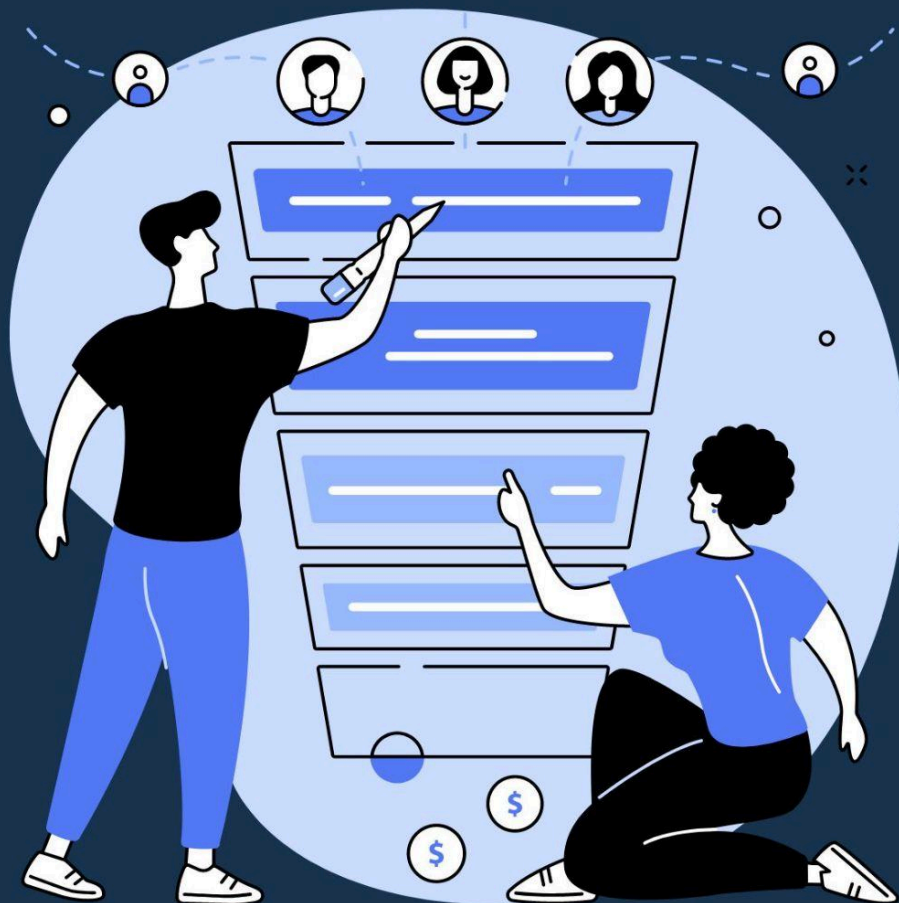


ULTIMATE SALES FUNNEL MASTERY PLAYBOOK

No B,S guide to **become a pro at
designing sales magneting funnel**
for any product in any niche



EMMANUEL UKAIRO

INTRODUCTION TO SALES FUNNEL

What is sales funnel and why should you be interested in learning it

Sales funnel is the core of every marketing success.

There is no business today online that WILL do very well without a proper mapped out sales funnel.

Why is it important that we learn it

1. It is involved in every successful online business.
2. It shows the path at which our customers are on per time (customer journey.
3. It can help you find loopholes in your marketing journey and how to fix it
4. there is a lot of potential when it comes to sales funnel.

Since we say **every business online needs a funnel to thrive**,
Here are some statistics

According to Forbes, 29% of business are being conducted online.

4. 29% of business is conducted online

According to recent statistics, 28% of all business activity is now conducted online.^[3] reflects the increasing importance of the internet in today's business world, and the g

This might seem low but it shows that more businesses are turning their eyes on the online space to sell out their product and with this their a lot of potential with sales funnel building.

Let us do some calculations just in case you are asking how this statistics can make you money as a sales funnel expert.

Let's say there are roughly 1 billion businesses across the globe online making up this 29%

If you choose to work with just a measly fraction of 0.001% that is still 10,000 businesses.

Imagine the kind of potential that is.

If sales funnel is what every business online especially needs to strive, then it is worth mastering

It can help you scale your business, and sell out your services.

What is a sales funnel?

This is the entire journey that a complete stranger, visitor, lead or potential customers go through before they become paying customers.

It starts with the top of the funnel which is where you attract a lot of people through your desired traffic sources e.g facebook, instagram, influencer, google, email etc.

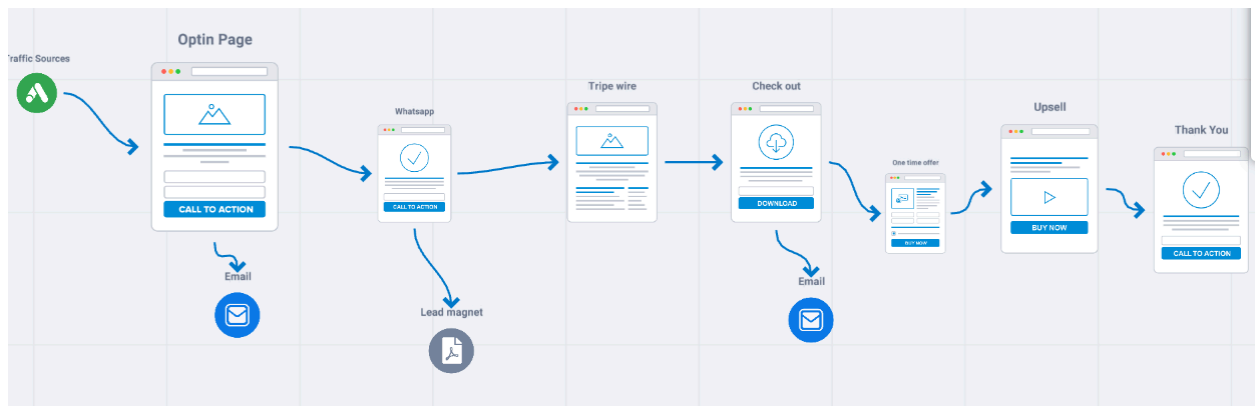
Then it continues to the middle of the funnel. Where you nurture those leads using your content, followup, email sequence, webinar etc.

Down to the bottom of the funnel. This is where conversions start to happen. At this stage, trust has been built and actions are ready to be taken.

The AIDA Buyer's Journey



So let's see how this journey goes as a sales funnel developer



To explain further, this funnel starts with the traffic source.

Then to the optin page where all the leads will be given a lead magnet in exchange for their details. (name, email, phone number etc).

The details will be saved in a sequence and the leads will be redirected to a confirmation page where they can download the freebie

Afterwards will be taken to a tripwire page where you will be offered a product or service at an affordable cost.

Then the funnel moves to checkout and then upsell and finally thank you page.

Here is what you do as a funnel expert

Map out this journey, and then implement it on a website and also follow up to ensure there is success with it.

HAVE THIS AT THE FRONT OF YOUR MIND

Every product or service needs a funnel to thrive

Types of sales funnel

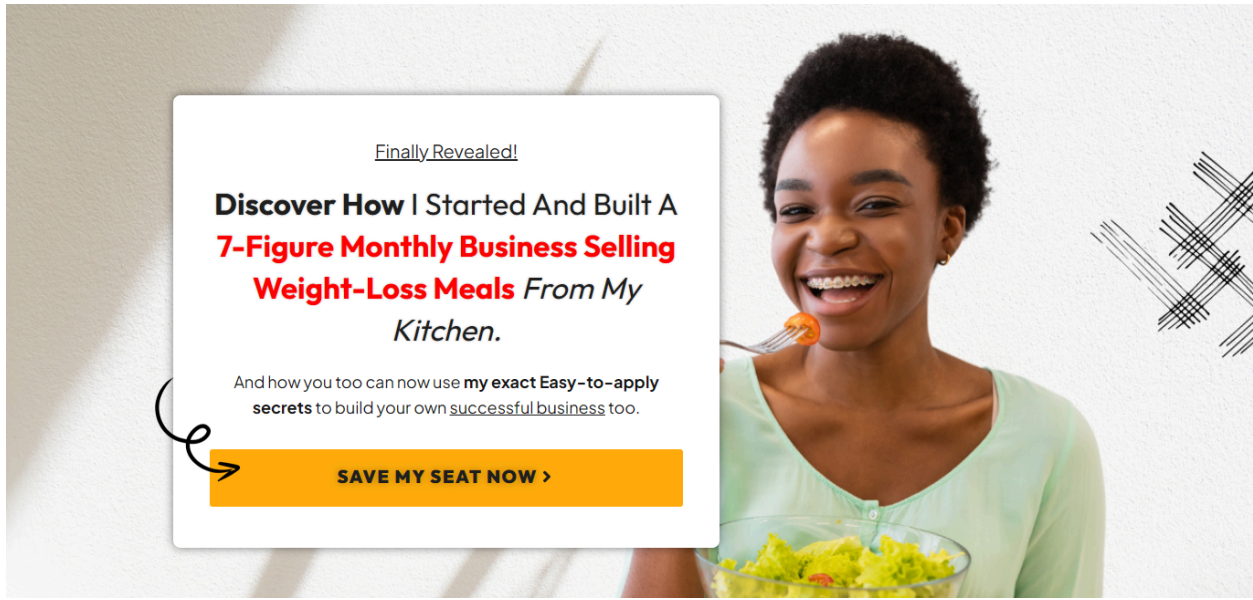
There are many types of sales funnel, but we will discuss just seven of them.

- **Lead Generation funnel**
- **Content Funnel**
- **Webinar Funnel**
- **Tripwire funnel**
- **Sales call booking funnel**
- **Ecommerce Funnel**
- **Sales letter funnel**

Lead generation funnel

A lead generation funnel is a systematic process designed to attract potential customers (leads), nurture them, and convert them into paying customers. In this type of funnel, you don't expect your leads to pay..

You give free value e.g a free webinar, cook book, free guide, etc. in exchange for their details



Content funnel

The primary goal of a content funnel is to attract, engage, nurture, and convert leads into customers by delivering the right content at the right time.

This particular funnel is what industry experts like Russell Brunson, Alex Hormozi use to drive interested audiences down their funnel lane.

Webinar funnel

The funnel leverages the engaging and educational nature of webinars to attract leads, build trust, and ultimately convert them into customers.

Live Webinar Reveals

How You Can Become A Pro At Designing High-Impact Sales Funnels For Any Product In Any Niche

Plus how you can start today and make 300k in your first month or 500 - 1 Million naira
as an expert designing sales spitting funnels

YES RESERVE MY SPOT



Tripwire funnel

A tripwire funnel is a marketing strategy designed to convert leads into customers by offering a low-cost, high-value product (the "tripwire") to encourage initial purchases.

Just \$5 - Join Anik Singal In A 4-Day Challenge

Design A **"Low-Ticket Funnel"** Selling \$5+ Digital Products That Bring You Daily **"Buyer Leads"** - All Using Facebook Ads!

FINALLY: Build a Scalable Information Business Using Super Low-Ticket Products & Simple "Do-it-Yourself " Facebook Ads!

Sales call booking funnel

A booking funnel is a marketing strategy used primarily by service-based businesses to convert potential clients into booked appointments or reservations. This funnel guides prospects through a series of steps, encouraging them to take the final action of booking a service

Sales Letter Funnel

A detailed sales page that outlines the benefits of a product and includes testimonials and a strong call to action. The main aim of this funnel is to Convert visitors into customers through a compelling sales letter.

Ecommerce Funnel

An online store that guides customers from product discovery to purchase, with additional product recommendations.

The main aim of this funnel is to sell physical products online.

Understanding 4 sales funnel stages

The four (4) stages of a sales funnel is the Awareness, interest, decision, and action

Stage 1 -

Awareness: This is where your prospects becomes aware of your product and what you offer.

Stage 2

Interest: This is where your prospects are doing some research about your product or services, comparing, and thinking over the options.

Stage 3

Decision: This is where your prospect is convinced enough that your product is the best fit for him or her and decides to buy.

Stage 4

Action: Your prospect pulls out his/her wallet, buys from you and becomes your customer.

If you want to learn more about how you can become an expert sales funnel designer and make \$300 - \$500 monthly designing funnels for yourself or your clients

[CLICK HERE LEARN NOW](#)

Lets move on...

Now let us talk about

DIFFERENCE BETWEEN WEBSITE, SALES FUNNEL, SALES PAGE & LANDING PAGE

These concepts mentioned above are a source of confusion to many people especially since the word sales funnel is used in a lot of ways and most times can be used in the place of a landing page or sales page.

So follow me as I try to lay out the difference so you will understand each concept and what they actually do.

Their major differences lies in their structure and purpose

First let's start with **sales funnel and websites.**

A **website** is a collection of pages which includes the home page about, contact us etc. These pages are there to share details about the company and other general information so that people will be acquainted with the company

While on the other hand a **sales funnel** is a collection of pages, activities and events that guides visitors and prospects towards a specific objective e.g buying a product, signing up on a newsletter, setting up appointment, optin in for a webinar etc.
Also

The key difference between a landing page and a sales page lies in their purpose.

A sales page is a specific page which is there to provide an opportunity for a potential sale.. The information provided on a sales page is so that the ready can be convinced enough to take action which is to buy.

While a landing page a landing page could be for a different things basically not monetary e.g to make an announcement, generate leads, capture email details, pass a specific information etc.

A landing page is more brief and straight to the point while a sales page is detailed.

Hope these explanations cleared your doubt 😊

5 step Framework to build a 7 figure funnel

Before building any funnel, these frameworks must be in place if your funnel must be super successful

I call it **FSMIS** Framework

F - Foundations

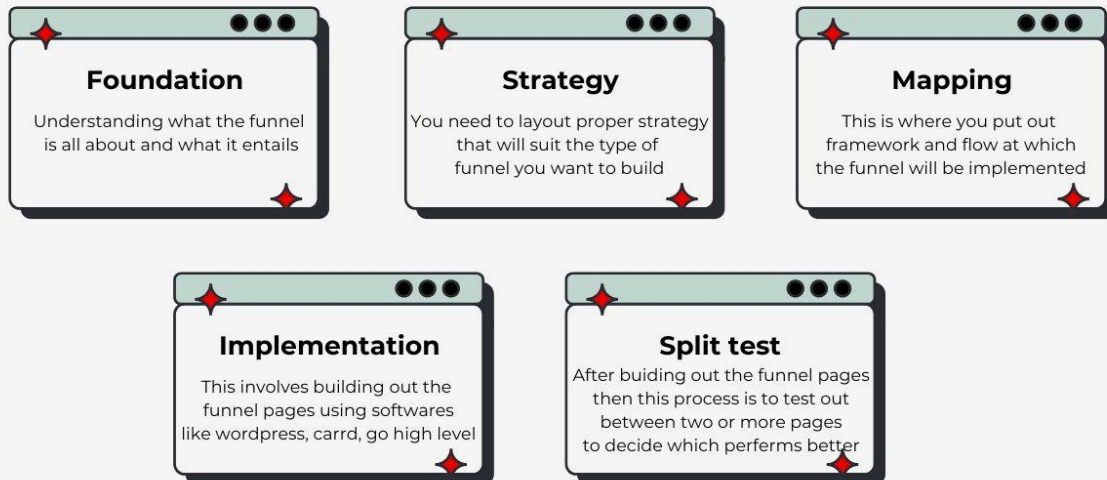
S - Strategy

M - Mapping

I - Implementation

S - Split test

FSMIS Framework



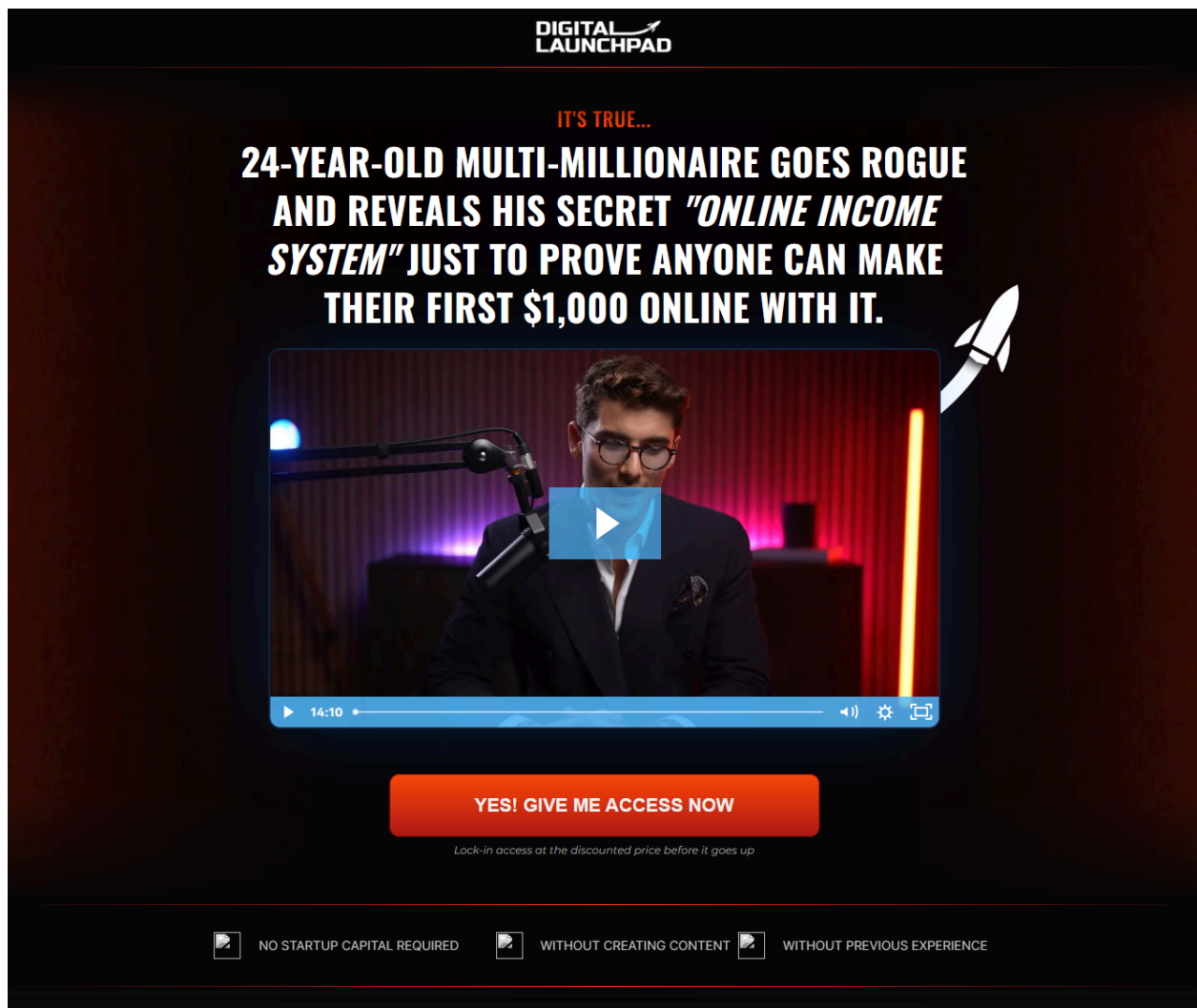
Elements that must be present in a successful sales funnel

1. An Attention-Grabbing Hero Section
2. A Compelling Story
3. Testimonials to Back Up Your Claims
4. Clear Calls to Action
5. Proactive FAQs Section
6. Pricing Table
7. Offer stack
8. Guarantee
9. Scarcity Driving Elements

An Attention-Grabbing Hero Section

When visitors arrive on your sales page, the first thing they'll notice is the hero section, designed to capture their attention immediately.

Think of it as a warm handshake or the opening lines of a captivating conversation. A compelling hero section features a powerful headline, stunning visuals (or video), and a clear call-to-action (CTA) that clearly communicates, "This is what we offer, and here's what you can do with it."



DIGITAL LAUNCHPAD

IT'S TRUE...

24-YEAR-OLD MULTI-MILLIONAIRE GOES ROGUE AND REVEALS HIS SECRET "ONLINE INCOME SYSTEM" JUST TO PROVE ANYONE CAN MAKE THEIR FIRST \$1,000 ONLINE WITH IT.

YES! GIVE ME ACCESS NOW

Lock-in access at the discounted price before it goes up

NO STARTUP CAPITAL REQUIRED WITHOUT CREATING CONTENT WITHOUT PREVIOUS EXPERIENCE

A Compelling Story

Immediately following the initial greeting in the hero section, a sales page should maintain engagement by weaving a captivating narrative.

Here is where your page begins to resonate deeply with your potential customers. Forge a connection by acknowledging their challenges, demonstrating empathy for their difficulties.

My name is Iman Gadzhi and a few years ago **I had nothing.**

I was living with my single mom and we were surviving off of government benefits...

I had just jumped into the online business world, with a dream to make it big online to get us out of that situation.

I was 16 and had no one to guide me...

It was also at that time that I decided to drop out of high school.

I basically had all the odds stacked against me.

I went on to spend months trying to find the perfect online business model...

Testimonials to Back Up Your Claims

Social proof can be written or video testimonials from happy customers, case studies, user reviews, etc.

Check out the Results from our Students

Laura Interval Gaines
October 12 · 🌐

Holy sh*t ... it really works. 🤔
My husband and I watched the course (twice, actually), did some brainstorming, he did some convincing (of me - I've never even been on Tik Tok before, ha!). We followed the formula to the best of our ability and within two days our first video had over 1M views + tons of engagement. In 4 days we have 37.7K followers. We've posted several other more simple videos (one just this hour) since, that haven't hit that mark, but have done pretty darn well. One comment: "How are you doing this? Are you buying followers?" 🤔
Thank you, guys, for that excellent course!!
@beautiful.life.laura

[View insights](#) 591 post reach >

👍👍 You, Glen Jackson, Megan Jackson and 64 others 51 comments

The 'Find Your Peak' Community
Rachelle Cochran · 16h · 🌐

I had my **FIRST MILLY VIEWS** on one of my tiktok's yesterday! I started this course back in September and have been posting consistently.
I think I finally found a video format that'll work!
The hook is pretty strong and I didn't deliver the juicy part of the video until the end. We tried our best to keep our viewers on the edge of their seat throughout the video and changed up the shot every 5 seconds since it's just of my face. I was worried it would be a really boring video but people loved celebrity gossip! My niche is comedy and I think this falls into that category.
KEEP POSTING AND CREATING! You got this!

Christen Battenfield Malhotra · Top Contributor

I took this course in July. Started my TikTok account August 1st. Floundered miserably for a few weeks. In Sept my first video went viral. In the last 3 ish weeks I've gained almost 12,000 followers and I have been approached by multiple companies to become an affiliate! I added 9 streams of income on my TikTok account in the last month. 🤔
Still waiting for my first brand deal - but I have no doubt it's coming!
This last month has been absolutely insane. It still feels like it's not real!
You can totally do this!

👍👍 Like Reply

Jordan Oelrich
September 22 · 🌐

YOU GUYS.
As someone who has been an entrepreneur since 2017 and have spent over \$50K (like five zero) on courses, coaching, seminars, books, trainings etc. this has hands down been the best investment I've ever made in myself and my future.
About a month and a half ago, I decided to get serious about creating quality content and growing a following on social media to a) add value b) generate revenue for myself and my kids c) continue to fund my professional golf career in which there is a LOT of travel, tournament entries etc.
I always thought that getting a lot of views were for "other people", and didn't understand how I'd posted so many videos prior that just never went anywhere. After taking this course I can so clearly see what I was doing wrong. The saying "you don't know what you don't know" rings very true here.
I started on August 7th, and now have multiple videos with over a million views (on IG of all places) and just hit 2 Million channel views on my TikTok. I just got a great brand contract with a large company out of the states that makes practice tools for golf, and have a handful of meetings lined up next week with different companies.
I don't feel that overwhelming sense of guilt when I'm practicing for 8 consecutive hours now, as long as the camera is rolling I know I can cut and edit the footage into something that people will find valuable.

Shares	Uniqu
6.4K	1.8M
↑ 6.4K (0%) vs. May 25 - Jul 23	↑ 1.8M 1.2M


Anna Lawrie
September 21 · 🌐

Hi, I bought the TikTok/Reels course and binged it at the weekend, applied a few of the tweaks to a video on Monday and here's the results in 24hrs...🔥🔥🔥
Over 165k views
Increased followers by almost 1000
WOW!!!
Huge thanks 🙏 to the team ❤️

emmastew I took this course and it's amazing!!! Got 340,000+ views on my first video after going through this program! Would absolutely recommend

👍 Reply

Clear Calls to Action

 **\$270/Year**




Digital Launchpad - King Edition

Cut the wait and unlock all the rewards for the first 12 months straight away by joining with the "Yearly King Edition" plan.

- ✓ Everything you get w/ Monthly (\$10,000 Value)
- ✓ Monthly Calls w/ Iman Gadzhi (\$5,000 Value)
- ✓ Chat w/ Millionaire Mentors (\$2,000 Value)
- ✓ 12-Month Access (\$1,200 Value)
- ✓ Access to Detox 101 (\$900 Value)
- ✓ In-Person Events
- ✓ Early Access To New Content
- ✓ Access to Kings Hub

GET YEARLY ACCESS NOW

You'll get redirected to our student platform to complete your checkout.

Klarna.   

Proactive FAQs Section

FAQ section is a strategic element of a sales page that can enhance customer satisfaction, increase conversions, and streamline your sales process.

Frequently Asked Questions

Who is this for? ▼

How is this different from other products? ▼

Is there a guarantee? ▼

Do you offer more in depth help? ▼

Pricing Table

a pricing table in a sales funnel is essential for presenting pricing options clearly, highlighting value, simplifying decisions, building trust, encouraging upgrades, enhancing user experience, and supporting marketing efforts

<p>MONTHLY</p> <p>\$150 first month then \$49/month</p> <p>Join the community dedicated to helping the next generation of creators grow and monetize their life's work.</p> <ul style="list-style-type: none">✓ The Creator Course so you know exactly what to do at each stage of your creator journey.✓ The Strategy Library with 80+ tactics for an authoritative brand, viral content, and sustainable sales✓ Monthly Signal Streams to stay up to date with the latest growth strategies for creators (because platforms change often).✓ Monthly Content Templates to remove the guesswork from writing high-performing content that brings in followers.✓ Monthly Challenges so you can compete with members and hold yourself accountable on the habits that make you a successful creator.
--

Offer stack

an offer stack is a powerful tool in a sales funnel that enhances the perceived value of the main offer, differentiates it from competitors, increases conversion rates, creates urgency, addresses objections, encourages higher spending, improves customer satisfaction, and supports marketing efforts.

Here's A Recap Of Everything You're Getting In The Webinar Mastery Template...



Plus, I'm Giving You These 5 Incredible Bonuses

- ✓ **FREE Bonus #1:** My Top-Converting Offer Framework
- ✓ **FREE Bonus #2:** The 80/20 Rule For Webinar Conversions
- ✓ **FREE Bonus #3:** The Scaling Closer Masterclass
- ✓ **FREE Bonus #4:** My Printable Webinar Framework
- ✓ **FREE Bonus #5:** My Webinar HACK Masterclass


You'll Get All Of This For The Low ONE-TIME Price Of...

\$197 Just \$5!

Yes! Give Me Instant Access
+ Special Bonuses For Only \$5

Guarantee

reassures potential customers by promising satisfaction or offering a risk-free trial period, reducing their hesitation to make a purchase. It builds trust and confidence, encouraging more conversions.



Your investment is fully protected by my 30-day Money Back Guarantee.

If you're not happy with the Webinar Mastery Template and your bonuses for any reason, simply reach out to our Customer Service team and they'll issue you a full refund.

Scarcity Driving Elements

tactics used in marketing to create a sense of urgency and limited availability, motivating potential customers to act quickly. These can include limited-time offers, countdown timers, low stock notifications, and exclusive deals, all designed to enhance the perceived value and demand for a product or service.

LAST CHANCE 🚨 SAVE 40% WITH CODE 'SAVE40' - ENDS TONIGHT! Not valid on payment plans.

Hope you have gotten value so far.

**If you want to learn more about how you can
become an expert sales funnel designer and
make \$300 - \$500 monthly designing funnels
for yourself or your clients**

[CLICK HERE LEARN NOW](#)

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