

How I Structure The Bread And Butter Part Of My Income...?



Your typical customer isn't going to come to you with one small problem that you can solve with one simple product.

Instead, they are going to have an ongoing need for solutions, resources and tools in the niche to solve their problems, reach their goals and/or enjoy their interests.

Things like parenting, health, business, golf, pastoring and so forth simply **cannot be explained in one shot.**

People need ongoing help to make continued progress toward an objective and keep going once they reach it.

That's what a sales funnel is all about.

DEFINED: A sales funnel is the customer journey from not-a-customer to paying customer to repeat customer. In other words, it is a planned path toward purchases with several points that facilitate movement throughout.

Inside this report, you're going to learn the steps you need to take to create a beneficial (for your audience), profitable (for your business) funnel that consists of the following pieces:

- Freemium, which is the free product you use to get people onto your mailing list (AKA lead magnet).
- Frontend offer, which is a low-cost, high-value offer you use to turn subscribers into buyers (AKA tripwire offer).
- Foundational offer, which is the high-ticket, premium product in your funnel (AKA the core offer).
- Finishing offer, which is the related product or service you promote on the backend of your business.

As I said, not only is this type of funnel profitable for you, it's beneficial to your audience as each piece provides additional help for them to get the results and outcomes they desire.

And here are the three steps you need to take to create this funnel:

Step 1 - Plan Your Funnel

Step 2 - Prepare Your Products

Step 3 - Promote Your Offers

Let's take a closer look...

Step 1: Plan Your Funnel

The key takeaway here is that you don't plan or create the pieces of your funnel in isolation.

Each piece needs to lead to the next part of your funnel, and each piece provides additional help to your customer.

So, you need to plan the four pieces together. Think of each piece as meeting part of your prospect's need.

Let's suppose you're selling weight-loss information. Here's an example funnel:

- Freemium offer: One month's worth of meal plans and recipes. (Free)
- Frontend offer: A report or mini-course with nutritional tips and information. This report should make it easier for people to make the most of the meal plans and recipes. (\$15)
- Foundational offer: An in-depth course that gives people a complete nutrition and exercise strategy for safe, effective weight loss. (\$97)
- Finishing offer: Personalized coaching to help people customize their nutrition plans and workouts, plus you can offer motivation and support as well. (\$497)

Let's take another example, where this time you're selling information about how to generate web traffic. Here's a sample funnel:

- Freemium offer: A set of checklists that gives online business owners an overview of the different ways to generate traffic. (Free)
- Frontend offer: A training video that covers one of those methods (such as guest blogging) in depth. (\$19.97)

- Foundational offer: A one-year membership site where members get in-depth instruction on 12 methods for generating traffic. (\$19.97 per month)
- Finishing offer: A course with advanced traffic-generation and optimization strategies. (\$97)

The bottom line here is to plan all the pieces together so that your customers will want to move through your funnel and purchase all the different resources to help meet their needs.

This is also a good time to mention pricing...

A sales funnel allows you to help people with varying budgets.

That means you can help people who are not in a position to buy (at the moment or ever) from you, while also providing additional help for those who can.

Need help with your funnels? If so, check out the [best value funnel builder](#) and get access to the **Funnel Builder Academy** for free.

Step 2: Prepare Your Products

There's more than one way to create the pieces of your funnel. You can use one of the methods below, or you can use a combination that saves you time and money. Check out these ideas...

DIY From Scratch

Here's a common, albeit time-consuming method. There are ways to speed it up, such as by using speech to text technology. However, there are better ways to create your funnel, which is why you'll want to consider the other options below...

Outsource

Here you hire a competent freelancer to create your products for you. You can find a freelancer with a Google search, or go to a freelancing site such as upwork.com, guru.com or freelancer.com.

Use PLR

If you want to save money over outsourcing and save time over doing it yourself from scratch, then a good option is to use private label rights (PLR) content. This is licensed content where you can modify the content, put your name on it and use it as if you wrote it yourself. Be sure to tweak it to make it unique so that you're not competing against people who are using the content "as is" out of the box.

Utilize Existing Content

If you've been working in your niche for some time, then you already have content on hand. This may include blog posts, emails, products, freemiums, videos, webinar transcripts and more. You can compile pieces, pull excerpts, and tweak these to meet your needs and create new products.

Splinter a Product

If you create your core offer, then you can use pieces of it to create your free offer and your frontend offer.

For example, maybe you have a 20-lesson course. You can use one lesson as a free offer, and provide two or three lessons as your frontend offer. Anyone who likes these lessons will want to upgrade to the full course (foundational offer).

Step 3: Promote Your Offers

Once you have the four pieces of your funnel ready to go, then you need to determine how you'll promote them throughout your funnel. Some of your options include:

- Send follow up emails and promote your offers to anyone who requested your freemium or purchased any of your products.
- Embed promos in each of the four pieces you just created. (E.G., the freemium promotes the frontend offer, the frontend offer promotes the foundational offer, and the foundational offer promotes the finishing offer.)
- Include a promotion on your order form. E.G., your frontend offer order form includes a promo for a related product.
- Promote offers on your thank you and download pages. E.G., “While you’re downloading your product, take a moment and look at this related resource...”

Bottom line: whenever and wherever you communicate with your prospects and customers, you can include a promotion for a related offer. The key to your success is to ensure your offers are all pieces of the help to the same overall need, so that anyone who wants one product in your funnel will want all the other products too.

In other words...

- If your overall objective is to help your audience solve a problem (lose weight to eliminate health issues), then all of the offers should work toward a single problem.
- If your overall objective is to help your audience reach a goal (start home educating their child), then all of the offers should work toward a single goal.
- If your overall objective is to help your audience enjoy an interest (running ultramarathons), then all of the offers should work toward a single interest.

No matter what you’re selling or who you’re selling your product to, a sales funnel means your customers get more help while you generate more profit. And that’s why you’ll want to use the simple three-step process you just learned for planning and building your sales funnel.

Do some brainstorming to start planning your funnel. Namely:

- What type of freemium offer will you create to get people onto your mailing list?
- What type of frontend offer will you use to turn these subscribers into buyers?
- What type of foundational offer will you create to turn these new customers into repeat buyers?
- What type of finishing offer will you create to provide even more help to your audience while generating extra profit for yourself?

Sales funnels are the bread and butter of my business and this is the process I use to get them set up. You should too...

This type of funnel is beneficial to your audience as each piece provides additional help for them to get the results and outcomes they desire, which makes it very profitable for you.



Speak soon,

Take the Next Step: Build Your Sales Funnel with Ease

Sales funnels are the foundation of any successful online business, and having the right tools can make all the difference. That's where the **Home Business Academy (HBA) All-In-One Digital Business** comes in.

With HBA, you'll have access to:

- **A Powerful Funnel Builder:** Create high-converting sales funnels with ease, no tech skills required.
- **Comprehensive Training:** Learn step-by-step strategies to maximize your funnel's performance and profitability.
- **Automation Tools:** Save time by automating key parts of your funnel, like follow-ups and upsells.
- **Supportive Community:** Join a network of entrepreneurs who share insights and provide real-time support.
- **80% Commissions:** Earn while you grow by sharing this platform with others.

Whether you're just starting out or looking to scale your business, HBA is the ultimate tool to help you build and manage sales funnels that work.

[Click here to learn more about HBA and start building your funnel today!](#)

Here's my personal email address, and feel free to use it if you have any questions or even if you just want to let me know where you're at with your business.

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Reggie Patterson is an online marketer, digital publisher and blogger...

You can get an idea of why he's been called the *Retirement Rebel Marketer* [By Clicking HERE](#)



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