

How To Build Your Funnel For Buyers Traffic



S1: Now, in this module, let's talk about how to build funnel for buyers' traffic! You may ask. Why funnel? Let me tell you why. I believe majority of you are struggling with low traffic and weak conversion problems. Is that right? You are struggling with getting traffic to your website or converting that traffic when it shows up. You think that you are losing your buyers, wasting your opportunities or whatever it is. Let me tell you this. These are just symptoms of a much greater problem. What is the problem? You've guessed it right! Funnel problem.

The Secret Formula

- 1) **WHO?**
Who is your dream client?
- 2) **WHERE?**
Where can you find them?
- 3) **BAIT?**
What bait will you use to attract them?
- 4) **RESULT?**
What result do you want to give them?



S2: With further ado, let's get started! Okay, there is this one step that I want to remind you to take before you can grow any company. What is this first step? The secret formula! Let me tell you the four questions that could solve your problems!

First of all, ask yourself, "Who is my dream client?" "Who do I want to work with? Who do I want to attract?" It is the same thing when it comes to asking yourself, "Who is my dream guy/girl"? I am sure every one of you have asked yourself that question before. So tell me why you asked yourself that? Because you want a clearer picture of who that ideal someone is. Am I right? You don't want to just date anyone who's interested in you! So the same thing applies to this. You have to ask yourself who is your dream client. What are they passionate about? What do they look like? What are their goals, dreams and desires in life?

List out the characteristics of your dream clients. It would be even greater if you could just find a few physical pictures to represent them. I know this may seem a little silly but it does magic! Go through this short exercise yourself to find out how impactful it is!

After doing that exercise, you already know who you're trying to attract. So the next thing is to ask yourself where can you find them? Where do they hang out online? Are they on Twitter or Facebook? What blogs do they read? What groups are they part of? Then just list down few you think your dream clients might hang out online!

The third question you have to ask yourself is "What bait will you use to attract them?" It could be a DVD, CD, audio recording or a physical book, anything your dream customer would like or pay attention to. After all, this is the whole point of using a bait right? You want to attract your customers to buy from you. Therefore, it is important to know what your customers want. You have to create the RIGHT bait.

There is one thing about human beings. We all love results. People don't really care about the process to get there. People want to see the end results. Am I right? So, the last step you have to ask yourself, "What results do I want to give them?" Now that you know who your dream clients are, where they are, you have got the perfect bait now it is all about the results you can offer. What, then, would you do to guarantee their success? It is very important, it is where you want to take them! I know this is a really simple exercise but I just want you to take a few minutes now and really answer these four questions.

The Value Ladder

- Build out a value ladder before working on sales funnel
- Thought + creativity to increase value
- Move clients from bait to high end services
- Higher level of value = charge more money

S3: Now, let's talk about value ladder? WHY value ladder? Because it is an essential ingredient for sales funnel! Remember talking about the funnel problem in this previous module? So, in order to start working on a sales funnel, you have to build out a value ladder! Don't worry, it's very simple! All you have to do is to think a little harder, be more creative and innovative! Just some simple steps and you can double or triple up your sales? How great is that! Are you excited to know more about this? Let me explain how a value ladder works. It is pretty much like a ladder, if you see how we structure it, basically the vertical axis shows the value of the product or services that you'll be providing and horizontal axis shows the price. And of course, you want to bring your dream client to the top right hand corner of this graph. It is where the highest value is provided which means it is also where you can charge the highest! However, in order to attract your dream clients to reach the top, you have to make sure you are using the right bait. Ask yourself, "What do my customers want? What can I offer to make them ascend the ladder?" If you do it right, you will be able to move your clients to high end services. The higher the value you are able to provide to your

customers, the more you can charge. Often times, people focus so much on the frontend products but they neglect the back end products! Remember, both are equally important. You do not want to lose your customers after purchasing just one of your products! If you want to beat out your competition, you need to construct a solid value ladder!

Value Ladder V.S. Funnel

- Build a funnel that will help to do two things:
 - 1) Provide value to each customer at the unique level of services at an affordable price
 - 2) Increase price as the value increases (target dream clients)

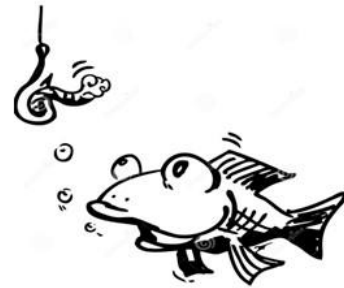
S4: Have you ever come across a product you really like but you ended up walking away because it was too pricey? I believe we all have! For example, fine dining. Not everyone can afford and it is pretty obvious that they are only targeting the high income people. Hence, we can come to a conclusion that the highest-level service might not be the best fit for all people. You need to provide wide range of offers so you get to attract more customers! You need to be different from the rest! You need to build a deeper funnel with more offerings. To put it simply, you need to build a funnel that will help you to do two things. Firstly, you try to attract as many customers as possible. You provide value to each of them at the unique level of services at an affordable price.

Customers are willing to purchase as long as they like you, see the credibility in you and the value in what you're providing!

Secondly, you target different groups of people. You target the ones who can ascend the value ladder where you provide the most value and make the most money out of it. These are your dream clients and you don't want to just offer them one front end product and bid goodbye to them! A buyer is always a buyer, once they buy from you they are going to keep buying as long as you can provide them value!

Value Ladder V.S. Funnel (con't)

- **Bait**
 - Place ads featuring bait
 - Attract dream customers
- **Front End**
 - First offer from sales funnel
 - Certain percentage of customers attracted to the offer



S5: Now, let me walk you through the process! As you can see from the diagram (funnel), it consists of different steps. A funnel moves people through the sales process. Above the funnel is your potential customers and they are entering as your traffic. At the top of the funnel is the "bait" you use you attract your customers. It is important to get the right bait, to know what your customers really want and pay attention to. In this step, you have to start placing ads featuring your bait and attract your potential

customers. Next comes your front end, it is where you will start selling your products. Potential customers will start raising hands and a certain percentage of your "traffic" will purchase your offer.

Value Ladder V.S. Funnel (con't)

- **Middle**
 - Second offer
 - Increase in value & price
 - Lower percentage of customers attracted as compared to front end
- **Backend**
 - High-end services, targeting dream clients
 - Increase in value, producing high end services
 - Lower percentage of customers attracted as compared to the middle

S6: However, you do not stop here. You continue to move to next step in your funnel. Introduce the next product or service in your value ladder. As you move down your funnel, you have to keep offering more value in your products or services. This is how you attract people to buy. Ask yourself "If you do not see any value in the products or services you purchase, would you still spend money getting more?" Of course not! Hence, the key factor is to keep offering values and charge higher prices. As you move down your funnel, there will be lower percentage of customers attracted as compared to front end. It makes sense right? Although the value you offer increases but not everyone is willing to pay more right? Trust me, continue offering more values and charge more prices as you move down the funnel. At the end of the day, what matters? Attracting your dream clients, am I right?

What is Pre-Frame?

- It is a state of mind you place someone in as they enter into the next step of your sales funnel
- No limitations, you have unlimited potential with this tool



S7: Now, in this module we will talk about pre-framing. It is important for you to know the concept of pre-frame because each step in a funnel is a pre-frame for the next step. Now, for those who don't know what is pre-frame, I am just going to briefly explain what it is. Pre framing is a really powerful tool that allows you to let someone know in advance what is going to happen. There are no limitations to this. You can have unlimited potential with this tool.

Why Do You Need to Pre-Frame?

- To build relationships and get visitors to buy from you
- Eliminate potential doubts, objections, hesitations, disagreements, etc.
- Get to handle challenges while they are small or even non-existent

S8: Now, the next question you may ask is "Why do you need to pre-frame? How can it help me solve my problems?" Let me ask you a question, what do you think your initial action would be if you are faced with something new or something that makes you feel uncertain or uncomfortable? To reject, am I right? What about another scenario, have you ever been dragged to an event, a party or seminar? You are there just because your family or friends want you to. You have no idea what to expect, you have no idea what is going on. How do you feel? Uncomfortable? Lost?

This is why you need a well done pre-frame. A well done pre-frame can eliminate potential doubt, hesitations, objections, disagreements, etc. With a pre-frame you are giving yourself the advantage of handling challenges while they are small or even non-existent.

Therefore, this tool should be used in every step of your funnel so that you can build relationships and get visitors to continue to buy from you. Building relationship is essential because people usually buy from people they like or trust. That being said, it

could also sky rocket your sales, whether it is the products or services you are selling! So if you spend some time and effort on this, the results will follow. After all, you want to focus on the process to bring you the best outcome, don't you?

Now, here is my scenario that I want you to picture yourself in. If you know that you want to sell a product at a price that is slightly than the market price, what should you do? Pre-frame, you've guessed it right! You should bring it up first so that you can pre-frame it and allow your buyers to know in advanced. Assume your buyer is a sharp business person, he must have done his homework, do market research and know that you are selling at a higher price as compared to your competitors. So how should you pre-frame it? You should tell them in advanced that you know you are selling at a higher price but you have to tell them how are you different from the rest? Can you provide more values or is there any special packages, etc. Because you started with pre-frame, it is more likely that the buyer will respond the way you want her to. And it is in a state of mind you place someone in as they enter into the next step of your sales funnel.

7 Phases Of A Funnel

- 1) Determine Traffic Temperature
- 2) Set Up the Pre-Frame Bridge
- 3) 3 Ways To Qualify Subscribers
- 4) How You Should Qualify Buyers?
- 5) Identify Hyperactive Buyers
- 6) Age and Ascend the Relationship
- 7) Change the Selling Environment

S9: Now, that you understand pre-framing, I am going to guide you through the seven powerful phases of a funnel! First of all, you have to examine the mind-set of the traffic before it reaches your site. In other word, you have to determine the traffic temperature. I know many of you may have only pay little or no attention to this but it is important to know which of the three levels of traffic that come to your website. Is it hot, warm or cold?

1. Determine Traffic Temperature

1) Hot Traffic

- People who already know who you are

2) Warm Traffic

- People who don't know you, but they have a relationship with somebody you know

3) Cold Traffic

- People who have no idea who you are

S10: Hot traffic is made up of people who already know who you are. These people are the ones who have subscribed to your podcast, read your blog and are on your mailing list. Basically, you are going to talk to these people like your friends because you already have an established a relationship with them. You can use personality- driven communication. You can share with them your personal stories, experiences and your opinions.

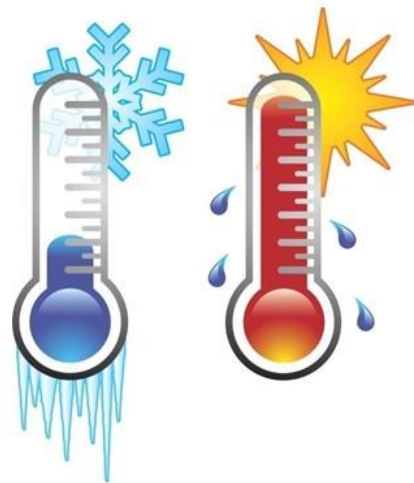
Now, let's talk about the second traffic, the warm traffic. These are people who don't know you, but they have a relationship with somebody you know. This is where Joint Ventures partnership work well. This level of traffic lends credibility to you so people who don't know will trust you and feel more comfortable when checking out your offers.

For the cold traffic, it is made up of people who have no idea who you are. They don't know you, they don't know where you come from, they don't know what you offer and they don't know whether they can trust you. These may be people who find you on Facebook or maybe they stumble across your blog posts or articles.

The most important thing to know is to figure out is the traffic temperature so that you can build the right pre-frame bridge which will be covered in the next module.

2. Set Up the Pre-Frame Bridge

- 1) A Hot Traffic Bridge
- 2) A Warm Traffic Bridge
- 3) A Cold Traffic Bridge



S11: Now I am going to teach you one of the most important concepts you can ever learn that will boost your sales, opt-in rate and effectiveness of your traffic and lead

generation efforts. It is called the pre-frame bridge. Now that you have figured out the traffic temperature, all you have to do is set up the pre-frame bridge. Note that different types of traffic need different bridges. The frame of mind that people are in before they visit your capture page plays a HUGE difference in your conversion rates.

For the hot traffic bridge, it is the simplest one among the three. You don't have to do much because you already have an established relationship with these people, so you don't have to do a lot of pre-framing or credibility building. You can probably just write a blogpost or send out a quick email with a link to your landing page. These people like and trust you, they already know who you are so that will listen and do as you suggest.

Now what about the next pre-frame bridge? In previous module, we talked about the different types of traffic temperature. Can you recall what the warm traffic is made up of? Can you guess what types of bridge are needed to get to your landing page? Of course, it is a little longer than a hot traffic bridge. All you need is a little note of endorsement from a person they trust such as a personal email or a lift letter from a JV partner. The most important thing is to have you and your product endorsed from the list owner. It could be via email, article, video etc.

As for the third one, I am sure you know it would take the longest! This is where a little trick comes into play. I am sure many businesses out there are losing out these kind of customers. Why? Because they do not know how to convert these cold traffic! Let me teach you how to set up a cold traffic bridge. First of all, you have to know that it is totally different from hot traffic bridge. You can't just send ad or email and direct them to your landing page. You have to know that cold traffic people have no idea who you are. So for people who know very little about you, you have to build credibility and trust. You often need a whole separate page that they go through before they go to the landing page. This separate page is your bridge page. It should be able to provide value,

educate and also enable them to better appreciate the offer. More importantly, you have to make them convert! You don't want them to stay as your cold traffic forever, do you? Therefore, you have to put in some effort to set up the longest bridge among the three traffic with the goal of dramatically increasing conversions. I am going to list down a few ways to pre-frame an offer. You could do it through blogs, YouTube Testimonials and also survey or quiz. The last one is quite interesting. Do you know how it works? Let me tell you what the trick is. Now, in a survey or quiz, people ask certain questions and get the mind's wheel spinning in a particular direction. What do you think they'll do next? Curious for answers, am i right? This is when they click over to the landing page where you reveal the answers or solutions. Now that you have covered this module, I am sure you can really scale your business without losing any of your cold traffic!

3. 3 Ways To Qualify Subscribers

- 1) Subscribe to a list – hot, warm and cold traffic
- 2) Process is carried out through an opt-in or squeeze page
- 3) Offer value in return for contact information

S12: Let's talk about the three ways to qualify subscribers! The goal here is to take all the three traffic - the hot, warm and cold. In this case, you do not target specific traffic but you take all the traffic. You want to find out who is willing to give you their contact

details in exchange for more information. Note that if people are not willing to give their contact information, they are unlikely to invest money in you later. It makes sense, doesn't it? Would you go on a date with someone whom you have rejected when he asked for your number? Very unlikely, right?

So in this phase, you want to qualify your subscribers. It is usually done through squeeze or opt-in page that offers something with value in exchange for contact information. People do not want to waste time or money on things that demonstrate no value. Hence, it is important to put in some effort when creating the option in or squeeze page.

4. How You Should Qualify Buyers?

- 1) Find potential buyers
- 2) Don't put up any barriers
- 3) Qualify every buyer on the list

S13: After that, you can start qualifying buyers! You want to find out who among them is a buyer because after all, you know that not all subscribers are your potential buyers! One thing to keep in mind. Qualify your buyers immediately after you qualify your subscribers. Qualify buyers right away. Don't wait a day or a week. This is when a value ladder comes into play. After qualifying your buyers, you offer them something of value to get them hooked. Attract them and use the right bait. It is through this process that

you will get to know more about your buyers. Once you have identified who the buyers are, you can market to them differently!

Don't forget that you have two lists in your hand! One is your subscriber list and the other one is your buyers list! You can treat each of this list differently. You can send them a postcard, to talk them over the phone or even add them to a separate email sequence!

5. Identify Hyperactive Buyers

- 1) People who buy more than one thing at a time
- 2) Identify and target these buyers
- 3) Value ladder – think about what you can OFFER

S14: After you have identified the buyers, you want to identify the hyperactive buyers. From the term hyperactive, I am sure you know what it means! Don't you love hyperactive buyers! I am sure you do! So you have to identify these kind of buyers as quickly as possible! You don't want to lose this opportunity to attract such buyers! These are people who are in some kind of pain and are willing the buy more than one thing at a time to alleviate the pain! You must identify your hyperactive buyers. Know who they are and treat them differently! Increase the chain of upsell? Ascend them

through your value ladder? By identifying these kind of buyers, your sales will definitely sky rocket!

6. Age and Ascend The Relationship

- 1) Build a long term relationship with your buyers
- 2) Demonstrate value
- 3) Goal : Ascend them up the value ladder

S15: In this step, you want to age and ascend your relationship. Now, at this point, value ladder becomes really important. You want to provide value and help people with whatever you offer! You want them to see the value you are providing so they will keep coming back to buy from you. Again and again! The goal is to move them up your value ladder to the very top.

7. Change the Selling Environment

- 1) It affects the practice of selling products
- 2) Change selling environment when you want to sell high ticket products
- 3) Do it over the phone, direct mail, live event or seminar
- 4) Can get live feedback and overcome objections

S16: The last phase is to change the selling environment. You have to change accordingly, you can't just stay in your comfort zone! There are times when you have to just pick up a phone and sell over the phone or direct mail. Even better, to sell it through seminar or live event where you get to see each other face to face. You can have the benefit of live feedback and overcome any objections! This usually applies to selling high ticket products. Ask yourself, would you click a buy button for a twenty thousand dollar product that you see on a sales letter? Of course not, right? So, when you change the selling environment, you can communicate at a different level. The best thing about this is that you get to ascend people up your value ladder, eventually ascend them to the very top level!