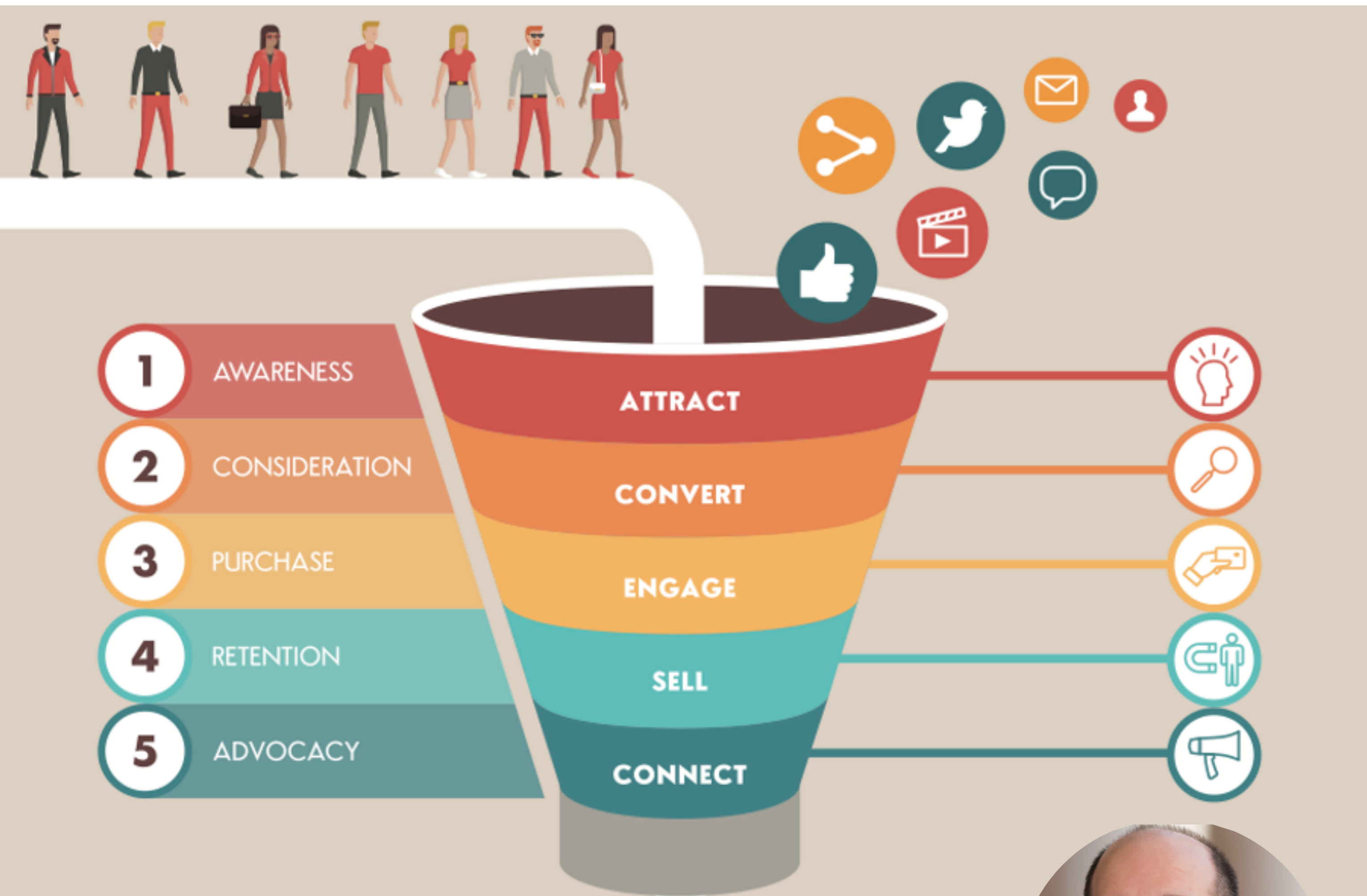
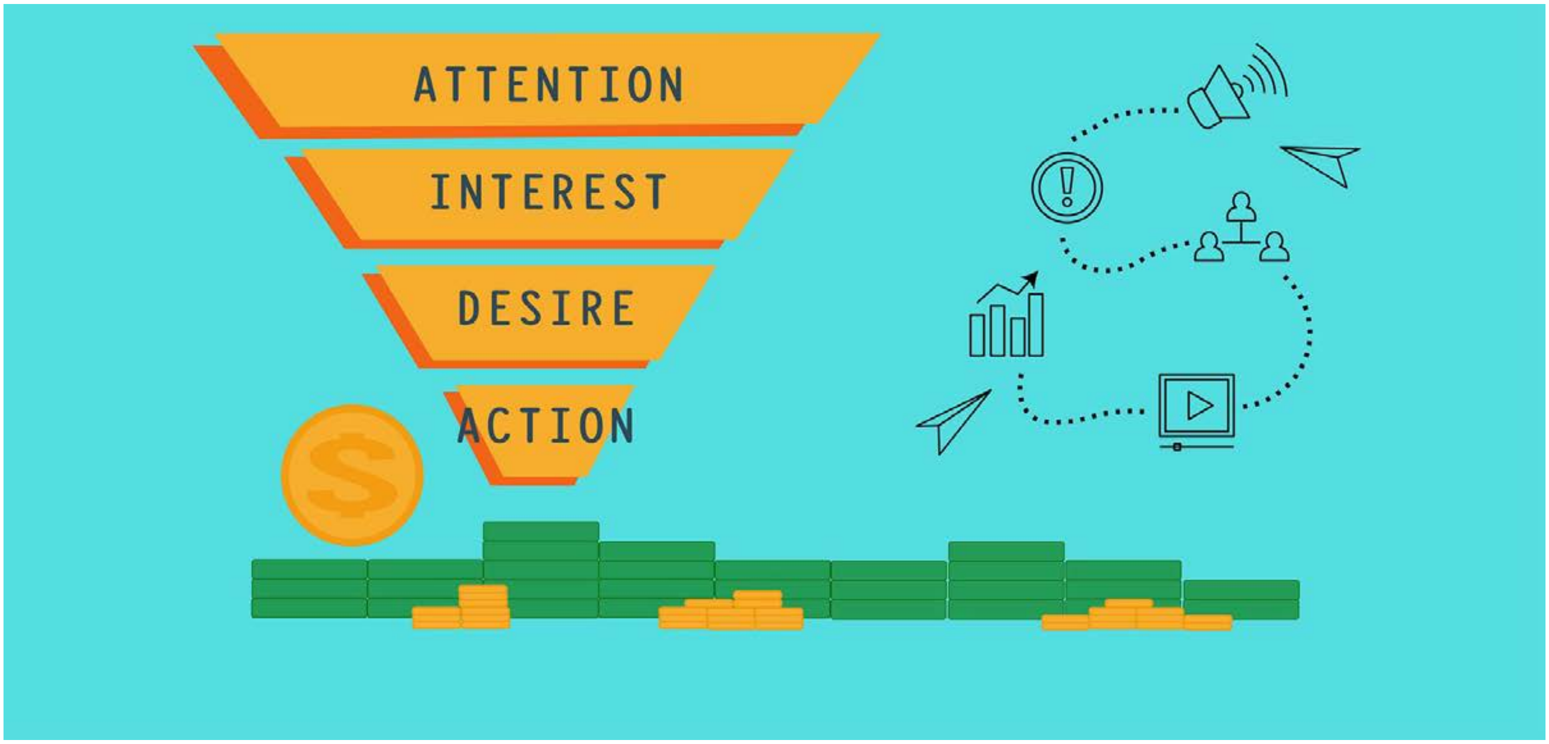
Six-Figure Sales Funnel Blueprint



Bill Pratt

Business Coach
Textbook Author
Featured Media Guest



If you know anything about online marketing its that you need to have a sales funnel! But what is a sales funnel and why is it so important?

Basically, a sales funnel is a way to capture the attention of your prospective clients, get them interested in what you are offering (or what you will be offering), move them to actually desire what you are offering, and ultimately encourage them to take action to make the purchase.

The key is that if you are not telling your customer where you need them to go next, then you will likely lose them. A good funnel gives them a specific place to land on your website (hint: **NOT** your traditional home page) that makes it very clear what they should do (such as, “download my free report!”). That’s it! Don’t let them get lost.

Likewise, at each step through the funnel, their only two choices should be do this next thing or get off the page! That means it is up to you to be compelling enough to get them to *want to* take the next step and not leave your page.

So follow along through the next few pages and see how simple it is to build a funnel – one that could easily help you generate six figures!

Quick Intro

My name is Bill Pratt. I live in Michigan with my wife and two golden retrievers. I have been teaching business, economics, marketing, and finance as a college professor since 2009.

I have written several books, including college textbooks, where I like to talk *to* the reader. My writing is not about proving how much I know, but rather making sure the reader is able to understand the concepts so they can use what they learn and apply it to their life or their business.

My business journey started when I wrote my first book. I was able to leverage that book to get many speaking opportunities, partner with some great people and organizations, and eventually write more books.

I then began to take my knowledge and teachings online. However, despite my knowledge of business and marketing, I struggled to generate any real money in the online world. I continued to run a business that relied on relationships, speaking engagements and textbook sales, but online I struggled.

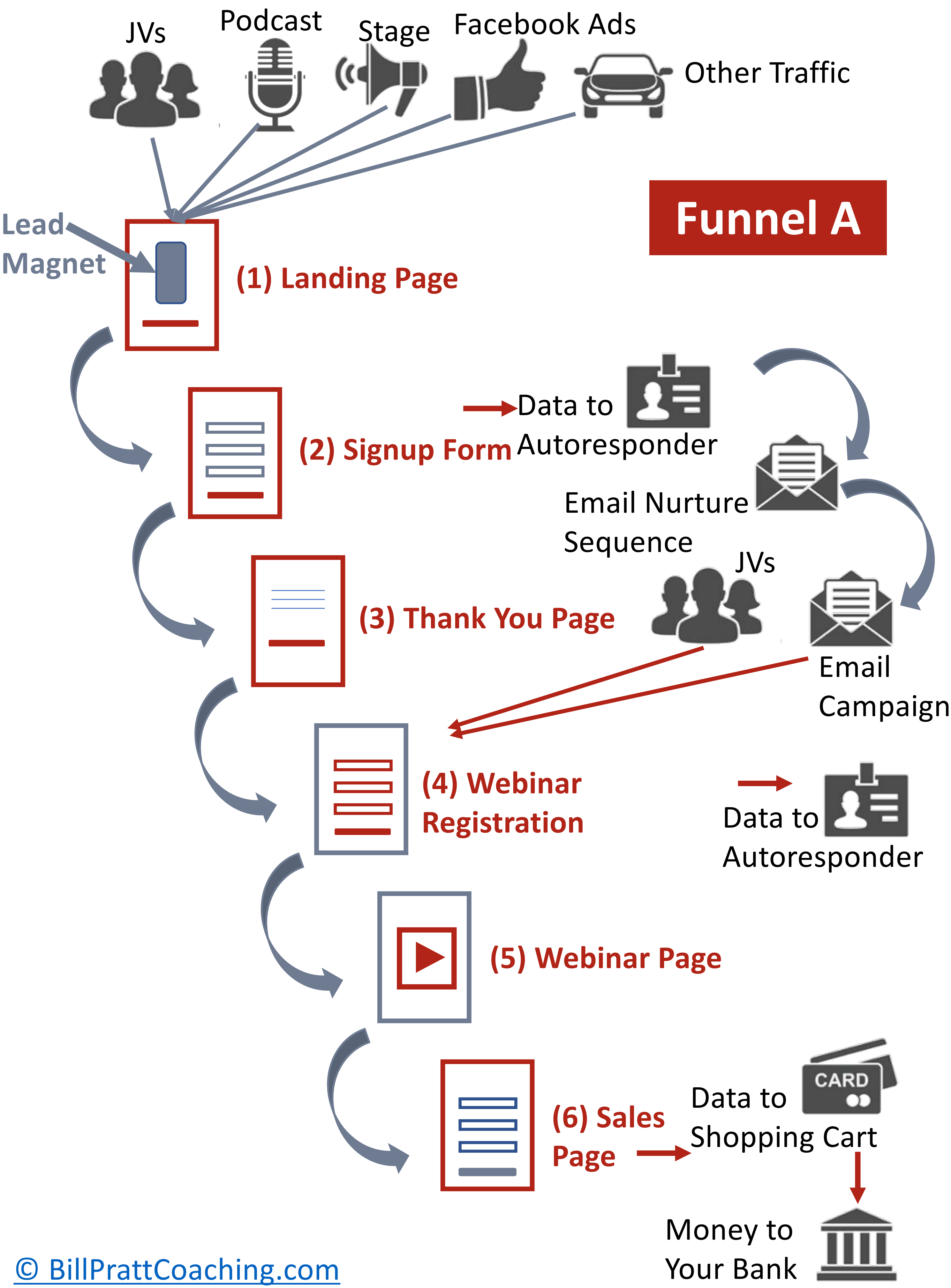
What changed everything for me was clarity. It was not until I started working with a business coach and taking courses from successful online marketers that I started to turn things around. Basically, once I started investing in myself and my business, I was able to make money online.

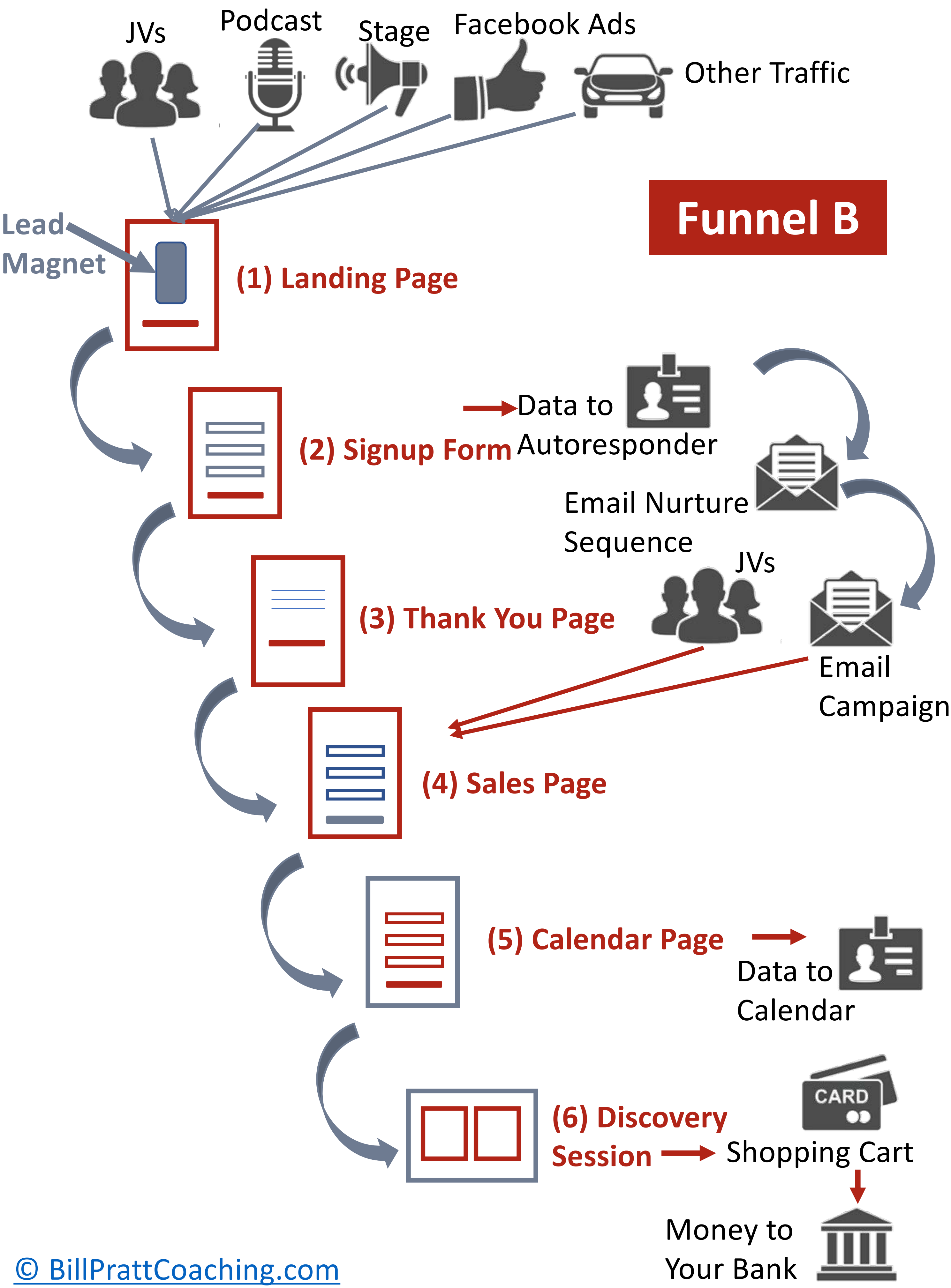
The biggest point of clarity I gained was that I needed a real sales funnel to take my clients through a specific journey from first getting to know me to investing their money with me. Once I gained that clarity, everything else just fell into place.

In this report, I wat to give you that same clarity. To show you how simple it is to build a a funnel, and how important it is to build one. If you don't show your clients where to go, then they will never get there!

I have two funnels illustrated. The first is more automated, where the client will either buy your offer or not. The second funnel is for those who need to have a discovery session with their client. Perhaps a coach, a consultant, or someone selling a high-ticket item would need to speak one-on-one with their prospect.

Let's see a what a six-figure funnel looks like...


JVs
Podcast
Stage
Facebook Ads
Other Traffic
Funnel A
Lead Magnet
(1) Landing Page
(2) Signup Form
Data to Autoresponder
Email Nurture Sequence
JVs
(3) Thank You Page
Email Campaign
(4) Webinar Registration
Data to Autoresponder
(5) Webinar Page
(6) Sales Page
CARD
Data to Shopping Cart
Money to Your Bank



JVs
Podcast
Stage
Facebook Ads
Other Traffic
Funnel B
Lead Magnet
(1) Landing Page
Data to Autoresponder
(2) Signup Form
Email Nurture Sequence
JVs
(3) Thank You Page
Email Campaign
(4) Sales Page
(5) Calendar Page
Data to Calendar
CARD
(6) Discovery Session
Shopping Cart
Money to Your Bank

1

Landing Page

The landing page is the most important page because that is what determines if your prospect will even enter your ecosystem. You have to *send* people to the landing page. They won't just land here on their own.

Notice this is not a home page on your website. There are no headers and menus. They don't read the About Me section or the Media section, etc. There is information (called sales copy), an image to represent the free item being offered (the lead magnet), and a button to receive that free item.

The lead magnet is simply a free giveaway that attracts (that is why we use the word magnet) prospects or leads (that is why we call it a *lead* magnet).

Your lead magnet should be:

1. Free (no cost other than entering their name and email)
2. A solution to a specific problem (not a broad concept)
3. Immediately accessible (download or instant access)
4. Easy to consume (not too much information)
5. Easy to implement (they can read it and take action today!)

Let's look at the signup form…

2

SIGNUP FORM

The signup form is actually quite simple. You want to ask as little information as possible from the prospective client (prospect). The more you ask from them, the more they feel their privacy is being invaded, plus it is simply more effort on their part. So keep it simple.

I recommend you ask for their name and email. You only need their first name, but most autoresponders (automated email systems) can separate the two so if you ask for name, let them decide if they want to enter both – or just ask for their first name.

Once they enter their information and click "send my report" or whatever you write on your button, their information will then go to your connected autoresponder system, such as MailChimp, SendinBlue, ConstantContact, Aweber, etc.

The signup form can be a separate page or just a pop up on your Landing page. It is up to you. What matters is that the prospect has now officially entered your ecosystem, so you can send follow up emails (or nurture emails) to them and make additional offers to them later, etc.

Let's look at the Thank You Page…

3

Thank You Page

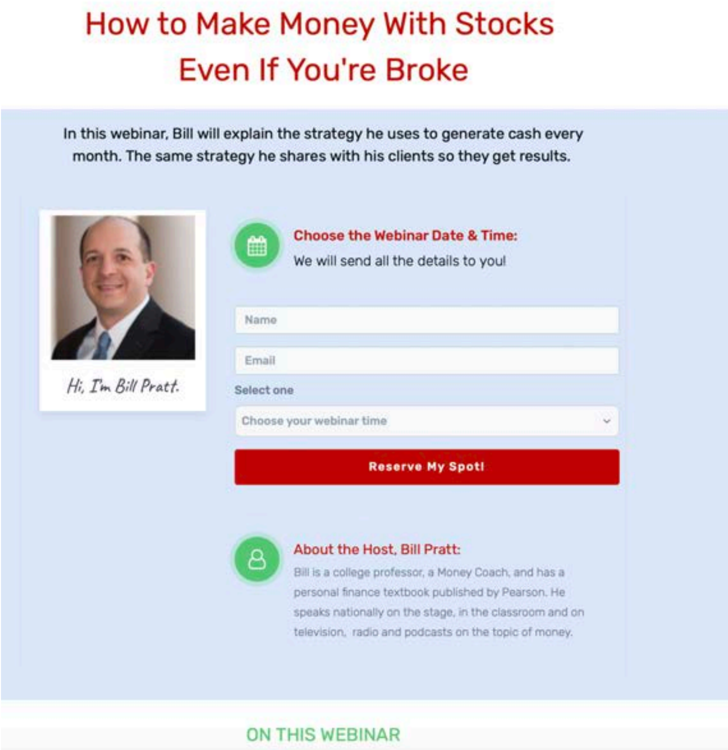
The purpose of the Thank You Page is to let them know that they will receive a copy of whatever they signed up for in their email inbox (or you can put the download/access link directly on this page).

It is okay to simply leave it at that if you want. I prefer to tell them their next step is to attend my webinar. I then include a ‘Click to Continue” button so it seems like the natural next step.

If you are using the second funnel (Funnel B), then you would instead be sending them to a sales page where explain what service or result you offer and give them a chance to book an appointment with you - or schedule a discovery session, or whatever you prefer to call it. The point is you will tell them why they want to speak with you and then give them the chance to do just that.

We will continue with the Funnel A approach, since that is my preferred method, and send them to the webinar registration page.

Let’s look at the webinar registration page…



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Webinar Registration

This is yet another simple page. You want to give the title of your webinar, and the subtitle, if you have one, and a brief summary of what they will gain from watching your webinar.

You will want to capture their name and email address and allow them to select a specific date and time to watch the webinar. If it is live, then list the available dates and times. If it is recorded, you can still allow them to watch the replay at he date and time that works best for them.

How you set this up depends on the software and technology you are using. You can use online software such as EverWebinar, or you can just structure it more generally by using a solid theme builder that connects to your autoresponder, such as ThriveThemes in conjunction with MailChimp, for example.

The point is to get the prospect to commit to attending your webinar. If it is pre-recorded, you want them to attend the instant replay of your webinar or a pre-selected time slot and/or date. If it is a live webinar, you want to make sure the correct dates and times are entered – and allow them to convert the time to their local time zone if possible.

Let's look at the actual webinar page…

5 Webinar Page

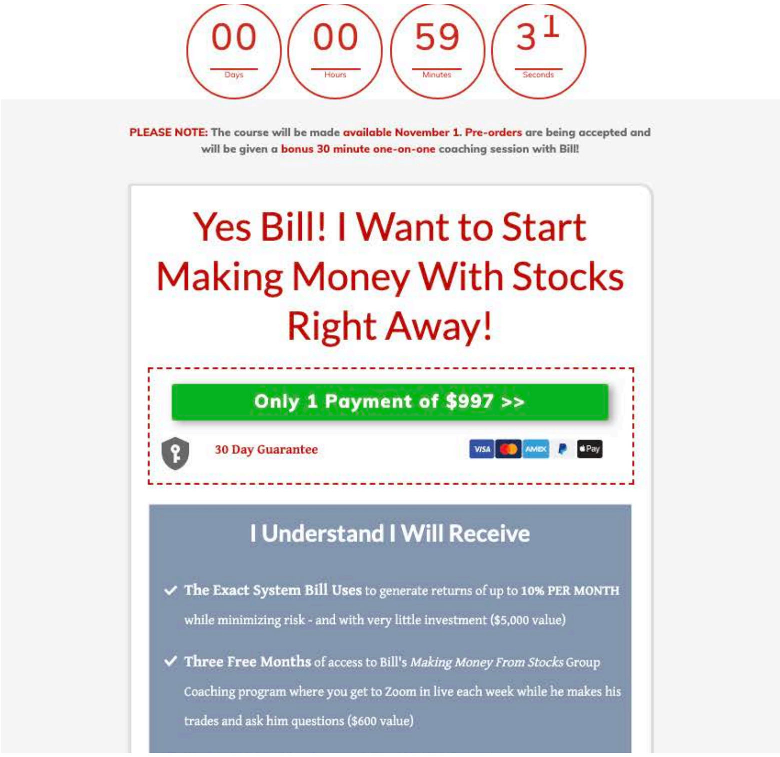
If using webinar software you will have minimal control over the look of the page, although some customization is possible. If you are simply using your own website for a pre-recorded webinar, then you have full control.

Regardless, you will want to make it clear how the user is to begin the webinar. You will have to decide, for pre-recorded webinars, if you want the user to have control of the pause and rewind and fast forward or not.

For a live webinar, you will likely be using some platform such as Zoom, Zoom webinars, etc. Most people are becoming quite familiar with this technology so there should be very few problems once they have received the invite with their password, if one is required.

The key here is to make sure you create a compelling and valuable webinar with an offer at the end that is irresistible due to the value and the price. You will send them to a sales page by naming an easy-to-say and easy-to-spell web address that redirects the to the proper sales page. You can also make a button available at the bottom of the page, and you may also be able to automatically redirect them to the sales page at the end of the webinar.

Let’s look at the sales page…



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Sales Page

This may be your most important page – or maybe not. Basically, they should already have decided to make the purchase once they arrive on this page, so your goal is to not mess this up!

You can use a countdown timer for a limited time offer, make it clear what they will receive, and make it clear what they will pay.

As the saying goes, "*money chases clarity*." So make sure the message on the page matched the offer form the webinar and the price point is clear as well.

You will want to connect this page to your shopping cart if you have one, such as ThriveCart (which is what I use). Or you can use a PayPal '**Buy Now'** button and not use a shopping cart. Basically, you just need a way to collect money.

If you are using the Funnel B option, then your sales page is really the page where you make the offer for them to book an appointment with you and then direct them to your calendar so they can select a date and time (instead of a purchase button). You can worry about collecting money only after they have met with you and agreed to hire you.

Let's move on to the next step…

Your Next Step

That's all it takes to build your six-figure sales funnel! If you would like to know more about how to implement the funnel, set it up correctly, and create a system that not only attracts clients, but moves them towards the final sale, I invite you to watch my short, 30-minute webinar here:

https://billprattcoaching.com/FunnelWebinar

Note: You can watch the webinar replay immediately or choose a time that's convenient for you.

Thanks for reading about the six-figure funnel – it's really powerful and I'm excited for you to use it to start generating income for your business!

To your continued success,

-Bill Pratt

BPC
BillPrattCoaching

P.S. If you have questions, you can email me at: questions@BillPrattCoaching.com

But please watch the webinar first as it should answer most questions as I cover the system in more detail.