

What is TMF?

Ten Minute Funnels is a website builder that lets you quickly build powerful marketing funnels. It features a drag and drop funnel builder that allows you to fully customize every aspect of your marketing funnel. It also includes a powerful web page builder that allows you to create stunning pages based on proven, high-converting, designer-built templates and provides you with powerful, easy to use editing tools that let you customize them exactly the way you want.

What is a Funnel?

Let's define a marketing funnel as the path your prospects take on your website on the way to becoming a customer or a repeat customer. 10 Minute Funnels allows you to construct that path through its drag and drop funnel builder. Marketing funnels are made up of discrete components (for example webpages, email marketing sequences, etc.,) strategically sequenced to steer your prospects in the direction of your goal.

How to Build your first funnel?

- 1 To build your first funnel, click the START button



- 2 Choose a funnel that best fits your goals
- 3 Then edit each funnel component in the funnel you've created (do this by simply double-clicking on each funnel component)
- 4 When you're done, simply click the **Publish Funnel** button in the funnel builder

ow to choose the right funnel?

10 Minute Funnels includes dozens of extremely powerful, proven marketing funnel templates. Once you've chosen one, you can use the drag-and-drop funnel builder to customize it.

The best way to choose a marketing funnel for your unique circumstance is to start by assessing your goals. For example, if your primary objective is to acquire leads, pay attention to funnels that focus on capturing visitor information. If it's to boost sales, look at the funnels that have sales devices in them (e.g. sales pages, upsells, etc.). All our funnels are categorized by basic, intermediate, or advanced. So, depending on the level of complexity you're comfortable with, you can filter the funnels you want to review using that criteria.

Once you've narrowed down the funnels that fit your goals, you can click the [MORE INFORMATION] button to see a detailed description and watch a video walkthrough to decide if the funnel will work for your situation. Once you select a funnel template, it will load inside the drag and drop funnel builder that you can use to customize the funnel further.

See page 20 for a description of each funnel template.

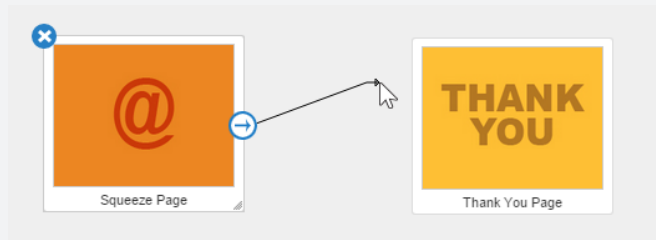
hat is the funnel builder?

We've already learned that a funnel is a collection of pages that are connected together to form the path you want your prospects to take. The TMF funnel builder allows you to construct that path. After choosing a funnel template the funnel builder allows you to drag over additional pages, functions, or traffic sources to your funnel in the event you want to add more steps to your funnel. Furthermore, you can also connect these funnel components together with arrows to indicate the "next step" of your marketing path.

unnel Builder Components

On the sidebar, you will see a collection of pages, traffic sources, and actions. These are the components that make up your funnel. At any point, you can drag out a component from the sidebar on to the funnel builder, and connect them to your funnel. 10 Minute Funnels is intelligent enough to read these connections and will use that information to build your funnel.

To connect components together, click and drag the blue arrow that appears when you hover on the component over to the component you want to connect it to.



To configure settings for a component, select it once, and then manipulate that components properties in the sidebar window.

How does it work?

When you configure each funnel component (by changing a setting, or drawing a line), 10 Minute Funnels will use this information to direct your prospects down the path you have indicated.

Here is a description of each component

Components are the building blocks of your marketing funnel. You will find them categorized on the sidebar. To add a component to your funnel, simply drag it over to the funnel, and connect it to your funnel using the blue arrow that appears when you hover over an existing funnel component.

PAGES



CONTENT PAGE

Use Content Pages for blog posts, videos, or an article. Use it to provide your customers/prospects with information and to build trust.



HOMEPAGES

Use Home Pages when building a 'traditional-style', "corporate" website. Home Pages are useful for giving your company a professional look and feel, but should not be used as a primary selling device.



LAUNCH PAGE

Launch Pages are similar to content pages, but their purpose is to build anticipation and for a forth-coming sale. It will typically include a video, content, and a comment section. Put in sequence with two or three other Launch Pages, you can build up anticipation and tension over time, before you release your “sales page”



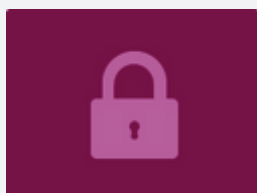
LEGAL PAGE

Use this for Terms of Service, Privacy Policies, and other Legal Compliance needs. For example, if you’re running ads with Facebook or Google Adwords, they require these pages in your site.



LIVE EVENT PAGES

A Live Event is where you stream live to someone or to a group of people to come and see you do something live. It an excellent selling tool where you get to be the closest selling medium to being one on one with an individual and a very powerful way of selling your product.



LOGIN PAGE

It requires a log-in username and password to see what’s behind it. This is typically used by membership sites, where you need to pay for an account to gain access with an account login & password. It can also be a content locked up by a buy-in page and a login page allows customers to access the content.



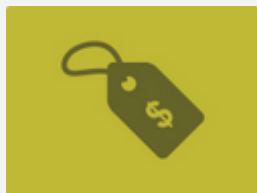
PRE-CART CHECKOUT

A Pre-Cart Checkout Page is a page you can optionally place right before an Order Form, for the purposes of capturing a lead before your prospect makes their purchase. This becomes step 1 of a two step checkout process. This is done so that in the event your prospect does not complete their purchase, you can send them emails reminding them to complete their purchase.



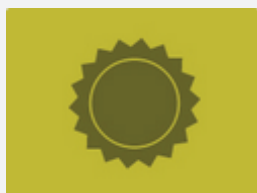
PAGE ORDER FORM

The Order Form is where prospects enter their credit card information and become a customer. This is where your actual order taking takes place.



SALES PAGE

The sales page is a page exclusively dedicated to selling your product. This can be in the form of a “long page sales letter” (a primarily text-based letter persuading a prospect to buy your product), a “video sales letter (VSL)” (a web page with a single sales video and a buy button), or a “hybrid VSL” (a combination of both). Whether it’s video or text, the content is designed to persuade prospects to buy your product. It almost always appears immediately before an Order Form or a Pre-cart Checkout page.



SPECIAL OFFER PAGE

Like a sales page, a special offer page is specifically designed to sell a product. This can take the form of an Upsell or a Downsell offer. Or, it can be used for a special sale you run for a limited time. An Upsell is a sales technique you can use immediately after an order persuading your new customer to purchase something else. A Downsell is a secondary offer you make for customers that decline your upsell. The objective of both an upsell and a downsell is to maximize your profits.



SQUEEZE PAGE

Also known as a “Lead Page,” an “Opt-in Page,” or a “Capture Page,” a Squeeze Page is simply a landing page designed to capture opt-in email addresses from potential subscribers. Squeeze Pages usually contain a “lead magnet,” which is often a free gift (e.g. a video, PDF report, etc.) you give away in exchange for their email.



THANK YOU PAGE

A Thank You Page is used after your prospect completes a goal. For example, you can use a thank you page immediately after your prospect subscribes for your newsletter or successfully purchases your product.

Often, this is the page where you provide the item they purchased or opted in to get. Also, it might simply be a page that informs them to check their email to receive details on how to claim their purchase/gift.



WEBINAR REGISTRATION PAGE

A Webinar Registration Page is very similar to a Squeeze Page, except that its purpose is to convince a prospect to register for a webinar. Like a Squeeze Page, it asks for their name and email in order for them to access the webinar.

PAGE

Page add-ons are used to extend the functionality of a page. To take advantage of a page add-on, simply connect a page in your funnel to the page add-on.



EXIT POPUP

The Exit-Pop page add-on is a component you can use to engage the visitors that are attempting to leave your website. By connecting a page to an exit pop-up, you can show these visitors a special message (configured in the components settings on the sidebar) when they attempt to leave that page, and also direct them to a new page if they decide to stay. (Use with caution: Many ad networks frown on the use of exit popups)



OPTIN POPUP

An Opt-in Page is a page add-on that allows you to collect email addresses in an unobtrusive way. By connecting a page to an optin popup, when a button on that page is clicked, it will open up a popup window that asks for the prospects name and email.

PAGE SCRIPTS

Page scripts allow you to add custom javascript code to your pages. By connecting a page to a page script component, the code you enter in the page script's setting will appear on the page that connects to it.



3RD PARTY TRACKING SCRIPT

3rd party tracking tools (such as Google Analytics) can help you track what's going on in your website. They do this by providing a piece of code that can be placed on any page you want to track. To do this in 10 Minute Funnels, simply connect any page to the 3rd party Tracking Script component.



RETARGETING SCRIPT

Retargeting allows you to target ads to people who've visited various pages in your website. Retargeting providers (e.g. Facebook, Google) will provide you with a simple Javascript code to place on your website. To do this in 10 Minute Funnels, simply connect any page to the Retargeting Script component.



CUSTOM SCRIPT

Custom Script are for advanced users & programmers. It allows you to add any javascript code to any page. To include a javascript code on one of the pages in your funnel, simply connect a page in your funnel to a "Custom Script" component, and add your custom script to the settings for that component.

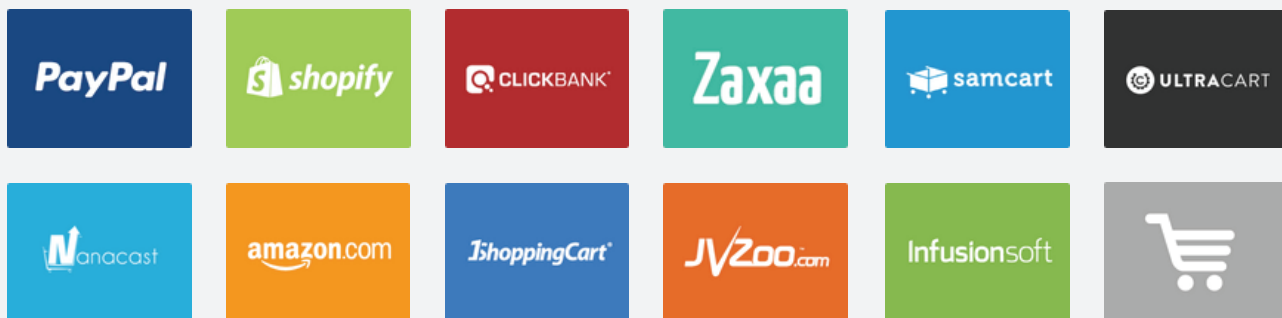


ONE-CLICK-UPSELL (INFUSIONSOFT)

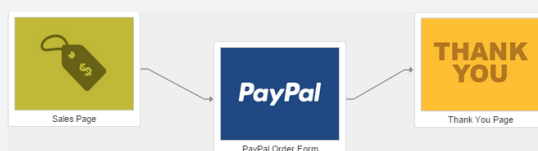
The One-Click-Upsell (Infusionsoft) component allows you to perform one-click upsells with Infusionsoft. Typically, after a purchase has been made, to make another purchase, the user is directed to another order form to re-enter their credit card details again. This tedious task of re-entering information often leads the customer to abandon the sale. With the One-Click Upsell technology with Infusionsoft, the 2nd order form is unnecessary, the customer simply clicks a buy button on the Upsell Page to automatically make a purchase.

SHOPPING CARTS

A Shopping Cart is a way to collect money for a purchase made. To use the built in Shopping Cart, drag an Order Form Page on to the canvas (you will need a Stripe Account for this), double click on the order form then configure your merchant settings from the settings tab in the page builder.

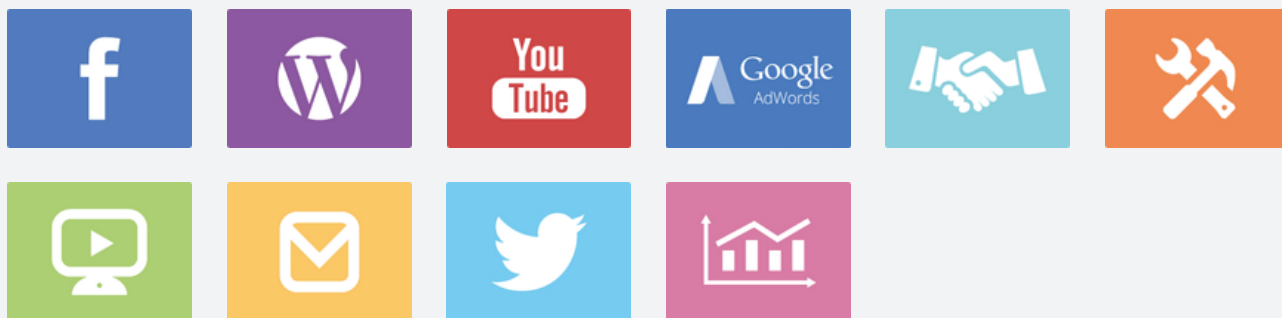


If you have a 3rd Party Shopping Cart or another Merchant Account such as Paypal, replace the TMF Order Form in your canvas and replace a Shopping Cart Widget. All Shopping Cart settings are the same whether it's a Paypal or a Clickbank. Simply go to your shopping cart account page and copy the order form URL and paste it on the settings box.

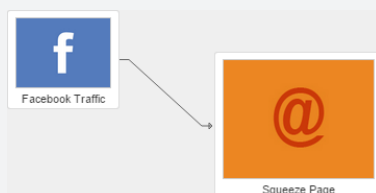


TRAFFIC SOURCES

Traffic Source Components are used to indicate where the traffic or where your visitors are coming from. For example, if you are running a Facebook Ad, a Google Ad, or a Blog, TMF will provide you with a unique URL for each traffic source.



When a prospect visits that unique URL, TMF will immediately redirect them to the page that it connects to, as well as track the number of visitors, leads, and sales as a result of entering your funnel via these traffic source.



To set it up, simply...

- 1 Drag a Traffic Source Component to your funnel and connect it to the page in your sequence that you want to send visitors from that traffic source to.
- 2 Select the traffic source component and click the [Get Tracking URL](#) to generate a unique link to use in promotions with that traffic source.
- 3 Re-publish your funnel and use that link to track the performance of all activity from visitors that visit through that link.

FUNNEL ACTIONS.....

Funnel actions usually come after a page where emails have been collected. It could be a Squeeze Page for collecting leads, or it could be a shopping cart for collecting contact information & payment.

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URL REDIRECT

The URL Redirect is an action component that any page can connect to, which, when accessed, will redirect the visitor's browser to a URL of your choosing. This component is commonly used to represent a 3rd party, non-TMF web page, while still tracking that page's performance and its contribution to the leads and sales it helps provide in your funnel.

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ANOTHER FUNNEL

This component allows you to connect a page to a page inside another funnel that you have created. To take advantage of this feature, simply drag the component into your funnel and connect a page to it. Then, with the component selected, choose the funnel and page inside that funnel that you would like to send your visitors to.

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EMAIL SEQUENCE

This action component is used as a way to send leads collected from a page to your email autoresponder. To use this action, simply drag it to your funnel and connect a page (e.g. a squeeze page) to it. Then, with the email

sequence selected, in the sidebar, choose the 3rd party email autoresponder provider, and the list you'd like to send new leads to.



CREATE LIST SEGMENT

[ADVANCED] List segments allow us to automatically subscribe an existing lead to another email list without forcing them to re-opt-in. Because leads often represent prospects at different stages of the buying cycle, it's often a good idea to organize your leads into behavior-based segments. This way, your email communications can be more personal and more targeted. For example, if you send an email to your database requesting that they click a link to purchase something, any prospect that clicks has indicated a strong intention to buy. As such, it's a good idea to place this lead in a separate behavior segment (email list), so that you can communicate to them differently. To do this, we add a "List Segment" component right before the destination page. The component will provide a custom URL that you can use in your email, and if you pass along your subscribers email data as part of that URL, 10 Minute Funnels will automatically add that user to a new email list, without forcing them to re-opt-in.

GETTING TO KNOW THE PAGE BUILDER

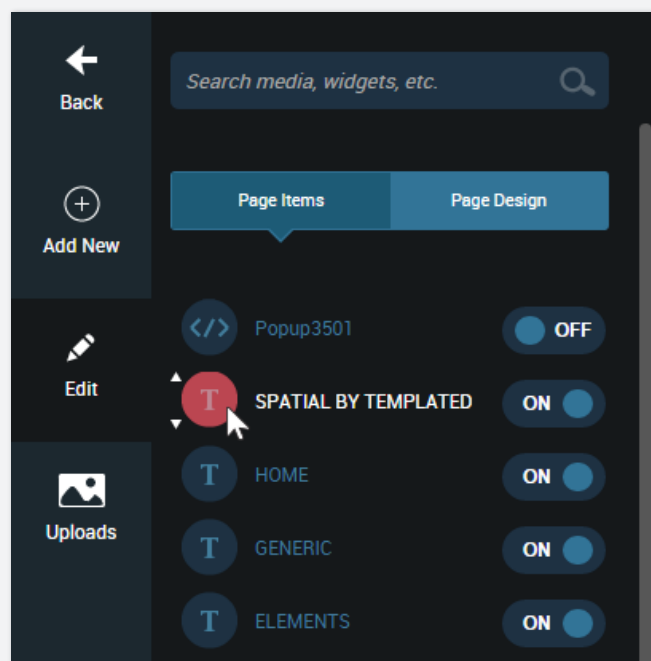
What is the page builder & how does it work?

The Page Builder is an easy-to-use, yet powerful tool that lets you build and customize web pages. From the Funnel Builder, once you've selected the page template you want to use as a page, double click it to load the Page Builder. Here, you can customize your page any way you want:

The Edit Checklist





The Edit Checklist contains a list of all the items in your page. As you hover over the list of items, the corresponding item on the page will also highlight making it easy for you to identify the object you want to customize. Then, when you've successfully updated an object, the corresponding

item in the edit checklist permanently lights up, indicating that you've completed this step. The best way for you to edit an entire page is to simply walk down the list and perform edits until each item lights up.



- 1 To open the checklist, click the “Edit” button on the left side tab of the page. Each item has its own settings that you can manipulate. To do that, simply click a page item on the checklist.
- 2 When you do, it immediately gives you the opportunity to edit the item on the page, and the settings of that item loads on the sidebar giving you full control to customize it in almost any way you want.

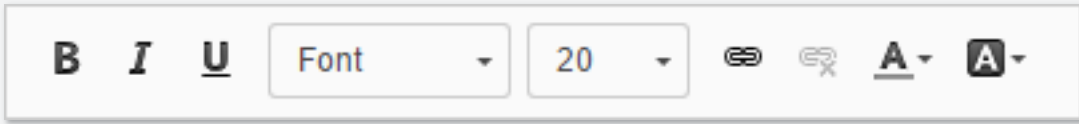
How to edit an object on the page

- 1 Click the object you want to edit on the Edit Checklist or on the page itself.
- 2 The object settings will load on the side bar.
- 3 Choose the action you want to do with the object (example, you can move an image object up/down  , make it bigger/smaller  , set its alignment, borders, shadows, and even perform triggered animations on most objects).
- 4 To move objects to a different position, simply click and drag the object and release it to the desired position.

How to edit/format text

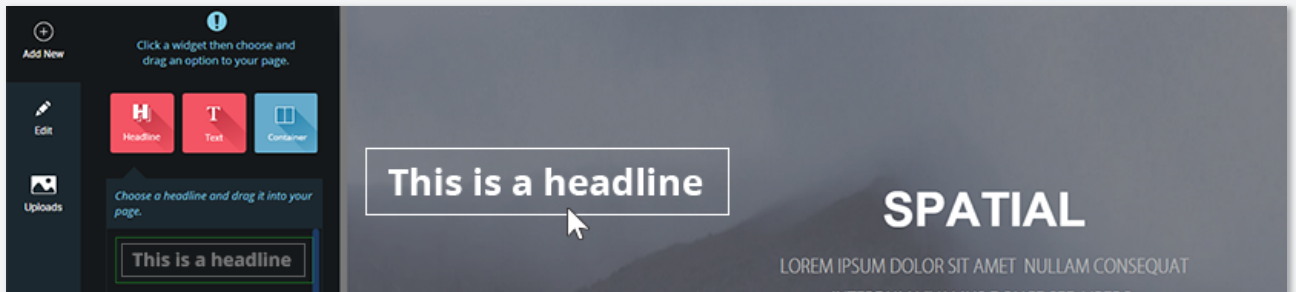
- 1 Click the text you want to edit on the page and just start typing.

- 2 To format the size, font style, and colors, just highlight the text and choose the settings that appear above the text.

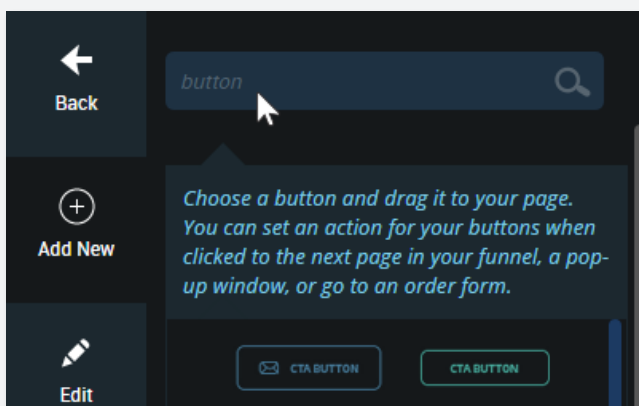


H ow to add an object on the page

- 1 On the sidebar, choose "Add New"
- 2 A list of page components will load (images, text, icons, buttons, etc.). Click and choose a component.
- 3 When you click the category, a list of object versions will slide down. Simply drag the version you want to any desired location on your page



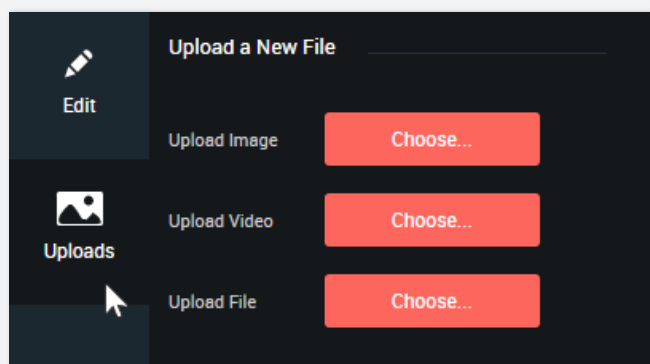
T he Search Bar



The search bar allows you to quickly search through our database of page components (buttons, containers, forms, etc.), your image libraries. If a match is found, it will appear directly below the search field. Then, you can simply drag it over to your page.

B ringing in your own assets (pictures, videos)

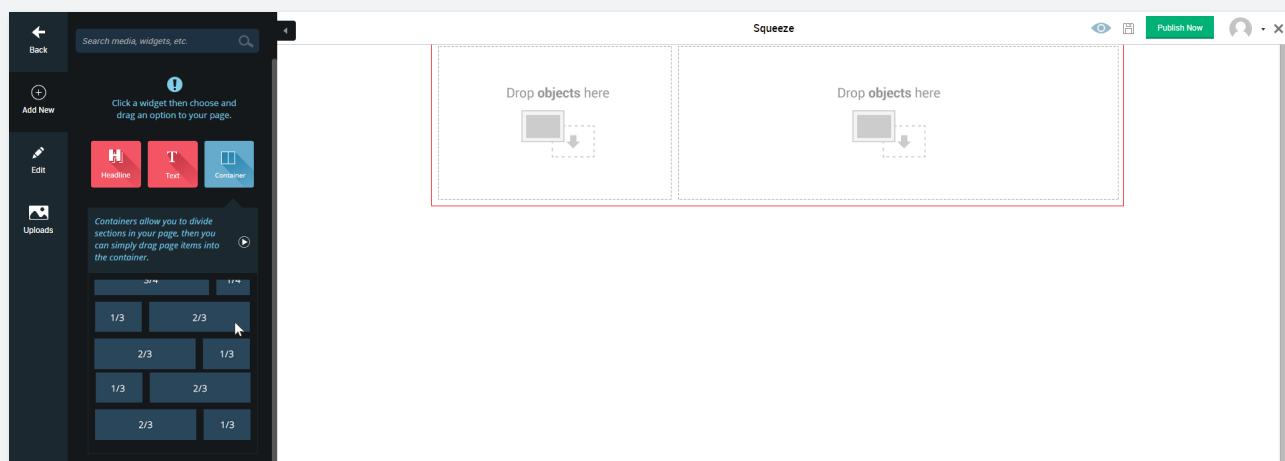
- 1 Click the tab in the sidebar named “Uploads.” When you do, your library of media files will appear.
- 2 Depending on what you’re uploading, click the “Upload Image” button, the “Upload Video” button, or the “Upload File” button.



- 3 You may also drag a file from your desktop, directly to the Media Library section.
- 4 To include any media asset in the Uploads tab on to your page, simply drag it directly to your page

C ontainers & Columns

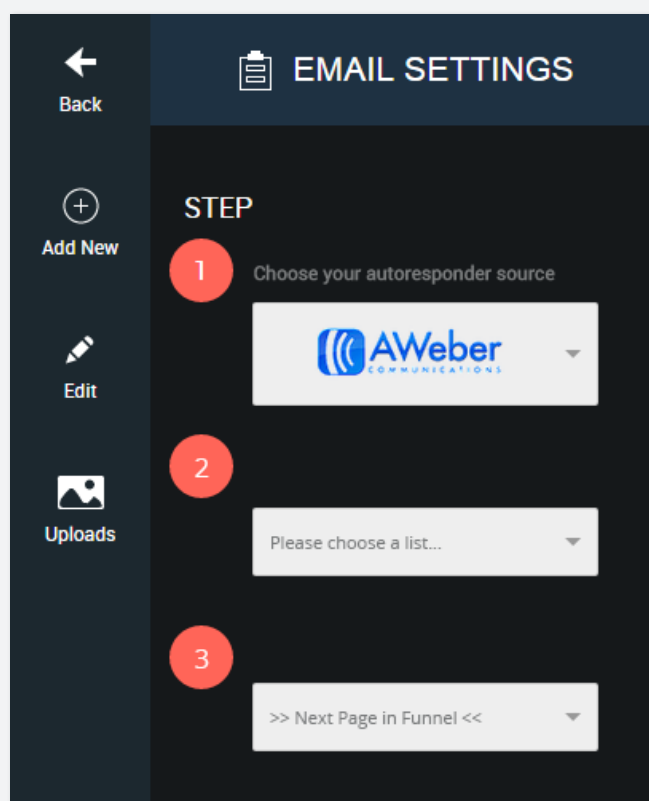
A container is a very powerful page component that is used to house other page components. In other words, you can place any page component inside of a container (even other containers). Containers can be resized, reshaped, made wider, or narrower. You can change the background image, or color, set borders, padding, shadows and even animation for a container. To add a simple container to your page, simply drag over a version from the container component category in the [Add New] tab.



Another powerful feature of page containers is the ability to divide them into (up to four) columns. Furthermore, you can also resize how each column is distributed within a container. Establishing columns inside a container, and placing objects in each column allows you to set up complex “grid-like” layouts. To add a multi-columned container, in the [Add New] tab, select the [Container] category, and drag over the column structure that you’d like over to the page builder.

Connecting to an email autoresponder

An email autoresponder is a 3rd party tool that automatically emails your contacts. Assuming you have an account with a 3rd party provider, you can make TMF send over new leads collected on any of your web pages (e.g. a squeeze page, webinar page, or an order form). There are two ways to connect to an email autoresponder. The first way is inside the page builder, and the other is inside the funnel builder...



Connecting via the Page Builder...

- 1 Inside any page, click the settings tab at bottom left corner of the page builder
- 2 Choose “Autoresponder Settings”
- 3 Authorize your account by clicking “log in”
- 4 Choose an email list (where the emails will be saved)
- 5 (Optional) Set the next page in the funnel, and choose what the viewer will see next.

Connecting via the Funnel Builder...

- 1 In the [Actions] tab, drag over an “Email Sequence” component over to your funnel
- 2 Connect an arrow from the page where leads will be collected (e.g. a squeeze page) to the new “Email Sequence”

- 3 Click on the Email Sequence
- 4 In the sidebar, choose your email provider
- 5 Now, choose the email list from that provider (where emails will be saved)

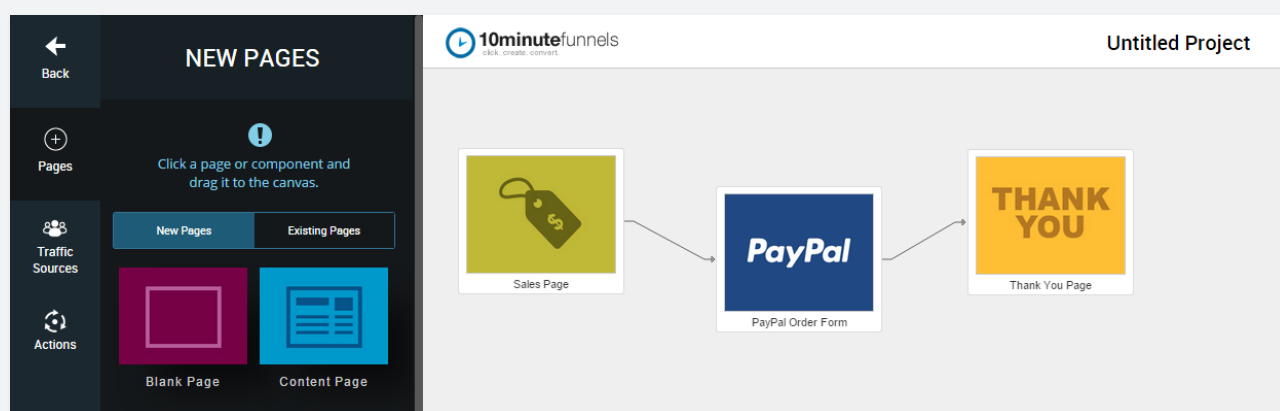
etting Money: Connecting to a Shopping Cart

There are two ways to connect to a shopping cart: using our built-in shopping cart via our order form templates, or using a third-party shopping cart provider.

Using our built-in order form templates...

Our built-in shopping cart lets you integrate with Stripe or Authorize.net. If you plan to use either of those, you can take advantage of all of our built-in order form templates.

- 1 Drag over a new order form page in the funnel builder
- 2 Double-click to select an order form



Integrating with a third-party shopping cart...

You need to have an account with a 3rd party shopping cart such as Paypal or 1ShoppingCart. Then you need to set-up an order form within your merchant account. Once you have those, you can do the following steps within TMF:

- 1 Drag a shopping cart widget to the funnel canvas.
- 2 Click the widget to see the settings on the sidebar, it will ask you to paste a URL.


- 3 Open a new window, and log into your Merchant Account (example: Paypal or 1ShoppingCart)
- 4 Find the link of the order form or product link that you created in your shopping cart account
- 5 Copy the Checkout URL or Link to your clipboard
- 6 Go to back to the funnel shopping cart settings on the sidebar and paste in the link and click update funnel.

Naming your page (Changing the URL of your page)

To give your page an identifiable name, click on the page name located at the top of the editor, in the header. When you give your page a name, you are also giving it a URL. Your page name automatically becomes your URL (example: yoursite.10minutefunnels.com/about-me-page). You also have the option of clicking directly on the URL to change it. If you'd like to change the domain name (so that it is not 10minutefunnels.com), see the section on "publishing to your own domain name"

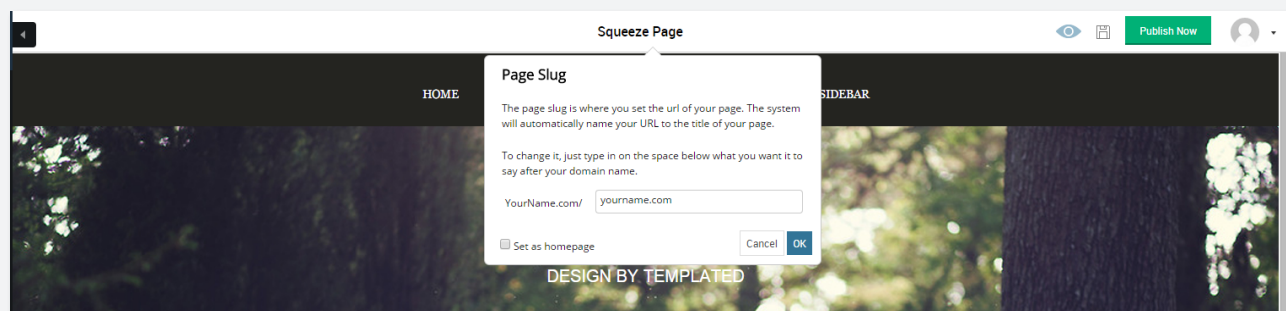
Previewing & Publishing your page

To Preview a Page

In the Page Builder, click the preview icon  on the top of your screen inside the header, directly left of the publish button

To Publish a Page


In the page builder, click the **Publish Now** button at the top right of your page, inside the page header. Keep in mind, you can also publish an entire funnel from the same location in the funnel builder.



Another option is to Publish to a Wordpress blog. To do that, click “Get Wordpress Plugin” and follow the steps to install the plugin on your blog, which will let you, access your TMF pages when creating a page or a post.

ublishing Your Own Domain

To publish a page (or a funnel) to your own domain (and not have your pages on the 10minute-funnels.com extension)...

- 1 Click the  button at the top right of the screen.
- 2 Choose “Use a Domain Name for this Page”
- 3 Enter your domain name and hit “next”
- 4 Follow the see name instructions on that page for configuring your domain name to be used with TMF

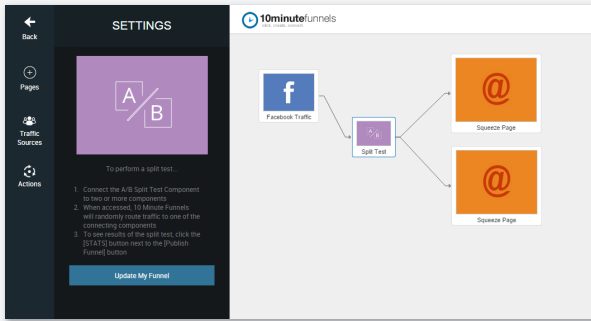
plit Testing

Split testing allows you to test if a change you're thinking of adding will improve results. Once set up, we'll split all incoming traffic between each version, and calculate the winner. Once again, there are two ways to do this:

In the page builder...

- 1 Go to the settings tab at the bottom left side of the Page Builder
- 2 Choose “Split Test This Page” on the left side panel
- 3 Switch “on” to activate it.
- 4 Then create a new page that you want to test the current page against. Your new page can be based on the existing page or you can create a new page from scratch from a template.

In the funnel builder...



- 1 From the [Actions] tab, drag over the [A/B Split Testing] component.
- 2 Connect the [A/B Split Testing] component to two or more pages
- 3 Once the URL of the A/B split testing component is triggered, 10 Minute

Funnels will randomly direct your visitors to one of the pages it is connected to.

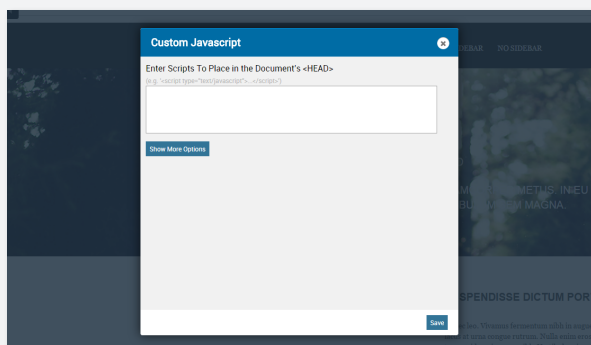
Adding 3rd Party Tracking on Your Page

There are three ways to add 3rd party tracking codes to your pages in 10 Minute Funnels.

In the page builder (adding 3rd party tracking code to a single page)...

- 1 With your page open in the page builder, click the [Settings] tab on the sidebar
- 2 Click the [Enter Tracking Code] button
- 3 Now paste in the tracking code that you want placed on your page.

In the funnel builder (adding 3rd party tracking code to one or more pages)...



- 1 From the [Pages] tab, under the subcategory of [Page Scripts], drag the [3rd Party Tracking Script] component to your funnel
- 2 Select the widget and paste in the code on the component settings in the sidebar.
- 3 Now draw an arrow from the page(s) where you want the code to appear to the [3rd Party Tracking Script] component.

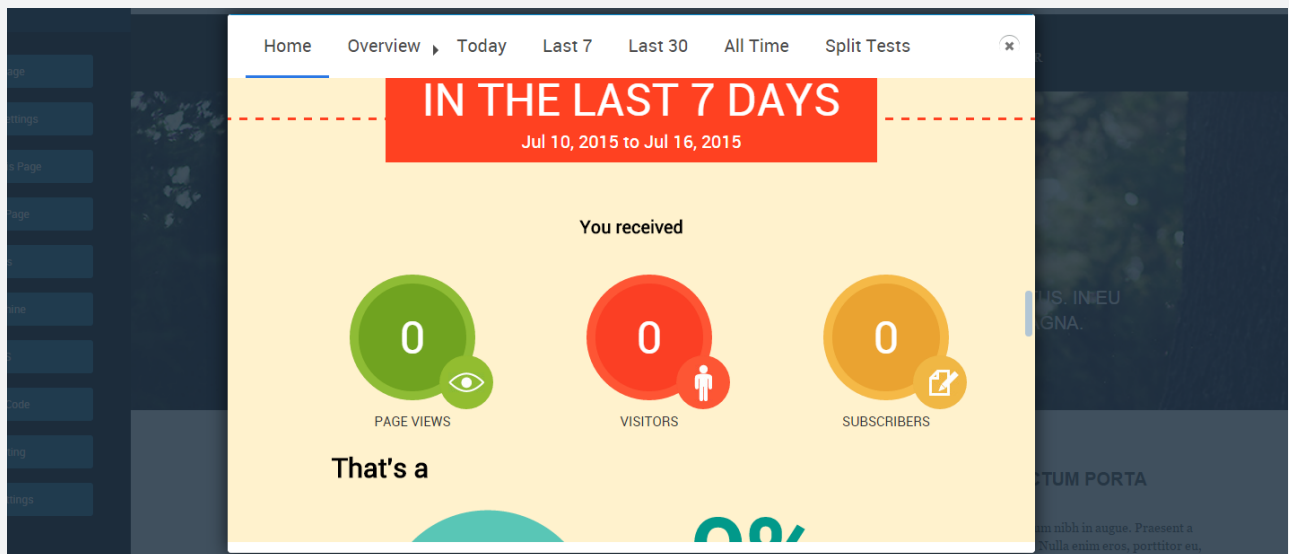
Seeing Page Stats

From the funnel

- 1 In the funnel builder, select the page you want to see stats for
- 2 In the sidebar, click the [View Stats for this Page] button

From the page builder

- 1 In the page builder, click the “settings” tab on the lower right corner of the Editor
- 2 Choose [View Stats for This Page]



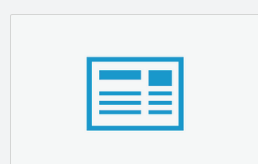
Seeing Funnel-Wide Stats

- 1 In the funnel builder, on the header, to the left of the [publish] button, click the [STATS] button.
- 2 10 Minute Funnels will automatically calculate the performance of all pages in your funnel, as well as the conversion rates between each connection, and the visitor value of each page.



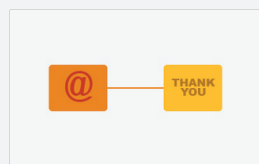
MF Funnel Templates

Here is a brief description of each of the marketing funnel templates we provide for you in 10 Minute Funnels. To access any of these templates, click the [Add New] button on the dashboard. For more information on any of these funnels, navigate to the funnel & click the [MORE INFORMATION] button in the funnel selector window.



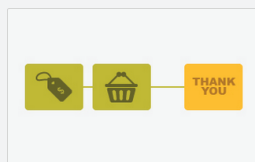
CREATE A SINGLE PAGE

A single page is the simplest funnel available. Choosing this option will allow you to create a single page based on any of the templates in our database.



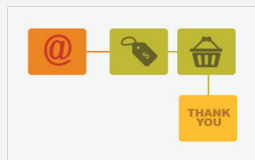
BASIC SQUEEZE PAGE FUNNEL

This is a simple funnel that includes a squeeze (also known as a 'lead capture') page and a thank you page. It is designed to capture or "squeeze out" a lead by offering something (also called a 'lead magnet') in exchange for an email address. This funnel is useful to any business that is interested in getting leads. To use this funnel, you will need two things: a "lead magnet" (e.g. a free PDF report, a video, software) and an email autoresponder.



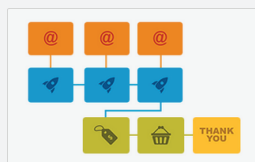
BASIC SALES PAGE FUNNEL

The main focus of this funnel is to get sales, and not leads. It includes a dedicated sales page designed specifically to get someone to make a purchase, an order form, which is used to collect their credit card information, and a thank you page where to thank them for their purchase and deliver the item that they bought. To use this funnel, you should have something to sell, and a shopping cart or merchant account to process payments.



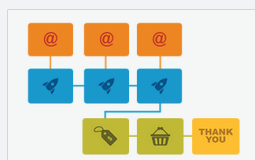
SQUEEZE-SALES PAGE FUNNEL

This is a popular funnel that combines the basic squeeze and basic sales page funnels. It's designed to capture email addresses as well as to generate a purchase. To use this funnel, you should have a "gift" (also called a "lead magnet") to offer in exchange for an email address, and something to sell in exchange for a payment.



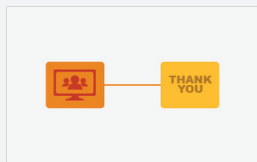
LIVE PRODUCT LAUNCH

This funnel is designed to build anticipation before a product launch. It usually has a start & end date, with contains a series of high quality "content" (usually in the form of a video) released sequentially during this period to sell to build anticipation and excitement. Building anticipation through a sequence of high-quality content is a proven way to sell lots and lots of products. It's a great way to promote a brand new product, create buzz, positioning, and engagement around you and your products.



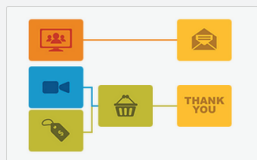
EVERGREEN LAUNCH

This funnel works exactly like a Live Product Launch Funnel, except there is no start and stop date. Dates are custom tailored to each individual that comes to your site. It contains the same benefits of the Live Product Launch Funnel, except the dates depend on when the person signed up. It's a way to turn the Live Product Launch from being a one-time event, to an ongoing, perpetual, rolling product launch.



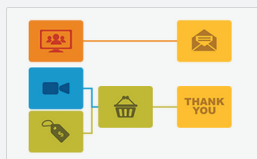
LIVE WEBINAR (BASIC)

A Webinar is a seminar or sales presentation transmitted using video conferencing software (like GoToWebinar, or even 10 Minute Funnels). In a basic webinar funnel, you begin with a webinar registration page (a lead capture page specifically designed to attract sign-ups for your webinar), which takes them to a thank you page (thanking them for registering). In your email follow-up sequence, you can send reminder emails, as well as the custom link they can use to join the live webinar on the date of your webinar.



LIVE WEBINAR (IN-DEPTH)

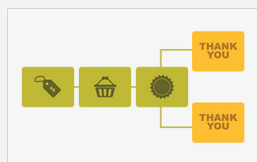
A Webinar is a seminar or sales presentation transmitted using video conferencing software (like GoToWebinar, or even 10 Minute Funnels). In an in-depth webinar funnel, you begin with a webinar registration page (to capture the lead) and then a thank you page (thanking them for registering). In your email follow-up sequence, you will write emails reminding them to attend the live webinar, as well as additional emails asking non-attendees to watch your replay. Offering a webinar replay is a great way to capture sales from registrants that could not attend your live webinar.



EVERGREEN WEBINAR CAMPAIGN

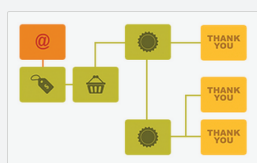
This funnel is similar to the Live Webinar event, except that your webinar is not technically live. It's an automated playback of the Webinar played back as if it were live. This allows you to conduct any number of webinars without actually having to be there. Evergreen webinars can happen on an ongoing basis, whereas a Live Webinar must happen on a specific time and date.

A Webinar is a seminar or sales presentation transmitted using video conferencing software. The “Evergreen Webinar Room” component in 10 Minute Funnels is a special page that allows you to easily run live or simulated-live webinars. It allows you to upload a recording to be presented to your visitors at a predetermined time that you set. From the visitors perspective, they will be unable to determine if the webinar is live or recorded.



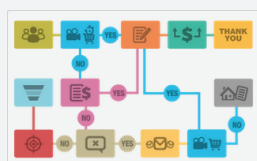
FREE + SHIPPING CAMPAIGN

The “Free Plus Shipping” funnel is a very powerful way to generate a paying customer. Users of this model understand that they are far more likely to sell to an existing customer. Because of this, we start with a low priced offer (e.g. “This product is free. Just pay \$7.99 shipping!”) to create a large number of paying customers. This is also known in the Internet marketing community as a tripwire. Immediately following this low-priced purchase, the new customer is offered a secondary, higher priced product as an upsell (in most cases, taking advantage of one-click-upsell technology). As a result, through this model, it’s not uncommon to profit significantly higher than a “straight to sales page” funnel.



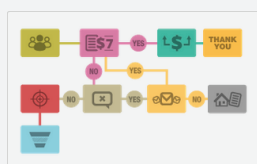
IN-DEPTH SALES PROCESS

This is a very popular marketing funnel. It combines a number of funnels where an initial sale happens (low price, eg. shipping only), after which they are led into an Upsell or Special Offer Page (one-click technology) offering them a higher value product. If the customer says no, then they are introduced to a Downsell Page (also with one-click technology) offering a lesser value product. This strategy maximizes getting leads, sales, and more sales through Upsells or Downsell.



STRAIGHT TO VSL

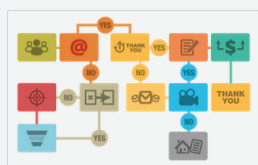
This funnel is similar to the Sales Page Funnel, but the sales page specifically features a video as the primary selling device (hence the name VSL: “Video Sales Letter”). The funnel also offers the new customer more opportunities to purchase through an Upsell & a Downsell page. If the customer declines both offers, the funnel includes an Exit Pop-up to capture their email for a possible future sale. The funnel also re-markets to non-buyers via strategically placed retargeting scripts. By using retargeting, you can post ads on external sites (like facebook, etc.) that remind non-buyers to come back and buy.



STRAIGHT TO \$7 SALES LETTER

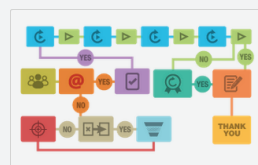
This funnel is similar to the “Free plus Shipping” funnel. The objective of this funnel is to generate a paying customer that we can offer a higher priced product (or series of products). Starting with a traffic source like facebook, your email list, your

blog, or even affiliate traffic, you can send them directly to a low dollar (e.g. \$7) sales letter. After making that purchase, your new customer is led to an upsell page that offers a product at a higher price. Often, this is your main, flagship product. And because viewers of this page are already “customers,” the likelihood of them making a second investment is much higher than if they were simply prospects. Now, if they decide not to make a purchase (or exit our funnel altogether), they are offered a special gift (a ‘lead magnet’) in exchange for their email address. This way, they’re not lost forever, and you can use email marketing and retargeting to capture future sales.



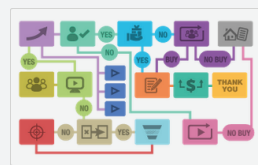
SQUEEZE PAGE TO OTO

The purpose of the “Squeeze Page to OTO” funnel is to immediately monetize a new lead. This funnel is especially useful when you are paying for traffic and your traffic costs are high. OTO is an acronym for “One-Time-Offer.” And we use it to offer a brand new lead (one that came through a squeeze page) a very special deal (often at a discount) that they will ONLY see once, so it’s in their best interest to purchase right away.



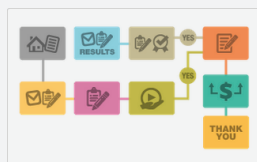
MULTI-VIDEO SEQUENCE W/ SEGMENTATION

This funnel is similar to the “Product Launch” funnel, in that we use a series of high quality video content to build anticipation for a product. It’s also useful in cases where you’re selling a product that requires a lot of information before a prospect makes the purchase (e.g. a high-priced, premium product). The funnel also employs a number of measures (e.g. exit pops & retargeting) to recapture prospects that leave or attempt to leave your site.



TRAFFIC TO WEBINAR REGISTRATION

A Webinar is a seminar or sales presentation delivered using video conferencing software (like GoToWebinar, or even 10 Minute Funnels). Once registered, this funnel reminds registrants to show up for the event and also creates anticipation about the event. The funnel includes 3 content pages with videos to raise the level of curiosity and excitement about the event. In product launches, these videos raise the level of importance of your event by talking about content you will share – case studies, testimonials, results people gain from attending your event. These drive the attendance rate significantly higher.



SURVEY SIPHON FUNNEL

The funnel directs your list of prospects who have already opted-in to some of your other offers but have not yet bought any product from you. The

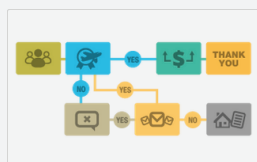
survey is valuable because it is designed to uncover the needs, wants and desires of your prospects. It is an opportunity to ask between 3 to 5 questions to learn more about them so you can address them better by presenting an offer that answers his needs, wants and desires as revealed in the survey. After completing the survey, a customized offer is presented based on the results of the survey.



WEBINAR REGISTRATION WITH OTO

This funnel is used to maximize attendance and profits of a webinar. Immediately after registration, the prospect is presented with an opportunity to

buy a product at a special price that will expire if they leave that page (hence the name “one-time-offer”). This has the benefit of not only creating a buyer, but also significantly increases the chance of that buyer attending your webinar. Furthermore, this funnel includes an intensification sequence with 3 (or more) short videos that highlight a number of different reasons to attend your webinar event. This raises the level of importance of your event. On (as well as after) the webinar, you make a special offer, then (optionally) an upsell offer.



FREE OFFER W/ UPSELL SEQUENCE

This funnel is similar to the “free plus shipping” funnel. The purpose being, to generate a paying customer. Because when paying customers are

presented with a secondary offer (an upsell), they’re much more likely to purchase that offer than before they were a paying customer. The word “free” is a very compelling sales device. And, if your product is a physical, shippable product, this funnel gives you the opportunity to communicate that your product is “Free. Just pay shipping.” Furthermore, by offering your upsell offer immediately after their initial purchase, you no longer need to ask for a credit card, thus lowering the barrier even more. Finally, for those that decline this offer, you can use email marketing for more sales opportunities. The net result is a very powerful sales funnel.



FREE + SHIPPING W/ 1-CLICK LIVE WEBINAR OFFER

In this funnel, a prospect is offered something at a very low cost (e.g. 'free plus shipping') for the primary purpose of acquiring a paying customer.

Immediately following this purchase, your new customer is invited to attend a LIVE webinar and to purchase (via one-click) an item where their credit card will only be charged if and when they like what they see on the live webinar. If they don't like what they hear, they simply need to let you know and you won't charge their card. This powerful funnel has the effect of raising webinar attendance as well as making a sale before the webinar even begins. If you sell a coaching/consultation service, use the last few minutes of your webinar to make a pitch to "do it for them." Then send them to a "strategy session application form" so they can book a time with you to discuss options.



SOFT-OFFER WEBINAR WITH UPSELL

In the funnel (similar to the "free + shipping with 1-click live webinar" funnel), offer your visitors a "Pay Me Later" webinar...meaning you are claiming that your webinar (which is a paid webinar) is of such high value, that you're willing to accept payment "only if" they find it of high value. After purchasing, offer a special upsell offer (e.g. 50% off) if they purchase your product now. We've seen as high as 50% of people who are offered this special discount option take it. Charging for a webinar both increases participation as well as allows you to deliver a presentation solely to high quality, serious "buyers." When you have a captive audience of buyers on a webinar, it opens the door to make a premium priced backed sale (e.g. a consultation/coaching/backend offer). And of course, for those who do not take the Upsell Offer, your email marketing should include additional opportunities to capture the sale.



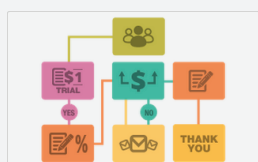
CUSTOMER -ONLY WEBINAR BACKEND

This funnel takes place right after a sale. On the Thank You Page for the product, present your customer with the option to attend a special, free, bonus webinar. By presenting customers unexpected value on this webinar, you can potentially generate more income from an Upsell Offer offered on that webinar.



CUSTOMER ONLY WEBINAR W/ APPLICATION

This funnel takes place right after a sale. On the Thank You Page for the product, present your customer with the option to attend a special, free, bonus webinar. Use the free webinar content to maximize the purchase of your product. At the end of the webinar, present the customer with a higher priced, premium offer. Make your bonus webinar content focus on highlighting the value of your customers' recent purchase and maximizing the product's benefits and use, even as your intention is to offer a premium service applicable to the product you just sold them.



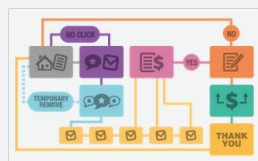
\$1 TRIAL WITH PRE-PAY DISCOUNT

This funnel offers your prospects with a product trial to immediately experience the features, benefits and advantages of your subscription product. Then, after the purchase, an Upsell Offer is presented where your customer is offered the opportunity to get an even better deal with a monthly fee lower than the regular price.



PRE-SELL SEQUENCE FOR HOUSE LIST

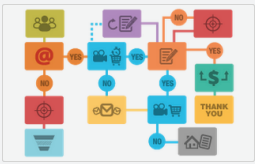
This is a great funnel to use when you are getting ready to roll out a new product, program, service, or offer. Before introducing your product to the public, using your email list, create anticipation, excitement, and curiosity for your upcoming product, let interested parties "opt-in" to a notification list, and even create early sales. This allows you to perfect the product using "real" customers before rolling it out more broadly to the general public.



INTERNAL PROMOTION FOR HOUSE LIST

This funnel allows you to run an effective, internal promotion to your email list without "burning out" your list. It allows you to segment interested people from uninterested people, and send marketing communications only to those interested in your offer. To take advantage of this funnel, you would send a series of high quality content-based emails to your email list. Those that express interest by clicking on the link in your email are segmented into a separate "interest" group. When it comes to the time to "pitch" your offer, simply send "pitch" emails to the separate "interest" group, instead of your main house list.

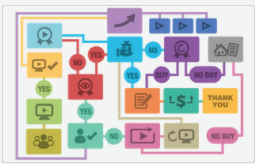
We've found this to be a very effective way to achieve HIGH purchase volumes, while maintaining a high-quality email list based on good-will.



SHOPPING CART ABANDONMENT FUNNEL

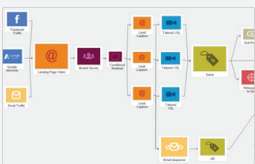
The funnel provides a very effective strategy that you can use to turn a prospect (or rather, an “almost” customer) that abandons an order form into a paying customer. To use it, your email provider needs to have the ability to stop a person from getting an email sequence.

Essentially, this funnel involves having a “pre-cart” checkout page right before an order form for the purposes of capturing an email address on a page before they enter their credit card. Once that first email address is captured, your autoresponder schedules two or three “reminder to finish your order” emails to be sent over the course of the next two or three days (beginning 24 hours after the email address is submitted). However, if they successfully make a purchase within that first 24 hours, set your email autoresponder to cancel the abandonment sequence, so that in essence no “abandonment” email is sent.



EVERGREEN WEBINAR FUNNEL

This funnel is similar to the Live Webinar event, except that your webinar is not technically live. It's an automated playback of the Webinar played back as if it were live. This allows you to conduct any number of webinars without actually having to be there. Evergreen webinars can happen on an ongoing basis, whereas a Live Webinar must happen on a specific time and date. This funnel maximizes all your traffic sources by aggressively re-directing them to an Email Intensification Sequence, a Retargeting trigger, and leading them to another funnel.



RYAN LEVESQUE SURVEY FUNNEL

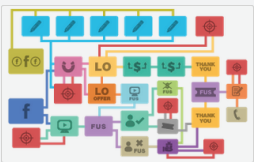
This is the perfect funnel to use when you don't have a product, or don't know what to sell. Even if you have a product, it's a brilliant way to gather market intelligence to know what to sell, how to sell, learn the pain points in the markets so that when you do sell, you can target it to the right person and hit the right buttons to make a sale. Participants are asked for their name and email and offered an incentive or a reward in exchange

for answering questions. After answering the questions, they are led to a dedicated page that sells them on something specific to their answer.



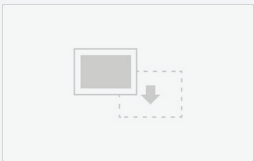
JAMES SCHRAMKO BUSINESS EVENT FUNNEL

This funnel is a very robust marketing funnel that James Schramko built to attract an audience to a LIVE event with multiple speakers. It can also be used for webinar events, or even streaming events. This funnel makes great use of retargeting to recapture prospects that were not ready to buy upon first learning about the event. Leads are also placed in various list segments depending on which promotional email they clicked on, and each list segment is sent different versions of the Sales Page over time. These sales pages contain different reasons to attend the event the event based the list segment they happen to be placed.



JASON HORNUNG FB FUNNEL

This is a great funnel to use if you are running paid traffic (e.g. Facebook advertising.) It is also great if you have a high priced consultation service. The funnel has consistently seen up to 800% return on its investment. To take full advantage of this funnel, you need high-value content pages for this funnel to work (e.g. your best performing blog posts), a lead magnet, and at least three products to sell. It starts out with an Ad (eg. A Facebook ad) that sends people to 5 high quality content / blog pages. The blog will send people to a squeeze page to capture leads. The blog has a re-targeting script used to trigger ads that follow prospects around the web, leading them back to your funnel in case they don't click through to the rest of the funnel. People who click through the lead magnet are offered a low priced product (eg. free shipping) to capture their credit card details, and then offered an Upsell for a higher value purchase. Furthermore, the funnel also includes a Webinar and a webinar replay for those who didn't attend the webinar. Those that don't are offered a "Hybrid Offer," which is two offers on one page. And for those who do attend the webinar, they are offered a Mid priced offer and an Upsell.



EMPTY FUNNEL

This funnel is the funnel that every one of our funnels started with. It allows you to construct any funnel you can imagine, from scratch.