

MONEY ONLINE BLUEPRINT

Your Funnel Set Up

The Ultimate Blog Training Package
How To Quickly Make A Full Time Income Blogging

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In this document, I am going to lay out two funnels that you might want to incorporate as part of your opt in form / sequence.

Do I Need To Have A Funnel?

The purpose of the funnel is to maximize profits as soon as possible. When a visitor to your blog opts in to your email list, they did so because they saw that you offered value to their life, situation or requirement for knowledge. They wanted to have your lead magnet and they were willing to give you their email address as form of payment to get that product you created. At the moment when a subscriber opts in to your list, they are most receptive and focused on what is happening there and then. Basically, you have their attention. This is an excellent moment to present an offer to them. Typically, if an offer is relevant to your niche and the lead magnet, you can expect a take up of between 1% to 5% depending on the price and the subject of course. If the offer is single figure, like \$7, you are far more likely to score a higher percentage than a \$27 product. People don't always buy on price, but here, you are presenting an impulse buying opportunity, so it is a good idea to keep the price pitched at an impulse buy level. Impulse buy is really an amount of money people are willing to throw away without any fear of loss. Typically, this would be less than \$10, and \$7 is seen by many people as an optimum performing impulse buying point.

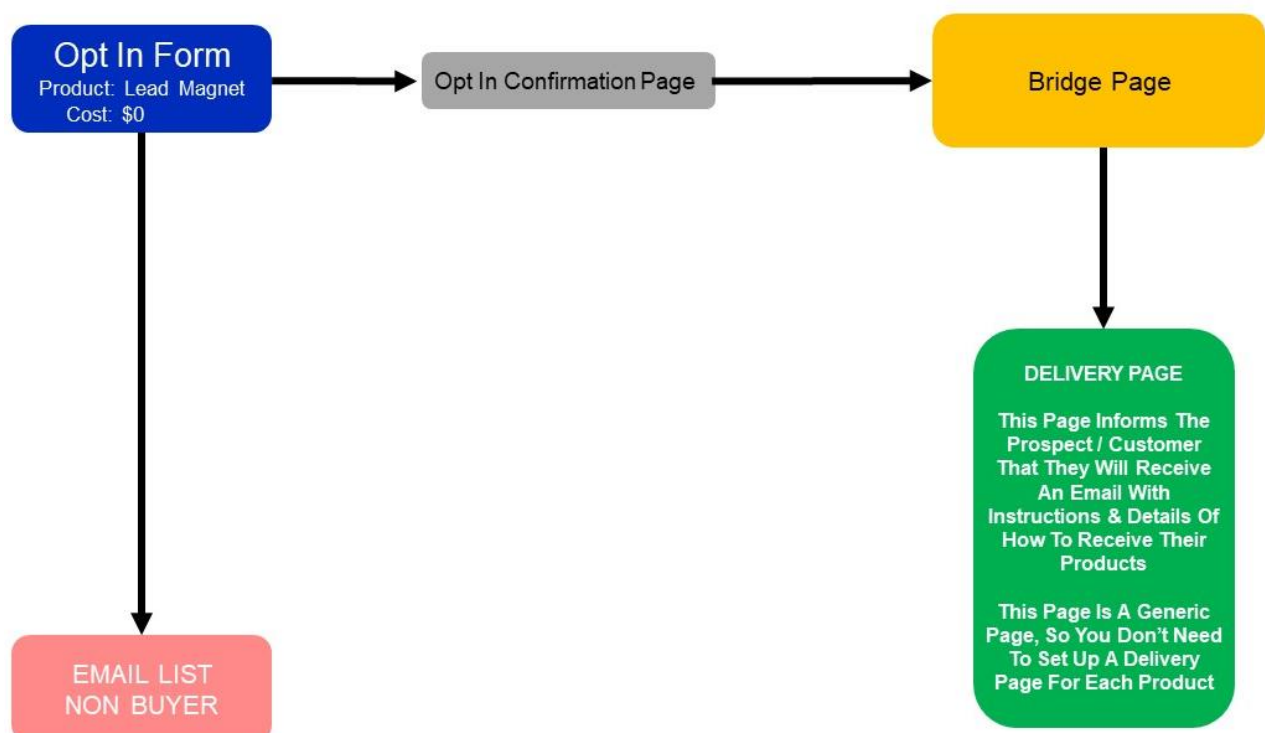
If your product is a course or software for example, then \$7 will be too low, and such a product should either be sold as an email follow up or as an upsell in your funnel. For most bloggers, an upsell might take too long to set up, so you would just initially set up the one premium product to sell.

Do I Have To Wait Till Everything Is Set Up?

This question follows on from what I just said about the upsell product. You should not wait until you have everything set up and perfected. Waiting will just delay things. You should build the basic structure of your blog / site and your funnel. You can grow your site and your funnel on top of the basic build.

The Initial Basic Funnel

The diagram below is a basic funnel. It is the sequence that follows the visitor to your blog that adds their email address to get your lead magnet. This funnel has no premium product. When the visitor provides their email address when they are on your blog, they get taken to your funnel that you set up using the Builderall funnel tool. We have already build the structure of the funnel for you because you are a Money Online Blueprint member, so all you need to do is send us an email and request us to send you the funnel you need. All you will need to do they will be to add your content.



You will need to subscribe to Builderall. Builderall provide the following services we use within the Money Online Blueprint training: -

- Funnel capability
- Email Autoresponder Service

The button below provides you with a 7-day free trial of the Builderall tool.



The Builderall tool is simple to use. It is exceptionally low cost, and you need both the funnel and autoresponder services to maximize your income with blogging.

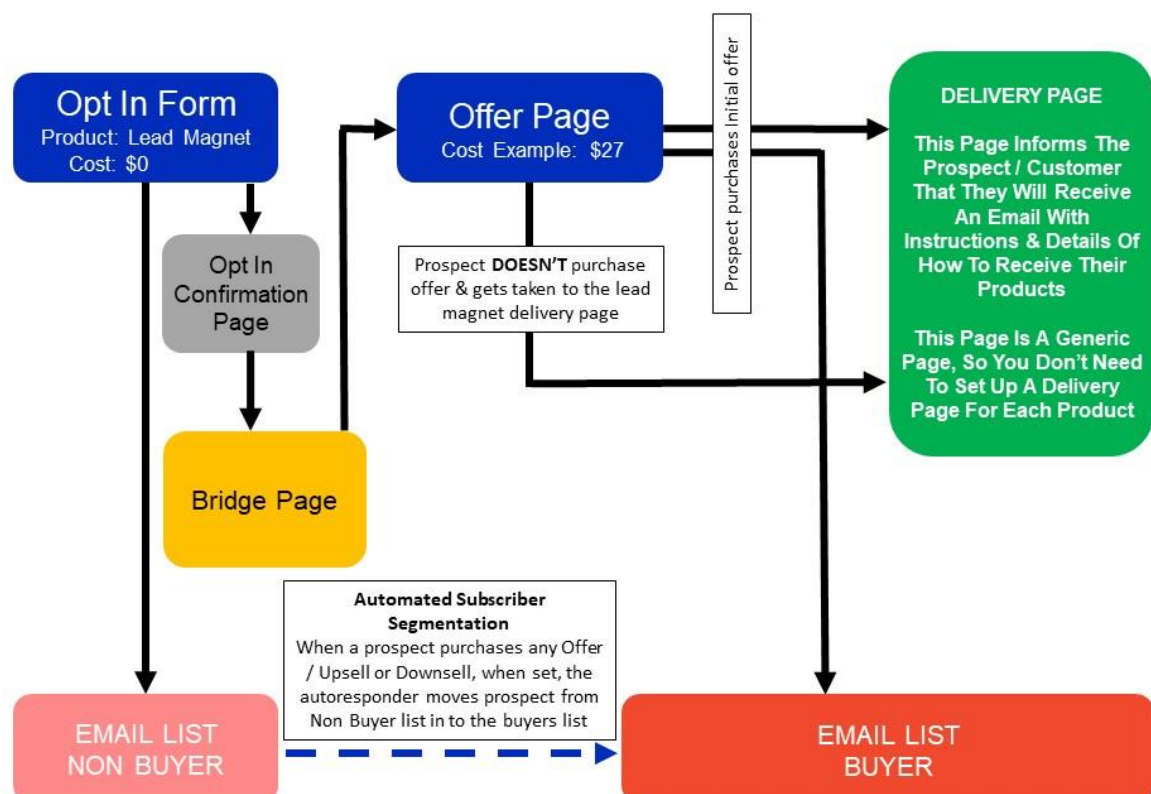
These are the steps that happen when a visitor comes to your blog and enters their email address in your optin form: -

1. Prospect gets taken a page that asks them to click on the confirmation link they have just received in their email inbox
2. When the confirmation link has been clicked, the prospect gets taken to the bridge page where you get to introduce yourself and subtly start to introduce your premium offer product if you have one. If not, it is just to introduce yourself and to talk about the lead magnet product
3. Underneath the bridge page video (or text if you are not using video as your media) you should add your lead magnet delivery page URL so that the visitor can download your lead magnet product

The Premium Offer Funnel

You should add your premium offer to your funnel as soon as possible so you can optimize your income as people purchase after they opt in. The funnel below is the set up you will need to use.

The funnel / sequence appears a lot more complex than the basic one but it is not really. What you need to do is ask us to send you the Premium Offer funnel. If you have previously built out the basic funnel that I laid out earlier in this manual, you should still ask for the premium offer funnel, and when we have sent you it, you should copy and past the content from your basic funnel on to your premium offer funnel, and then on the premium offer page, just add your content



With this funnel, these are the steps that happen when a visitor comes to your blog and enters their email address in your optin form: -

1. Prospect gets taken a page that asks them to click on the confirmation link they have just received in their email inbox
2. When the confirmation link has been clicked, the prospect gets taken to the bridge page where you get to introduce yourself and subtly start to introduce your premium offer product
3. If the prospect doesn't buy, they click the "I don't want" link and they are taken to the lead magnet delivery page
4. If the prospect does buy, they get added automatically to your buyers list in Builderall and also get taken to the main offer delivery page. On this page, they can also download the lead magnet (see The Delivery Page Manual)

Note: The premium offer delivery page is not necessarily the page where the product is downloaded from. This page can be an information page explaining what to do next to get the product and also have information about the lead magnet. You could download the lead magnet from that page, or you could simply tell the subscriber that the link to download the lead magnet has been emailed to them.

CONCLUSION

The funnel needs to be a key part of your blogging marketing strategy. The funnel and email follow up are foundational and your entire business and income is really built on this. If you are unsure about it at the moment, please go through the steps of the funnel and this module again. It is most important that you get this part right. You only need to create your funnel once and we build the structure for you so that we take care of some of the heavy lifting for you.

This is an exciting part of the business. This is when you start seeing money coming in automatically every day for a once only set up.

I do wish you all the best with this part of your business

Chris Cantell