

SALES FUNNEL NEXT STEPS

So now you have a beautifully designed sales page with copywriting that makes your offer shine. Once you have connected your sales page to a payment processor or whatever system is necessary for the next step of your sales process (payment, application, or booking a call) then you are ready to put this sales page into action.

NEXT STEPS

So what are some further things you may want to consider now that you have this sales page complete for your offer? Here are some considerations:

Test Out Your Sales Page and Your New Simple Funnel

Make sure you test out the process to make sure all of your buttons are working correctly and the sales process is seamless. You can purchase the offer and then refund your purchase or you can create a coupon code (if your payment process supports that) to purchase your offer for \$1.

Connecting It To An Email Automation

If this is a higher end/higher touch offer being sold on a smaller scale then you may want to just take care of adding your new clients to your email list and following up with them via email personally. If that is the case then you will want to have some sort of personal process in place to make sure you follow up with your new clients appropriately.

If this is an offer you will be selling at a higher volume then you'll want to consider setting up any email follow up as an automated process. Depending on the platforms you are using this can be set up with native integrations between your platforms or using a service like Zapier. Or perhaps you're using an all in one type platform that makes coordinating this easier. Included in this lesson is a video on how to facilitate this with my email provider of choice, ActiveCampaign.

Consider Adding this Offer Into Your Lead Magnet Sequence

Consider adding this offer into your New Subscriber Sequence that people are receiving after opting into your list.

You can look at the current emails you have written and see how you can tweak them to now introduce this offer and send them to your new sales page. Or consider crafting some new emails to add onto your sequence to introduce and promote your offer. And the best place to get the ideas for what to include in your emails is the copy from your Sales Page!

Share This Offer to Your Existing List and Audience

Want to know if this offer will convert? The best way to start finding this out is by introducing it to your existing audience. Send out an email, or series of emails, introducing them to your offer. And of course the best place to pull copy from for these emails is from your sales page itself.

Use the flow of your sales page to inspire a series of emails and social media posts you can create and share to start getting eyes on your sales page and making some sales.

Start Thinking About How You Want to Bring Traffic To This Offer

What are your plans for promoting or launching this offer? Do you want to be selling it on an ongoing basis? Do you want to be launching a few times a year with an open and close cart period? Do you want to be running a webinar or maybe a live challenge?

How you plan to launch and promote your offer will determine what other types of funnels you may want to be incorporating your amazing new sales page into in the future as we dive more into funnels in future lessons.

A sales page is great but a sales page without eyeballs on it is just a void on the internet. We need to be considering how we are going to be bringing traffic to (aka humans) to our sales page.