



**Creating
High
Converting**



***OFFERS & PRODUCT
FUNNELS***

Creating High Converting Offers & Product Funnels

Your sales page has just a few seconds to capture your prospect's attention and convert a sale. While it may seem like a complicated blend of art and science, creating a high converting offer isn't as difficult as you might think. Let's walk through the critical elements of a successful offer and talk about each one in a bit more depth.

The General Structure

There are different approaches to writing a sales page that converts. Some work consistently, others don't. One approach proven to convert and is relatively straightforward is the following:

1. What's The Problem?

What pains or problems are your prospects dealing with? Think about the emotions that they're feeling. For example, are they angry that they don't have enough money? Are they looking to feel in control of their life? Do they want to feel sexy, strong, or hopeful? This is how you capture the attention of your prospect. Keep in mind that the pains they're feeling have to be relevant to your product.

2. Why Hasn't It Been Solved?

What have your prospects tried that didn't work? Why haven't they been able to solve the problem? Weight loss products are a simple example. What's the problem? Maybe the prospects are tired of not being able to lose weight even though they're dieting. They're frustrated. Why hasn't the problem been solved? The diets they tried haven't worked. They're ineffective for a myriad of reasons. In your offer, you detail some of these reasons.

Imagine your readers nodding their heads in agreement as you outline what they've gone through and why they're still struggling. You might be able to accomplish this in a paragraph, or it may take half a page. It depends on the type of sales message you create. We'll discuss more about those details a little later.

3. How Does Your Product Solve the Problem?

By this stage, your prospects are probably agreeing with you and they're almost ready to buy. Talk about the product benefits, how it solves the problem, or how it eases the pain. In the example of the diet product, you could list the reasons why your diet works better than the others and the value it offers.

4. What's the Proof?

At this point, your readers should be convinced. They have made an emotional decision to buy. Now they're looking for a logical reason that backs up their decision. Here is where you provide that information. You can provide the proof component in a number of ways. You can provide social or personal proof including testimonials, endorsements, awards, or other forms of product or creator recognition.

You can give them numbers and data including scientific results, group studies, poll results, and other relevant data. For example, “More than Million People Have Lost Weight with ABC Diet.”

5. What's Your Offer

Finally, you want to share your offer. This is where you outline what they're buying and how they can buy it. The price, guarantees, policies, and bonuses all go in this final section. It's important to note that you can include a “Buy Now” button or call to action before the end of your message. Long sales pages have several breaks in the copy where the reader can take action, click, and buy.

As you can see, your sales letter has five separate parts with each part funneling the reader to the next step or piece of information. Work through your sales offer by addressing each component. Adhering to this structure is often enough to boost your conversions. However, there are a few additional tactics that once mastered can really take your sales copy to the next level. So let's start at the top, with your headline.

The Importance of a Headline

A good headline can make a significant difference in the response you receive. Your headline is what initially attracts people to your message. If it grabs attention, you gain readers. If it's dull, they pass you buy. So what goes into a good headline? Emotions, numbers, a promise, and more help to add power to your headline. Your headline needs to convey a benefit to your target reader. It has to tell them, in just a few short words, that you can either provide pleasure or help them avoid pain.

- Pleasure – The Secret to Making People Like You
- Pain – Tired of Being Ignored At Work and In Your Social Life?
- Pleasure – How I Made 6 Figures in 6 Months
- Pain – Finally, A Way to Stop Avoiding Bill Collectors

When you write headlines, one powerful approach is to sit down and write 50 to 100 of them. Crank out simple statements that address the emotional pain or pleasure that your reader is feeling. Remember what they're struggling with, why the problem hasn't been solved, and how your product solves it.

This exercise not only helps you improve your headline writing skills, you'll end up with a number of strong headline possibilities. Keep in mind that the headline is so important that you might spend as much time on the headline as you do on the rest of the copy. Before we move on, here's a quick list of headline writing tips:

Tips for Creating Attention Grabbing Headlines

1. Make a Promise Headlines

"Lose 30 Pounds in 5 Days" is a headline that makes a promise. It's short, sweet, to the point. It also uses keywords that will grab the attention of people who want to lose weight quickly.

2. Use Numbers in Headlines

People are attracted to numerals. "15 Minutes to a Million Dollars" catches their attention. The example headline combines a promise and numbers. Another number based headline might be "10 Top Secret Tricks of the Rich and Famous." Keep in mind that the use of numerals in headlines results in more "clicks" than number words.

3. Headlines that Appeal to Emotions

People often make buying decisions based on an emotion. "Will This Trend Destroy Your Finances?" is an emotionally based headline that taps into fear. Identify the strongest emotion that your prospect feels regarding an issue. Other strong emotional triggers readers may struggle with could include safety, anger, guilt, etc. Turn the emotional issue into a headline and you have an attention grabber.

4. Arouse Curiosity with Headlines

Create a sense of curiosity with a headline that leaves the reader hanging. "Secrets Millionaires Use to Increase Wealth" is an example of a curiosity driven headline. Readers wonder what those secrets are, click through to read your full sales letter, and get pulled into the sales funnel.

5. Headlines that Ask a Question

"Tired of Struggling to Pay the Bills?" When you ask a question using keywords, you immediately get your targeted readers' attention. When they say yes and click through to read more, they're engaged. Keep your target market in mind. Ask questions that they can identify with and provide basic info on your sales letter about the solution that your product or offer provides.

6. Data Proof Headlines

There are essentially two different ways to provide proof of your claims that your product will solve problems, provide pleasure, or end pain, etc. The first way to provide proof is to give them facts and data. The headline, "Discover How 90% of My Clients Earn a 6 Figure Income" prompts readers to click on the "buy now" button.

7. Social Proof Headlines

Social proof is just as powerful as data proof. Social proof comes in the form of testimonials, endorsements, awards, recognitions and so on. People put a lot of stock in what their peers and experts have to say about a product. When people you trust say that they had success with a product, you are more inclined to believe them. Potential buyers take into account that information from a sales person or business owner may be slightly biased.

Once you have your attention grabbing headlines, woven your story, and backed it all up with details and proof, it's time to make your offer.

Creating Your Offer

Creating your offer can feel like the trickiest part of the process. You essentially tell people what they can get and how much it will cost. Here's an example of an offer from DIYPIr.com

Our "Choose Your Monthly Membership" that gives you:

- 4 download credits of your choice, each and every month (value \$80).
- Your download credits never expire, so you can save them up and stock up whenever you need.

...all at over 50% off the regular retail price. It's like getting \$80 worth of PLR each and every month, for only \$36. And remember, **YOU** get to pick the content you download.

So stop doing all that writing, taking screenshots and photos or editing graphics....

It's followed by a link to click on that takes readers to a payment page. Within the context of the offer, you'll notice a few things. You might notice that the product offer tells you exactly what you're getting but it also presents it as a value. It emphasizes choice and credits that never expire.

Here's another offer from AWAI Online,

The Accelerated Program for Six-Figure Copywriting: Just \$99.40 to start and you'll receive online access to the entire program to try risk-free.

One thing that you might notice with both of these examples is that the price isn't danced around. However, they also attempt to handle price objections within the offer. A price objection occurs when potential buyers back out of their decision to buy at the last minute because the price doesn't justify the value. You can work around this in a number of different ways.

1. Justify the value.

In the DIYPIr example, the actual value of the product is stated. This lets prospects know that they're getting \$80 worth for the low price of \$36. It shifts the perspective of the prospect.

2. Payment Plans.

With AWAI, the price for the product is actually \$497 but customers can get it for \$99 a month. They allow a payment plan to make the price seem more manageable.

3. For a low price, you can...

You've probably seen a few other ways to manage price objections. For example, "For less than a cup of coffee a day...." or "For the cost of dinner and a movie you can..."

There are steps that you can take to balance the cost versus the value. If there's uncertainty in the minds of your prospects, you want to balance the value with the risk. You can accomplish that by...

4. Offer a money back guarantee.

"100 Percent full refund if you're not completely satisfied."

Offer bonus products. Bonus products can help tip the scales. However, the quality must be excellent. Poor quality bonuses can hurt customer satisfaction. You can add a report, video, tutorial, how-to, worksheet, and other relevant material to your offer.

For example, the AWAI offer includes a number of bonuses to help balance the cost with the value. The bonuses range from a members only newsletter subscription to a free report and a book that they receive in the mail. It should be noted that they also offer a 100 percent money back guarantee.

Making an offer is one thing; however, getting people to take action on your offer is another. This is accomplished with a simple invitation or motivational sentence that incites prospects to take action, click on a link, make a purchase, or sign up. It's called a "call to action" and it can impact your conversions.

Creating Your Call to Action

Your call to action is at its simplest, the phrase that includes the "buy now" button, but it's a whole lot more. When writing a call to action, there are a few things to consider including the placement of your call to action. Earlier we mentioned that some long sales copy might have several breaks in the message where they strategically place a call to action.

One of the reasons for this is because many experts believe that your call to action should be "above the fold." Readers shouldn't have to scroll down to see the offer. There are people who dismiss this. Since prospects shop from a variety of screen sizes, it can be difficult to find the perfect position. However, it's something to keep in mind.

Button size, color, and the language you use are all important as well. Let's look at a few examples.

- For Outside Magazine - Discover the exciting world of outside. Subscribe today.
- For Awai Online - The Accelerated Program for Six-Figure Copywriting: Just \$99.40 to start and you'll receive online access to the entire program to try risk-free. Order Today
- From Martha Beck - YOU CAN QUOTE ME ON IT! Get Martha's Quotes Daily!

Here are a few more basic, examples:

- Don't wait another minute to put (Insert Product Name) to work for you!
- Try NAME OF PRODUCT NOW Risk Free!
- "Order today and get half-off the cost of shipping.

When writing your call to action, CTA, make sure that your offer is clear. Use simple and concise wording. Use actionable language; call today, order now, subscribe today. You might also notice that many of the examples address bonuses and risks right in the CTA. They say “risk free” or talk about free shipping. They remind the prospect about what they have to gain.

There are two other tactics that you can use in your call to action to help motivate prospects. We’re talking about scarcity and urgency. Scarcity is when you say, “Only 5 left” or “Buy now before products run out.” It helps push those people who want to think about it into taking action now, because if someone has to think about it, they may not come back and buy.

Urgency is slightly different. This is where you generally let the prospect know that they have to act now because prices are changing and the offer won’t last. You might say, “Buy now and take advantage of this limited time offer” or you could be more specific and say “Don’t miss out. The offer ends tomorrow.”

It’s often a good idea to create two different calls to action and to test them. For example, you might send half your email list a sales message with your first call to action and the second half of your list will get the same sales message with a different call to action. Measure and see which one delivers the best conversion results.

We’ve mentioned long sales copy and email messages. The truth is that there are many different types of sales pages so let’s take a quick look at those.

Different Types of Sales Pages

Long Sales Pages

Long sales pages are the old standby. It’s common for a sales page to be several thousand words. These tend to address the problem in great depth, why it hasn’t been solved, and they support their offer with a healthy dose of testimonials. In fact, the testimonials and social proof may be positioned both before and after the offer. Long sales copy has been around for a long time and many people still use it because it works.

Think about your audience. What device are they using to shop? Are they on their laptop at home or their phone? Long copy won’t work well if they’re shopping on their phones. Are they buying your product because they have an urgent need? Are they entering your sales funnel in a relaxed state? What’s their mindset? If they’re rushed, they may not want to take the time to read five thousand words.

Short Copy

Short copy sales pages are the opposite of long. They’re abbreviated. They are quick to get to the point and rarely take up more than 500 to 1000 words. Short copy works well on small devices like a smart phone. However, it can be more difficult to get your message across when you only have a few hundred words to work with. Short copy tends to be a bit more difficult to write.

The bottom line of your sales copy should always be to say the amount needed to make the sale. If you can do that in 200 words, excellent. If it takes 2000 words, that’s what you need to

write. Worry less about the word count and more about what you're saying and you'll have a better conversion rate.

Video Sales Copy

Finally, there are now video sales pages. Video can be your entire sales message or it can be a component of your message. For example, you might have a welcome video on your sales page. Video adds voice, personality, and a face to your product. It creates a connection with your prospect. And the good news is that the format is the same. You identify the problem, talk about why it hasn't been solved, etc.

Evaluate whether your audience would respond to video and keep some of the benefits in mind. For example, video is shared more often than other types of content. Video can be short or long, depending on your sales message and audience. And video gives you an opportunity to show your product being used. You might even use video testimonials.

Sales copy isn't just for selling a product. Let's be clear on that. We've talked a lot about pricing, proof, and creating your offer. However, your offer very well could be a free report, a webinar, or a weekly newsletter. It depends on where you want your prospects to enter the funnel. What's a funnel? We'll talk about that next.

What Goes Into A Successful Product Funnel?

Before we can talk about how to create a successful product funnel, it's a good idea to start with a working definition. A product funnel is the buying process that you lead your customers through. A very basic product funnel might look like this:

- Traffic generation
- Lead Capture (opt-in page)
- Email message
- Sales page

So you'd create a marketing strategy to drive traffic to your lead capture page and opt-in offer. You then send your new leads email messages and drive them to your sales page. It's basic but it demonstrates the point and if you only have one product this is what your funnel would likely look like.

If you have more than one product, your sales funnel could move buyers towards more expensive products. For example, they might buy a home study course and then you pitch them a membership or a coaching product.

A good sales funnel always begins by capturing leads. Then you have permission to email them and move them down the funnel. You also have the ability to segment your marketing. For example, if someone clicks through to your sales page but doesn't buy your product, you can send them a different follow-up message than you would send someone that did buy your product. A structured funnel gives you tremendous information and marketing capabilities.

Why else would you use a sales funnel? What are the benefits? In addition to giving you the ability to automate your sales and marketing process and providing you with information and the ability to create targeted messages for your audience, a sales funnel helps you provide a consistent message to your audience. You're able to leverage the customers that want to buy and keep them connected to you and active with your company.

Where Do Your Customers Enter The Funnel?

Ideally, you'll want your customers to enter your sales funnel with a freebie or trial offer. This gets them in the door with a minimal commitment from them. There's no risk. Your opt-in offer is generally the top of your funnel. You'll gather the most people here and some, but not all, will begin to move down the funnel.

So it all begins with your opt-in offer, which has to be packed with value so that your leads want to take the next step with you and become paying customers. Take time creating your opt-in. Look to solve an important problem for your ideal customers and create something that can be delivered instantly. For example, webinars, videos, reports, books and workbooks, templates blueprints and checklists all work and provide value.

Once you have your prospect in your funnel, build a relationship with them, motivate them to visit your sales page, and convince them to buy a product. Here's a closer look at the process and how you can use your list to boost sales.

Using Your List to Boost Sales

There are significant benefits to having an email list packed with people who are interested in what you have to say and what you're offering. We've already hinted at one of the benefits, which is segmentation. Many autoresponders and email management systems make it easy to segment your email list based on the actions they take.

For example, if Joe clicks on a link in your email but doesn't make a purchase, you can set up your autoresponder to send him a follow up message designed to motivate him to go back and click that 'buy now' button. Maybe you give him a special price or limited time offer. And for Sam who did buy the product, you can follow up with him with an upsell offer. We'll talk about upsells in a bit. The point is that through an organized segmentation plan, you can increase your sales and convert more of your leads.

Special offers are also something that you can do with your list to make them feel connected, appreciated, and valued. For example, you can send members a special pricing offer that's not available to the public. You can create unique product packages and offers for them. This is also a useful way to test new products. Let your subscribers try out new material and get their feedback. Improve your product based on their feedback and release it to the general public.

Moving Your Customers through the Funnel

Once people buy a product, how do you get them to buy another and to spend more money with you? This is where the concept of upsells comes into play. Upsells are different from cross selling. Cross selling is, "hey, I noticed that you bought a pen, do you want a pencil to go with it?"

Upselling is, “Hey, I noticed that you bought a pen. Thank you. Do you need a fancier pen for a gift?” Both upselling and cross selling can boost your bottom line. However, upsells are what move your customers through your funnel.

There are a few tricks of the trade to create effective upsell offers.

1. Relevancy

The upsell offer that you make to your customer needs to make sense with the product they just purchased. If they buy a pen, you don't offer them a television. If they buy a book about time management, you don't offer them a copywriting home study course. You might laugh but it happens all the time.

Your upsell has to be relevant to the product your customer just purchased, or what they've put into their shopping cart and it has to provide more value. Ideally, the item you're upselling and offering is the next higher priced product in your funnel. If you sell a home study course, the upsell might be the home study course with coaching.

2. Timing

When are you going to make the offer? There are apps that support you to make an upsell offer right during the checkout process. They're already buying something and offering them the next product up at a discount helps you maximize the sale. You can also upsell right after the purchase.

For example, you might send a thank you email with an upsell offer. You can also pay attention to specific customer milestones and upsell when those occur. For example, you might sell a home study course. By positioning a link to workbook pages or content online, when one of your customers downloads those pages, you know where they are in your study course and can send an upsell email message.

3. Put Yourself in their Shoes

Think about your products from the perspective of your customers. What logical step would they prefer to take next? How can you make their lives easier and solve their problems? What problems will they face down the road and how can you be proactive and prevent them? By putting yourself in their shoes, you're able to identify the next step. You can also use that information to help you create your upsell message.

4. Be Price Sensitive

Keep in mind that your customers may not be rolling in cash. Pay attention to how they normally enter and transition through your funnel. Do they jump right to the most expensive product or do they enter somewhere in the middle? This information can tell you a lot about your customers' financial situation as well as how they prefer to spend their money. Price your offer accordingly.

5. Don't Limit your Offer Options

There are several ways to pull customers into your funnel. You can even give them a free item such as a free membership, and use that free membership to help take them to the next level. You can upsell with a limited time offer. You can partner with another relevant business and create a new product specifically for current customers. You can package your products together for an upsell option too.

6. Make It Easy

Buying and making a decision should be straightforward for your customer. This is accomplished by limiting their choices. For example, you wouldn't want to give them three different upsell options. They might walk away. A simple yes or no and a button to click can streamline the process.

7. Consider a Product Series

Upsells are easier and create a logical flow when you have a product series. You can then naturally recommend the next product in the series. As your customer progresses through the series, they move deeper into your funnel.

Create an upsell and sales funnel plan. Consider mind mapping the process that you want your customers to follow. You can then put systems into place to guide them through that planned process.

What NOT To Do With Upsells

We've already talked a bit about what not to do. Don't promote an irrelevant product. Don't overwhelm your customer with choices, or make the buying process complicated. Also, make sure that you don't charge too much for a product or offer. Finally, don't try to manage the process manually. Leverage technology and automate the process. The information gathered from automating is invaluable and will help you strengthen your sales and marketing strategy.

Pulling It All Together and Creating Your Plan

Sales pages, product funnels, and upsells. It can all feel a bit overwhelming. Getting organized is the best way to keep it all straight and help you make the best business decisions. Start with your sales funnel. Decide what you're going to use to capture leads. From that point, you can begin to plan your systems and start creating your sales offers.

Keep in mind that you don't have to do it all yourself. You can outsource the automation process. You can even outsource the sales copy process. Finally, make sure that you use your data to improve your business, your customer experience, and your bottom line.