

# Creating a Niche Profit Funnel

*Creating a Niche Profit Funnel*



# **Creating a Niche Profit Funnel**

***Learn How to Set Up a Fast and  
Easy Pipeline of Income  
Opportunities in Any Niche!***

**Brought To You By:  
Terry Phong  
[ChristBiz.com](http://ChristBiz.com)**

# Table of Contents

Setting Up a Slippery Contact Slope .....	3
Opt in Offers Your Readers Can't Refuse .....	5
Blog Content to Lure an Audience .....	7
Pre-Sell Email Series to Warm Up Your Audience.....	11
Sales Copy to Convert in Big Numbers.....	13
Main Course to Cement Your Stellar Reputation .....	16
Bonuses to Increase Customer Satisfaction .....	19
Adding More Money to the Launch .....	21
Follow Up Email Series for Increased Future Sales.....	24

# Setting Up a Slippery Contact Slope

Many men and women who start out as entrepreneurs online take their first steps with ease. They educate themselves about niche markets, conduct ample keyword research, and learn about search engine optimization and sales conversions.

But what they sometimes don't do is plan out the actual funnel their prospect will fall into when they have their first communication with them. That's why so many people complain about traffic, but no sales.

They might rank well for keywords or even build a good reputation through word of mouth. But without the right system in place, your traffic will be gone – or sit floundering while you struggle to figure out how to get them to turn into buyers.

That's what you're about to learn in the coming pages. You're going to see how to construct a complete funnel that, upon first contact, captures your visitor within your grasp and escorts them through a process that impresses them and convinces them to spend money with you.

You first have to set up a home base for your audience to go to – so that you can send traffic or pull in traffic to it. You can do this one of two ways – with *only* a blog in place, or with a blog *and* a squeeze page.

## Squeeze Page Setup

A squeeze page won't have a lot of content on it, but it's a quick and easy way you can set up a starting point for your funnel. This is a page fully "above the fold," (meaning the visitor doesn't have to scroll down) that contains:

- Headline
- Subheadline
- Bulletpoints
- Opt in Form
- Video (optional)

Some people use video and some don't – that part's up to you. You can always use a combination of bulletpoints and video to appeal to both preferences. With such a small portion of content here, you want to really speak to the benefits of joining your list – and focus on your visitor's "What's in it for?" needs. You can have a squeeze page designed for you or download a template to work with.

## Getting Your WordPress Trap Ready

A trap isn't always a bad thing. It's just a place where you can capture contact information from your visitor. WordPress is a powerful platform that allows you to do that.

The first thing you need to do is register a good keyword-rich niche domain name. Or, if you prefer, brand your own name as the domain if you want to position yourself as a leader in your niche.

Next, install your WordPress blog using QuickInstall and get your blog set up for good SEO, engagement with your audience and of course – opt in subscriptions! This will happen in your sidebar area.

If you plan to install a squeeze page someday, then install the blog at `yourdomainname.com/blog` instead of on the main domain URL (leave that for your squeeze page).

Go ahead and get signed up with an email autoresponder system. Most people use Aweber or GetResponse, but some (who are on a shoestring budget), use a free, yet limited service like MailChimp instead.

Aweber has a \$1 first month trial, so we'll use that as our example. When you set up your first list, using their built-in step-by-step tutorial, you'll then go to the Web Form section.

With one tab open to Aweber and another tab open to your WordPress blog in a browser, you'll be installing the code that helps you build a list using content through your blog.

In your WordPress blog, go to Appearances and then Widgets and drag a Text widget over to your sidebar so that it's one of the first things in your sidebar (you want it "above the fold").

It will automatically open up the widget, ready for you to paste the code into. Go to your Aweber tab and create the form you want to use, making sure you keep width in mind for your sidebar – and match it to the color of your blog theme.

Copy the HTML code that the autoresponder system gives you and paste it into your Text widget. Then save and go see it in action! You always want to sign up for your list to see if it's working.

You'll also want to paste your opt in form code at the end of every blog post that you make. Or, you can get plugins that will do it for you automatically, if you prefer.

# Opt in Offers Your Readers Can't Refuse

Your opt in offer is the part of your content funnel that lures your reader into a situation where they're exchanging information with you – your content in exchange for their name and email address.

Most people hate spam, so they're very particular about who they fork over their contact information to. You have to be good enough that the fact that you're a stranger won't bother them.

## Where Most Opt In Offers Go Wrong

Do yourself a favor – visit about a dozen blogs or websites that have opt in forms and see what their offers are. In most cases, you'll see something like, "Subscribe to my newsletter," or "Get notified of future blog updates."

How boring – and there's not one part of that which helps the reader become excited about sharing his or her contact information with you. In fact, if they're new to your blog, they might just now be wondering about the value you have to offer – and the way it's worded, you're assuming they can't wait to hear from you again.

Not only that, but notification of future blog updates rarely gives a person a reason to subscribe. They think they'll add it to their RSS feed reader – or just manually come back whenever they think about it (and guess how often they'll remember?).

You have to give them more incentive. There are two proven ways you can entice visitors to sign up to your contact funnel.

## The Free Report Offer

A free report is a gift that you give to your subscribers. They don't have to pay *any* money – and they get an instant download. The key is to make it an offer they *want*.

When you thought about your niche, you should have done some preliminary research that helped you decide on a topic and demographic. For example, let's say you wanted to get into the Internet Marketing niche.

You want something that's broad enough to appeal to all Internet Marketers. So you wouldn't choose a free report topic such as, "How to Make Money Selling Needlepoint Patterns."

That's relevant to making money online, sure - but it weeds out too much of your audience, and the goal is to build your list, not repel people. So a better idea might be, "7 Ways to Profit Online."

Another thing to remember is that sometimes, using a negative (or warning) idea will help you build your list – because people use it as a precaution to help ensure their success.

So that would be something like, "7 Ways You're Sabotaging Your Online Sales." They are curious to see if they're currently shooting themselves in the foot, so they opt in to grab the download.

Your report doesn't have to be the size of a full eBook. Some marketers feel overwhelmed at the thought of creating a freebie offer, only to have to then *give it away* for nothing in return.

Actually, you *are* getting something in return – something far more valuable than a one-time purchase. You're getting their contact info – and that opens the door up for multiple future sales.

## **Free Email Series**

Another option would be to entice them with a free series. A series is when you cater to their needs over the course of several emails, as opposed to just one download.

So that might be something such as, "7-Day Fitness Kit" or "3-Day Detox Plans." Anything you do to provide on-going advice is great. You can give it a set timeline, such as "one week," "7 day," or "1 month," or you can just say, "daily" or "weekly" instead.

When you do an email series, or a report for that matter, you really want to pour as much value into that opt in freebie as you possibly can. This is your first impression with this person on a communication-basis.

Yes, they've been to your blog – but when *you* contact *them* through their email, it's a whole different ballgame. You have to prove your worth because if you don't, chances are they're going to click that convenient little "unsubscribe" link at the bottom of your email, and your list building efforts will go to waste.

A good rule of thumb to follow when you create anything free to give away – is to create something you could easily charge a lot of money for – but aren't. Never churn out a little fluff piece and expect people to build loyalty and trust in you.

# Blog Content to Lure an Audience

Once you have your opt in set up and the offer firmly in place, it's time to create the part of your niche funnel that pulls in traffic – the part where you can send people to from other sources like social networks and email systems.

A blog is where you create a personal brand (either for yourself or your company/website). You'll be sharing information with your readers, making recommendations as an affiliate, and guiding people in your niche.

Some people slap up a content funnel that never works. There's a reason for that. They're simply thinking that words on a web page are enough to convert into a sale – and that's the wrong way to go about it. It takes more than that.

## Personalized Blogging

The first thing you have to understand is that a blog is a personalized platform. It's not cold and sterile. It's not meant to be a fact finding publication alone. That's what differentiates between a blog and a static website – a blog includes *you* in it.

Whether you want to remain anonymous or not, you can still add personalization to your blog. You just have to adopt a pen name to use, and then you can let that persona represent you online as you build loyalty with your audience so that they will convert into sales.

What kind of personalization do you use? You have to be careful not to make your blog *your journey*. If you want readers to come along, it has to be about *their journey*, too.

So you want a balance of “here's my experience” and “here's how my experience can help you.” Instead of starting your blog posts out in a cold manner, always start with personalization – whether it's a greeting to your readers or a specific story of yours.

For example, let's say you had a blog about panic attacks – and you yourself have suffered from them. Instead of starting your blog off like this:

“Did you know that 1 out of every 4 women will suffer from at least one panic attack in their lives?”

Start it like this instead:

“Have you ever experienced a public panic attack? I have. It was scary, but I realize now I'm not alone. Experts say at least 1 in 4 women will go through it. I'm

going to share my story with you and then show you how I learned to get through it.”

This way, you have them *and* yourself in mind from the very beginning. Include personal stories, thoughts and opinions woven throughout your blog. It doesn't even have to be lengthy.

For example, if you're writing about the best video game console, you can add something like, “(my personal favorite is the Kinect – but only because I love embarrassing my kids when I use Dance Central).”

## **Length and Frequency of Blog Content**

Everyone always wants to know how long a blog post should be and how often they should blog. When it comes to niche success, the answers are: as long as it needs to be and as often as possible.

In terms of length, it's more about the power of your content – the effectiveness of your words – than it is the actual number of them. I could send you a 1,000 page document that did nothing to inspire you – or a ½ page document that converted you into a sale – all based on what I chose to say.

It's important that you learn how to have a voice on your blog. Personalization, as discussed previously, can help you use fewer words because your opinion and recommendation will mean more to your customer than just the specs of a product or the instructions on how to do something.

That said, you don't want your blog posts to be too lacking or too lengthy. A good rule of thumb is to shoot for between 1-3 printed pages, or about 400-1,200 words in length.

As far as frequency, well that *does* matter. You want people coming back to your blog every single day. When you blog often, it also tells search engine indexing spiders that you have a fresh blog – and they get into the habit of returning quickly to index your content and help you get traffic fast.

Try to blog daily. If you're in a good niche, then that should be no problem. However, if you can't think of anything good to blog about one day, don't slap just anything up on your blog to fill the space – that can backfire and cost you your audience.

Don't neglect your blog for days, weeks and even months and then expect to pop in once every quarter and maintain an audience. People will know that your blog has gone stale – and they won't return to follow you.

A good niche leader is always in touch. At a minimum, try blogging at least three times a week – or weekly. The less you blog, the less effective your message will be – so you’ll have to work harder at developing that bond with them that will help you generate commissions.

What kinds of blog posts can you create to fill your editorial calendar? You can include:

- Motivational and inspirational blog posts
- How to tutorials
- Reviews of digital products
- Reviews of tangible products
- Video blogs
- Blogs about breaking news in your niche
- Controversial opinionated blog posts...and more

You want to stay relevant to whatever your niche topic is about. Don’t make your blog a “catch all” for every topic that comes to mind. Whenever someone lands on your blog, you want every post to be something they’ll find relevant.

## **Curation Done Right**

Curation is a great way to fill your blog with niche content that converts into profits. Basically, you’re coming up with a slant or idea – and using sources to back them up or prove your point.

Sometimes, those sources can be used to show a contrast to the way that you think. But this doesn’t mean “lifting” content from someone else – that’s theft. Instead, you want to make a reference and link to the full resource in your blog.

So for example, using the same panic attack idea, you could make a post about how public panic attacks feel embarrassing, but they’re barely noticeable to others.

To back that up, you might grab the video or text from a story about Dan Harris, a news anchor who suffered an on-air panic attack that wasn’t more than a blip to most viewers.

You can use a single source or multiple sources in your curation. Just take a short portion (like a quote) and build your content around that, but always make sure you link back to the full, entire original resource.

## Best Types of Product Reviews

Product reviews are a great way to increase profits using a blog. While you might also have your own digital courses to promote, as an affiliate, you can review both digital and tangible items for your audience.

A review doesn't always necessarily mean you've purchased and are using the product. You can review the specs and report what consumers are saying about it, too.

So let's look at the anti aging niche as an example. You want to make a list of all of the different types of products you can review. That might include:

- Wrinkle creams, serums and lotions
- Hair loss products
- Beauty products
- Exercise equipment
- Disease remedies
- Memory loss products...to name a few

You can look for both digital and tangible items to promote in your niche. So if you create a blog post about high blood pressure, you can find an info product on how to cure high blood pressure – and you can also promote supplements and blood pressure monitors (as well as exercise equipment) in the post.

When you write your reviews, you want to touch on a few different things. First, your reader wants to know more than just the “pros and cons” as so many typical bloggers like to do.

They want to know all of the specs of the products. For example, if it's a mixer, is it dishwasher safe? Does it have a place to store attachments? Look through the consumer reviews to see what they liked and didn't like about the product.

They want to know how it compares to other options they can buy. But be truthful – if it's lacking something another product has, but it's cheaper, give your reader the discretion to choose what's important to him – price or perk.

You also want to go beyond the average review and give your reader ideas on how to implement or use the product. For example, if it's a juicer, share your favorite recipe for it!

# Pre-Sell Email Series to Warm Up Your Audience

So by now you have a squeeze page or blog opt in form set up, an amazing opt in offer to go with it, and blog content to pull people in to your space where they can begin to follow you as a niche leader.

It's time to develop your pre-sell email series, which is meant to warm up your target audience in an effort to get them to convert into buyers of your own product offer.

You can also do a pre-sell series for products that you're an affiliate for, but it's always best to launch your own product and sell it to your audience for a larger portion of the sale – as well as the potential to get affiliates promoting for *you*.

We're talking about a pre-sell series for digital content, not tangible items. You could do something similar for a tangible product, but we're covering content funnels for now, and part of this will be the eBook you begin selling for cash.

## How Long Should Your Series Be?

It takes most people several times being exposed to an idea before they try it. Sending your traffic straight to a sales page isn't always a good way to convert your customers.

They have to be warmed up first. You warm them up by showing them the value of your offer and helping them build trust with you. If you're giving them extreme value in your pre-sell series, then they'll see that as a good indicator of what your *paid* product might contain.

It's a good rule of thumb to create a 7-part pre-sell series, if there's enough that can be said about that product. Any more than that and you risk losing your audience because they've proven they're not interested and you keep marketing the same thing to them.

You have to get inside the mind of your customer before he or she ever buys, and that takes more than just one email. Find out what makes them tick. Don't just cover what a product does – cover how it will make them *feel*.

The psychology of selling is where your warm-up comes into play. They don't need to feel like they're being sold to – they need to feel like they can't get by another day without your product.

## What Does a Warm-Up Series Cover?

A warm-up series is meant to provide teasers and bite-sized tastes of your product to the customer. It's not done in a used car salesman type of manner where you're shouting, "You can't live without this GREAT deal!"

Instead, you're subtly selling to them by providing value and snippets of information from the full course. For example, if I were to create a warm-up series for this course, I might send out one of my emails that talks about the importance of pre-selling.

I wouldn't give away the details of how to do it, but simply talk about the differences between hard and cold selling and using the warm-up method. You can also deliver added value to it.

For example, you can brainstorm relevant and related topics, email about those, and then talk about how they connect to the product you're promoting. So let's say you're promoting a product about how to workout for toned abs.

You can create a pre-sell series that's about the nutrition of slimming down and toning up – each time, bringing attention to the exercise regimen they should be adhering to in the other course.

So here's what it might look like:

"While you're trying to unearth those six pack abs, you want to cut down or eliminate alcohol completely. The exercises in "Instant Six Pack Abs (insert your link)" can help you firm them up, but a beer belly can hide all of your hard work."

Your reader, therefore, is getting twice the benefits when they stay tuned into your newsletter *and* become buyers of the product. It's like you're giving them a free course with their warm-up series.

At the end of my emails, I would include a call to action, such as:

"Now that you know *why* a warm-up series is so important to your conversion rate, you'll be able to use Creating a Niche Profit Funnel to build your own (and insert your link)."

By the way, if this is your product that you're selling, then you can share (or create from scratch) a series of pre-sell emails that your own affiliates can use in their promotions, too.

# Sales Copy to Convert in Big Numbers

When your warm-up series begins sending traffic to your sales letter, you want to make sure it has the ability to close the deal. Your reader has been warmed up in some cases, but not in others – for instance, if they’ve come straight to your sales copy from an affiliate’s promotion or from social media.

So your copy has to be powerful every step of the way. This portion of your content funnel is slightly different from your other content. It should be filled with teasers that whet their appetite and make them head for the order button.

Let’s go over each element of this portion of your content funnel. Keep in mind that you have the option to create a video sales letter – or a combination of the two, mixing video with text. This can appeal to those who prefer video over text, but who still like to skim the content for important points.

## Headline

You only get one shot at pulling your reader in with your headline. This is the first bit of text positioned at the very top of the page, usually in a large, bold font. Refrain from using stale, rehashed starters such as, “Who Else Wants to...” – these have been done so much that your audience will uninspired.

In your entire sales copy, you have to treat each word like a soldier whose job it is to get you to read the *next* word or sentence. The headline should generate an emotion – and pull you into the psychology of your audience.

You can start by asking a question or reporting a shocking fact. Like this:

- Have You Ever Stuck to an Insane Diet Regimen, Only to *Gain* Instead of *Lose* Weight?
- 65% of Dieters Report a Nutrition Backlash that Results in Weight Gain – and There’s a Simple Reason *Why!*

In the question headline, your audience is being empathized with – they’ll be shaking their head, “Yes! That happened to me last time.” In the second example, they might be saying to themselves, “That might be why *I* gained 5 pounds when I tried dieting last time.”

You’re piquing their curiosity with your headline and getting them interested enough to read more and find out what you have to say. You can sneak powerful words into your headlines, too.

For example, use words and phrases like:

- Triple
- Dangerous
- Unconditional
- Uncensored
- Mind-Blowing
- Behind the Scenes Look

Whatever words you can use to make it sound imminent, exclusive and urgent works best. You can do the same with your subheadlines.

## **Subheadlines**

When you're outlining and working on your sales copy, you want to break up your ideas with subheadlines – miniature headlines that talk about each section of your copy.

Subheadlines are often done different ways. Some people simply write something that signifies what the section will be about. For example, if you were selling a fitness course, then you might subtitle a section about nutrition like this:

Nutrition Information You Might Be Missing...

But you can also beef up your subheadlines with the same, great savvy methods you use in your main one, like this:

7 Dangerous Foods That Could Be Sneaking the Pounds Back On...

Of course, since this is sales copy, you wouldn't actually talk about the foods and why they're dangerous. You'll write teaser copy for your storyline to support the subheadlines, instead.

## **Storyline**

Storyline is where you weave your story and the readers' story into one – how you navigated a problem, and how you're now going to help them solve theirs. Some marketers mistakenly get so wrapped up in their own sharing of "proof" that they forget about the readers' WIIFM (what's in it for me) demands.

Keep in mind that nobody wants to read a 25-page sales letter, either. They might want to know that you went from broke and desperate to financially comfortable, but that doesn't mean you share every detail along the way.

## **Bulletpoints**

This is one of the most important parts of your entire sales letter. Most people skim – they read headlines (even though they know they're hyped up), and they read bulletpoints to see what's included in the course.

Take each chapter (or section) of your course and create a bulletpoint for it. You don't want to be boring and say something like, "You'll learn why bulletpoints are important."

Instead, create a teaser for your bulletpoint and say something like, "Discover the single one spot on your sales copy that could cost you the entire conversion!"

You can have bulletpoints broken up all throughout your sales letter. Don't have one single, long list of them that goes on and on.

## **Testimonials**

In the early days, marketers used to buy a man or woman's image off of a stock photo site, create a phony testimonial, and put that image next to it as if it were a real person.

They started getting caught – because too many marketers were using the same images and giving the person two different false names. "Kevin Hanks" would be "John Yard" on another website – and what's worse is, these guys were targeting the same niche.

So it became popular instead to give away review copies in exchange for feedback and testimonials. You can do this – or you can wait for genuine feedback to come in and ask the user if they mind if you share it there.

## **The Order Area**

You need to include a call to action, or CTA for short - where you basically tell the user to make a decision – buy, or miss out. You reiterate the most pressing points to them here – and in the post script – why they can't walk away from this opportunity.

You also throw in some urgency. Maybe it's in the form of a temporary discount. And you offer whatever guarantee you're willing to give them for their complete satisfaction.

# Main Course to Cement Your Stellar Reputation

The heart of what you've been leading to with your content funnel is the main course. This is what you've been bringing traffic in for, what your sales copy and emails touted, and what people finally paid money to see – so it needs to be the very best of your efforts.

## Developing Your Niche eBook Idea

You will have a slant for your eBook early on – before your entire content funnel is in place but we have to look at how you arrived here. There are several paths you can take to creating your own info product.

A broad slant is one that can work well. For example, “anti aging” is a broad slant. It can encompass memory, beauty, disease, mental health and more. This would be a lengthy course because you can't release a course of pure fluff – it has to be valuable and informative, and with so many topics to cover in that manner, it will require plenty of space.

Can you take a systematic approach, knowing you'll be releasing a whole series of products for this topic? This might be a better approach. You can take a topic like anti aging and drill down, so that you're creating a series of eBooks on the topic.

For example, with anti aging, you might outline a “head to toe” approach – starting with hair loss, then skincare, hearing/vision/dental, etc. You could go all the way down to foot care. Or, you could do an outer anti aging and inner anti aging approach.

Getting specific has its pros and cons. On one hand, you're able to release a bunch of products that will help their exact intended audience. On the other hand, it weeds out some of your audience.

For example, you might have more women than men investing in the anti wrinkle course, or more men than women buying your hair loss course. But that's okay – as long as you meet the needs of everyone, they'll appreciate being able to pick and choose what works best for them.

What's trendy? That's another way to focus on your niche eBook topic. If you're in the diet niche, then you probably already know trends always come and go with those.

One month it's all about low carbs and the next it's high carb dieting. You can look to see what types of topics are being touted as news-worthy or trendy in your niche and create a product based on that idea.

## **Outlining Your eBook**

When you decide on your main topic, you then want to do a quick and easy outline to ensure you are including everything that needs to be talked about in your course.

Start with a simple brainstorming session. What – off the top of your head – do you think needs to be included? So for losing weight, you might choose nutrition and exercise, right?

You want to go a step further and look for things you hadn't thought about that can affect your weight. You can find these ideas by looking in the news (online news sites), looking inside the table of contents of other books, and use keyword tools.

For example, if I go to Google and type in, "causes weight gain" you get all sorts of ideas, so you can add these to your list:

- Lack of good sleep
- Medications
- Stress
- Digestive issues
- Low metabolism (due to vitamin deficiency, or other things)
- Not eating enough calories
- Diseases...and so on

When you use the table of contents of other books, this isn't the time to plagiarize. You're simply looking to see if you've covered all of the general topics. So for instance, with weight loss, you might look inside a book on Amazon and see these ideas to add:

- Body image
- Meal planning
- Portion control tools...etc.

Organize your outline in a logical order. You might be able to group some concepts under one chapter heading and make each concept a subtitle within that chapter.

## **Formatting, Length and Style**

When you start writing your eBook or creating it with whatever media format you choose, you want to make sure it's an enjoyable experience for your buyer. Sometimes little things like paragraphs that are too long or video where the seller is heard slurping his or her coffee can be cause for a refund.

Paragraphs are important. In school, you learned how to create large paragraphs that took up about half of a page. But with online ecourses, you want to stick to short paragraphs that are broken up like these are.

The formatting of text should be in a big enough font for everyone to read. This font is Arial size 12. You shouldn't have too much variation in the font when it comes to colors.

For example, if this document was filled with red, blue, and black font, bold and italics, and some highlights, it would make your eyes weary just skimming through it.

How long should it be? As long as it needs to be, but thorough is the key word. Don't get so stuck on a certain page count that you begin chopping ideas because they won't fit inside your ideal page count.

You want to have your own style when it comes to creating your ecourse. That might mean you create books with humor in them, or lots of images. Your voice should be apparent.

If you hire a ghostwriter to create your ecourse for you, or hire a voiceover actor to create your video course, then make sure your stamp is somehow put on it so that it helps your brand in the long run.

## **Compilation Process**

Once you've created your course, you'll want to compile this portion of your content funnel into a sellable product. If it's an eBook, then turn it into a PDF file. You can even use tools that will make it look professional.

If you have a video course, then you'll need to provide two things to your customer – a way for them to stream it online (using something like Amazon S3), and a way for them to download the zip files and watch it from their computer.

# Bonuses to Increase Customer Satisfaction

Whenever someone purchases a product from you, it's a great idea to fortify their purchase with some valuable bonus materials. Many marketers go about this all wrong – tossing in any old extra product they happen to have lying around.

## Three Ways to Mess Up Your Bonus Offer

Don't add bonuses that aren't relevant to the main paid product. There have been many eBooks launched where the bonus material is blatant fluff. For example, someone selling a main course on how to make money online might toss in the following bonus reports:

- How to Make a Quilt
- 7 Ways to Get Your Ex Back
- Train Your Dog Today

Not one of those is relevant to making money online. What would be? Anything related to the main topic that may not have been covered inside the primary course, such as:

- Crafting Headlines That Convert
- 15 Free Traffic Strategies
- 7 Niche Tools to Help You Profit

Don't add bonuses that haven't been created by you. Some people feel like they don't have time to create a bonus – so they go out and grab some PLR and throw that in there. PLR is great – when you use it as it's best intended.

If you need a shortcut and want to use PLR or a freelance ghostwriter, just make sure that you go through and add your voice and thoughts to the work so that it aligns seamlessly with your own product.

Don't try preventing a refund with volume. There have been times when marketers knew their product wasn't good enough, but they released it anyway, and tried to stem the flow of refunds with an almost endless supply of bonus reports.

You should be able to get away with *zero* bonuses. The bonus material is when you wow your audience with even more value.

## **How Big Does a Bonus Have to Be?**

Bonuses don't have to be full-length eBooks. They can be short reports. So for example, your main eBook might be 25-100 or more pages, and your reports can be as short as 5 pages in length.

It's more about the quality of the information than it is the length. You don't have to create reports, either. Sometimes a bonus is something a little bit different – such as a checklist, worksheet, or mind map.

## **What Goes Into a Bonus?**

Research them just as you would your original paid product. You want a title page, table of content, and a thorough walk-through of the topic so that your reader feels satisfied.

With bonus material, it can be great to take a very narrow topic and create a short report out of it. You might even choose something that you merely mentioned in passing inside the main eBook and expand on it inside the bonus report.

Another idea for a bonus is a free webinar that you host for buyers shortly after they've purchased. You can record the webinar and offer the playback to subsequent buyers.

Or, you can interview someone in your niche as a bonus and send the buyers your audio file. Go one step further and have a transcription of the interview created.

## **Following Up with an Unexpected Surprise**

They don't always have to be announced, either. One of the coolest ways to impress your audience is to add some bonus material to their download area – or to be sent to them via email as soon as they confirm their subscription after paying for the product.

This just proves to them that you're going to go "above and beyond" in serving them as a niche leader, and it confirms to them that they made a wise decision buying from you.

When you price your product, make sure you remember not to price it to include the bonus material. That is a perk that comes *free* after the sale. So only price the actual main product instead.

# Adding More Money to the Launch

When your niche funnel has been created from traffic pulling elements to the main product and bonuses, you still have more opportunities to increase your income from your efforts.

## Upsells

An upsell is when you have a buyer who has already added the main product to his or her shopping cart, and before you send them to the checkout page, you deliver them to a page where they have an opportunity to add on something of a higher cost.

For example, your main product might be a low-entry point fee like a \$17 eBook. Then the upsell can be a \$47 course add on. Or, you can sell the main course at a “silver” level, and have upsells for gold and platinum levels.

You see upsells all the time in everyday life. When the cashier at a fast food restaurant asks if you want fries or a shake with your order, that’s an upsell effort to add profits.

It doesn’t have to be a report, either. It can be software or a personal coaching service – anything you can think of that adds value and can be sold at a higher price point is a good candidate for an upsell item.

## Downsells

If the buyer says no to this upsell offer, you can deliver them to a Downsell offer. This is something that’s still an add-on to your product, but at a lesser cost. So if the \$47 is too much for them to add on, then your Downsell might be \$27 instead.

So for example, if you tried upselling them to a platinum offer, and they said no, you can offer them the Downsell to the gold level instead. Some systems, like JVZoo, allow you to do this up to five levels deep.

Just keep in mind that the more you do it, the more it can annoy your buyer and they could end up abandoning their shopping cart.

Sometimes the Downsell occurs whenever the buyer *does* leave the site without ordering. You can have an exit popup that present a Downsell to someone who decides not to order.

This might be a one week trial for \$7 or a fundamental program instead of a full suite of options. The visitor has shown an immediate interest in the offer – now

you're trying to close the deal with some sort of purchase and a way to capture their name and email address for future conversions.

## **One Time Offers**

One time offers are an upsell of sorts, only they're supposed to be never seen again. Some marketers don't understand the concept, and they anger buyers who end up seeing the product offered in the members' area or via email again and again.

If you want to offer it as an available item from here on out, then call it an upsell, not a one time offer. This should be exclusive and it's meant to add profits to your bottom line based on urgency and exclusivity.

## **Affiliate Program**

An affiliate program being added to your niche profit funnel is where a tsunami of income can flood into your account – if it's done properly. Affiliates know their worth – and if you do, too – you can make a killing.

What attracts the top affiliates to your offer? Several things. First and foremost, they want to be able to offer quality products to their customers. They aren't open to seeing a ton of refunds from their promotional efforts.

Be open to giving review copies to those who ask for them, and offer to go the extra mile for your top earners whenever possible. That might mean creating a bonus just for their list or hosting a webinar for them.

A good commission level is one of the priorities. Affiliates don't like promoting for small commissions like 30% - they know the industry standard is 50% or more, so that's what they're looking for.

The big gun affiliates want even more. When they're sending their list of 100k or more to you, you can afford to give them a bump in commission to 75%. Some even choose to give 100% on the front end product to help build their list, with 50% on the backend sales.

Affiliate tools are a must-have for any serious niche profit funnel. What do affiliates want in their toolbox area?

- Articles and blog posts
- Banners and buttons
- Email swipes

- Social media posts like Tweet and Memes
- Viral freebie reports that pre-sell the product

When you have an affiliate area in place, you want to make it very easy for them to grab it and use it as is. Create these tools as if you, yourself were using them on your sites.

Add-on profits are very attractive to affiliates. Give them commission on both the front end product and the upsell, downsell, and one time offers.

They also want a system where they don't have to rely on you to get paid. You might be the nicest person around, but they feel more comfortable getting paid like clockwork through a company like ClickBank or JVZoo (via instant payment).

You should promote your affiliate program as highly as you promote your actual product, if not more so. Your affiliates will be doing a huge amount of work to drive traffic to your offer, easing that burden on you.

## **Joint Venture Partners**

JV partners can be a great help to your niche profit funnel. These are the deals where you have a special relationship with another marketer where the arrangement is mutually beneficial.

It's more than just courting a partner to promote for you. With a JV partner, you do something for him, and he does something for you. It might even be a cross promotion of each others' products, but make sure your lists are of a similar size and equally responsive.

## **Cross Promotions**

Cross promotions can be done within the pages of your main course and your bonus reports as well as your follow up email series. Cross promotions can be done for other marketers, or they can promote products within your own niche empire.

So if you created a first product about nutrition for weight loss, and a second about exercising for the loss of belly fat, you could cross promote the two products to your audiences.

# **Follow Up Email Series for Increased Future Sales**

You probably thought the funnel was finished by now, but it's not! There is one other way you're going to continue pulling profits from your niche – through your follow-up emails.

After the sale, after you have proven buyers on your list, you want to continue creating and promoting items that they will find perfect for their needs again, so that your commissions and sales continue to climb.

Once you have people on your list – whether they've bought from you or not – you want to keep emailing them so that they view you as their niche leader. If you let the list go cold and try emailing them months down the road, the response won't go over so well.

## **Do Reviews of Other Products on Your Blog**

You initially wrote blog posts to pull in traffic to your website, and give you a place to drive traffic to from outside of your blog. You can use your blog as the place to point to for your email list, featuring reviews of other peoples' products that you do.

You can create a series of them, reviewing the product in parts, such as module 1, module 2, and so on. You can add onto your profits by linking to the product using your affiliate commission – and also promoting things you recommend in addition to or in place of what the course does.

For example, during your review, if the course recommends investing in GetResponse as their email autoresponder of choice, you can simply tell them you prefer Aweber, and link to it in addition to the links you have to the course for sale.

Have a set place for your reviews on your blog. When you're finished blogging them, compile them into a PDF file, zip it up and offer it as a free download. Invite people to share it with others, too.

## **Notify Them of Launches with Your Bonuses**

There's nothing more enticing than being able to get an extra freebie just for buying through someone's link. Whenever you see a niche product that would suit your audience's needs, create a little bonus item to go with it as part of your own profit funnel.

Offer it as a freebie that buyers will get when they order through your link. If you're using JVZoo, then this is easy to set up. You simply add the bonus whenever you click Get Links.

When your traffic buys through your affiliate link, it will instantly give them access to the main product they bought as well as your bonus – so you can take a hands-off approach and still increase your income in the process.

## **Survey Your List for Direct Feedback of Future Creations**

Your profit funnel doesn't end with just one single product. It should have the potential to build into an entire line of info courses. If you're not sure what your buyers want, *ask* them!

There are tools, such as blog comment or even a formal survey using Survey Monkey that you can use to poll your readers and find out which product they want you to release next.

You don't even have to have a list of possibilities in mind – you can leave it wide open and allow them to tell you what they want. Survey Monkey is free to use, by the way.

Also listen to your readers when they comment or email you directly. Their continuing struggles will give you clues and hints about what kind of product is needed most – you'll start to see patterns that you can help solve.

## **How Often Should You Email?**

Emailing your list with follow-up announcements can be anywhere from daily to weekly. It's probably not a good idea to email out less than weekly, because then you start running the risk of them forgetting who you are and accusing you of being a spammer.

Sometimes, daily is too much for some people – so you might either email a few times a week, or give your daily readers the option to switch over to a weekly digest list instead.

Creating your own niche profit funnel isn't something you do overnight. It's a foundation for residual income that you work hard to set up once, and see *it* start working for *you* once it's all complete.

You can take your time mastering one niche funnel and then branch out from there. Soon, you'll have a complete empire and the reputation of a leader that brings in massive conversions. You can even move on to conquer unrelated niches after your sweet success!

## Resources



Auto Profit Funnels makes it easy to profit with sales funnels...