



MASTERING SALES FUNNEL

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Introduction

You have likely heard the expression that owning your own product is the key to making real money online. That is true for a number of reasons. One of the key reasons why that is true is because, if you own the product, you can create a sales funnel that you control and you profit from at 100% (or whatever amount you choose in regards to your affiliates, etc.). If you don't own the product, then you can't control the sales funnel, and you don't profit from any additional sales made through that funnel.

It is a known fact that virtually every Internet marketer makes most of his/her profits via the back-end of the sales funnel, NOT the front-end.

In fact, some marketers are willing to take a loss on the front-end of the funnel, just to get new customers onto his/her buying list and to help make profits for his/her affiliates so that they are willing to promote his/her future product offers.

The real money is made on the back-end of the sales funnel because that is where the higher-priced offers are normally made.

Add in that the creator of the funnel usually makes 50-100% of the sales of these upsell offers, and it's no wonder why most Internet marketers make most of their revenues from one-time offers or OTOs.

Therefore, if you want to make considerable money as an Internet marketer, you have to have your own product and you have to control the sales funnel.

If you don't do that, you will likely never make considerable profits online, as affiliate marketing limits you to whatever the product owner and sales funnel creator decides.

You may be wondering how to go about creating your own sales funnel. Fortunately, this book will help you to know exactly what a sales funnel is, how to create one, and how to maximize its potential so you get the most profit possible from it.

Chapter 1: Be In-charge of the Buying Process

As mentioned in the Introduction, if you don't control the sales funnel, you are at the mercy of the one who is in making profits online. This is why most Internet marketers say that you must sell your own digital products (and, essentially, control the sales funnel) to really profit online.

Thus, you need to control the sales funnel by creating your own digital product and setting up the funnel.

When creating a sales funnel, you really are creating two or more offers, since you need to be able to offer your prospect or customer another offer on top of the original or main offer. This is usually considered an upsell or one-time offer (commonly referred to as an OTO).

However, it is now quite common to have a sales funnel where you have far more than just two offers.

You can have anywhere from three to ten or more offers in one funnel, composed of upsells (advanced or more enhanced versions of the main product) and downsells (advanced or more enhanced versions of the main product, but not as advanced or enhanced as the corresponding upsell).

There are really only two rules regarding sales funnels and corresponding upsells and downsells: The one-time offers (i.e. upsells and downsells) relate to the main product offer in some way so that you add more value to the main product offer, and the one-time offers are optional purchases and NOT necessary to enable the main product offer to fulfill the value it is supposed to as described in the product's sales letter.

Thus, you can create a sales funnel composed of several different offers that will enable you to earn profits with each purchase.

Mastering Sales Funnel

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