

Building Funnels - Workshop For Beginners
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Print out this worksheet and have it in front of you during the class. Fill out the blanks as the answers are revealed on screen.

LESSON 1: FUNNELS DEMYSTIFIED

Uncovering The Secrets To Profitable Online Business Funnels

A customized sales process that _____ through the purchase decision like a “_____” book.

Funnels weed out _____ by casting a wide net in the front then showing _____ till only buyers remain

Your funnel will enable you to bring in _____ and pinpoint exactly where the _____ are in your marketing.

Each product that you offer should have a corresponding _____ and all these funnels should combine into your overall _____.

Prospects can be segmented and moved from list to list through action-based automation rules in your autoresponder.

A proper funnel increases _____ over time. Warming up the lead builds trust over time when you spread out the funnel pages between _____.

Not all funnels are _____, there’s a lot of reasons to assemble a funnel and various _____ to do it.

Webinar funnels consist of a _____ and _____ which contains material to occupy the prospect until the event takes place. (events can be evergreen)

The way you assemble your funnel is completely up to you and you should _____ various ways to arrive at the _____ method.

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You can use a funnel to increase the amount of money they invest or to _____ and stop them from _____. Avoid harassing overkill and arbitrary “hail mary’s”

LESSON 2: ANATOMY OF THE PERFECT FUNNEL

Learn The Pieces That Make All Work Behind The Scenes

List the pages or components required for each type of funnel below.

The Lead Funnel / Affiliate Funnel

- _____
- _____
- _____
- _____

The Sales Funnel

- _____
- _____
- _____
- _____
- _____

The Webinar Funnel

- _____
- _____
- _____
- _____
- _____

The Viral Lead funnel

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- _____
- _____
- _____
- _____

LESSON 3: BUILDING THE IDEAL FUNNEL

Discover The Exact Pieces You Need For YOUR Success

There are drag and drop page builders that call themselves _____ but essentially a funnel is stitched together with _____ and _____

By pre-coding, the _____ you can determine exactly where (what URL) each new action or choice will take the user to.

There is no shortage of “_____” and funnel builders nowadays and some of them come with a lot of _____.

When you choose a platform you are limited to its capabilities. When you hoist on your own server using _____ you are in complete control BUT you also shoulder the _____,

The affiliate network provides the payment button code for each product in your funnel and also sets the _____. That's where you designate where they go next.

Networks typically set a _____ cookie. All the products combined for this funnel within the network will attribute the _____.

Knowing well the ins and outs of the _____ for each funnel will enable you to _____, _____, and _____ the perfect audience.

Your funnel is the pages offers and campaigns that you design in between to connect the audience with the _____.

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The backend of the funnel is where the _____ is made.
Everything you do in your funnel is aimed at _____ for the big back end offer.

Ideally, you want to find some high converting backend webinars in your niche of choice which offer products between _____ to _____

LESSON 4: ADVANCED FUNNEL STRATEGIES

Uncover The Tricks Of The Trade Used By Marketing Experts

Transcribe the backend webinar presentation and take note of its _____, its _____, and most importantly the _____ where product opportunities emerge.

Create a bonus for those that buy the products and ask if the vendor can _____ in the presentation. There's always a chance.

Physical books (and digital books that people print out) can be _____ with _____ that bring the reader to a keyboard and pull them into your funnel.

Whenever it's possible to get the leads _____ without killing conversion DO IT.
There are ample ways to monetize leads through _____.

Giving away the farm for the purpose of _____.
Make it an absolute no brainer for the customer AND THE AFFILIATES to take action.

If it doesn't pain you to give it away then its not _____. Add more value before you proceed. THAT'S how you make a _____ offer.

Services like _____ allow you to create automated conversations that can compliment your funnel by adding entirely new _____ proven to increase interaction.

Retargeting (remarketing) to your _____ is by far the most reliable way of boosting your ROI. This can be done by inserting a _____ on your pages and advertising on any major network.

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Evergreen timers are the most powerful way for you to create a _____ that is timeless. So your leads from today see a _____ that may have already expired for your leads from yesterday.

Interactive video players like _____ offer an incredible way for you to further engage visitors and let them select their _____ down your funnel.