of how they are succeeding and where they are getting their traffic from so you can send an already existing traffic to your business.

In this way, you don't waste time and money on trial and error trying to find what works or where the traffic is.

So, to know if a business's funnel is successful, you must look at these elements:

- Demography
- Offer
- Landing page
- Traffic source
- Advert copy

You must try to find and know all of these elements in your competitor's funnel or at least 4 of them. Don't continue with that funnel if you don't have an idea about two of these elements in your competitor's sales funnel.

This is also the same if you want to know if your funnel is faulty. All you need to do is look at the 5 elements of a sales funnel to know where the problem is from. If one of these elements is faulty, the likelihood that you will make sales with your funnel is very low.

All the elements work hand in hand to make your funnel to always bring in the sales.

For example, if your demography is right and you have a great traffic source and a great advert copy but your landing page (sales page) copy is bad, you will still end up with no sales because when the persons get to the landing page which is not persuasive enough, they will not buy.

Demography

The demography of your target audience is all about the characteristics of the people you are targeting like age, sex, education, income level, geographical location, race, language, political affiliations and any other characteristics that people you want to sell to may have.

For example, my business school has a demographic of entrepreneurs making 1,000,000 naira and above per year.

If you have a great offer and end up putting it in front of a wrong demography, you won't make sales because they don't need the offer. For example if you have an anti aging product and you place it before a demography that is between 20 and 30 years of age, you won't make sales because that is not what they need.

If you place this same anti aging product before an audience that is 45 years and above, you will get customers because these are the people in need of anti aging products.

You must know how to place your offer before the right demography if you want to make sales.

Remember, when you know the demographics of your target audience, you know where they hang out especially online, and then you go there and put your offer before them.

Offer

Your offer is the product you are selling including the price, bonuses, the downsells and upsells.

When you want to check the offers your successful competitor is making to its target audience, you will need to pay for all the products in their value ladder from the front end offer to the highest paid offer.

This is why – if you just buy the first offer, you are just buying their front end offer and you already know that the main magic happens at the backend where they sell most of their high priced products.

So, to find out all their offers, buy everything. It might turn out to be expensive but it will pay off at the end. While at that, look at how they presented their offer copy. Did they use video? How many emails did they send you as a customer?

At what point of their funnel do they offer what? At what price point. Take note of everything. The more you know about this, the better.

Landing page

How did they structure their landing page?

Traffic source

What is their source of traffic? Where do they buy their ads? If they buy from social media, which social media? Are they getting it from Google or other websites? Where exactly?

Advert copy

Your advert or ads copy determines whether a prospect will even look in your direction or click on your ads.

If your ads do not draw their attention, you might as well have wasted your time. If your competitor's funnel is successful, then their ads must be great. Look at their ads copy.

Do they use only video or video and text? How was it structured? What kind of hook did they use?

TIME TO CHECK YOUR COMPETITOR'S BEHIND THE SCENES AND REVERSE ENGINEER THEIR SUCCESSFUL FUNNEL

Okay. Right now you know exactly what you need to look out for in your competitor's funnel. Your job now is to find as much as you can and replicate exactly what they did that made them successful.

Here are the things you need to do:

Find where your competitors are right now. When I talk about your competitors, I mean both your direct and indirect successful competitors.

Why do you need to find where your competitors are? Your customers are already where your successful competitors are.

Direct competitors are those who sell the same thing you are selling while your indirect competitors are people who are selling a different thing to the same demography you sell to.

Your indirect competitors are fulfilling the same needs as your products fulfill but with a different product.

For example, if I sell bottled water, the solution I am offering helps get people hydrated and quench their thirst.

My direct competitor would be another business that sells bottle water while my indirect competitor would be someone that sells any other thing that helps people get hydrated or quench their thirst like coke, ice cream, tea, coffee etc.

Your customers might choose not to drink water when they are thirsty and drink coke instead.

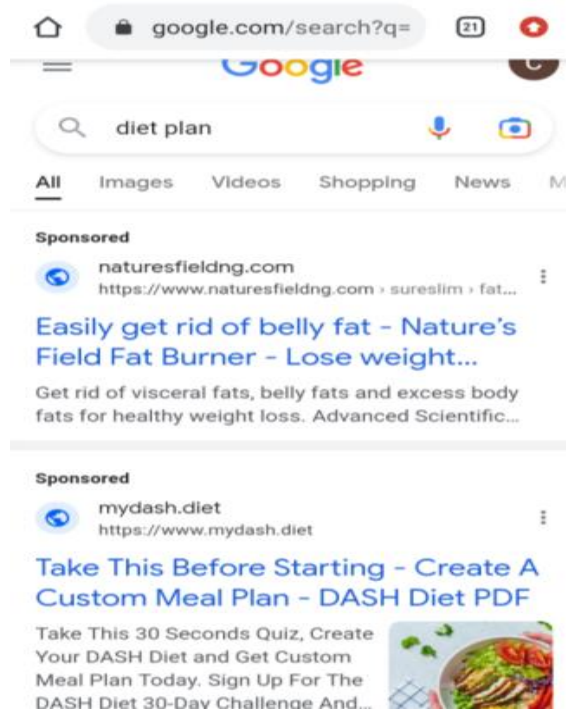
So, the first step you should take is to list both your direct and indirect competitors down including their landing page URLs.

To find your competitors, you may need to do a Google search. Go to Google, put in the major keyword people usually use to find your businesses online. For example if you are a diet plan company, enter diet plan in the search area and hit search.

Then look at the right hand corner, you will see ads (with sponsored written above them) of businesses that are in the diet plan market. These are the successful diet plan businesses and the businesses you need to research.

Below is what came up when I searched for diet plan on Google.

Diet plan search image



Next, click on their ads one after the other and look at their landing pages. Copy their landing pages URLs. I will show you what you will do with the URLs soon.

Now that you have your competitors' URLs, it becomes very easy to find where they are placing their ads.

Wherever they are placing their ads are where your customers are too. Remember these businesses are already doing well. So we want to repeat what they are doing that is already working for them. We want to place our ads where their ads are too.

To find where they are placing their ads, here is what you need to do next. This is where the URL you just got from your competitors website comes in.

Go to <https://similarweb.com>. Similarweb is a website that helps you dig into and analyze all you need to know about your competitor. They have a free chrome extension you can use on your desktop. It also has a pro version that you pay for, for deeper insights.

Once you are on similarweb.com, go to the search bar and put the URL of your competitor.

You will be able to access the website traffic and the key metrics of any website including their traffic ranking, traffic source, the demographic of their target audience, engagement rates and keyword ranking.

When you look at the menu on the side of the page, you would be able to get deeper insights from this particular competitor. Click on the traffic source, you will see all the ads they are running, where they are running the ads, when those ads first appeared and how long they have been running the ads.

The longer the duration they have been running the ads, the better as it means its generating money or that it's successful. You will need to take note of the ad copies of the ads they have been running for long and model yours after them.

If the ads have been running for long, it means that the ads are good and have been bringing in the sales.

Another thing you will also notice in the traffic source area is the landing page where they are pushing the ads to.

You can see that within a very short time, you are able to see your competitors' landing page, offer, ad copy, traffic source and demographic.

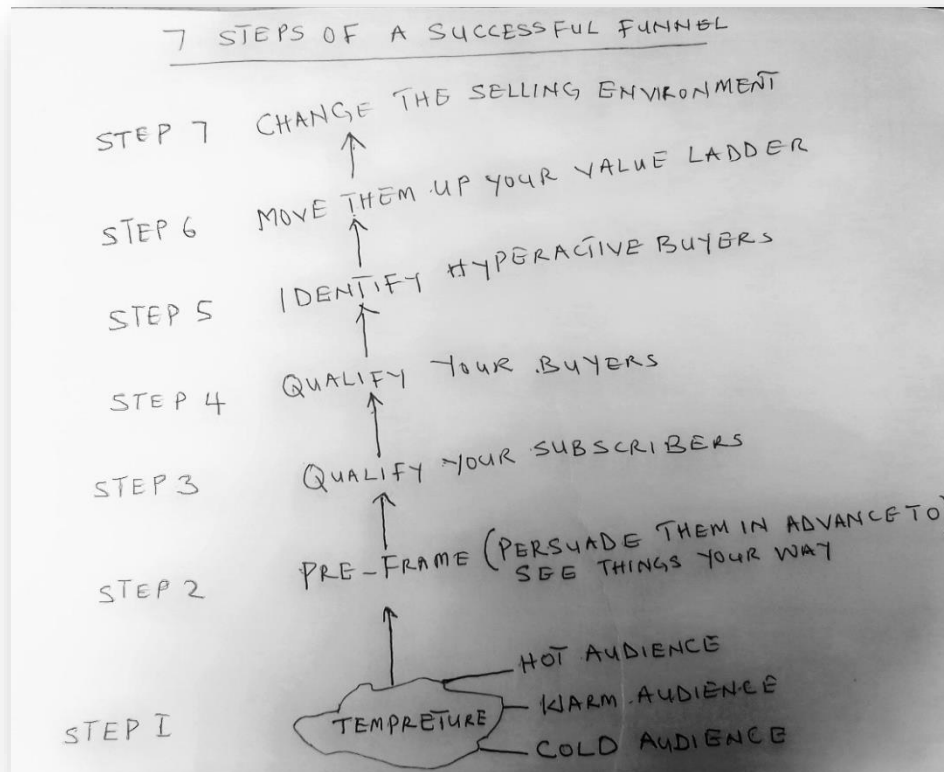
If you can follow exactly what you learnt from your successful competitors and model your own sales funnel after them, you too will start seeing success in your business.

In summary, list all your direct and indirect competitors, find their landing page URLs using Google, search for their traffic source and other insights using Similarweb or other search tool, collect their data and model your funnel after theirs.

PART 7

THE 7 STEPS OF A SUCCESSFUL FUNNEL

Steps of successful sales funnel fig. 2



A great or successful funnel ensures you make as much money as possible from every lead.

The difference between a business that makes a million or more and a business that earns much less is how much they understand about how a funnel really works and being able to monetize every step of the funnel.

When setting up a business especially online, and before you start sending people there, you need to look at all the steps the person will need to take to buy from you. Pay a close attention to all the touch points.

Look at the first page the person will visit, then the second, the 3rd etc and be clear on all steps and everything she/he will experience in all these touch points and ensure that they get all the right treatments they need according to their audience temperature or level of awareness of their problem and your brand.

The amount of money you will be able to make from any of your lead depends on how you are able to engineer the experience they get all through your sales process as you move them up your value ladder.

Your No. 1 goal is to have them around buying repeatedly from you, and you can only achieve this by putting the following into consideration while setting up your sales funnel.

Pre-frame: Pre-framing is just like repositioning or persuading your audience in advance to see things your way. It's just the state of mind you put someone in immediately before they enter your sales funnel.

If you start paying attention, you will notice that people use pre-frame on a regular basis without even noticing it. You may also have used pre-frame today or it was used on you.

When your friend Steve asks you about a good shoe seller and you start talking about Mike that has always sold you the best shoes showing off the latest shoes you just got from Mike, you are pre framing Steve and making him to view Mike in a certain favourable way when it comes to shoes.

This pre frame alone can make your friend to trust Mike to get his next shoes. When Steve meets Mike, he would not be asking Mike if he can really get him nice shoes. He will believe that Mike will deliver as usual.

This same scenario can also play out in the negative way. If for example, you meet Steve and you start talking about how Mike is such a bad shoe seller and how he is so miserable and can't even get you nice shoes.

Steve will start disliking Mike's business practices even without meeting him. He will believe that Mike is such a bad business person and does not know how to make good shoes.

This is the reason businesses always look for someone else (a 3rd party like influencers, old customers, other businesses, affiliates etc) to recommend their businesses to other people as this strategy has the ability to shoot their sales over the roof... It's just like a testimonial from another person for your business.

Pre-framing your customers can also come in the way of getting them to be on the same level of knowledge when it comes to what you sell.

For example, I sell a book that helps people create sales funnels. By now, you must know that every business needs a sales funnel, but not all businesses know about sales funnel.

Yet this does not mean they are having massive sales. They know they have a problem, but do not know that having a sales funnel is the solution to the problem. Some don't even know what a sales funnel is . . . never heard about it before.

Then one day, they come across my ads saying something about growing your sales with a sales funnel.

What do you think will happen?

Will they understand what I am saying?

No, they will think I am speaking the Greek language. They will have a lot of questions like what . . .? What is a sales funnel?

In your ads copy, because you know there are people who don't understand what a sales funnel is, you either quickly explain it to them in the ad while talking benefits or you explain what it will do for them or ask them to click over so you explain more.

So, now they understand what a sales funnel is and why they need it; asking them to click the link and buy the book will be easier and you will make more sales because they understand what a sales funnel is, why they need it and what it will do for them.

NOTE: There are different types of pre-frames for different audience temperatures. Your traffic or audience does not need the same type of pre-framing to persuade them to buy from you.

Your audience's temperature is determined by how aware they are about their problem and your brand.

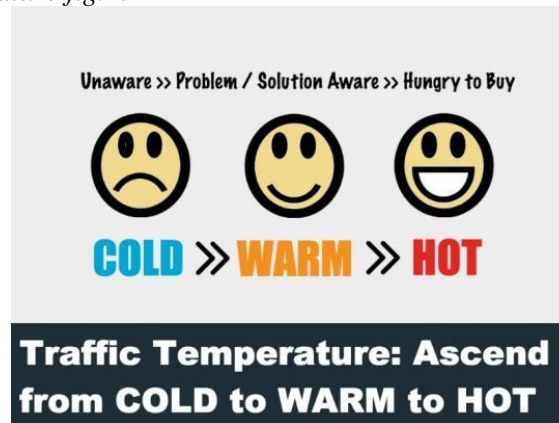
There is cold traffic or audience, while some are warm and others are hot – they are not to be treated the same way.

To be able to set up your funnel in a way to keep bringing in consistent and repeated sales, you must take the following steps:

STEP I

DETERMINE YOUR AUDIENCE OR TRAFFIC TEMPRETURES

Audience or traffic temperature fig.17



Remember that the people you will send to your sales funnel are also called traffic. So, to pre-frame your target audience with your sales copy in the way that always leads to sales, you have to understand different traffic or audience temperatures.

There are 3 types of traffic temperature namely:

- Cold traffic
- Warm traffic
- Hot traffic

You must note that there are different types of traffic that come to your website. Each group needs a different treatment and personalized communication to match with their temperature.

This may mean that you would need 3 landing pages for the 3 traffic levels to enable you maximize your sales.

A quote by Gene Schwartz helps explain this better:

“If your prospect is aware of your product and has realized it can satisfy his desire, your headline should start with the product. If he is not aware of your product but only of the desire [solution] itself, your headline starts with the desire [solution].

If he is not yet aware of what he really seeks, but is concerned with the general problem, your headline starts with the problem and crystallizes into a specific need”

So, going by this quote, the temperature of your traffic is determined by how aware they are about their problems and your brand.

You need to find out how aware your traffic is about their problems and the solution you are offering to know how to communicate with them.

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Cold Traffic

A cold traffic maybe aware of the problems they are having, but do not know about the solution. So, to be able to reach these types of people, you will need to focus on the problems they are having in your copy because that is what they are more aware of.

Your cold traffic are people who have never come in contact with your brand before. They don't know who you are, they don't have any idea about what you offer and not sure if they can trust you.

These are the people that click on your ads or people who just stumble on your blog from Google search or people who come across your post for the first time on social media.

So, in a nutshell, people who have never met you before nor heard about your brand are the cold audience or traffic. These people come into your funnel through paid ads most of the time.

The cold traffic is the hardest to sell to. You need to first find a way to make them trust and like you. Another thing worthy of note is that the population of people in this group is always much.

You must find a way to make them become customers.

Warm Traffic

These are people who know about you and your brand. They already know the solution to their problem and are not so hard to sell to because they already know the value you bring to the table.

They are people who have been engaging with your content or were introduced to your brand by a 3rd party or following you on social media and may have visited your website before.

Hot Traffic

Hot traffic are people who are already in your email list, people who have bought from you before, they know about you and your products.

These set of people are the easiest to sell to. You don't talk too much to get them to buy.

To sell to these kinds of people you start your sales copy talking about your product and how it will help them.

The temperature of your audience determines how soon in your sales copy you introduce your product. Here is how to structure your sales copy depending on your traffic's temperature:

Cold traffic – First problem, then solution, then product (this is how ads are written)

Warm traffic – First solution, then products

Hot traffic – First product and benefits

Now that you know your traffic temperature, the next thing you need to do is to pre-frame them in a way that persuades them before hand to think in the same line with you by seeing the solution you are offering as what they need to solve their problems or fulfill their desire.

The reason you try to know their temperatures first is to figure out how far you need to lift them to come to your level of thinking which is the solution you are offering.

Without pre- framing them, you may as well be speaking Greek to someone who understands only English.

STEP 2

SETUP YOUR PRE-FRAME OR CREDIBILITY BUILDING FOR DIFFERENT TRAFFIC TEMPRETURES

After determining your audience or traffic temperature, the next thing you need to do is to set up your pre frame or credibility structure for different traffic temperatures. These come as your sales copies.

Your copies can come in different formats. It might be a YouTube video, an advert, a blog post etc. These serve as pre-frame before the traffic get to your landing page.

Remember that pre-frames are supposed to sway the person to your way of thinking before hand.

Cold traffic pre-frame

This is the most important part of online marketing. If you want to make money online, you have to learn how to turn cold traffic into hot traffic.

If you can learn this secret you will easily scale your business because the bulk of the people you need to buy from you are still cold traffic.

A lot of people find this so hard, but this is where the bulk of the money is. The process to convert a cold traffic to a hot traffic is the longest. You need to be able to put them in the right frame of mind so they listen to you.

No one will pay you money if they don't know you and trust you. So, first, you will need to bridge the AWARENESS and TRUST gap before they can buy from you.

You do this by creating awareness about your brand (ads or posts), and bringing them in with a free valuable offer that speaks in everyday language and not industry jargons.

So, when the person comes in and takes your free offer, you can then educate the person a little about your industry jargon if it's necessary for the person to understand it to appreciate why they need to get the paid offer (front end offer).

Here is an example using my sales funnel book:

When I was still gathering information about writing the sales funnel book, I discovered that a lot of business owners don't know what a sales funnel is. They know they have a problem but do not know having a sales funnel is the solution.

I knew that to be able to make them appreciate why they need the book and buy it, I needed to explain what it means in my copy or they may end up not buying.

Not because they don't have a problem a sales funnel takes care of, but because they don't know what it is and how it can help them.

So, here is what I decided to do. I offered them a free training that teaches how to grow social media followers and increase their sales by strategically commenting on other people's posts.

This strategy will work so well if only they have set up a sales funnel.

So, once they get my free offer, and while they are still on the thank you page, they see something like 'while we still have your attention, do you know how to get any customer to pay you again and again?' Notice that I did not say anything like sales funnels.

The page continues to say something like "to make sales again and again to any person on autopilot, you will need something called a sales funnel.

Then I explain that a sales funnel is a step by step process that helps you take a complete stranger and turn them into loyal customers. I explain the other benefits and why every serious business should have one set up etc.

Can you see how I am pre framing them and persuading them to my own line of thinking before saying buy now?

Understanding how to do this, helps your traffic to convert more compared to if you do not.

Warm Traffic

The pre-frame or the credibility structure you build for a warm traffic is not as long as that of cold traffic. These people already know you and your brand; they have interacted with your content on your blog or social media.

All they need is a little push in the right direction and they will buy from you.

This is exactly how some social media influencers make money from their social media pages just by creating an offer on their page wall and their followers pull out their wallets and pay.

The reason is that these people have been gaining value from the influencer and they have come to like and trust her/him.

Also, a recommendation of your products by a trusted third party to their followers is also never a hard sell.

This is why a lot of businesses do joint venture or affiliate marketing with other complimentary brands by recommending other brand's products to their customers in exchange for the same favour or profit sharing.

Their followers will believe the product must be good and they buy it because it's a recommendation by a third party and not a promotion by the owner of the product.

Hot Traffic

The pre-frame for hot traffic is usually the shortest. These people are already in your email or WhatsApp list. They know your brand, like it and trust it. All you might need to do sometimes is to post an email with a link to your landing page and they will buy.

There is no issue of trust. They already know you always deliver and over deliver.

STEP 3

QUALIFY YOUR LEADS OR SUBSCRIBER

If your target audience is really interested in what you have on offer; even though it is a free offer, they should be willing to give you their contact details in form of emails, first names and or phone numbers when they get to your landing page.

If a person is willing to part with their personal details, it's a sign that they are really so interested in what you are offering.

This is a sign that they will also want your paid offer (frontend offer) that follows the free offer and may end up paying for your highest offer.

So, ensure you qualify your subscribers by making them give you their contact details in exchange for your freebie.

STEP 4

QUALIFY YOUR BUYERS

Once people come to your landing page to take your free offer, while they are still on the thank you page, sell them your front end offer. Don't wait for a day or two to pass before you start selling them something.

Remember that your frontend offer should be something that will help them fully maximize or use the free offer.

Some of them will pay for it while some will not pay immediately. So, those who paid would be added to your paid or customer's list or tag at your backend (email marketing service provider) if you have already set that up.

Once someone buys from you for the first time, they will keep buying as long as you keep giving them value.

STEP 5

IDENTIFY SPONTANEOUS OR HYPERACTIVE BUYERS

A lot of people are spontaneous or hyperactive buyers. When we enter a supermarket, sometimes, we end up buying more than what we originally went there for.

You remember how you go into the shop to buy chocolate and you ended up buying ice-cream, biscuits and lots of other things because the shop attendant kept showing you other things you may also need?

You need to replicate the same thing on your checkout page.

If you have been buying things online; especially on ecommerce websites that have setup their sales funnels well, you will notice that as soon as you add any of the products to cart and want to pay, another product will be recommended as an add-on (upsell) and if you skip it and want to go ahead to pay, another product is also shown you (downsell) prompting you to add it to your bag.

These two products have been set up as an upsell (something a bit high priced but will further help the person) and a downsell (a low priced product that will also further help the buyer.)

These products are put there for buyers who buy things on impulse. This increases the money you make per buyer.

Let's say for example the person just bought a living room sofa from you, you know the person is trying to setup his living room and may need other things if you can remind him with your upsell and downsell.

You can offer him/her a set of living room tables and stools as upsell and then a centre rug as a downsell. If he does not buy the table set, he may end up paying for the rug together with the sofa.

NOTE: The upsell or the downsell must be made as an add-on on your checkout page. This means that the person must not have paid yet before you show him/her the upsell and the downsell because once the person pays for the product he came for, offering anything else may not yield the result you want because making payment makes it look as if the transaction is closed.

You need to identify your hyperactive buyers early. As soon as you find them, treat them differently by ensuring a lot of other related offers are always presented to them.

To add more products to your checkout page on Wordpress website, install a checkout add-on plugin and then add the products you want to add. [Systeme funnel builder](#) comes with this feature pre installed so you don't need to bother about setting it up yourself.

STEP 6

NURTURE AND MOVE THEM UP YOUR VALUE LADDER

After a person has been added to your list, the next thing to do is to keep nurturing the relationship so the person keeps buying from you and even refer their friends to you.

You nurture them with your soap opera email sequence and your daily email or whatsapp blasts filled with so much value.

As you are nurturing the relationship, move them up your value ladder. This is also the point you start changing the kind of funnels you use.

Remember, after a person joins your list (email or whatsapp) either through the traffic we control or the traffic we don't control, you send them your soap opera sequence to build a bond with them and sell them your frontend offer (this is the offer you should use to qualify buyers), then continue with your email blasts to move them up your value ladder.

To move them up your value ladder, you will need to set up different funnels for each offer on your value ladder.

For example, if you want to launch a new product, you might chose to use a free webinar funnel and launch it to your email list or with retargeted ads (adverts targeting your warm audience or people who have interacted with your brand before either on social media or on your website).

To sell your highest paid offer on your value ladder, you create another funnel to sell it. Remember that a sale funnel is a sequence of events that leads to a sale.

NOTE: The more up the value ladder you go, the more selling and longer your script or sales letter would be. The reason for this is because the more you go up the ladder, the more expensive your price.

The more the money, the more convincing you will need to do.

The front end offer is always a no brainer because the price is always very low. So, you won't need to sell so much to get someone to buy. Sometimes you can get away with a short form sales letter if your traffic is hot.

STEP 7

CHANGE THE SELLING ENVIRONMENT

There are some products that you won't be able to sell just with a sales letter. Most people don't buy high ticket or high priced offers just because they read a sales copy or watched your video sales letter.

For these kind of products with prices from \$300 and above you may need to call the prospect on the phone, or hold a workshop or seminar where you get to speak to them in person.

So the price point of a product on your value ladder will determine whether you meet with them offline to close the sale or not.

So, in summary, to create a successful funnel, you must:

- Understand the traffic temperature
- Know how to pre-frame or build credibility for each one,
- Make them give you their contact details using your squeeze page
- Qualify the buyers with your frontend offer
- Find the impulse or hyperactive buyers
- Nurture and move them up your value ladder using different sales funnels depending on the offer and
- Finally, change the selling environment if it's a high ticket offer.

WHAT HAPPENED? WHY IS MY SALE FUNNEL NOT CONVERTING?

Check the following if your sales funnel is not converting:

- Look at your ads copy, landing page, offer, demography and traffic source
- You don't have something to sell. Don't spend time building a sales funnel when you have nothing to sell. You can promote affiliate products if you don't have your own products.
- You are not bringing in enough traffic to grow your list – to send traffic to your free offer, use ads, influencer marketing, SEO, participating in social media groups, forums etc.
- You are not targeting the right people (define your target audience, use survey to find out what your target audience is thinking).
- You don't have a detailed avatar – create one.
- Your freebie offer is not something your target audience wants
- You are not sending follow up emails.
- You are not nurturing your leads
- You don't have a call to action in your funnel copies like social media posts, blog posts, ads etc.

So, in conclusion, to create a sale funnel that always brings in the leads and grows your sales daily, you must know your target audience in detail, have an irresistible offer, you must know your successful competitors and repeat what they are doing.

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ABOUT THE AUTHOR



Chinenye Obiozor is a leading authority in the field of lead generation and sales funnel optimization. With over a decade of experience in the digital marketing industry, Chinenye has helped countless entrepreneurs and businesses around the world increase their revenue and achieve their goals.

Her dedication to empowering others is evident in her work as a consultant, speaker, and author. Her latest book, "From Zero to 7 Figure Brand: How to Create Sales Funnels That Make You Money Even While You Sleep," is a comprehensive guide to creating high-converting sales funnels that drive results.

Chinenye's expertise has earned her widespread recognition in top-tier publications and media outlets, including Entrepreneur. She is also a sought-after keynote speaker at industry events and conferences, where she shares her proven strategies for success.

When she's not busy helping clients or presenting at events, Chinenye enjoys exploring new cultures and experiencing all that life has to offer.

Her commitment to making a positive impact on the world inspires her work and fuels her drive to help others achieve their goals.

