

PROGRAM SALES FUNNEL BLUEPRINT



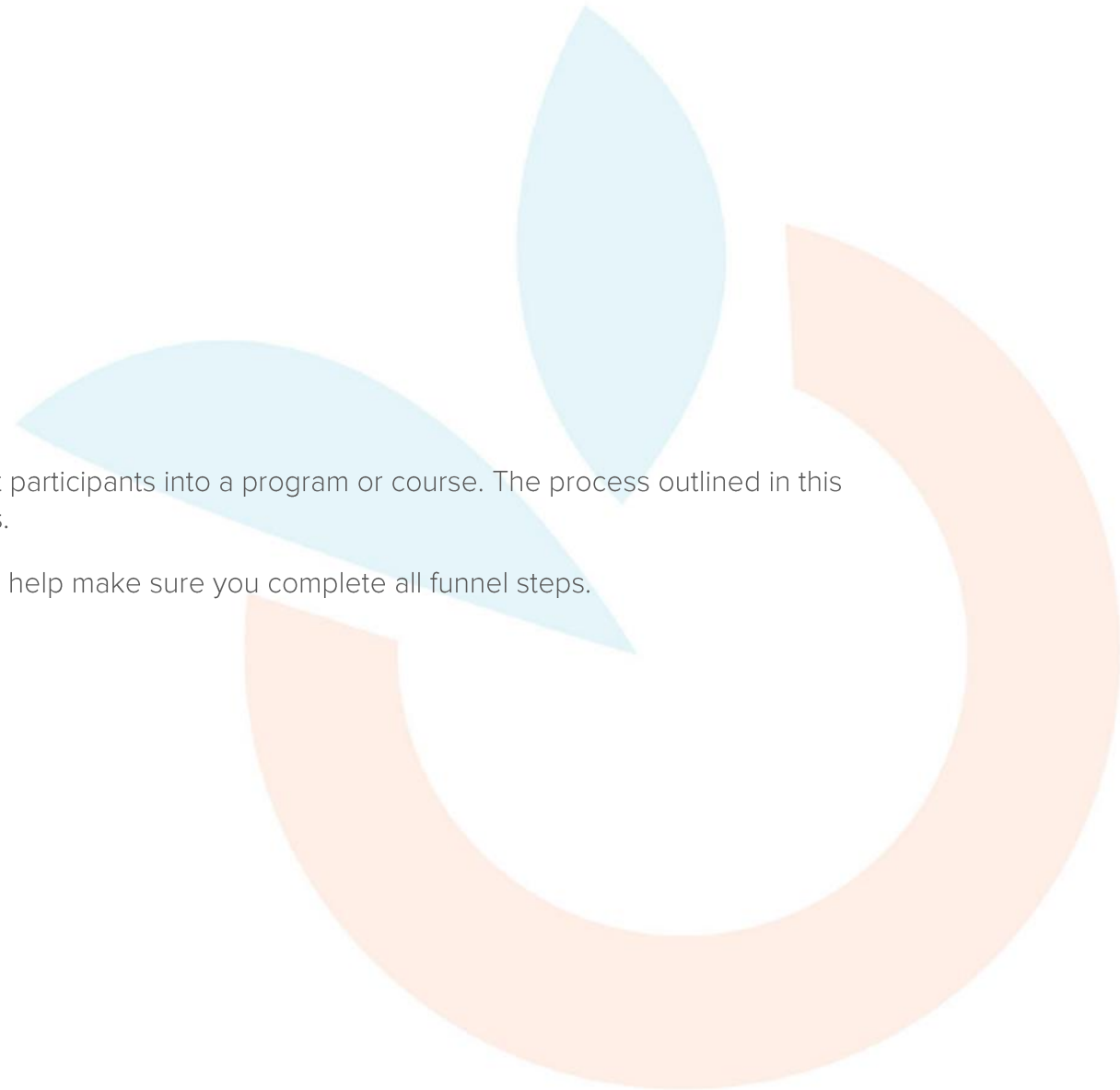


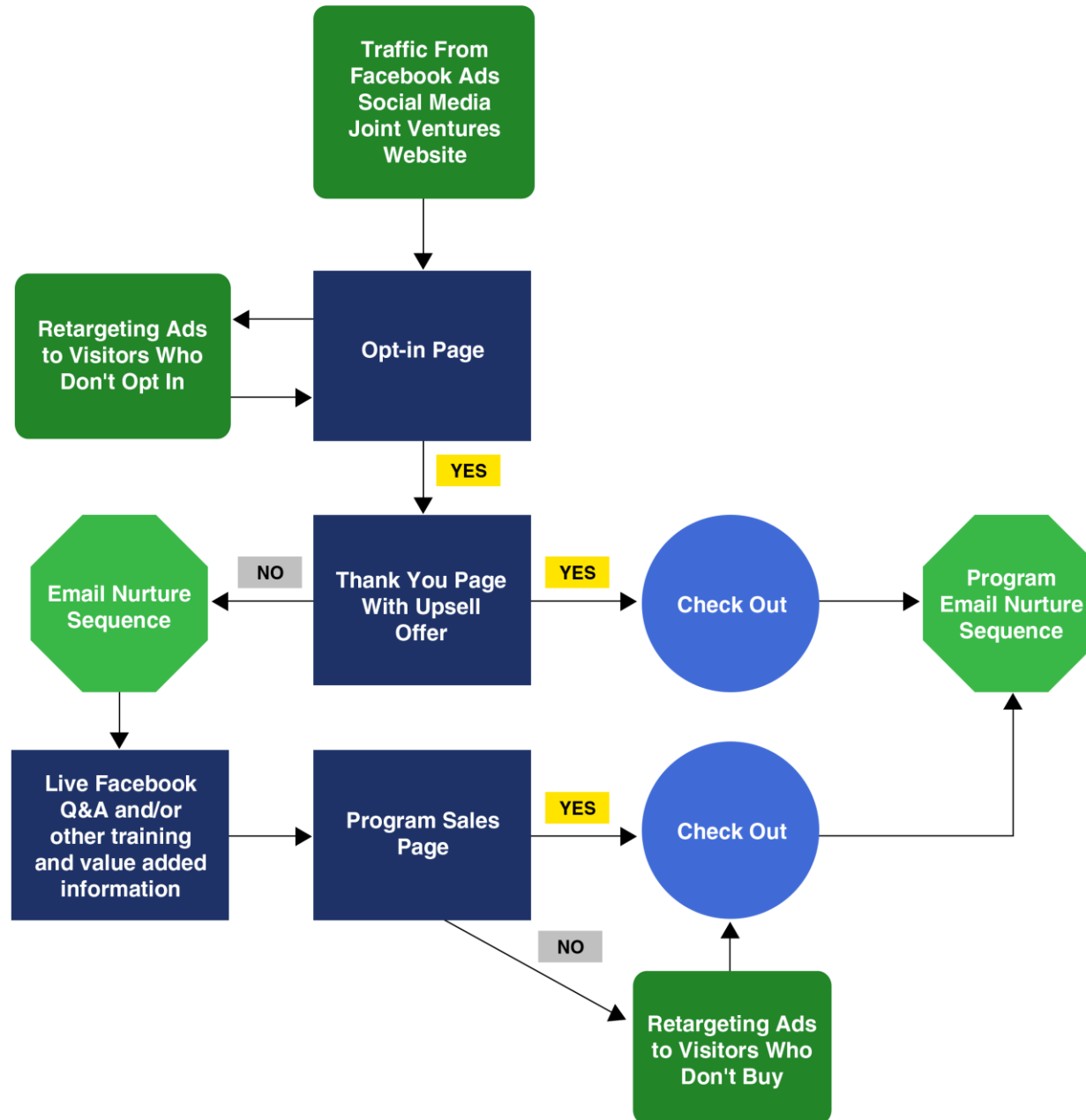
INTRODUCTION

One of the most lucrative uses of funnels is to get participants into a program or course. The process outlined in this blueprint will help maximize program registrations.

This blueprint includes a diagram and checklist to help make sure you complete all funnel steps.

Sharon Hayes





FUNNEL STEPS

Keep track of building and launching your funnel by completing the following checklist.

FUNNEL STEP	WHO?	SET-UP?
Opt-in page created?		
Thank you upsell page created?		
Check out page created?		
Email nurture sequence created and added to autoresponder system?		
Program email nurture sequence created?		
Live Facebook Q&A and/or other training created?		
Program sales page created?		
Program check out?		
Opt-in page tested?		
Ordering tested on thank you upsell page and program sales page?		
Emails previewed and links tested?		
Drive traffic from Facebook ads?		
Drive traffic from social media?		
Drive traffic from joint ventures?		
Drive traffic from website?		

FUNNEL STEP	WHO?	SET-UP?
Retargeting ads shown to opt-in page visitors who don't opt in?		
Retargeting ads shown to order page visitors who don't buy?		

