

EEARNCOME

FUNNELS THAT SELL

Preview Lessons

*How To Generate Maximum Benefit For Your
Audience And Profit For Your Business*



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Lesson One from *The Funnel Formula*

Mapping Out The Customer Journey To Maximize Benefits And Profits

Your typical customer isn't going to come to you with one small problem that you can solve with one simple product.

Instead, they are going to have an ongoing need for solutions, resources and tools in the niche to...

1. Solve their problems,
2. Reach their goals, and/or
3. Enjoy their interests.

Think about this simple scenario...

An audience of people who want to lose weight, be healthy and stay that way aren't going to be fully helped by one resource. They are going to need: training, meal plans, motivation, exercise, accountability and so forth on a variety of topics ranging from eating balanced meals to boosting metabolism to recovering from exercise to persevering through plateaus and dozens more.

Things like parenting, health, business, golf, pastoring and so forth simply **cannot be explained in one shot.**

People need ongoing help to make continued progress toward an objective and keep going once they reach it.

And that's exactly why you need to set up a sales funnel in your business.

If I had to sum up the purpose of a funnel in just one line, I'd say this:

*It creates more benefits for your audience
and more profits for your business.*

Or, to put it another way, it's about helping others while helping yourself.
You get to make a difference while making money. That's win-win.

DEFINED: A sales funnel is the customer journey from not-a-customer to paying customer to repeat customer. In other words, it is a planned path toward purchases with several points that facilitate movement throughout.

In this course, we're going to be unpacking the parts of your funnel and how these pieces fit together to help your audience while generating more revenue for your business.

But before we get into the nitty gritty details, I'm going to give you a crash course in how the funnel maps out your customer's journey. Here are the **main pieces of your funnel:**

1. Freemium Offer (AKA lead magnet), a free offer to get people into your sales funnel.
2. Frontend Offer (AKA tripwire offer), a low-cost offer to turn prospects into paying customers.
3. Foundational Offer (AKA core offer), your flagship, high-ticket offer.
4. Finishing Offer (AKA backend offer), an additional offer to turn your customer into a repeat buyer.

At each stage, you will help your audience make progress toward their desired outcome. **Each offer should further move your audience from "before" to "after" in the pursuit of what they want.**

Think of it like this across the four main pieces...

1. Freemium Offer: Free Help.

2. Frontend Offer: Budget-Friendly Help.
3. Foundational Offer: Premium Help.
4. Finishing Offer: Even More Help.

And not only does this sales funnel help you convert more prospects into repeat customers (earning you more money), but it also gives you the opportunity to **help a variety of people who may or may not be able to help you back...**

You offer something free to those who can't afford help, budget-friendly products for those with limited funds, premium help for those who are in a position to benefit from a robust product, and extra help for those who need some additional solutions or shortcuts. Everybody is taken care of.

SIDEBAR: Note that the top of a funnel is wide. That's because a lot of people are going to take advantage of this freemium offer. As these folks go through your sales funnel, some of them will drop out for various reasons. That's why the funnel narrows at the bottom, as the number of people traveling through it decreases.

Now let's look at the typical customer journey and how it works with your sales funnel...

Step 1: Awareness.

The customers recognize they have a need, even if they don't yet have a full understanding of it. At this stage, the prospects are probably going to find some of your free materials online such as your blog posts, social media posts, and similar content.

This content will help the prospects recognize their needs and perhaps even give them a few tips for solving them. This content should also point to your lead page as the next step where your prospects can get more information to solve their problems, reach their goals and/or enjoy their interests.

Step 2: Consideration/Research.

The next step of the customer journey is that the people are going to be doing research on how to meet their needs, which includes research on who can best help them.

This is where your Freemium Offer comes and **meets parts of your prospects' needs.**

NOTE: Remember, your audience has a BIG, ONGOING need. They may have one primary objective or outcome that they desire, but there are almost certainly many different parts of achieving that outcome.

The prospects can join your mailing list to get this offer, which puts them in your sales funnel. They'll also start receiving additional free content from you to build a relationship and to show them that you understand their needs and you've got the best solutions for their problems.

Step 3: Decision.

At this point in the customer journey, the prospects have looked at your freemium and email content, and they've decided that you're the best person to help them meet their needs. And that means they're now ready to become customers.

Here's where your Frontend Offer comes in. It is typically **a low-cost, high-value offer** which makes it an easy, low-risk way for your customers to see the quality of your paid offers.

Step 4: Repeat purchase.

Your Frontend Offer did a good job of meeting part of your customers' needs, so you've got satisfied customers on your hands. Now you can introduce them to another piece of your sales funnel, which would be the next product they need to continue making progress. This is your Foundational Offer, which is typically a **comprehensive offer like a multimodule course.**

If you're offering awesome products that truly help your audience, then your

customers are going to revisit Step 4 multiple times, meaning they'll make **multiple repeat purchases**. And that's where the Finishing Offer comes in – this is a backend offer that you promote to people who purchased your Foundational Offer (or any of your paid offers, for that matter).

So, to summarize...

Each product in your funnel provides additional help and benefits to your customer, which means it also provides additional profits for your business.

To make this all clear, let me share with you an example.

EXAMPLE: Let's suppose you're selling weight loss solutions. Here's what your sales funnel might look like (and take note how it naturally maps out the customer journey as you provide the pieces they need to lose weight and keep it off)...

- *Freemium: Here you might offer a set of meal plans and recipes. These are useful by themselves, but your prospects will get the most use out of them if they also have an overall nutrition guide to follow. Which brings us to the frontend offer...*
- *Frontend: Here you might offer a report for \$10- or \$15 that gives your audience a good overview of what they need to lose weight in terms of nutrition and exercise.*
- *Foundational: Here you might create a comprehensive weight-loss course that covers nutrition, exercise, motivation, supplements and more in great detail. This course would also include meal plans, recipes and tools such as calorie calculators, checklists and worksheets. This offer would likely be priced at \$97, \$197 or more.*
- *Finishing: This offer could take many forms. One possibility is that you could offer personalized coaching to help people customize their meal plans and workouts. A high-ticket offer like this might run \$500 or more. Or, you might go "low-cost" for your backend offer and set up a membership site...*

You can, of course, have multiple finishing (AKA backend) offers. Another example for this niche is that you might offer access to a membership site, which includes advanced weight-loss information, and information for those who are now in maintenance and want to keep the weight off. This site may also include perks, such as a members-only group where you offer peer-to-peer support as well as group coaching. An offer like this might run from \$10-\$27 per month.

To see a real-life example of how this works, check out my site at www.contentcreationu.com. I bring people into my sales funnel with high-quality freemiums. I offer low-cost frontend offers to turn browsers into buyers. And then I present the foundational offer – Content Creation U – to customers. I also sell a variety of products (like this course!) to people who purchase a CCU membership, even giving 50% off to members to encourage additional purchases and reward their continued patronage.

YOUR NEXT STEP

Your assignment for this lesson is to start mapping out your own sales funnel. Ask yourself, what are your audience's needs? What problems are they trying to solve, what goals are they trying to reach and what interests are they trying to enjoy? Once you answer those questions, then you can map out a sales funnel that provides the customer with the information and tools they need to solve their problems.

Remember this key point: more benefits for your audience, and more profits for your business. That's what you're after.

Lesson One from *The Freemium Formula*

The #1 Formula For Creating Free Content That Gets Customers Fast

You're about to learn how to give away free content that both helps your audience and points your audience toward your paid products for more help.

This isn't based on guesswork. These are the exact free-content strategies I use every day in my business, and now you can use them too.

From the very beginning, here's something I want you to understand about my basic philosophy for running a successful business...

The #1 thing you need to remember (and focus on) is that your goal is to help your customers.

Yes, you're in business to make money. I get it. I am too. But the way that we make money is to genuinely take care of our customers' needs as they relate to what we offer through our businesses.

Here's the beauty of focusing on your customers first...

...it tends to help you too (in the form of more subscribers and more sales).

With that in mind, I'd like to introduce you to the "useful, but incomplete" concept for creating free content. I've tested a lot of different types of content over the years, and this strategy is the best way I've found for turning free content into sales.

Let's start by unpacking the term "useful, but incomplete." Specifically:

- *Useful.* When your content is useful (helpful in reaching a desired outcome), it keeps readers engaged and reading right to the very end. Offering useful info impresses your audience and helps you build a

good relationship with them. In turn, this makes the reader more receptive to your offers.

- *Incomplete*. When your content is incomplete, it means it doesn't do everything that is possible in helping the readers solve their problems, reach their goals or better enjoy their interests. This gives you an opportunity to promote a related offer that does provide additional aid for reaching their objectives.

Takeaway #1: Your presell content should be genuinely helpful to the recipient at no cost to them.

Takeaway #2: Your presell content should lead to even more help for the recipient in the form of paid products.

Or, said a different way...

Free content that is intended to presell should provide a real benefit to the reader by itself (useful) that can be further explained or enhanced (incomplete) through the purchase of a paid product by the reader.

That's the aim of free content that presells a paid product. You are in business to both help people and make a living; useful, but incomplete content enables you to do both. That's why it is essential to your business and should be a regular part of your content creation plan.

SIDEBAR: Your business should include a mix of free and paid content. Your free content serves two purposes: First, to provide help for those who do not have a budget to purchase paid content. Second, to point to and presell the paid content for those whose budget and interest make it possible to buy your products. This offers help at every level and helps your audience proceed from level to level.

So, the question is, how do you create content that's effectively useful but incomplete so that it helps your audience AND grows your business? Let me share with you four proven ideas...

1. Provide a Step-By-Step Overview.

Here you use your free content to give an overview of how to complete a process. Then, at the conclusion of the overview, you promote a paid product that teaches a thorough system for completing that same process.

This overview might take a few different forms, including:

- A report that provides a step-by-step overview. E.G., a report providing an overview of how to set up an infoproduct business.
- A checklist that provides a step-by-step overview. E.G., a checklist providing an overview of how to write a novel.
- A planner/calendar that provides a step-by-step overview. E.G., a planner providing an overview of how to train for a marathon.

This method works well when you're selling an in-depth course or other comprehensive infoproduct. The checklist, report or other item gives an overview of WHAT to do, and then your product provides specific details on HOW to complete the steps.

2. Offer Tips/Secrets/Ways/Ideas

Here you are providing some really solid tips and other ideas for completing a process or solving a problem. For example:

- Report: 7 Housetraining Tips That Really Make a Difference
- Infographic: 10 Surprisingly Effective Ways to Boost Your Metabolism
- Cheat Sheet: 15 Secrets for Getting Out of Debt Fast

As always, each secret, tip, way or idea you share is *"useful, but incomplete"* because it doesn't solve the prospect's entire problem. It gives him genuinely helpful ideas that he can actually put into practice to get results, but it doesn't provide an in-depth workable plan for everything, which a related paid product could offer.

This works especially well with these 3 products...

1. Selling an in-depth course with a chapter or module devoted to each of the “tips” you share in the free content.

For example, let’s suppose you have a course that shares “10 Ways To Lower Your Golf Score,” then give away a free cheat sheet with a tip related to each of those 10 ways and point the reader to the full product for complete training.

2. Selling a product that the entire set of tips relies on for a successful outcome.

For example, let’s suppose you have a course that teaches “How To Find, Train and Profit From Virtual Staff,” then give away an infographic that shares 15 ways to grow your business with virtual staff. Using the ideas from the free content will be much faster, easier and better if they buy your course.

3. Selling a tool that will enable or automate the implementation of the tips.

For example, let’s suppose you have a split-testing tool for ad campaigns, then give away a report full of tips for making ad campaigns more profitable. One of your tips might be to set up a split-test ad campaign to improve conversion rates. You can then promote a split-testing tool within the report.

As always, you are providing genuinely helpful content to the reader while also giving them the opportunity to purchase additional resources for even more help.

Next...

3. Give In-Depth Instructions for One Step.

For this approach, you create a report, video or other infoproduct that shares complete, in-depth instructions for ONE step of a process. Your prospects then need to purchase your information product in order to get in-depth instructions for the rest of the steps.

Let me share with you a few examples:

- You create a video that shows viewers how to perform one step of a classic-car restoration, such as replacing the headliner. You then sell a video course that shows viewers how to restore the rest of their car's interior.
- You create a blog post that explains exactly how to set up and customize a WordPress blog. You then promote a course that teaches people how to launch and monetize their new blog.
- You create a report that gives readers in-depth instructions on how to choose the right homeschooling curriculum. You then sell a homeschooling course, which offers instructions on how to do everything else that is involved in the first year of homeschooling.

NOTE: One advantage of using this particular strategy is that you can simply use an excerpt from your paid product to distribute for free. Take the last example of the homeschooling course. You can offer the “*choosing your curriculum*” module for free, and then promote the entire course from within that free module. The free module is a PART of the paid product that you simply excerpted out to give away.

Next...

4. Share Detailed Instructions

For this approach, you can share detailed instructions on an entire process. This particular approach works well when you're selling one of two things:

1. Tools to make the process faster, easier, better.

For example, let's suppose you're selling a collection of PLR content such as reports, articles, checklists, templates and similar items. You can then provide in-depth information (for free) on how to create content to grow a business and then promote the PLR package as a way to make the process faster.

2. "Advanced" information.

For example, let's suppose you offer free information on setting up a membership site. You could offer an "advanced" paid course that teaches how to get new members, keep members active, generate backend profit and so forth. While the free information would be genuinely helpful in setting up the membership site (accomplishing a desired objective), no one would want to set it up without then knowing all of the best practices for making it profitable, which are included in your paid course.

Do you see how "useful, but incomplete" content works? It really does provide a benefit to those who consume it while simultaneously working to promote your paid offers which will give additional benefit to the reader by further explaining or enhancing the free content.

YOUR NEXT STEP

Now it's time for you to determine how you're going to use useful but incomplete content to serve your audience and boost your sales.

Think about one of your existing products you'd like to promote (or someone else's product you would like to promote as an affiliate). Then decide which of the five "useful, but incomplete" models would work BEST to promote the particular product you have in mind.

1. Providing an overview.
2. Sharing tips.
3. Giving instructions for one step.
4. Offering an in-depth tutorial.
5. Distributing tools (such as checklists).

After you brainstorm ideas, I'll see you in the next lesson.

NOTE: If you have multiple products to promote, then do this brainstorming exercise for EACH product you'd like to promote.

Lesson One from *The Frontend Formula*

The Frontend Formula Strategy For Creating And Monetizing A Buyers List

I'm really excited about your decision to study this course – and once you start applying what you've learned, I know you're going to be really excited about your results! That's because this course is going to show you how to build the most valuable asset of all: the buyers list.

Let me explain why this is so important...

Here's what your typical sales funnel looks like:

- Freemium – the free offer which gets people onto your mailing list. (AKA the lead magnet.)
- Frontend offer – a low-cost, high-value offer that turns your prospects into cash-paying customers. (This is sometimes referred to as the “tripwire” offer.)
- The Foundational offer – your core offer, where you turn your customers into repeat buyers.
- Finishing offer – your backend offer, where you encourage your buyers to purchase again.

This funnel works to provide additional help and benefits for your customers, while generating additional revenue for your business.

Now, you'll notice that the very first entry point (the Freemium offer) is designed to get people on your mailing list. That's an important part of your funnel. But there is a BIG difference between a prospect list and a list full of buyers.

Simply put, your buyers list is much more valuable. Indeed, one of the easiest sales you'll ever make is to sell something else to a satisfied customer. That's why the Frontend offer is such a crucial part of your sales funnel, as it quickly moves people from prospect to customer with an irresistible offer.

See, a lot of infoproduct creators and marketers go from "Freemium" to high-ticket "Foundational" offer. But if a prospect doesn't know you, it's going to take some time for you to build a relationship, establish trust, and persuade this prospect to spring for a \$97, \$197 or more offer. They're basically buying from a stranger, so they're cautious.

In addition, some people simply don't value free products. So, when you bring someone into your funnel with a free offer – and then you give them something else for free to "build a relationship" – you're going to end up with a list of tire-kickers... when what you really want are buyers.

That's where the Frontend offer comes into play. Your Frontend offer is a high-value, low-cost product. This not only makes your offer irresistible, it's also a very low risk for a prospect. Together, these factors help quickly move a prospect onto your buyers list. From there, you can now promote the Foundational offer – and it will be a much easier sale, because you're selling it to an established, satisfied customer who trusts you.

You can see why this strategy is so powerful. And you'll be learning a whole lot about this strategy over the next 10 lessons.

But let me make one quick note: this is not a product-creation course. This course isn't for anyone who needs the basics, who needs technical details or needs a lot of hand-holding.

Instead, you're going to get a solid strategy for optimizing your Frontend offer so that you can build a bigger customer list, faster than ever.

So, with that in mind, let me share with you a couple of tips to make your Frontend offer more effective...

1. Craft Products That Naturally Lead to Each Other

The key to making your funnel work overall and your Frontend product, in particular, is to be sure each piece of your funnel naturally leads to the next piece. That is, each piece should provide part of the solution.

Think of it this way: your Freemium provides part of a solution, but in order to get the next piece of the solution, the prospect needs to buy your Frontend offer.

For example, your Freemium is a set of meal plans to help people lose weight, and your Frontend offer is an overview report that helps people make the most of those meal plans.

Next...

2. Create a Reference

One of the keys to getting people to buy your Frontend offer is to be sure they see your links and calls to action... repeatedly. Email is a big part of this, which is why we'll talk about that in just a moment. But another way to boost visibility of your Frontend offer is to make sure your Freemium is some sort of item that your audience will refer to repeatedly.

The example I gave above – a set of meal plans – is exactly what I'm talking about. You might also create other sorts of tools, such as checklists, worksheets, planners and more. Be sure to include a link and call to action in your Freemium that promotes the Frontend offer.

3. Promote Inside Follow Up Emails

One of the best and most effective ways to get prospects to purchase your Frontend offer is to send a series of follow-up emails to anyone who requests your Freemium.

Let's go back to the weight-loss example. You offer meal plans as a Freemium. Then you send five follow-up emails such as "Five Surefire

Ways to Boost Your Metabolism.” Each email would include one method, and each email also pitches the Frontend offer at the end.

E.G., “If you liked the weight-loss tips and tricks you’ve been learning in these emails, then you’re going to love this new report: ‘How to Rev Up Your Metabolism and Melt the Fat Without Pills, Crazy Fads, or Hunger Pangs!’ Click here to download your copy now...”

Two tips for more effective emails:

1. Create compelling, benefit-driven subject lines. The more people who open your emails, the more people who’ll read them, click on the links, and buy your frontend offer.
2. Provide high-quality content. Offer some of your best advice inside this email sequence. When people see what sort of info you offer for free, they’ll be excited to check out your paid Frontend offer.

Now, here’s your assignment...

YOUR NEXT STEP

Your assignment for this lesson is to start planning your sales funnel, with a particular focus on your Frontend offer. What sort of high-value, low-cost, in-demand product can you create that will turn prospects into customers?

Ponder that... and meanwhile, I’ll see you in the next lesson.

Lesson One from *The Foundational Formula*

The Goal: Creating A Premium Package That Is Perfect For Every Customer

Over the next 10 lessons, you're going to find out how to create a premium content package that you can sell for \$97 or more as your Foundational (core) offer. And we're going to start right now by answering some of your frequently asked questions about creating this sort of package.

Let's jump in...

1. Can I really create something that others will purchase for \$97 or more?

The short answer is YES! A resounding yes. No matter what niche you're in, no matter what your background is, and even if you don't think you can create a premium offer... you can. And this course is going to show you how to do it and how to maximize your sales.

Plenty of people think that they can only create \$7 or maybe \$20 offers. Anyone can create something worth \$97. One way to do that is by creating a package of unique content. And that's what you're going to learn how to do in this course.

Which brings us to the next point...

2. What makes a product worth \$97?

As you consider what type of product to create, you'll want to keep the following pricing factors in mind:

1. Certain niche products have higher price tags. For example, people will pay more for a "make money online" product than they will for a quilting product. But you can sell high-priced products in both of these

niches (or just about any other niche) if you follow the strategy you'll learn in this course.

2. Products with advanced level information carry a higher perceived value. Even if you have a beginner-level product, adding in some intermediate or advanced information will make your product worth more.
3. Packages carry a higher perceived value. A package of content is going to be worth more than a simple report. (And that's why the focus of this course is on creating a profitable package.)
4. Unique content carries a higher perceived value. You don't have to create something so new that no one in your niche has ever seen anything like it. Just organizing information in a unique way, sharing a unique viewpoint, and sharing other unique information (such as tips, examples and more) will set your product apart and make it worth more to customers.
5. Different types of content carry a higher perceived value. Text content in report/ebook form carries the lowest perceived value, while courses tend to be worth more. Multimedia content such as audios and videos have a higher perceived value than text content.

Let's take a look at an example...

The membership at www.contentcreationu.com is a good model. You'll see that this site hits many of the points just discussed, including:

- *It carries a higher perceived value because it's a course wrapped inside a membership site.*
- *The audience gets a lot of value ever month – a big module that's packed with information.*
- *The information is unique. There may be other sites dedicated to creating content, but none of them are organized in this manner with my unique perspective, tips, examples, case*

studies, tools and more infused into the content. I take my personal experiences and share them with my audience, which makes the site unique and the information very valuable (since it's proven information, rather than the guesswork and theory a lot of people use to create products).

- *The membership includes advanced information. While beginners will find the entire membership and course useful, even seasoned content creators will find tips and strategies for creating better content, faster and easier than ever.*

You can definitely do the same thing in any niche. Just take what you know to make your content unique, and create a useful package. This package may include a library of articles for people to reference, coursework, assignments to help people take action, tools such as worksheets, templates and checklists, and bonuses to add even more value to the package.

3. How will I know my customers will buy this product from me?

In an upcoming lesson, we're going to talk about how to do your market research so that you know what your audience wants – you can use that research to help you create an in-demand product.

The second thing you need to know is that creating something unique – and positioning your product on what makes your product unique – will set your offer apart from your competitors' offers. So, when your customers have the choice to buy your product or buy from your competitors, they're going to choose your product.

The third factor to consider – and this is a big point – is that your product should be a great fit for virtually all your customers. This doesn't mean you try to appeal to anyone and everyone on the planet. Instead, you carve out your niche – and then you create something that nearly everyone in that niche wants and will benefit from using.

Again, to the previous example...

The Content Creation U membership site is designed to teach

infoproduct creators, online marketers, bloggers and other “make money online” folks how to create profitable, effective content for their businesses. There isn’t a single person in this target audience who can’t benefit from Content Creation U, because every person it serves needs content for their businesses.

Does that mean every single person in those audiences is going to take advantage of Content Creation U? Of course not. But the membership IS a good fit for the entire audience.

Likewise, you need to think about your audience, their desires and their needs. What does every single person in your audience want? Once you answer that question, then you’ll be able to create a package of content that’s a great fit for your entire audience.

YOUR NEXT STEP

Your assignment for this lesson is to write down everything you can think of that every single person in your audience wants. This is just an initial brainstorm – you can confirm the answers later with research. But for now, figure out what type of product you can create that would be a good fit for your entire niche audience.

Meanwhile, I’ll see you in the next lesson.

Lesson One from *The Finishing Formula*

The Dynamic Duo Of Backend Offers: Two Things That People Will Often Buy

This course is part of a series of courses that reveal to you how to build an effective, profitable sales funnel. As a quick overview, here are the pieces of the funnel you need to put into place:

1. Freemium offer: This is the free product you offer to your prospects in exchange for their email address (AKA the lead magnet).
2. Frontend offer: This is sometimes referred to as the tripwire offer, and it's a low-cost, high-value product that's designed to turn prospects into cash-paying customers.
3. Foundational offer: This is a premium product with a premium price tag (\$97 or more) that you sell to your existing customers. This is sometimes known as your core offer.
4. Finishing offers: This includes a variety of offers you sell on the backend to those who've purchased your core offer. These finishing offers are the topic of this lesson.

You've probably heard it before – the real money in your business lays hidden in the backend.

That's true, but only if you know how to create a finishing strategy that really works. And that's exactly what you're going to learn how to do inside this course.

To start, here in this lesson, we're going to talk about two types of finishing offers that customers tend to buy in large numbers. These offers include:

- Offers that "speed up" your customers' results.

- Offers that help customers get “unstuck.”

Now, as you consider these two types of finishing offers, you need to remember that you’re selling these offers to your EXISTING customers – typically, people who’ve purchased your foundational (core) offer.

So, for example, if someone purchased a premium weight-loss package from you, then your finishing offer would be anything to help speed up results and help customers get unstuck.

In this case, personalized coaching would be a good backend offer that would help people speed up their results (as they’re getting personal advice rather than following “cookie cutter” advice), and it will help them get unstuck.

The key here is that you want to plan and develop your finishing offers at the same time that you’re planning out the rest of the products in your sales funnel. That way, you’ll be able to create a foundational offer that helps people get the results they’re seeking, and then you can create finishing offers with the express goal of making it faster and easier for your customers to get great results.

In other words, your finishing offers will maximize your customers’ results.

Let’s look at these two types of finishing offers separately, with examples, so that you can start thinking about what sort of finishing offers you’d like to create.

Type One: Offers That Speed Up Results

It’s no secret that people want results... yesterday. Whether they’re trying to solve a problem, achieve a goal, or even complete a task related to a hobby, they want to know the quickest way to do that. And if you can create a finishing offer that helps speed up the results, there’s a good chance they’ll buy what you’re selling.

Here are some examples of items that can help speed up a process:

- Services. Any kind of done-for-you service is a great option. What could better speed up results than for someone to provide a guaranteed result? Graphic design, installations and other techie tasks, copywriting, and freelance jobs of just about any kind work well.
- Tools. This includes apps/software, templates, swipes, and similar tools that speed up a process. For example, if you're helping people write better sales copy, you can offer a sales letter template to speed up the process of crafting their first sales letter.
- Information that helps people save time. For example, if you're helping people lose weight, you might create a low-calorie cookbook that's made up of recipes that take 15 minutes or less of prep time.

Next...

Type Two: Offers That Help Customers Get Unstuck

Another common issue across a variety of niches is that people get information to solve a problem, achieve a goal, or better enjoy a hobby... and then they get stuck.

Sometimes this happens because they have analysis paralysis because they've read too much information. They're frozen and unable to make any decisions that will allow them to move forward.

In other cases, the person is ready to take action, but there's another sticking point. More specifically, perhaps the solutions they're reading about don't exactly apply to their situation.

If someone is stuck, there are a variety of ways to help them get unstuck. For example:

- Provide coaching/personalized help. This is a good solution when people have analysis paralysis or when they need personalized help.

- Provide tools to help them take action. These tools may include checklists, worksheets, templates and similar items.
- Provide substitutions/alternatives. Sometimes people get stuck because they don't have the gear, skills or resources required to complete a task. In that case, you can provide alternatives.

For example, if you're sharing weight-loss information, you might offer meal plans and recipes for people with specific dietary requirements, such as gluten-free recipes.

Another example: if you're teaching people how to do something technical or something that requires skills, you might offer a "done for you" service to help customers get unstuck.

- Provide more (and better) information. Someone may read a report or course and still not quite understand how to do something. But show them a video, and they'll be able to follow along and complete the task.

For example, if you're explaining how to set up a WordPress site, some people may have problems following text-based directions. But show them a screen-share video of you setting up a WP site, and now the directions will make sense.

Now let's get you started...

YOUR NEXT STEP

Your assignment for this lesson is to ask yourself the following questions and then brainstorm as many ideas/solutions you can think of:

1. What sort of product or service can you offer that would speed up the process for your niche audience?
2. In what ways do people in your niche commonly get stuck?
3. What sort of product or service can you offer that will help people get

unstuck?

Take some time to think and brainstorm on these questions, writing down everything that comes to mind. Then keep your list handy, because you'll be refining your ideas as we go through the upcoming lessons.

END OF PREVIEW

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