

ASSEMBLING A

BUSINESS FUNNEL





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My Unfair Advantage

Created & Published By

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This Is The
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Ladies and gentlemen, welcome to another episode of My Unfair Advantage. Today, I want to talk to you about assembling a business funnel. The reason that this presentation came about is someone asked me to talk about sales funnels and how to create the perfect killer sales funnel. The more I thought about it, the more I realized that it's not really about creating a sales funnel; it's about creating a whole bunch of sales funnels. It's really about creating an entire business funnel. It's about looking at the big picture.

I think that a lot of people that get into internet marketing or that turned to the internet to make money, they find an ebook that tell them somewhere that they need to build a list and they need to create a product. They see people launching products for \$7.00 on the Warrior Forum and they just kind of assume that that's what they gotta do. Then they hear the word "sales funnel" and go like, "Oh I'm going to have an upsell. I'm going to have a down sell." Then they focused on that little microcosm of your business, which is really a sales funnel and a launch. But really, it's about the big picture.

If you're going to make money long term, it's not about any one particular sales funnel. It's about your entire business funnel. And the way that you build that is you reverse engineer it all. You look at the big picture and what is the biggest thing that you want to sell. Then you break that down into smaller pieces. When you do it that way, the front end really becomes easy to create because it's all about lead magnets and just creating products and sales funnels that will attract people into your big business funnel. And that's what I want to talk about today.

Let's start with the thought process. First and foremost, what is the end game for you? What do you ultimately want to do and for what amount of money?

A lot of people just need money to get by this month. As a matter of fact, this is a sad but true statistic. I heard it said - don't quote me because I can't even remember exactly where - that the average American household is just 500 bucks away from bankruptcy. Really, with most people and their credit and just the way that the economy is right now, \$500 a month makes a difference in a family's life. A lot of people turn to the internet, and they're just looking to satisfy that one need. They're not looking to build a big business, and therein lies the problem.

It's very, very hard to build something with any kind of longevity or security or real value for you long term if you're just looking at building this one little sales funnel. Instead, you need to consider what's the endgame for you.

How do you come up with that? You gotta ask yourself this, "If I could only make one sale per year - one. If I could only make one transaction, one sale, what would it be for and how much would it cost? What would you want to do, all year, if you had to just sit in front of your computer and work? If that was your job, if you had absolutely nothing else to do except sit at your computer every single day for eight hours, what would you want on your screen? What would you be doing during that time?" That is the question that you need to answer. "What is the end game?"





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If I said to you, “Okay, I want you to do that for me for an entire year,” what are you going to charge me? What is the amount that you would want to be paid? You need to construct the ultimate product in the back of your mind. You need to know, “What is the most amount of money that I could possibly charge for all of my time?”

For me, I would say, “Okay, I’m going to create a \$500,000 package. And that package is going to include this, that, the other thing. It’s just the massive product. I’m going to charge \$500,000 for it, and then I’m going to spend the year fulfilling it.” When you think about that, now I’m looking at it more like a business. I’m thinking, “Okay. Well, I’ve got this massive client that I just sold a \$500,000 service package to. I’m gonna have to have a team of two or three people help me put this all together. I need to do this, and I need to do that.” You’re literally assembling what you want to do all year. This really helps you put in the right frame of mind. I’m going to explain a little bit more on this in a second.

My \$500,000 package has to have so much value that somebody would be willing to go and take a mortgage out to pay me for it. It’s going to be just an amazing, amazing product, that they’re just going to love. I’m going to love, just that all I have to do is sit down at my computer every day to make that happen. I would be more than happy to do that for \$500,000. That would be the one sale that I do.

How do you come up with your sales funnel? Well, you sit down, and you literally first write out what the ultimate product would be. If you could create a \$500,000 product or a \$1-million product or a \$750,000 product - whatever it is. What does it include? Does it include hosting service, web design? Does it include product creation? Does it include a full-time support staff? What service are you providing? What is the package? What are all the features and benefits that are included in this \$500,000 package that you’re going to sell to some corporate account? Do that. Write that down.

Then what happens is you start thinking about, “What’s the customer’s end game?” You’ve thought about what your end game is and what your ultimate product is. Now, you need to start thinking, “Okay, what’s my customer’s end game?”

For example, the ideal customer that ultimately becomes the person that buys my \$500,000 product - who is that guy, right now? What’s he looking for right now? The guy that will buy that \$500,000 product for me eventually, he is the guy that owns a firm. He is a guy that’s a CEO or he’s the guy that - I start thinking about that.

Now, I start reverse engineering. What does that guy need to get to where he’s going to be able to buy my \$500,000 product? I’m reverse engineering. I’m putting some thought here now. I’m thinking, “What is my customer ultimately need to get them to invest in me now?”

I start thinking, “Let me see if I can reduce my \$500,000 package. Maybe somebody can’t afford a \$500,000 product. What if I have a \$250,000 package? If I had to remove some things from my \$500,000 package, what would I offer in my \$250,000 package? Okay, well we’re going to remove the data center service. We’re not going to have a full-time staff. We’ll have just two people instead of four.” I start making a smaller package.



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Then, what I do is I say, “Well, what about if somebody can’t afford a \$250,000 package? What about the guy that will do a \$100,000 package? What’s in my \$100,000 package? Well, they get me 5-hours-a-day, every single day for the year. They’re gonna get my web designer. They’re going to get this. They’re going to get that.” I’m literally assembling now a \$100,000 package.

Then I break that down even more, and I say, “What if there’s just somebody out there that maybe they don’t have a big firm, and they can’t get the mortgage to pay me a hundred grand? What’s a \$50,000 package? What’s a \$30,000 package?”

I actually have a \$30,000 package in my business. What I do for \$30,000 is I get the client, and we’ve sold several of this. I fly in the client from anywhere in the world. We pick them up at the airport in a limousine. We’ve rented out a beautiful hotel for them. They can bring their spouse. We’ll take them to a basketball game. Or if it’s a woman, Melinda will take them to the spa. We spend an entire weekend in the conference room of that hotel. We get it catered. We sit down. We talk about business. We have our team there. We record it. I help them map out their business, and then when they leave, we actually create a site for them. That’s a \$30,000 package.

Then what I did, I reverse engineered that even further. I said, “What if somebody can’t afford a \$30,000 package? What’s a \$15,000 package?” Well, we can do the same thing, only without flying them in. Perhaps we can do the conferences and the meetings through Skype. We can do the web meeting. We’ll still have our team build the site for them. Then I said, “Well, let’s do a \$7000 package. Well \$7000 package - it’s just gonna be four one-hour phone calls, and they’re going to still get the site created for them.”

You see what we’re doing here? We’re reverse engineering everything all the way down to the point, where now it comes down to getting people to see these packages. How are we going to put these packages in front of people? Well, we’re going to have to create some lead magnets.

Let’s create a small product like a report, perhaps a video, perhaps something that we put together, a little product, an ebook with a video training, or maybe some sort of a software plugin. We get our team to create it. Let’s give them a sample of what we do or how we can create it. Then we get them interested, and then once we’ve got them in our phone, we can sell that thing for \$20 or \$30, because what we want to do is sell like a hundred of them or two hundred of them or two thousands of them or three thousands of them. It’s insignificant. I really don’t care whether we sell for \$20 or \$17 or \$15 or \$7.

As a matter of fact, I don’t even care if we give a hundred percent of that commission to the affiliates. That way, the affiliate’s really excited and bring us even more leads because it’s all about generating a bunch of eyeballs that are going to look at our backend products. Our backend products are the \$2,000 package, \$3,000 package, \$7,000, and the \$15,000, and the \$30,000, and so on and so forth.

How did we assemble those \$30,000 products? People come up to me and are like, “Omar, how the hell do you - a \$30,000 product? How can I assemble? I don’t even think I could sell a \$30,000.”



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I'll say, "Well, do you have a \$30,000 product?" and they'll say, "No."

I'm like, "You're right. You can't sell it, and you never will because you don't have one. You've got to create one."

"How the hell do I create a \$30,000 product?"

"Well, think about what you would sell for \$500,000, and then back it out. Reverse engineer it. Remove things out from it, until you come up with your \$30,000, \$15,000, \$7000, \$3000, \$1000; and now you have a product catalogue.

You don't necessarily have to make the products. Just write down what it would be, if somebody buys it. If somebody buys a \$60,000 product from me, I start making it right then and there. The moment that they buy it, I start making the arrangements. I use the money that they paid me to start assembling the product for them.

I go and say, "Okay, awesome. Let me get your tickets. We're going to be buying you tickets." Melinda goes and flies their tickets in. I fly in my team or whoever else has to be present. I assemble everything for that to take place. That's the way that it works. I reverse engineer it all the way down to \$20.

When you do it that way, what you're going to find is that you're reverse engineering an entire business funnel, not just a sales funnel for a product launch. A product launch is just about getting people in front of the backend. You're looking at it wrong. You're looking at it wrong, and that's the problem.

Most people come in here, and they're like, "Okay, I gotta just make an ebook." They start at the front, and they try to build it the wrong way. They try to build it the opposite way. "Okay, I've got to make as much money as I possibly can off of this ebook." No! Who cares about that damn ebook? Nobody cares about the ebook. What do you make \$10,000-20,000? That's peanuts. It's nothing. Give that to your affiliates.

Use that to pay your sales team that's bringing in all these leads that are going to go on a webinar and buy a \$1000 product from you. And the ones that buy a \$1000 product from you, the whole purpose of that is just to get them in front of your \$5000 package because you're going to call those people on the phone and you'll be like, "Hey, thank you. Welcome aboard. Listen, did you know that we also have this \$5000 package that actually might be more suitable for you?" This is the way that you move them up the channel, but you've got to have that channel in place. You've got to have all of those things there. You've got to reverse engineer it from the back.

When you start thinking like this, you're thinking like a business owner. You're thinking about an entire company. You're thinking about longevity. You're thinking about basically providing value to a whole assortment of customer mindsets, not just one customer mindset. It starts with understanding what the endgame is for you and what is the customer's end game - your ideal customer's end game? And just reverse engineer it, the way that I just explained it.



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People that just build a sales funnel, that are just focusing on “Okay. Well, I just want this product to make me \$3000. I just want this to work.” That’s how you think in the beginning. If you don’t get out of that mindset quick, you’re just going to be in the feast or famine model. You know what that is? You did a product launch. You worked your ass off for 3 months, assembling a product, making the website, doing all of these. You’re still pinching the pennies. “Oh, well how much? I want to try to get the free autoresponder because I don’t want to spend any money. I want to become rich and make a million dollars and build a huge company, but I don’t want to spend \$60 a month. I don’t want to spend \$300 on a dedicated server.” Because you’re pinching the pennies. You’re not thinking like a business owner yet.

The thing is this. When you’re just focusing on that one thing - on that, “I just want to build this ebook, this one website. Should I really give 50% commission? Because then I don’t really make a lot of money.” You’re trying to make money with a loss-leader, and that makes no sense. The front end is a loss-leader.

McDonald's - you know why they sell cheeseburgers for a dollar? You don’t make money when you sell a cheeseburger for a dollar. You don’t have to be a mathematician to do the math on that. You don’t make money selling a cheeseburger for a dollar, but you make a lot of money when you sell a Coke for \$2. What does everybody get when they buy a cheeseburger for a dollar? They get a \$2 Coke. It’s a loss-leader.

All of these value menus, these things - they’re not making money on those. They’re making money when they sell Coca Cola. That’s where they make their money. In business, what you’re trying to do is make money with a hamburger, and you’re thinking that the Coke is a novelty. It’s not a novelty. It’s something that your customers are going to buy. The other thing is the loss-leader.

If you’re just trying to make money off that, what’s going to end up happening is you’re going to make a little money. It’s not going to be enough, and what are you going to do? You’re going to start making another one. And you’re in feast-or-famine. You’re feasting, and you’re eating good right after a launch, but little by little, you start spending that money. You run out of money, and then what? You’re back in scramble mode, and now you’re in famine. You’re like “Oh my god! What am I going to do next?”

That’s a terrible way to run your business. Trust me, because I ran my business like that, the first year. You launch something. You make a little bit of money. You use up that money, and then you’re like “Oh my god, oh my god! I’m running out of money. I only have a couple of thousand dollars left in the bank. What am I going to do? What am I going to do, if I don’t launch something?” Stressful!

Then what starts happening is you’re not making good decisions. You’re making decisions from a position of weakness. When you don’t have money in the bank, you make decisions from a position of weakness because you’re a slave to the money. You’re like, “Oh my god. I just got to do something that’s going to make...” If the money doesn’t matter, you make much better decisions. You’re calmer about it. You look at it objectively, and you compare the difference. You say, “Okay. Well, no, this is the best decision.”



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And when you're just trying to, "Oh my god. I got to do this!" You rush things. You release things before they're ready. You don't test things. You don't spend the time that you need to spend recruiting affiliates. You've been working so hard on getting it done, and you're looking at your bank account, "Oh my god. I'm going to run out of money before the product is out. I better just hurry up and release it." But releasing it does you absolutely no good because you didn't dedicate the amount of time that you need into recruiting affiliates and building the proper buzz. This is what happens to most people that are just building a sales funnel instead of a business funnel.

What you need to do is reverse engineer the entire process. Work your way backwards from the most expensive product or service that you could possibly ever sell. Imagine that you could only make one sale per year. What would you sell? How much would you sell it for? Then just disassemble your one yearly product into a business funnel. Create lead magnets and loss-leaders that feed that funnel.

Your business is going to eventually be a series of loss-leaders, a whole bunch of little ebooks and squeeze pages and products and things, where you're giving away 50% commission or 100% commission. You're just making a little bit of money enough to basically break-even on the front. You're making zero profit, if any profit, on the front-end products. Those little launches. Those little things.

Come on! You really think that you are going to get rich doing five-dollar WSL. You sell a \$5 WSL or a \$10 dollar WSL. You've got to pay 50% commission to the affiliate. You had five bucks, and then after Paypal takes your fee and everything, you're bringing home \$4. You know how many of those you would have to sell to make 40, 50, 60, 70, 80 grand a year take home? Have you done the math? Have you worked that out? Because the number would be thousands and thousands of sales per week, per month.

It's not practical, because the moment that you take your eyes off of that and you stop driving traffic to that, the sales on that go "bruhhhh.." and now you're in feast or famine. "Sales on that died. Let me go think of another thing to launch." You're always struggling. You're always chasing - it's an uphill battle. "Why am I not making money? Ugh! I just can't break the ceiling." I'll tell you why you can't break the ceiling, because you're still looking at the microcosm. You're looking at the little frontend loss-leader, and you're trying to make money off of that. Stop trying to make money off of that. Give that money to your affiliates.

If the frontend product is a \$10 ebook, then create a launch and plan it out so that it makes you a thousand sales. A thousand sales of a \$10 ebook is going to bring in \$10,000 in gross order value. \$5000 of that goes to the affiliates. That leaves you \$5000 product profit. Take that \$5000 of anticipated profit and offer it in a contest, prizes. Offer it in maybe additional bumps and commission. Give it back to the affiliates; get them excited about promoting. Then your launch would be a huge success. You'll have a whole bunch of sales, and you'll make a whole bunch of new leads and people that will see your \$1000 backend product or your \$2000 backend product.



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You just got a thousand people now to look at your \$1000 product. What's going to happen if 30 of them buy your \$1000 product? You just made 30 grand on the backend of a \$20,000 frontend. You're at 50 grand now. Now you've got another level. You've got a \$3000 product. What if just two or three people buy a \$3000 package? You just add another 9 grand to the 30, to the 20. You see what I'm saying now? This is how you hit six figures with a launch that only sold a thousand copies of a \$10 product. It's not done on the front; it's done on the back. It's done with the big business funnel.

You're creating an army of customers, and you're continuing to sell. The people that didn't get to that \$1000, you're reintroducing them with your next product. All of these lead funnels that you build is to continue to bring people to the backend. It's to continue to push people through your ultimate business funnel. Your entire business will look like a spider web of sales funnels. It will be like a spider web of websites, and your business or your main site is in the middle. People will come to you from all different places in your spider web. You're going to be sitting in the middle there, and the idea is to get them in front of your endgame - is to get them in front of your big product.

What I like to do is draw this all out. I am a visual person. As a matter of fact, the majority of us are. Your mind thinks in pictures. Even if you think you're an audio person or a person that reads. Your mind thinks in pictures. None of us think in text. What I recommend that you do is get a big white board. I'm looking at mine right now. I literally got that IdeaPaint, and I painted one of the entire walls in my office with this IdeaPaint, which means that now I can go and draw on it.

I'm not in there playing tick-tock-toe. What I do is I draw the page flow. I create a flowchart for my products and for my business. I don't just create a sales funnel for one product. I try to see "How does this funnel flow into the next funnel? Where can we interconnect funnels? Where can I cross-sell and sell them from this product into this other product?"

A lot of you guys - you create a product, and you're like, "What affiliate product?" When you promote someone else's product within your sales flow, you lose that customer. You're literally introducing them into someone else's sales funnel. The idea really is to cross-sell within your own business. This isn't something that you could do from day one, because, naturally, you have to create products in order to be able to cross-sell.

When I started building my business, I was doing everything in triplicate. I wasn't creating one product; I was creating three. Because I knew that the moment that I created my first product, I was gonna wanna follow up with something else for the people that didn't buy that one. And the minute that I created that second one, I was going to follow up with something else. I created my business by building products in groups of threes. I always had something to cross-sell them into. "Okay, you're not interested in that? Well, how about this? Oh, you're not interested in that? Then how about this? Have you seen this?"

I built my business with a mantra that, "Your order is never complete." I don't bring people to an order page and say, "Hey thank you! Your order is complete. Here you go! Here's your product! Have fun!" No! It's not complete. "Have you seen this? Did you know I got this, too? Maybe this will suit you." I'm always making offers.





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The key is to do it in a way that your customer doesn't feel like they're being sold. You have to take time to plan this out. Plan out the flow. People love to buy, but they hate to feel sold.

What I do is I create a page flow that I can look at and that I can analyze. Page flow is important to help you envision clearly what your customer is feeling and going through. You have to put yourself in the mind frame of each customer on each page. I do it by drawing a diagram on the whiteboard. You can also use mind mapping software like bubbl.us.

Let me kind of show you what that is. This is a mind map, but really, what this is, is a page flow. There's a big difference in a mind map and a page flow. This is literally - every box on here, depending on the color, represents a page or represents a payment button. On the main sales page, as you see right here - that is where the customer sees the offer. The offer has three payment options, 17, 27, 47. If they buy whichever one of these, they're going to see this upsell.

Over here on this upsell, they have the option to either say, "Yes, I want to buy" or "No, I don't want to buy." If they say yes, they're gonna go right into the members' area. If they say no, they're going to go to the downsell, then go to the members' area. Then within the members' area, they're going to be seeing upgrade options to get whatever it is they skipped over in this process over here. Let's say, they chose not to buy any of these from the main page. If they exit out, they're going to go to an exit pop. They're going to see this free offer. If they take that free offer, they're going to come down in here.

This is a simple page flow, but you can now interconnect. Let's say, they bought this. From this members' area, I can maybe connect to another main sales page for another product. Maybe that could be for a webinar. This entire thing would maybe start expanding out over here even bigger. Eventually, once you have multiple products, you're going to have multiple sales funnels that are all just building upon one another to your endgame, to show everyone that that big, high-ticket \$1000, \$3000, \$5000, \$15,000 product. You can always create those.

Anybody says, "Well, Omar, there's just nothing that I can sell for \$3000."

You know what I say to that? I say, "Bullshit! You're just lazy! You haven't thought about what it is you can offer because if you are building any of this stuff for yourself, you can offer that as a service. You can offer somebody to build it for them for \$3000 or for \$5000. If you have sales videos on any of these, that's a service that you can offer. You could say, "Hey, I can create your sales video." If you built a page full, you can offer a service, "I am going to help you. I will get on a call with you for an hour, and I will help you draw out your funnel because I've done that for myself. I can teach you how to do that." You can look back at every single skill that you have, and you can offer that to somebody as a high-ticket service, as a high-ticket consultation, as a done-for-you service.



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You can even charge someone enough money so that you can outsource the task! Think about that! You could say, "Okay, listen. I'll charge you \$3000 to sit down with you and give you a consultation on what your sales video would be about. Then I'll even produce a sales video for you." Sit down with them for an hour. You talk about what they want and what would work on their sales page, and then after you're done talking with them, you go and hire somebody for \$1000 to produce their sales video. You still netted \$2000. The customer's happy. You're happy, plus you employed somebody. You helped stimulate the economy. This is the way you build a big business.

Don't tell me that you can't create a backend product. If you created a front-end product, you can most definitely create a backend product. You're just doing it backwards. What you should be doing is thinking about the endgame - big backend product first, and then reverse engineering it.

When you create a \$30,000, a \$50,000, a \$75,000 product and then disassemble that, you're going to start realizing that the frontend is easy. If you're only focusing on the front end, that's when the front end becomes harder. It's like walking on a tightrope. I'm not a tightrope walker or anything like that, but I heard it said once that if you want to walk a tightrope, the way that you do it is not by looking at where you're standing, you've got to look at where you're going.

If you focus on where you're standing, you're going to automatically lose balance. You're going to fall off. But if you look ahead on the rope, if you look ahead at the destination, at where you're going, you will automatically find your point of balance. You will automatically walk that line. You will walk that tightrope. But what's happening here is you're focusing on the front. You're looking at right where you're at, instead of where you want to be - instead of your endgame, and that is the problem.

When you assemble a \$30,000 product and a \$30,000 sales funnel, these little ones for a \$47 or \$67 product, it becomes easy, like, "Okay, this is nothing. It doesn't matter. It's a 100% commission product anyway." Again, this is the way that you need to start looking at your business. A cool tool - Bubble.us. You can get a free account, and you can start doing that. Again, I'm much, much more visual and physical. I like doing it on a whiteboard. That's what I recommend that you do as well.

We're going to wrap this up. We're going to talk about emotionally congruent offers. Transparency goes a long way. With today's educated consumer, people love to buy, but they hate to feel sold. I just talked to you about that. When you're creating that loss-leader, that front-end funnel for people, you got to get away from the whole painful disconnect and giving people hard choices to make and having them click a "No, Thanks!" button that says, "No, thanks. I don't want to be successful. I don't wanna actually have this product. If I don't buy this, I know that a puppy is gonna die somewhere in America, but I don't care because I don't like puppies. I don't want this product."



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If you're doing things like that in today's market place, you're going to have an uphill battle. Transparency goes a long way. Remember, what you're doing on the front is building a customer base. You're creating an army. You want to make them happy. The idea of the front end is to delight them, to make them fall in love with you. You want to under-promise and over-deliver, and it doesn't matter if it costs you money or if you lose money because it's all about making them love you, so that when they see that big offer, they're going to be like, "Oh, I love this guy! He treated me so well in this whole purchase process and the whole beginning. He over-delivered. Look at everything he gave me. He obviously just wants to over-deliver. Doesn't care about profit, and of course, I'll buy his \$3000 product. Why would I not? I'm going to invest in this guy, not in the guy that tried to squeeze \$7 off me on the WSL. He doesn't care because he showed me one-time offers and telling me that if I don't buy it now, then the puppy's going to die."

You see? Is this clicking now? The front-end funnel is not about profit. It's about leads. It's about putting people in front of your backend offer.

People love to buy. Be transparent. It goes a long way. Avoid that painful disconnect. Your customers buy your products with the emotion. Pull on the heartstrings. They're going to justify their purchase with logic, so it makes sense to give them stuff that they didn't even expect. When they get into your members' area, when they finally complete the purchase, give them free gifts. Just shower them with presents. When they get into your download page, they should be like, "Oh my god! This is awesome. I can't believe I only paid \$47 for this. I didn't know I was getting this. And he's giving me these free gifts. He's also giving me this. This guy is amazing! I love this guy!"

That's the feeling that your customer should have. You know why? Because when they're buying your product, when they first find out about you, when they first landed on your sales page, and they start going through your sales funnel, they don't know you. They're apprehensive. It's all about raising impulse. It's all about getting them excited.

You sell by getting their impulse level from zero to "purchase now" in a very quick period of time. You do that by getting their emotions up, by getting them excited, by making them feel like they need something. Trust me. Nobody wakes up in the morning and turns to their spouse, "I sure hope I find an internet marketing product today. I spent an extra \$197 that I wasn't planning on spending." Nobody does that!

The only way that they invest in you is because you got them excited. Then now, what happens after they buy and they part with their hard-earned money, is they start trying to justify their purchase. "Should I keep it?" They're not going to be doing that emotionally; they're going to be doing that logically. They're going to literally look at what they've paid versus what they got. It's your mission to make them feel like they've been showered. They're like, "Oh my god. This is amazing. I love this guy."

This does two things for you. It guarantees that they're not going to refund. It's going to keep your refund rates low. Number two, it makes them more prone to buy your big backend, which is what it's about anyway.



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There's a lot of different types of offers. There's different names. There's front ends, piggyback sales, upsells, downsells, upgrades, cross-sells, follow up, referral. I'm very quickly going to go over these.

Obviously, the front end is what they buy from you on the front. It's very easy to piggyback things together. The whole idea of piggybacking and upselling is training your customer to continue buying from you. Some piggyback offers and upsell offers work better than others. But again, the more you can get somebody to buy from you, the more likely that they will be to buy from you again in the future, as long as you're continuing to over-deliver. You're literally training people to be your buyers. That is the purpose of going through an upsell and of going through an actual sales funnel.

Piggybacking simply means that on the checkout page, you add something. You say something like, "Hey, you just bought this set of windshield wipers. Would you also like to get the windshield wiper fluid because we've got a sale on it? We actually have an overstock, and we can add in two gallons of windshield wiper fluid for only \$2." That just kind of makes sense. People are going to look at it and go, "Sure, why not! I bought windshield wipers. I need windshield wipers. It's only \$2. Boom! I'm going to tick that off." It just makes sense.

After they've done that, you've piggybacked the product done. You didn't even create sales copy for it. You just automatically put that on and say, "Hey, would you like to get the windshield wiper fluid as well? Because obviously we sold you on the quality of the windshield wiper." And you could reverse that as well. You could actually just sell the piggyback product in the front.

A lot of times, when something isn't converting, that's one of the things that you do. You flip flop the piggyback product or the upsell product with the front end. Sometimes just switching that offer and showing them the windshield wiper fluid on the front then selling the features of the fluid. "Hey, this fluid doesn't freeze. It's orange. It's awesome! People will love it. You're going to have more sex if you use this windshield water fluid."

Use the sales copy that's going to make them buy the front end, but swapping it with the piggyback offer. Maybe now, once they buy the windshield wiper fluid, you say, "Hey, by the way, do you want our indestructible set of windshield wipers? Just click this little button right now for \$3. We got an overstock on, and you can get the windshield wipers." See how I did that?

In the front end, you can sell the windshield wipers, so you could sell the piggyback. A lot of times, it's a good thing that you can split test. Because again, it doesn't matter. I don't care how many wipers. I'm not looking to make money on either the fluid or the wipers, I'm looking to get somebody that I know for a fact has a car, because my product that I'm going to upsell them is a maintenance one. "Obviously, you care about your car because you just got the wipers. Look. We're very good friends with a mechanic company. They're an auto repair shop. They have shops all over the world and in every city in the United States. Right now, for a special price because you just bought the windshield wipers, we can actually get you a plan, where it's only \$30 a month, and you'll get three service calls. You'll get blah, blah, blah."





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Now all of a sudden, I know that they got a car because they just bought a windshield wiper thing, and we put in the upsell. Then they'll say, "No, no, no. I don't want an upsell. I don't want the plan. Just take me to my product."

You'll say, "No problem." Boom. You'll say, "Listen. By the way, we've got a lesser plan, which is only \$10 and you get two - all you do is..." If they didn't take the upsell, just remove part of it and cut the price in half. If you remove part of the bulk of the upsell, and you cut the price in half, what you're going to find is that 50% of the people that bought your front end and saw the upsell - 50% of the people that said, "No" to the upsell will buy the downsell simply because you reduced the price by half. That's just a formula that works. Don't ask me why, but that's just the way that it works.

You should always offer an upsell and a down-sell. Once they're inside - once you're delivering it, you can also give them the opportunity to upgrade, "Hey, we know that you got the regular windshield wiper fluid. By the way, we're going to be shipping that out to you but would you like us to go ahead and upgrade you for just \$10 to give you the anti-freeze package?" A cross-sell is once they're inside, "Hey, have you seen all of our other car care products? We also have products for tires and rims." Follow ups.

A lot of people screw up the follow ups. Follow ups are where you actually have an email sequence that's already in place, so that when a customer buys your product, you're following up with them. Obviously, you know what product they bought. If they bought the front end but not the piggy back, and they took the down-sell, not the upsell, they're on a specific list. They're on the front-end down sell list.

They can still be sold the piggyback and the upsell. Now they're on the list where you've set up emails to go out to only try to sell them the piggyback and the upsell because you're segmenting your buyers.

When you create a product funnel, you're creating multiple buyers lists. If you're only creating one member list, well sorry. I don't want to say you're stupid, but you're stupid. Look, you should really be creating multiple lists. You're leaving so much money on the table. There's a list created for every single offer in your funnel. You use automation rules inside of your autoresponder to move them from one list to the other. If they bought the upsell, they come off of the front end, and now they're an upsell customer. They're on that list. If they didn't take the upsell, and they did take the down-sell, then they're on a separate list.

When you send autoresponder sequences to them, you've automatically pre-written them based on what products they bought, and you're offering them follow ups that are going to upsell them on the products that they didn't buy in the funnel. This is all just stuff that should be done way in advance.





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In addition, you're making referrals. You're referring them to other products. I'm going to recommend that whenever possible, you refer them to other products within your own business product catalog. You want to refer them to, "By the way, did you know that we had the tire package, where we have the armor all for the tires and we have the rim protectant and we have this." Make them congruent offers. When I mean "congruent," you don't want to send the windshield wiper guy an offer for golf clubs. I mean, you might get some of them to buy, but it makes no sense. A lot of people mistreat their list way.

When we talk about follow ups and referrals, we're really talking about backend email marketing and things like that. Never stop getting them in front of the next offer. Remember my mantra, "Your order is never complete." Obviously I don't say that to the customer, but I am constantly thinking of ways in my business to monetize my existing customers and get them in front of the next big offer. I find a way to get them in front of my endgame.

I look for opportunities to offer them what they need. I do that by putting myself in their shoes on that page. I look at that page in the page flow, and I say, "Okay. Well, how did I get here? I said, 'Yes' to this, 'No' to that, and 'Yes' to that. What am I thinking right now? Am I thinking, 'Oh my God, I'm just frustrated. I want to get my product already.' Or am I thinking, 'Wow, I wish I could have bought that. What if he had this...'"

I put myself in the shoes of the buyer, and I go on with the mantra that your order is never complete. I try to put the offer in front of them, that's most likely that they'll need and they'll buy. Remember that. If you've got a valuable product that your prospect needs, then it is your moral and ethical obligation to sell it to them.

If your prospect needs it, if you know they need it, then you have a duty to sell it to them. If you failed to sell it to them, then you failed them. You haven't gotten something in their hands that they need. You can't be afraid to sell. You can't be afraid to assemble powerful, thorough funnels that really, really show the offers that the consumer wants and needs.

Remember, the front end is all about the affiliate. It's all about getting more people to promote your products so that you can show those customers your endgame.

Quick things to keep in mind. It's not always a linear process. Remember that I mentioned it's like a spider web. Sometimes, someone comes to you through the windshield wiper funnel, but they only bought the front end. They exited out, and they end up going to your windshield wiper thing. And they end up going to your tire thing, and they end up buying a totally different product. It doesn't matter because at the end of the day, every one of these funnels in the front - they're all about pointing people - to what? - to the end game, to the big backend product.

It's always about the backend. The front end don't count. As far as I'm concerned, the front end doesn't count. Don't be afraid to lose out on the front-end sales funnel in order to earn big on the back. If you're not looking at things this way, then you're in the feast-or-famine mode. You're in small-time money, and that's where you're going to be stuck.



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Always monetize your welcome page. This is probably the most overlooked, the most underused - I can't tell you how much money we've made by properly monetizing our welcome page.

The welcome page is the first page that the customer sees after they've ended the payment process. What we do is we put a Stepbucks on there. There is so much power in a properly executed Stepbucks because it just works with the mindframe that your customer's in, once they're done with the payment process. They finished their payment process; now they need instructions. That's what the Stepbucks does. It gives them instructions. It also makes sense, and it makes you profit.

It makes sense and profit. Why not put it on your welcome page? I can do an entire-hour video just on the Stepbucks. It's a lot easier if you just go to the Stepbucks.com, download the code, and install it on your website. It's free. Watch the video on there, and you'll learn exactly how a Stepbucks works, why it works, and why you need to put it on your website.

Always have a deep autoresponder sequence in place. We talked about the importance of follow ups just a minute ago. You've got to create these in advance. I'll tell you. Some of my autoresponder sequences are 40 and 50 emails deep. That means that from the moment that the person buys one particular product, they've now been put on a list that's automatically going to fire off an email to them every three days or so. Depending on what happens during the purchase process, or what products they buy, I have automation rules with my autoresponder. You can literally set these up within the list.

There are settings within AWeber or GetResponse, whichever one you use. You can set rules up so that when somebody opts into this list, they get removed from that other list. Remember, when they buy a product, it should be synchronized with your autoresponder. If they bought this product, they're added to this list. The moment they got added to that list, they got removed from another list. Now they're on a different marketing funnel than they were before. All these funnels lead to the big backend.

Use this to cross-sell membership. If somebody is on your free plan or on your basic plan, they're automatically on the 40-email sequence that's going to try to get them in front of the gold package or the silver package or whatever the next upgrade is. This is how you get people to upgrade internally. If you're just selling to them and then forgetting about them, again you are in a feast-or-famine mode. You're not going to have a big, long-term business.

Develop the funnel based on your needs and the customer's desires, not based on the capabilities and tools you're using. You might be thinking, "Well Omar, everything you're talking about sounds great, but how the hell am I going to go about doing that, man? I'm just putting things on JVZoo. I can't do all of that with JVZoo." Well then, find the right tool for the job. The worst thing that you can do is run your business based on the capabilities of the tools that you're using.



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I assemble my business, my offers, and then I go find the tool, that's going to enable me to sell them the way I want them to be sold. You might say to me, "Well Omar, I can't do that with ClickBank. Because ClickBank doesn't allow me to do cross-selling, and I gotta use PitchPlus. It's going to take them to this one download page, where they're going to have a button for each one of the things they bought, and that's just the way that it works."

I say to you, "Then you're using the wrong freaking tool." That's not the way that it works. When a carpenter's building a house, he doesn't build a house based on how many nails he has. He goes out, and he buys the amount of nails needed to build that size house. You determine what you need to build. Build your funnel, draw it out, and then figure out what tools you're going to need to make that happen and go out and get the right tool for the job.

Don't ever change your funnel or your process that you worked on, that you want to execute, based on the capabilities of a tool you're using. Instead, go find a tool that will do what you need it to do. That is why, you see some of my products are on ClickBank, some are on JVZoos, some are on Nanacast because I needed something to happen in a specific way for that specific funnel.

I found the tool that could do what I needed it to do. I didn't just shrink my business and conform to the capabilities of a tool. I'm not going to go and build a little house because I only have a little bit amount of nails. No. If I need a four-bedroom house, I need to go and get the right amount of wood, the right amount of tools, the right amount of nails, and I'm going to build the house that I want.

I'm not going to go, "Well, Home Depot only carries this type of screws. I love Home Depot so I'm not going to build that house because I don't have the right screws." No! Screw that! I'm going to go and use another - I'm going to go to Lowe's or go wherever. I'm going to get the right material to build the funnel that I want and that I need. Find the right tool for the job.

I hope you enjoyed this. I hope you build a big business funnel for your company and start with that backend, reverse engineer it. You'll see that you'll be able to build longevity in your business. I'll talk to you soon, take care.



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To Your Success,



Omar & Melinda Martin