Module 4 Cheat Sheet - Create Your Profitable Book Funnel

✓ Your sales funnel is a key part of your strategy for ongoing sales

✓ Set it up BEFORE you launch and promote, so that you can gather leads and make sales right away

✓ A series of steps to lead customers to buy your book

Plan Your Book Funnel to Turn Your Leads into Buyers

✓ Your sales funnel should include:

- o Opt-in Page/Form with Lead Magnet
    - ▪ Create content buyers are interested in
- o Email Series
    - ▪ Use an autoresponder to send emails with helpful content

✓ Ideas for lead magnets include:

- o Sections of your book
- o A case study from your book
- o Data from your book
- o Templates

- Cheat sheets

- Blueprints

- How-to Reports

- Videos

- Quizzes

- Webinars

✓ Demonstrate your knowledge and expertise in your follow-up emails

✓ A sample email series:

- Email 1

  - Talk about you, your background and experience

- Email 2

  - Engage with your readers by asking them about a problem related to your book

- Email 3

  - Tell them the story behind the book

- Email 4

  - Talk about content relevant to your book topic

- Email 5

  - Recap on emails, with a link to buy the book

✓ Invite leads to a free webinar that focuses on one subtopic

Tools for Creating Your Sales Funnel

- ✓ Email marketing software
    - o ActiveCampaign
    - o Aweber
    - o GetResponse
    - o MailChimp

- ✓ Webinar Software
    - o GoToWebinar
    - o Webinar Jam
    - o Webinar Ignition
    - o Easy Webinar
- ✓ Sales page tools
    - o ClickFunnels
    - o LeadPages
    - o OptimizePress
    - o Thrive Themes

Getting Traffic to Your Funnel

- ✓ You'll need to attract visitors to your sales funnel

- ✓ Methods to do this include:
  - o Advertising
  - o Content marketing
  - o Social media
  - o SEO

- ✓ Advertising requires some investment

- ✓ Keep costs down by sending people to interesting content you've created
  - o Blog posts
  - o Infographics
  - o Reports
  - o Videos

- ✓ Share all of your content on social media, groups and forums

- ✓ Use keywords on landing pages for organic traffic

- ✓ Monitor your analytics to see what's working