
SIMPLE SALES FUNNEL

the cheatsheet

STEP 1: DOWNLOADS OPT-IN FREEBIE

This is the “top of your funnel,” meaning it is the entry point and beginning of your sales funnel. Your opt-in freebie should be relevant to your overall sales funnel and product to ensure you are only attracting ideal customers.

STEP 2: ADDED TO AUTOMATIC EMAIL SEQUENCE

At this point, you should have set up in your email service provider that anyone who downloads the opt-in freebie from Step 1 is added to your automatic sales funnel sequence.

STEP 3: WELCOME EMAIL

This is the first email they receive. It should tell them about you, your brand, and how you help people. Get them acquainted with the nifty things you do and believe. You can also include a call to action, such as to hit reply and answer a specific question.

STEP 4: EDUCATE EMAIL

This is when your sales funnel starts kickin’. In this email, usually sent 1-2 days after the Welcome Email, you are educating your subscribers about your topic. Break down any myths they might believe and objections they might have, as well as provide them with some useful info or strategies on your product’s topic. It’s a big GIVE day.

STEP 5: CULTIVATE EMAIL

In this email, sent 2-3 days after the Educate Email, you want to cultivate more of a relationship with your subscriber by sharing your personal story and turning point. This email is designed to both connect with them personally and to show them that you were exactly where they are now. Don’t be afraid to get vulnerable and tell them about the struggles you used to face and how you overcame them.

STEP 6: POSITION EMAIL

Now that you've provided them with new knowledge and shared your own turning point, it's time to position your expertise as the way to go. How do you stand out from your competition? Why should they believe what you have to say? At this point, you can briefly mention your product, too. You may also want to include some "proof," such as a case study of someone who had success with your product, as well as more value. This email can be sent 2-3 days after the previous email.

STEP 7: PITCH EMAIL

Finally, your last email will pitch your product. Remind them that they now have two options: remain where they are, struggling with the same problem, or use your product and get the kinds of results you've been able to achieve. Show them what their life could look like if they decided to use your product. Also, make sure to share the benefits of your product (not just the features!). What will they get out of it? This email should have a strong call to action as a culmination of your previous emails. Send it out 1-2 days after your pitch email.

The reason why the first four emails are so important is because before you ask for a sale, you have to help your potential customers shift their mindset so that they will be able to see the relevance of your product. You also use the Educate Email to share new knowledge with them, reminding them of your expertise.