



HOW TO  
**CREATE YOUR OWN  
4-PIECE FUNNEL**  
THAT MAKES A DIFFERENCE  
AND MAKES A PROFIT

*Special Report*



## You DO NOT Have The Right To Sell Or Give Away Any Portion Of The Content In This Document.

*This Document Is For Your Personal Reading Only*

© 2022 Copyright Benchmark Publishing, LLC

**ALL RIGHTS RESERVED.** No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage or retrieval system, without permission in writing from the publisher.

**DISCLAIMER AND/OR LEGAL NOTICES:** This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sold with the understanding that the publisher is not engaged in rendering legal, accounting or other professional services. If legal advice or other professional assistance is required, the services of a competent professional person should be sought. - From a Declaration of Principles jointly adopted by a Committee of the American Bar Association and a Committee of Publishers and Associations. No responsibility or liability is assumed by the Publisher for any injury, damage or financial loss sustained to persons or property from the use of this information, personal or otherwise, either directly or indirectly. While every effort has been made to ensure reliability and accuracy of the information within, all liability, negligence or otherwise, from any use, misuse or abuse of the operation of any methods, strategies, instructions or ideas contained in the material herein, is the sole responsibility of the reader. Any copyrights not held by publisher are owned by their respective authors. All information is generalized, presented for informational purposes only and presented "as is" without warranty or guarantee of any kind. All trademarks and brands referred to in this book are for illustrative purposes only, are the property of their respective owners and not affiliated with this publication in any way. Any trademarks are being used without permission, and the publication of the trademark is not authorized by, associated with or sponsored by the trademark owner.

*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 solve their problems, reach their goals and/or enjoy their interests.

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.*

That's what a sales funnel is all about.

*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.*

Inside this lesson, you're going to learn the steps you need to take to create a beneficial (for your audience), profitable (for your business) funnel that consists of the following pieces:

- Freemium, which is the free product you use to get people onto your mailing list (AKA lead magnet).
- Frontend offer, which is a low-cost, high-value offer you use to turn subscribers into buyers (AKA tripwire offer).
- Foundational offer, which is the high-ticket, premium product in your funnel (AKA the core offer).
- Finishing offer, which is the related product or service you promote on the backend of your business.

As I said, not only is this type of funnel profitable for you, it's beneficial to your audience as each piece provides additional help for them to get the

results and outcomes they desire.

And here are the three steps you need to take to create this funnel:

Step 1, Plan Your Funnel

Step 2, Prepare Your Products

Step 3, Promote Your Offers

Let's take a closer look...

## **Step 1: Plan Your Funnel**

The key takeaway here is that you don't plan or create the pieces of your funnel in isolation.

*Each piece needs to lead to the next part of your funnel, and each piece provides additional help to your customer*

So, you need to plan the four pieces together. Think of each piece as meeting part of your prospect's need.

Let's suppose you're selling weight-loss information. Here's an example funnel:

- *Freemium offer: One month's worth of meal plans and recipes. (Free)*
- *Frontend offer: A report or mini-course with nutritional tips and information. This report should make it easier for people to make the most of the meal plans and recipes. (\$15)*
- *Foundational offer: An in-depth course that gives people a complete nutrition and exercise strategy for safe, effective weight loss. (\$97)*
- *Finishing offer: Personalized coaching to help people customize their nutrition plans and workouts, plus you can offer motivation and support as well. (\$497)*

Let's take another example, where this time you're selling information about how to generate web traffic. Here's a sample funnel:

- *Freemium offer: A set of checklists that gives online business owners an overview of the different ways to generate traffic. (Free)*
- *Frontend offer: A training video that covers one of those methods (such as guest blogging) in depth. (\$19.97)*
- *Foundational offer: A one-year membership site where members get in-depth instruction on 12 methods for generating traffic. (\$19.97 per month)*
- *Finishing offer: A course with advanced traffic-generation and optimization strategies. (\$97)*

One final example from my own business...

- *Freemium offer: A set of cheat sheets for creating content. (Free) [www.Earncome.com/write-like-a-pro.html](http://www.Earncome.com/write-like-a-pro.html)*
- *Frontend offer: A course on turning tips about your favorite topic into a sellable guide. (\$19.97) [www.Earncome.com/guides-that-sell/](http://www.Earncome.com/guides-that-sell/)*
- *Foundational offer: A one-year membership covering 120 lessons about content creation for every aspect of your business. (\$19.97 per month) [www.Earncome.com/content-creation-u/](http://www.Earncome.com/content-creation-u/)*
- *Finishing offer: The ultimate shortcut for speeding up content creation – licensing to my done-for-you premium content. (\$97-\$497) [www.Earncome.com/done-for-you/](http://www.Earncome.com/done-for-you/)*

The bottom line here is to **plan all the pieces together** so that your customers will want to move through your funnel and purchase all the different resources to help meet their needs.

This is also a good time to mention pricing...

*A sales funnel allows you to help people with varying budgets.*

That means you can help people who are not in a position to buy (at the moment or ever) from you, while also providing additional help for those who can.

## **Step 2: Prepare Your Products**

There's more than one way to create the pieces of your funnel. You can use one of the methods below, or you can use a combination that saves you time and money. Check out these ideas...

### *DIY From Scratch*

Here's a common, albeit time-consuming method. There are ways to speed it up, such as by using speech to text technology. However, there are better ways to create your funnel, which is why you'll want to consider the other options below...

### *Outsource*

Here you hire a competent freelancer to create your products for you. You can find a freelancer with a Google search, or go to a freelancing site such as upwork.com, guru.com or freelancer.com.

### *Use PLR*

If you want to save money over outsourcing and save time over doing it yourself from scratch, then a good option is to use private label rights (PLR) content. This is licensed content where you can modify the content, put your name on it and use it as if you wrote it yourself. Be sure to tweak it to make it unique so that you're not competing against people who are using the content "as is" out of the box.

### *Utilize Existing Content*

If you've been working in your niche for some time, then you already have content on hand. This may include blog posts, emails, products, freemiums,

videos, webinar transcripts and more. You can compile pieces, pull excerpts, and tweak these to meet your needs and create new products.

## *Splinter a Product*

If you create your core offer, then you can use pieces of it to create your free offer and your frontend offer.

*For example, maybe you have a 20-lesson course. You can use one lesson as a free offer, and provide two or three lessons as your frontend offer. Anyone who likes these lessons will want to upgrade to the full course (foundational offer).*

## **Step 3: Promote Your Offers**

Once you have the four pieces of your funnel ready to go, then you need to determine how you'll promote them throughout your funnel. Some of your options include:

- Send follow up emails and promote your offers to anyone who requested your freemium or purchased any of your products.
- Embed promos in each of the four pieces you just created. (E.G., the freemium promotes the frontend offer, the frontend offer promotes the foundational offer, and the foundational offer promotes the finishing offer.)
- Include a promotion on your order form. E.G., your frontend offer order form includes a promo for a related product.
- Promote offers on your thank you and download pages. E.G., *"While you're downloading your product, take a moment and look at this related resource..."*

Bottom line: whenever and wherever you communicate with your prospects and customers, you can include a promotion for a related offer. The key to your success is to ensure your offers are all pieces of the help to the same overall need, so that anyone who wants one product in your funnel will want

all the other products too.

In other words ...

- If your overall objective is to help your audience solve a problem (lose weight to eliminate health issues), then all of the offers should work toward a single problem.
- If your overall objective is to help your audience reach a goal (start home educating their child), then all of the offers should work toward a single goal.
- If your overall objective is to help your audience enjoy an interest (running ultramarathons), then all of the offers should work toward a single interest.

## **YOUR NEXT STEP**

No matter what you're selling or who you're selling your product to, a sales funnel means your customers get more help while you generate more profit. And that's why you'll want to use the simple three-step process you just learned for planning and building your sales funnel.

With that in mind, I've got a two-part assignment for you:

#1. Do some brainstorming to start planning your funnel. Namely:

- What type of freemium offer will you create to get people onto your mailing list?
- What type of frontend offer will you use to turn these subscribers into buyers?
- What type of foundational offer will you create to turn these new customers into repeat buyers?
- What type of finishing offer will you create to provide even more help to your audience while generating extra profit for yourself?

## #2. Get my Funnel Formula course.

I just outlined the pieces of a sales funnel to you, but that's really just scratching the surface. It's like trying to build a house without a blueprint – you get the gist, but the whole building would come down if you don't have the exact specifications.

That's what my *Funnel Formula* course provides to you – the exact specifications of what to put in your funnel, what costly mistakes you need to avoid, and how to optimize your funnel for maximum benefit for your audience and profits for you.

In fact, here's the table of contents from the course...

- Mapping Out The Customer Journey To Maximize Benefits And Profits
- The 4 Essential Pieces Of Every Funnel (+Ideas For What To Include)
- How To Plan The Perfect F.U.N.N.E.L. That Makes A Difference And Money
- Your 3 Best Options To Help People Take Steps Forward & In Your Funnel
- Funnel Follow-Ups: Build Automated Email Campaigns That Work 24/7
- Funnel Fixes: 5 Ways To Remove Every Obstacle For Bigger Gains
- 7 More Types Of Funnels You Can Turn On For Set It And Forget It Sales
- The Top Ten Best Practices To Get Next Level Results From Your Funnels
- Platform Primer: How To Decide Which Funnel Platform Is Best For You
- 7 Keys to Writing "Hope, Not Hype" Copy For All Of Your Funnel Pages

If you're ready to get a funnel in place that generates more benefit for your audience and more profit for your business, let me help you...

**[Click Here To Learn More](#)**