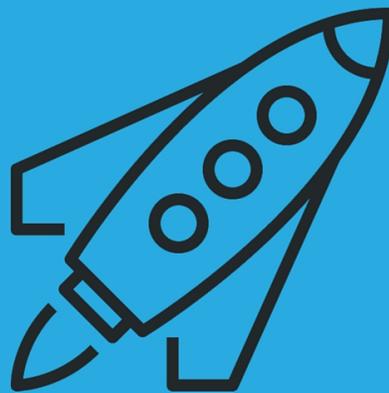


# 10 Steps to Starting an Online Business From Scratch



Never get stuck again. Start and grow  
your business online using this simple  
step-by-step guide.

 **SimpleStartup**

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# 10 Steps to Building a Profitable Online Business

So you want to start an online business but don't know where or how to begin?

Or perhaps you already have an idea for a business, and would like to see if there is a demand for it before creating and launching your product or service?

If so, then don't despair.

In this step-by-step guide, you're going to learn how to start an online business in 10 simple steps, even if you have no experience, ideas or website.

## 1. Discover a Profitable and Viable Niche

Most aspiring entrepreneurs assume that in order to get started with their online business they need to simply enter a market or select a niche, create a product and hope that people will buy what they have to offer.

Although their intentions may be good, building a profitable and sustainable online business doesn't always work out this way. In fact, it rarely does, and most businesses fail because they failed to find a niche where there was a real need for their products and services.

Niches are discovered; they aren't chosen based on what you believe will work. You discover a niche by seeing if there is a demand for your products and services. Are people actively seeking solutions online? Are people willing to pay for your product? Are there few options available to them?

One of the best places to get ideas for a niche is to use the Amazon.com marketplace. You can determine quickly whether or not there is a need for a product or book. Do a search for a keyword such (i.e stress management, self esteem, etc.) and see if there are books or products related to the topic. If you notice a lot of reviews for each book and the Amazon sales rank is relatively low (less than 10,000) for the top books in that category, then it may indicate that it's

a viable niche.

If you don't know which topic or niche to start with, then start with something you know, are interested in, and have some expertise in. Make a list of all your talents and passions. So for example, if you're good at playing the guitar, and would like to teach others how to play, then put that on the list. Then go through each of the talents and see what kind of demand there is for that topic in Amazon.

## 2. Know Your Target Audience

Once you've settled on a potential niche, the next step is to validate it to see if there is a real need for your product or service.

In other words, are people truly willing to buy what you have to offer?

One of the best ways to determine if people are willing to buy from you is to ask them directly. You can do this in two ways.

1. Surveys
2. 1-on-1 interviews

By surveying your target audience, you'll quickly find out if you're on the right track or not. When you're starting out from scratch and you have no people to survey, then it might be best to speak to 5-10 people that you know.

Ask them what their biggest fears, frustrations, challenges and hopes are to see if there is an emotional need for a solution. For example, if all of the people that you speak to are women who have a problem maintaining weight loss, then it may be possible for you to create a program or nutrition and exercise plan to help them maintain the weight.

The key is to dig deep into their fears, frustrations, challenges and goals. Find out what's really bothering them and the conversation that's going on in their head. Write down the exact words they use to describe their situation ("I'm so stressed out from work and my relationship that I turn to fast food every time I feel the stress") The more you can articulate the problem or challenges they are having in words, the more likely you'll be able to create a solution that will help them with it.

It's important to note that no matter what you sell -- physical or digital products or services -- there must be a pain point with your prospective customers. If the

emotional need is not there, then it's unlikely that when it comes to buy something they will, especially if it's a highly pricing product or service. The higher the price, the more emotion there needs to be around it.

If you can articulate your customers problems better than they can, then they will assume you are the expert on the topic and will likely buy from you. So this is why it's important to note all the details from your conversations so that you can craft your marketing messages, and solutions around that particular pain. The more you are able to get into their head space, the higher likelihood of creating a successful and profitable product.

### 3. Create Your Irresistible Offer (Your Solution)

Your irresistible offer or product is essentially the solution to the problem, pain and challenge your prospective customer or client is experiencing right now.

If you're not addressing the needs and wants of your prospect, then it's unlikely that you'll get them to pull out their credit cards when you present your offer to them. That's why you need to really nail the problem or pain before crafting your solution.

A lot of entrepreneurs make the mistake of taking all of their knowledge, expertise, and ideas and packaging into an ebook, or online course, without knowing if it will actually solve their prospects problem.

You may be eager to start working on your product, but if you don't take the time to understand your prospects biggest pain points, then it'll be much more challenging makes sales -- you'll have to spend more time, money and effort on advertising, since your conversion rates won't be so good.

So take the time to first understand your customer -- their fears, frustrations, hopes and aspirations -- and then work on creating an offer with the goal of solving that problem they have.

For example, if they experience migraines every day, and they just want to know how to get quick relief without having to pop an Advil or Aspirin each time, then create a natural solution around that. There's no point expounding on all the various treatments available, if they are only interested in natural cures.

So that's why it's vital that you focus on their needs and wants first, before you create your offer. If you do this, they will feel as though your offer was designed

just for them, which is just what we're after.

## 4. Craft Your USP

If you want to separate yourself from your competition, then you need to position yourself differently by crafting your unique selling proposition (USP). The USP is the answer to the question, "why should I do business with you versus your competition or doing nothing at all?"

When asked this question, a lot of small business owners and entrepreneurs make the mistake of making generic statements like, "we're better", "we're higher quality", "we're faster". And that's all they'll say, hoping the prospect will buy what they're selling.

Unfortunately, that's not good enough. If you want to differentiate yourself, then you need to offer your prospects something more compelling than "we're high quality". What is it about your service or product that makes you higher quality? Perhaps you use eco-friendly ingredients. Or may you offer a better guarantee than your competitors. Whatever the case, you need to convey this to your prospects so that it's compelling enough for them to buy your products or services.

Consider the classic USP for Dominos: "Fresh hot pizza delivered to your door in 30 minutes or less or it's free, guaranteed".

Notice that their USP is very specific. They're not just saying, "we'll deliver hot, fresh pizza to your door". That's not very compelling. They added the time element (delivered in 30 minutes), as well as a guarantee (or it's free). Anytime you make your USP specific, people will be much more responsive to your offer.

As my creative writing teacher used to say, when referring to my descriptive-less prose, "show, don't tell". If you only tell, the reader won't be captivated. Similarly, you should also show how your service is actually better than the competition. Don't just tell people that you're better. They won't believe you. Show them that you are.

## 5. Choose Your Business Model (How You Make Money)

A **business model** is simply the way you make money with your business. There are many ways to do this, but it doesn't mean that you need be using them all.

It's better to focus on one business model first, and expand as you grow your business.

It's important to choose the right business model as it can determine how profitable and successful you'll be. You don't want to choose a business model that gives you little return on investment for the time, effort and money you put into your business. You want to make sure that you're getting a good return for every dollar or hour you spend on working on your business or marketing.

One of the best ways to make money online is to sell digital products such as ebooks, online courses, monthly memberships, etc. It's a cost-effective strategy that requires very little investment. You can create a digital product within a short time if you are focused. Digital products also tend to sell very well online and have a very high return on investment (since you're not spending much money to create it).

Some other business models to consider are:

One-on-one consulting, physical products, webinars, teleseminars, group coaching calls, audio programs, books, ads and sponsorships, done-for-you services, and affiliate marketing (promoting other people's products).

Start with no one or two of these business models, and once you've become profitable, then you can always add more over time to create increase your profits. If you're just getting started, then it may be worth it to start with a digital product such as an ebook since they are very simple to create and you can sell them for a high profit margin.

The key is to start small and grow over time. For example, if you're a blogger, then you can get started with monetizing your blog with ads, and later add affiliate products, 1-on-1 consulting, do-it-for you service and so on.

## 6. Setup Your Website & Sales Funnel

### Design a Purposeful Website

Before you drop a few thousand dollars on a website design, it's important to know the purpose of building your website. Is it to collect leads, get people to signup for a free trial, or call to inquire about your services? Knowing the primary purpose of your website can give you much more clarity as to the design and structure of your website.

If you're just getting started, you don't necessarily to spend a lot of time, money and effort creating a complex website. If you're on a budget you can purchase a premium website theme and customize it.

You can get premium website themes from the following places:

- Theme Forest
- StudioPress
- Woocommerce

If you want to hire someone for your website design consider using Up Work. Up Work is a great place to hire freelance web designers. You simply post a job and get proposals based on your budget and requirements.

When setting up your website, you'll need the following pages as a minimum:

- Homepage
- About
- Why Us
- Products/Services
- Testimonials
- Blog
- Contact

## Setup Your Sales Funnel

A **sales funnel** is the sales process a prospect moves through, from initial contact with your brand to the final sale.

Why do you need a sales funnel?

You can setup a simple sales funnel for your business or a complex one. If you're just getting started, then you'll want to create a basic sales funnel first. A basic sales funnel could include the following elements:

1. Traffic Source (Facebook Ad, Google Ad, Google Search, etc.)
2. Landing Page (w/ Lead Magnet Offer)
3. Sales Page (w/ Core Offer)
4. Checkout Page
5. Thank You Confirmation

There's nothing complex about this sales funnel. It has 5 basic steps a prospect has to go through in order to buy your core offer. To setup this sales funnel you

would need to create a lead magnet and core offer to make this work.

Once you're profitable, then you can start adding more elements to increase your profitability such as upsells, downsells, and crossells. So start with a basic sales funnel first, and then move onto a more complex one as you grow.

## 7. Learn to Write Compelling Copy

If you want people to read your website content, subscribe to your blog, click your social media links, sign up to your email list, and ultimately buy your irresistible offer, then you'll need to learn how to write irresistible copy.

If you can't convey the benefits about your offer to your target audience, then it doesn't matter how good the offer is -- they simply won't read your messages, your emails or buy your products. That's why it's important that you spend some time writing good copy for your offer and lead magnet to get the highest possible conversion rates.

Writing good copy, like any craft, takes time and practice. Unless you plan to hire a copywriter (a good one will cost you \$10,000+ to write a sales letter and \$100+ to write a 500 word article), then it makes sense to take the time to learn how to do it yourself.

There are many books and courses you can buy on copywriting. Here's some great copywriting books to help you get started:

- Everybody Writes: Your Go-To Guide To Creating Ridiculously Good Content by Ann Handley
- The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells by Bob Bly
- How to Write a Good Advertisement: A Short Course in Copywriting by Victor O. Schwab
- The Ultimate Sales Letter by Dan Kennedy
- Great Leads: The Six Easiest Ways to Start Any Sales Message by Michael Masterson and John Forde

If you're new to copywriting and feel overwhelmed at first, then keep in mind that once you learn the basics of how to write a sales letter, headlines, emails, and so on, you'll get much better as you get more practice. You won't turn into a Eugene Schwartz or Dan Kennedy overnight. So be diligent and take the time to write often and work on mastering your craft.

## 8. Choose the Right Traffic Source

A steady stream of traffic is vital to the sustainability of your business long-term. Without attracting traffic to your website, you won't get leads or sales for your business. You can't just expect to create an amazing product and hope that people will flock to your site. You also need to have a good traffic strategy in place to attract the right visitors to your website.

The problem that many entrepreneurs face in terms of building traffic is that they don't know where to begin and which platform to choose; should they start with Facebook, Twitter, SEO, Joint Ventures? And because they're not able to commit to a traffic building strategy, they either don't get started, or they spread themselves thin by doing everything.

The key to building targeted traffic to your website is to focus on a single source of traffic. You don't want to be everywhere -- at least not at first. Pick one traffic building strategy and stick to that until you start seeing results.

Keep in mind though, that not all traffic is equal. It doesn't make any sense to start building twitter followers, if most of your audience is on Facebook or Instagram. Go to where they are, and the traffic will follow.

For example, if you find out that your audience is on Instagram, then start building your Instagram profile and followers. Start to build a relationship with your audience on that one platform. Later you can get your audience to follow you on other platforms as well including your email list.

How do you know where your audience is? Do some research. Ask your target audience where they hang out primarily when they are online (blogs, Facebook, Twitter, etc.) and go from there. You can also look at your competitors, and see where they have the most followers and engagement. Find out where their tribe is, and that should give you an idea where to start as well.

## 9. Build a Targeted Email List

Building a targeted email list is the "holy grail" of online business and internet marketing. Email marketing is by far the best way to generate sales for your business than any other platform including social media. It's also traffic you control and with the permission of your audience, you can send emails virtually any time you wish. So if you plan to build an email list, or have been putting off doing it, then you need to start building an email list now.

Building your email list takes time. You can't expect to build a list of 10,000 overnight. But you can build a list of 500 or 1000 subscribers relatively fast if you focus on the right traffic strategies.

One of the fastest ways to build an email list is to pay for advertising. If you pay for ads, you can start getting traffic immediately. You can use Google Adwords, Facebook Ads or Bing Ads to setup a campaign and start driving traffic to your landing page.

If you don't want to pay for ads, and want to build your email list organically, then guest posting is one of the best ways to do this. Not only will you get traffic to your landing page from the published post, but you'll also start attracting search engine traffic if you are ranked on the first page of Google for your primary keywords.

Regardless of whether you are using free or paid strategies to drive traffic to your website, the takeaway is that you need to start building your email list since that's how you're going to make sales for your products and services.

## 10. Optimize and Scale Your Business

Your online business is up and running, and you're getting some traffic, leads and sales. Now is a good time to optimize and scale your business for increased profits.

Here are 5 ways to take your business to the next level:

- Increase your traffic by diversifying traffic sources and increasing your ad spend
- Increase website conversions to get more leads
- Offer more products and services (upsells and crossells)
- Ask for testimonials and referrals
- Build a virtual team to streamline your business

You don't have to implement all of these optimization strategies, but focusing on even one of them should boost your profits. The more of these profit pockets you optimize, the better results you'll see.

For example, working on your landing pages using A/B test for your headlines and bullet points can sometimes double or even triple your optin rates. That's why at this stage it's important to test different ads, ad copy, landing page copy, and so on. The idea is to pick a pocket and optimize it until you see results.

There's nothing mystical about starting an online business. You don't need a fancy degree, an MBA, or a PHD to start a business. If you're passionate and knowledgeable about a certain topic, then you can start an online business around that topic. If you are diligent, focused and follow these 10 simple steps, then you'll be up in running in a matter of weeks.

If you would like to shorten your learning curve and learn from my mistakes and years of trial and error of building my own and clients online businesses, then I invite you to sign up for my FREE online course that teaches you how to get started online fast.

# 7 Highly Profitable Online Business Models For Entrepreneurs

Knowing what business model to choose from can be challenging for a lot of entrepreneurs.

When I first started online, I struggled choosing a model that would work. I tried all sorts of strategies and tactics, but didn't really make any significant earnings from them.

But after a lot of trial and error, I finally found something that did work.

There are many business models to choose from, but in this post, I'm going to present 7 different models that I have used to for myself or my clients to build profitable online businesses.

## 1. Online Courses

Creating online courses is one of the best ways I know to build a profitable business.

There is not much you need to invest in other than a good microphone, a screen recording software, presentation software and learning management system (LMS). All of this can cost less than \$500 to get started with this business model.

To build an online course, you can use an LMS such as Teachable or Thinkific. The one I'm currently using for myself and clients is Teachable because it's easy to setup and use, great features, and well priced.

There is no one size fits all when it comes to learning management systems, so chose a platform based on your needs and budget.

You can also setup your courses using Wordpress. There are many membership plugins available such as Digital Access Pass, MemberPress, and so on. It will take longer to setup your own hosting membership site with course access, but the benefit is that you have much more flexibility in terms of design and function of the platform.

If you want to get up and running quickly, then you can sign up to become a Udemy Instructor and get paid a percentage every time a student enrolls in one of your courses.

The main thing is not to get bogged down by details. If you're not a techie, then it's probably best to go with an LMS such as Teachable or Thinkific.

If you're need more control over the look and feel of your platform, then Wordpress + Membership Plugin will probably be the best route for you.

And if you want to get started immediately without the hassle of setting up your own site, then use Udemy or Skillshare to promote your courses.

## 2. Done-for-You Services

The done-for-you business model is the one of the most lucrative out of all the business models.

When I first got started online, I primarily offered web design and Search Engine Optimization (SEO) for clients and was able to charge premium monthly prices for my services.

I also hired a virtual team to help with the workload which made it much easier to focus on the marketing and sales. Now, even though I have implemented other business models, I still run my digital marketing agency so it continues to be a great source of income for me.

This is something you can add on to your sales funnel as a high-end service. For example, if you're a social media expert, then you can also start offering social media management services to customers as an upsell. This way, you'll increase the average order value per client and it can turn into long-term business.

Think about what you can offer as a do-it-for-you service for clients to help them make their lives easier in some way.

## 3. Affiliate Marketing

If you don't yet want to create your own product and service, but still want to make passive income online, then look no further than the affiliate marketing model.

I've had a lot of success with affiliate marketing and think it's one of the best ways to make passive income online.

Affiliate marketing is all about selling other people's products and services. You get paid a commission every time someone buys the products through your link.

For example, if you're in the weight loss niche, then you can create a website that reviews all the different weight loss programs. When someone lands on that review page, and clicks through to the vendors site and buy the program, then you'd get paid a percentage of that sale.

Some great affiliate marketing programs to join are:

1. Clickbank - [clickbank.com](http://clickbank.com)
2. Commission Junction – [cj.com](http://cj.com)
3. Rakuten Marketing - <http://marketing.rakuten.com/affiliate-marketing>
4. Niche Affiliate Research – you can find affiliates by searching for your niche keyword in Google + affiliate. For example, if you are in the weight loss niche, type in "weight loss + affiliate", and you'll find a lot of different affiliate programs to join.

Start by signing up to one of these networks, and going through their categories to find potential merchants to become an affiliate for.

Keep in mind that you'll already need a website in a targeted niche to apply for affiliate programs. So this would be great if you already have a blog or website and want to make some additional income.

## 4. Ebooks

Do you like to write? If so, then creating and publishing ebooks using the Kindle Publishing Program can be a great way to earn passive income. I have worked with writers to get their books published on Amazon who've had good success with it.

I wouldn't suggest doing it without building your author platform first. In other words, you should have an email list of targeted readers, before you launch your ebook.

The reason for this is because in order to get the best possible rankings, you'll need people to buy your book. You'll also need reviews. And it's hard to do that if you don't already have a group of people who are willing to buy, read and leave reviews for your book.

If you don't already have these things in place, then you won't have as successful launch as you could. You may get sales in the beginning, but they'll taper off as you drop in the Amazon rankings. So that's why it's vital that you get enough people to purchase and leave reviews for your book.

If you do the work upfront, you'll be much more likely to maintain your rankings and see consistent sales.

So if you already have an established email list, then it might be a good time to write and publish your book.

## 5. Membership Sites

Do you want to make sustainable and recurring income without having to deal with product launches and other challenges that go with marketing a product or service?

Then the membership site model may be ideal for you.

The benefit of running a membership site is that as long as you deliver value each month to your customers, you'll don't have to put a lot of time, effort and money into advertising — like you would in a product launch.

For example, if you get 100 members at \$37/month, then you can count on making \$3700/month in revenue each month with the same amount of time and effort. Even if you had 1000 members, you wouldn't have to put in much more effort since everyone is getting the same information each month.

Keep in mind that this model, although very profitable, does involve work and is not completely passive. You'll likely need to engage in the forums with your tribe, produce monthly courses, and live webinars or tele-seminars and provide additional customer service.

## 6. Personal Coaching

Another great way to earn income online is to offer 1-on-1 or group coaching sessions. If you are a life coach or someone with expertise in an area that people could use some help in, then this may be a great business model for you.

The benefit to coaching or consulting is that you can not only help your clients gain clarity and achieve results faster, but that you can also gain some valuable insights. By speaking to many clients, over time you'll start to notice patterns and common problems that people have. Armed with the information, you can create additional products around their problems and challenges.

This is also a great way to discover new niches. For example, when I started consulting clients, many of them told me they had challenges converting leads into sales. So I started offering conversion rate optimization services, which focused on optimizing their sales funnel, sales letters, emails, and so on, to improve sales conversion rates.

So if you want to get started with coaching/consulting, then considering using it as one of your primary business models.

## 7. Ads

If you're a blogger, then placing ads on your site can bring in an additional source of income.

When I first got started with blogging, the network I signed up for was Google AdSense, and started to earn a few dollars per day with it.

After building additional websites in some other niches and started getting more traffic, I was earning at least \$50/day of passive income within a short period of time. So I know it's a great way to earn income.

The only thing about ads though, is that you need a lot of traffic to your website to earn significant income. A lot of high-traffic news site like entrepreneur.com and huffingtonpost.com rely on ads and sponsors to generate their revenue.

So if you plan to build a high traffic website (i.e news website), then this might be a great strategy for you.

I don't recommend this strategy for extremely targeted niches that don't get a lot of traffic. I believe it's better to focus on creating digital products, promoting

affiliate offers and building your email list. You don't want people clicking away from your website when they visit.

But if you're just getting started and want to earn some additional revenue, then it might be worth doing to gain some confidence with online marketing.

# 7 Steps to Creating a High-Converting Sales Funnel From Scratch

Building a sales funnel for your online business can be challenging and time consuming.

Unfortunately many entrepreneurs don't ever build a proper sales funnel for their business which means they're potentially missing out on a lot of sales.

## **Why should you build a sales funnel for your business?**

- You'll see a dramatic increase in leads and sales
- You'll maximize your profits
- Increase your average customer value, so that you can spend more money acquiring new customers
- It will help you build rapport and trust with your prospective customers and clients since you'll be offering value over a period of time

Before I started using this 7-step system, I would create sales funnels haphazardly for myself and my clients, hoping that it would create good results.

Although it was much better than not having a sales funnel at all, I started to see better success with my own business and clients once I had a system.

So by following this process, you can skip the trial and error and build a high-converting sales funnel in no time.

Before getting into the details about how to setup a high-converting sales funnel, it's important to understand what exactly a sales funnel is.

## **What is a sales funnel?**

A sales funnel is the process by which you lead a prospective customer from being a visitor to becoming a raving fan for your business.



The **first stage** is about attracting people into your sales funnel via marketing channels: SEO, Social Media, Paid Ads, etc.

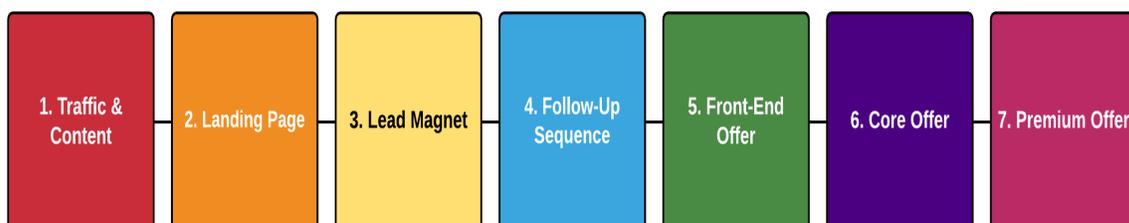
The **second** stage is about converting the website visitor into a subscriber or lead.

The **third** stage is about converting the subscriber into a customer.

The **fourth** stage is about converting the buyer into a client (repeat customer).

The **fifth** and final stage is about turning your clients into raving fans.

In this post, we're going to discuss the 7 essential elements of a sales funnel (click image to make bigger) that lead a visitor to becoming a raving fan of your business.



# 1. Visitors, Traffic & Content Marketing

The first step to creating a high-converting sales funnel in this system has 3 distinct sub-steps:

- Find and identify your ideal audience (avatar)
- Create content that will appeal to their needs (content)
- Place content in front of them in order to drive traffic back to your landing page (traffic).

## a. Create Your Customer Avatar

A lot of entrepreneurs start their business by creating products and services without truly understanding who their customers are and this is a big mistake.

If you want to truly understand who your customers are, then you need to first create a customer avatar.

### **What's a customer avatar?**

A customer avatar is essentially an ideal and detailed representation of your target audience. It goes beyond demographics (age, gender, income, status, etc.)

To create a customer avatar, you should be able to answer the following questions:

- Who are they?
- What's their biggest fears, frustrations, hopes and aspirations?
- What's their biggest need right now?

For example, here's our customer avatar for SimpleStartup:

### **Who are they?**

- Aspiring entrepreneurs, experts, speakers, and coaches who want to start and grow their business online quickly and efficiently.

### **What's their biggest fears, frustrations, hopes and aspirations?**

- They fear no one will buy their products and services.
- They hope they can create a sustainable business around their passion so that

they have the freedom to spend more time to travel, pay off their debt and spend more time with family and friends.

- They're frustrated that they're not getting the results they expected from their business when they first started.

### **What's their biggest need?**

- To start and launch a business that gets more leads and sales.

### **b. Create enticing content**

If you want to attract quality subscribers to your email list, then you need to make sure that the content you're delivering meets the needs of your visitors.

If you don't yet have a content marketing strategy in place, and are simply relying on paid advertising to drive traffic to your landing pages/homepage, then you're not most likely not going to see great results from your campaign.

### **What is a content marketing strategy?**

A content marketing strategy is about creating content that solves a specific problem for your prospective customer.

For example, if you're targeting people who want to lose weight, then your content would revolve around specific problems that they face every day losing and maintaining weight.

Once you've identified the needs of your audience (customer avatar), then you can begin creating content.

Here's some ways you can use content to reach your audience:

1. Articles
2. Videos
3. Presentations
4. Ebooks

You don't need to start with all of them. If you start with even one content method, say creating 1 compelling blog post per week that resonates with your audience, then you'll start to build a strong following.

### **c. drive traffic to your content**

Once you've identified the needs of your avatar and have the created content, then it's time to find a platform to publish to.

Keep in mind that the channel you chose depends on your audience. If they primarily hang out on Facebook, then you should use Facebook. If they use Instagram, then use that.

There are several different approaches you can take to driving traffic.

- Social Media (Facebook, Twitter, LinkedIn, Pinterest, Instagram, etc.)
- Search Engines (Google, Yahoo, Bing)
- Paid Advertising (Adwords, Facebook Ads, Bing Ads, etc)

### **Paid traffic vs free traffic**

Although the free traffic approach is a great way to get started on little to no budget, keep in mind that it still takes a lot of time and effort to start seeing results and traffic.

Paid traffic on the other hand can save a lot of time and effort, because you'll start seeing immediate results.

For example, if you create a Facebook Ads campaign for your lead magnet offer, you can start driving traffic to your landing page within hours.

SEO on the other hand, can take 3-12 months to see results and traffic (depending on how competitive the keyword is). But the results can also long-lasting, as once you get first page rankings, you don't have to spend a lot of time and effort maintaining them.

Whatever you choose (free or paid), start with one traffic source to start and then you can expand from there once you've automated the process.

## **2. Lead Magnet**

One of the best ways to collect leads and get more subscribers is to offer a lead magnet.

A lead magnet is an *irresistible offer* that you make your website visitors for free in order to collect a name, email address, and sometimes a phone number.

A lead magnet should be compelling. ([See the 7 essential elements of a perfect lead magnet](#))

Here's an example of a great lead magnet from Jon Morrow:



He's offering a "cheat sheet" for writing guest posts that go viral.

It's a compelling lead magnet because it speaks directly to something all bloggers would want -- for their blog posts to get traction and go viral.

It's easy to consume and can be downloaded immediately. Just need to fill out an email address.

Notice also that it's very specific. You're getting "52 Headline Hacks" -- not just "Headline hacks". So keep that in mind when creating a title for your lead magnet.

By signing up, you're also going to get weekly blog traffic tips delivered directly to your inbox.

This is good because it's also specific since you're getting "blog traffic tips".

Too many marketers make the mistake of using something generic like "get free updates" or "sign up for the newsletter".

Unfortunately it's not very compelling, and I don't see any reason to sign up. So when making your offer, make sure to make it highly specific so that your readers are compelled to sign up for it.

### 3. Landing Page

If you want website visitors to sign up for your lead magnet, then you need to

setup a simple, yet effective landing page that speaks directly to your audiences' problems, fears, hopes and desires.

A good landing page should have the following:

1. Headline/Subheadline
2. Optin-Form
3. Bullets
4. Image of Lead Magnet
5. Call to Action

When creating your landing page, try to keep it as simple as possible so that it's easier for your visitor to digest the information. For example, have no more than 3-5 bullet points, one call to action, one promise and one offer.

Your headline and subheadline should speak directly to your prospects' biggest problems and need. It should be clear and concise.

Your headline should answer the following 3 questions:

1. What is it?
2. Who is it for?
3. What do you get?

So for example, if you take a look at [Freshbooks](#) homepage, you'll see that the headline clearly answers the 3 questions:

**What is it?**

Small Business Account Software

**Who it's for?**

Service-based business owners

**What do you get?**

Free 30 Day Trial



It doesn't get much clearer than this.

If you answer these 3 questions on your landing page, you'll have a much greater chance of getting your visitors to take action.

## 4. Tripwire

A tripwire is a low-end offer -- usually \$1 - \$20 -- that you make to your prospects after they have sign up for your lead magnet.

The purpose of using a tripwire offer is to convert leads and subscribers into buyers since a buyers list is more valuable than a leads list.

A tripwire is usually a part of your "core offer". It's good enough to be a stand-alone product, but you can splinter it off your core offer so that it's relevant. That way people who buy your tripwire offer are much more likely to buy your core offer since it's the next logical step in the sequence.

Here's an example of a great tripwire offer:

**IMPORTANT:** Your "10 Minute Social Media Audit" is on its way! (Please allow 10-15 minutes for delivery).  
Do NOT attempt to implement your audit though, until you **read the page below**.



+1 (512) 600-4363

A screenshot of a landing page for a "Social Selling System". The page has a dark grey background. On the left, there is a white box with a green border containing a diagram of social media icons (Facebook, Twitter, LinkedIn, Pinterest, YouTube) connected to a central laptop icon with a green dollar sign and a circular arrow. Below the diagram, the text reads: "SOCIAL SELLING: HOW TO GENERATE LEADS AND SALES FROM SOCIAL MEDIA". Underneath that, it says "Learn to connect organic social media to top line sales and leads." and there is a red button that says "START EP". To the right of this box, the text says "INTRODUCING THE:" followed by "SOCIAL SELLING SYSTEM" in large, bold, green letters. Below that, it says "How To Leverage Facebook, Twitter, LinkedIn, Pinterest and More To Sell Your Products/ Services (without actually selling)...". A red arrow points from the "START EP" button to the text "SOCIAL SELLING SYSTEM".

***"There must be a way to generate MEASURABLE sales and ROI from social media, right?"***

This is the page shown immediately after someone signs up for their "10-Minute Social Media Audit" landing page.

Notice the note at the top of the page. It tells them that their audit is on the way and that they should receive it within the next 10-15 minutes.

This is important because you want to assure them that they will receive the lead magnet within a short time.

The tripwire itself is a "Social Selling System" that shows you how to generate leads and sales from the various social media platforms such as Facebook, Twitter, LinkedIn, etc.

As you can see this tripwire sells for \$7 which falls within the \$1 - \$20 range.

# Yep, Just \$7

Literally, you can have one of those fancy coffees at Starbucks or:

You can become a life-saver at your company by being the person who finally creates a Social Selling strategy for your company... turning low and even negative ROI social activities into profitable selling channels.

You'll save time (and money) by learning how to properly sell through Social channels the RIGHT WAY the first time, so you can practically just set it and forget it...

And avoid potentially embarrassing "rookie" mistakes (including the big ones that the fake social media "gurus" tout as being "best practices").

The choice is yours. If you want to get started, click the "Add To Cart" button and finally learn how to execute your Social Selling strategy the right way, allowing you to finally start getting a return on your social media time investment.

Get The Social Selling System For Just \$7 >>

[Add To Cart - Just \\$7](#)

Although this tripwire offer is a stand-alone product (what they refer to as an EP or Execution Plan), it's also part of a bigger library of courses which you can get if you sign up to their membership site DM Labs (core offer).

So keep in mind when creating your tripwire offer, it's best to splinter off of your core offer to create a stand-alone product or service which you can offer for a low-price so that you start creating a buyers list (rather than just a leads list).

## 5. Core Offer

Every good marketing campaign begins by having a great core product or service. This is the main event -- your flagship course, product, or service -- and it's ultimately what you want your prospective customers to buy.

If you don't have a product or service that people want or need, then it doesn't matter how much traffic you send to it -- it won't convert.

So before you begin promoting your product, you need to make sure that it's truly what your customers desire.

How do you do this?

One of the best way to find out if your product or service is in demand is by surveying prospective customers if it's something they'd be interested in buying.

You can ask them about their biggest challenges and see

A good core offer starts with knowing what your customers need or want.

## 6. Profit Maximizers

Profit maximizers are additional products and services you offer your existing customers and clients in order to maximize the profits from your sales funnel.

If you don't yet have any customers then you don't need to focus on this just as yet.

But once you start to get more customers and clients, you can start to create these profit maximizers.

### **Upsells**

If you want to get the most sales possible from your sales funnel, then you'll need to start offering more products and services.

You can accomplish this by offering upsells and crossells when they buy your tripwire or your core product.

What are upsells exactly?

Upsells are simply more features of the same core product or service.

For example, let's look at LeadPages -- a SAAS company that offers landing page and minisite templates for your business.

LEADPAGES™ PRICING	STANDARD ANNUAL	PRO ANNUAL	ADVANCED ANNUAL	SAVE NEARLY 40% With Annual Billing <input type="radio"/> Quarterly <input checked="" type="radio"/> Annual billing <input type="radio"/> 2-year billing
	\$25 Per Month (Paid Annually) <del>\$44</del> Over 33% off	\$49 Per Month (Paid Annually) <del>\$98</del> Nearly 40% off	\$199 Per Month (Paid Annually) 5 Sub-Accounts Included	
Unlimited Landing Pages/Unlimited Domains	✓	✓	✓	For custom services and multiple account pricing <a href="#">request a quote</a> Or call us at (855) 347-2447
All Page Templates and LeadBoxes*	✓	✓	✓	
Works With WordPress (Optional)	✓	✓	✓	
Embed on Any Site	✓	✓	✓	
Advanced HTML Export	✓	✓	✓	
A/B Split Testing <sup>1</sup>	✗	✓	✓	
LeadLinks <sup>2</sup>	✗	✓	✓	
LeadDigits <sup>3</sup>	✗	✓	✓	
Access To Our Affiliate Program <sup>1</sup>	✗	✓	✓	
Upload Custom Landing Page Templates <sup>1</sup>	✗	✓	✓	
1st Priority Email Support	✗	✓	✓	
Partner Discounts <sup>2</sup>	✗	✓	✓	
Implementation Coaching Program <sup>1</sup>	✗	✗	✓	

Their core product is the landing page templates and leadboxes. However, if you want to get additional features such as A/B split testing, access to their affiliate program or priority email support, then you have to upgrade to their pro annual plan.

For their standard plan, you get 5 features for \$25/month on an annual plan.

For their pro annual plan you get 7 additional features for \$49/month.

If you initially join their standard plan, then they will try to upsell you on their pro annual plans when you join their webinar trainings (usually with a few added bonuses as an incentive).

### How can you apply this to your business?

Upsells are a great way to maximize your sales. Don't just offer one core product with the same amount of features. Rather, start to create offers that enhance the core product.

If you're an instructor and your tripwire is a mini-course, your upsell to that could

be your flagship course or membership site.

A second upsell could be a high-end monthly coaching page.

If you're just starting out, you don't need multiple upsell offers -- one is fine.

But as you grow your business, continue to add more products and services as upsells to get more sales.

## 7. Autoresponder Sequence

When building your email list, it's important to follow up with your prospects and buyers.

As soon as someone signs up for your lead magnet, you can start sending a sequence of emails consistently each week.

What matters most is not how many emails you send, but that you consistently deliver them at the same day each week.

Keep in mind that not everyone who signs up to your email list are ready to buy.

That's why it's important to continue to follow up with your prospects by giving them tons of valuable content -- not just pitches for your products and services.

What value can you offer in your autoresponder sequences?

1. Links to blog posts
2. Latest Company Updates
3. Free Training Videos & Q & A's
4. Surveys
5. Coupons/Special Promos

The key idea is to offer value over time to your subscribers so that they start to know, like and trust you.

If you build that rapport by offering valuable content, then they'll be much more likely buy your products and services when you pitch them.

But keep in mind that you should only be pitching them 20% of the time. The other 80% should be free content, surveys, company updates, etc.

Personally, I don't like it when I'm being pitched to every day by marketers. I

prefer when they send me free video training, blog post updates, newsletters, podcasts, etc.

It keeps me engaged and I spend more time interacting with the person or brand.

So when building your email list, make sure to continue to provide 10X value so that you build solid relationships with your subscribers and buyers.

## Summary of the 7-Step Sales Funnel System

Building a sales funnel can be challenging and time consuming. However, if you follow the 7-step sales funnel system, then you will have the elements you need to build a high-converting sales funnel from scratch in no time. Just make sure to focus on one specific step at a time until you have your entire sales funnel setup.

1. Optimize Your Traffic & Content Marketing Strategy
2. Build High-Converting Landing Pages
3. Create a High-Quality Lead Magnet
4. Create a Relevant Tripwire Offer
5. Create a Core Offer
6. Create a Premium Offer
7. Setup Your Autoresponder Sequence for both leads and buyers.