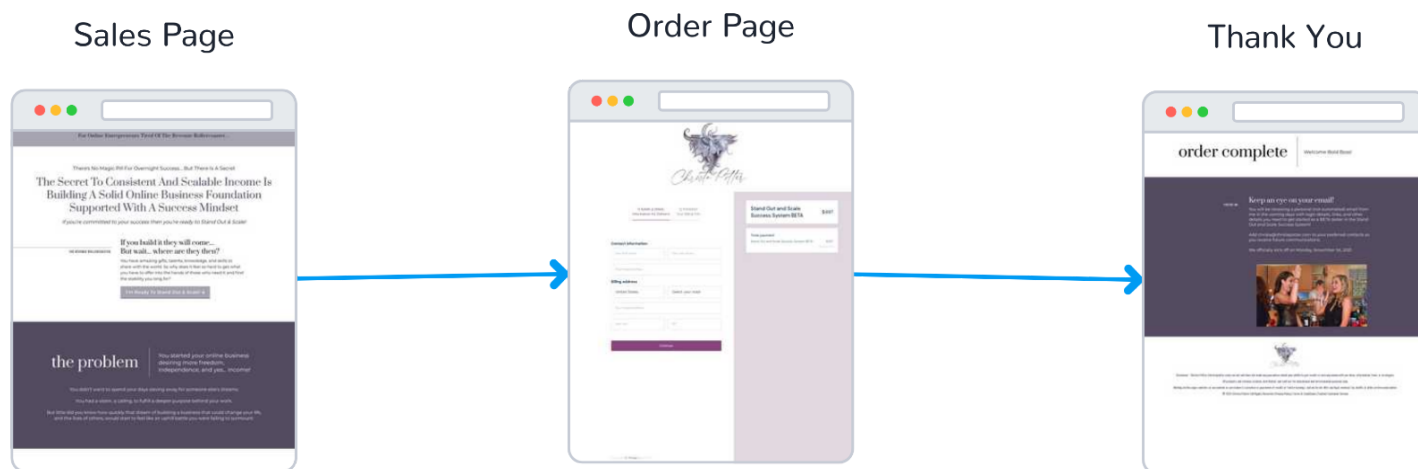


## SIMPLE 3 STEP SALES FUNNEL

- 1) Sales Page
- 2) Order Form/Checkout Page/Application Form/Appointment Booking Page
- 3) Thank You/Confirmation Page



The buttons on your Sales Page will link to your Order Form, Checkout Page, Application, or Appointment Booking Page depending on the type of offer. This link may be on the same platform your sales page is on or it may link to an outside payment processor.

Try to keep the branding consistent between pages to maintain consistency and trust with your audience.

Once the desired action is completed (sale made/call booked/application submitted) then it should be setup that they are then redirected to a thank you/confirmation page or display the success notification native to your platform that you can hopefully customize the wording of. It is ideal that you redirect after submission to a custom thank you page where you can provide more information on their next steps like you did with your lead magnet funnel. This can be mention of any emails they can expect to receive from you, where they can access their purchase, your contact information, etc.