

FUNNEL Factor

**3-Part Sales Funnel Formula For
Maximizing Sales And ROI**



Funnel Factor:

How To Architect A Profitable Sales Funnel For Your Product Or Service

Over the past 10 years, a lot has changed when it comes to selling stuff online - but a lot has remained the same. Sales funnels have gotten a lot more complex thanks to the technology and software we use to deliver targeted, customized messaging but the overall sales process has largely remained the same.

In this report, I'll walk you through our sales funnel process, including all the technology we use, including how to set up funnels for:

- Affiliate marketing, including landing pages and email autoresponders sequences
- High ticket product and service sales (\$1,000 and up)
- Low ticket product sales, both digital products and physical products (under \$1,000)

We'll also look at situational sales funnels, where your prospects go through something specific to the action they're currently taking, including:

- Asking for the sale after an opt-in
- Getting the sale after a webinar signup

Plus, we'll talk about advertising success, what that looks like, and what you should be doing next.

Now, what you'll learn in the following pages took me close to a decade to figure out, on my own...

I've been selling my own stuff for close to 8 of those years and working with clients for 4 years, in every niche you can think of... Photography. Survival. Health & Fitness. Business Development. Dog training.

What you will discover in this report is what's worked for us... These are the funnels we always start with.

The metric we look for is simple: We want to double our advertising expense. That's when we know we have a winner on our hands.

So, if we spend \$1 on advertising, we want to make \$2. If we spend \$1,000 on advertising, we want to make \$2,000. And..

If we spend \$100,000 on advertising, we want to make \$200,000!

There are 4 simple sales funnels that we use depending on what we're selling. And really, the product doesn't matter as much as the price. The price dictates the sales method.

If you want to sell a higher price item - like \$5,000 coaching or a \$10,000 event - the sales process is 'high-touch.' There needs to be a higher level of customer interaction to get that sale. The sales process is automated. The pitch is delivered 1-on-1.

If you are looking to sell a \$97 product, the sales process is 'low touch.' In our world, low touch means 100% automated...

The most important thing is that the product or service is high value. It needs to solve a real problem in your customer's life.

It doesn't matter how good the funnel is if the product is shit. All you're going to get is refund after refund, no matter how much money you make on the front end.

Before we get into sales funnels though, we need to talk about something even more important, "Quickest Path To Cash."

Quickest Path To Cash

Do you want to make a lot of money online? Selling your own products and services? Amidst all of the shiny objects and wiz-bang product launches?

The answer - Quickest Path To Cash.

One of my college professors taught this way of thinking to me and I use it everyday in my business.

We as entrepreneurs have LOTS of ideas.

There is always something new and flashy hanging out in our peripheral vision...

Shiny object syndrome? Yep, that's what I'm talking about here.

And since the Internet makes it so easy to start a new project or go off on a different tangent, we spend our lives not making ANY money from the PREVIOUS idea.

Always think: "**What Can I Do Right Now That Will Get Me Paid Fastest?**"

Sometimes, the answer isn't necessarily fun or fast.

- It's that book that's 80% done.
- It's that widget that has everything created except the box labels.
- It's that product that's already done and just needs an order form added to it.

Now, this isn't sexy. It's not push button riches. That's not how you make money online and **sustain it**.

You make money by offering something for sale, whether it's a product or service that you own, or something that you sell and can be paid a commission.

Plain and simple.

Getting Sales Online

In order to sell stuff online and successfully architect a profitable sales funnel, there are 3 pieces of the puzzle:

- **Your Offer** - What you're selling
- **The Follow-up** - Your communication with your prospect once they're in your sales process.
- **Traffic** - The people coming to your website or landing page

The sales funnel is the first thing that you need to set up, even if it's just a standalone sales page...

The must quickly be followed up with your follow up sequence and a supply of traffic to keep sales coming through the door though!

You want to make sure you get an ROI from your sales pages, and consistently stoke the fire with new prospects so you can keep growing your business!

When you combine all three - traffic, your offer, and a follow-up process - you get sales!

So, to get this process started, we're going to talk about creating your offer and architecting a sales funnel

...Then, we'll get into followup and traffic.

Offers

Before we get crazy into making sales offers and selling stuff, let me describe exactly what an offer is in your prospect's mind...

An offer is anything that requires an action from someone.

- Clicking a video play button is someone accepting an 'offer.'
- Filling out an opt-in form is someone accepting an offer.
- Purchasing something is someone accepting an offer.

So, whenever you want something to do something, you're making them an 'offer.'

That includes asking for their email address, phone number, clicking a button or signing up for anything.

And ultimately, making a purchase online.

There is a lot more psychology that goes into it than just 'putting something for sale online...

You need to convey how your product solves a problem... What features and benefits a customer receives in buying from you... How it'll make their life easier...

There's a lot that goes into it.

First though, let's talk about what you can sell online.

What To Offer

There are lots of things that you can sell online... Some will work in your market. Some won't.

You need to ask yourself what your customers will value AND what you have the ability to create or source.

Most people in the digital world think of ebooks and video courses when it comes to products. However, a growing number of business owners are moving toward physical goods, thanks to Amazon's FBA program and sourcing portals like Alibaba.

In the scheme of things, an offer is an offer regardless of how you slice it.

Here are some blanket categories that you can think of selling:

- **Digital products** - ebooks, video courses, membership sites, audio programs
- **Software products** - mobile apps, hosted software (SAAS), downloadables, plugins and extensions
- **Physical products** - shippable, manufactured goods
- **Coaching and Consulting** - group training, individual coaching, in person consultation
- **Local services** - legal, accounting, financial planning, insurance, contracting, remodeling
- **Affiliate products** - stuff that you get paid a commission on, but you don't own (you send a sale, you get paid)

It's ok not to know at this point too. You'll need to figure it out before you build out a funnel, but this report was put together for exploratory reasons as well :0)

What To Charge

Pricing is never something that's cast in stone, so it's impossible to say what you can charge for your product...

I've seen 20 page ebooks sell for \$1,000 and 20 hour video courses sell for \$1. Lots of times, your pricing is really about delivering value and filling a spot in a funnel to move customers and prospects into the next action...

What I mean by that is pretty simple.

The \$1,000 ebook is meant less to sell and more to establish value. A customer might look at the and say, "If his ebooks are \$1,000 then his coaching at \$5,000 is a bargain!"

Likewise, the 20 hour video course at \$1 is meant to establish value in the training and catapult a boatload of buyers into action, meaning that there's a great chance that they'll take an upsell.

In both examples, the offers are more about positioning than anything else.

With that said, here are some general rules about pricing. You might follow this model. You might not. It's totally up to you.

Physical Book

If you're selling a physical book or are planning on selling a one, a good price to start \$19.95. If it's for sale on Amazon, a price between \$12 and \$15 is where you should start.

Ebook

If you're selling just an e-book standalone, on it's own website with a sales video or sales page, a good price is \$27-37.

If you're selling it as a Kindle ebook or iBook, you can expect between \$2.99 and \$9.99 usually.

Audio Product

If you are selling just an audio product with an e-book it's going to be \$37-97.

This can also be used for audio interviews, tele-conferences, etc; and delivered as a .mp3 file.

Video Course / Membership

If you're doing a video course, with or without an mp3 downloads and an e-book... It can be anywhere between \$97-997.

Normally, we don't include any live sessions or Q&A calls or any of that in a normal video product... If we want to do something like that, we'll charge more for it (read below!)

Big Box Course

If you want to do a big gun course, like live or a master class course, you can do between \$1,000 and \$5,000.

This is usually going to be videos, audio sessions, reports and sometimes some live, weekly classes.

Coaching / Consulting

For the most part, coaching and consulting combines some products like video courses or audio recordings, with some one-on-one or group help.

There aren't any typical prices when it comes to coaching and consulting. You can charge \$5,000 a month. \$25,000 one-time. \$50,000 for the year.

It really just depends on where you want to set your prices and what kind of value you're delivering.

Masterminds

With a mastermind, the value is in the group. The 'creator' is usually more of a moderator than anything... The person responsible for bringing the group together and leading it.

Masterminds are typically \$300 a month to \$5,000 a month. There are some that are more expensive and some that are free... It really just depends on the leader and what the overall goals for the group are...

Software

The sweet spot for software, especially when it's hosted and works as a Software As A Service (SAAS) is \$97 a month. If the software is more robust (and does the work that an employee would...) It can be \$297/month to \$497/month.

For downloads, plugins, themes and extensions; typical pricing is between \$10 to \$70.

For mobile apps, you can expect 99 cents per install to \$2.99. In-app purchases can be higher because users are already engrossed in the process.

Events

In person events, conferences and workshops are another great offer type, provided you have the ability to host it.

Events, like Masterminds, have a lot of different price points, but are commonly in the \$397 to \$997 range. More exclusive workshops can be sold at \$5,000 or \$10,000 a pop though, if sold through a sales call!

The Pitch

Now that we know what we're going to sell, we need to actually make the offer to our prospects. In short, we give them the change to say, "Yes" or "No."

We're going to talk about a few different sales methods here, both high touch and low touch.

Low touch sales material, like sales videos and sales pages are typically reserved for lower end products. Higher touch sales methods are meant to be used for higher priced offers!

Long Form Sales Letter

A long form sales letter is one of those excruciatingly long sales pages, that go on and on forever, that sell something...

You know the kind - the ones that take like 30 minutes to read!

Long Form Sales Letters (LFSL's) used to be the standard way of selling digital products online, but they're largely out of style right now.

They still work, but not when you're sending paid traffic! Paid traffic generally wants to see a video.

Still, you can add a long form sales letter below your Video Sales Letter or after an Exit Pop when someone leaves your website... Just make sure to do your tests so that you can be sure that it's in fact increasing conversion!

Lots of times, we've found that adding long form sales copy under a sales video actually diminishes results.

Video Sales Letter

A Video Sales Letter (VSL) is the current standard in terms of sales material, as of the last few years.

You'll know them when you see them. Generally, they're a voiceover of a PowerPoint presentation, where the product owner just reads the slides on the screen, slide after slide, recording the process as they go.

They work well, because you force the prospect to both read and listen. The Add To Cart button is often delayed to coincide with the offer, although it doesn't always need to be. For our software products especially, we'll show the Add To Cart button right from the beginning.

VSL's have even been taken a step further recently by using hand drawn animation rather than the PowerPoint slides as well! It's quite expensive per minute of video, but could be worthwhile after your video has been tested extensively.

Webinars

My #1 recommendation to new product owners is to put together a webinar for their product or service...

Here are some of the benefits of running a sales webinar:

- They're simple to put on if you have a traffic source
- Webinars are forgiving, in that you can screw them up and STILL make sales!
- You can price products from \$97 to \$25,000 and sell a LOT (the higher the price, the higher touch the sales process is.)

The biggest reason I like them is you can test out different sales angles and see

how they work!

If you think one hook will work, test it out! If it does, awesome! You know you just connected with your market.

If it doesn't, rework it and try again!

The main benefit of having a webinar is much more apparent after you run one though.

You see, a normal Video Sales Letter will convert about 1% of the people who watch it... Sometimes, it's a little bit higher.

A good webinar?

A good webinar will convert anywhere between 6% and 51% of the folks on the call!

We've done webinars where we sell a \$97 product, and we've converted 51% of the webinar attendees.

We've sold stuff for \$2000 and converted 6% of the attendees.

I can tell you, after running hundreds upon hundreds of webinars, there is no better sales medium!

Scriptly has a sales webinar writing tool called the "Webinar Wizard" you can sign up for free here:

<http://scriptly.org/webinar-wizard/>

The other thing that Scriptly does, as it applies to webinars and selling through virtual events, is write all of your email copy...

Inside Scriptly is both the Webinar Promotion Email Sequence and the Webinar Replay Email Sequence. For those, sign up for a free account here:

<http://scriptly.org/video/>

Strategy Sessions/Sales Calls

Good sales funnels often combine more than one sales medium, to increase the chances of conversion. If someone doesn't want to watch a video, but they'd rather get on a call? You'll have something for everyone.

Strategy Sessions are interesting in the sales process because there's an implied benefit to your prospect. They're able to get on a call with you and pick your brain for free...

Some people run these Strategy Sessions ad straight up sales calls with high pressure tactics... I prefer calls that are much more passive.

The way I see it, someone's getting on a call with me. I want to make 100% that they're receiving value by way of insight, focus, strategy or process. If, and only if, there's a way that I can help them get where they're going faster, I'll make an offer. In our case, it's a Done For You sales and marketing solution, so they can concentrate on growing their business.

Other coaches/consultants/product owners are much more aggressive, and that works for them.

The key to a Strategy Session is to establish credibility and trust, before making your offer.

You can sell anything your way - coaching, consulting, high ticket products and services, and services that are a bit more complex (think financial management).

The important thing is to make sure that only qualified folks sign up.

Inside Scriptly, we have a "Strategy Session Autoresponder Sequence" that you can mail out to your list to get call signups. Click the link below for more info:

<http://scriptly.org/video/>

Also, in terms of scheduling sales calls, we've built a tool that'll make the process easy... Just share a link with your prospect, they sign up and fill out a form, and you close them!

Here's a video on that:

<http://timeslots.org/video/>

Building The Sales Funnel

Now that we've talked about both offers and sales material, it's finally time to talk about sales funnels... Finally, right?

You're going to see why in a minute, but picking the right sales funnel is all about putting putting your offers together in a way that maximizes sales...

That's how you make money online with your products - you build the 'funnel' that takes cold prospects, warms them up, and ultimately gets them to buy something from you!

We take a bit of a longer tail approach to sales funnels though. We don't look at the upsell and downhill process and call that a funnel...

We look at ALL of the marketing material and assets, including email lists, email autoresponders, retargeted traffic and offers made weeks and months after the initial sale.

In short, we look at the entire project and engineer a completely unique marketing channel, based on return on investment and customer engagement.

Now, the sales material that you'll present in your funnel... It actually depends more on the price of your product than anything else.

Selling stuff online requires that you create desire and match that desire with a price point. Can you sell a \$37 ebook from a 1.5 hour webinar? Sure. But why would you?

Another thing to consider is the affiliate payout for your products. People won't promote your product unless they can make what they need to to support a few mailings.

And finally, you want to make sure it's profitable to send your own paid traffic to your offers... That's how you scale.

Having the right sales funnel in place is all about making the numbers work!

Here are the 4 main sales funnels that we employ in our business, day after day...

Affiliate Funnel

The Affiliate Funnel is all about generating leads and moving those leads through a process that gets us affiliate commissions.

The 'offers' are all affiliate offers, network marketing offers or MLM offers that pay us an affiliate commission or a finder's fee of some kind.

The whole process starts with a landing page with a follow up series through email. This is the simplest funnel to set up and is perfect if you don't have an offer of your own to market.

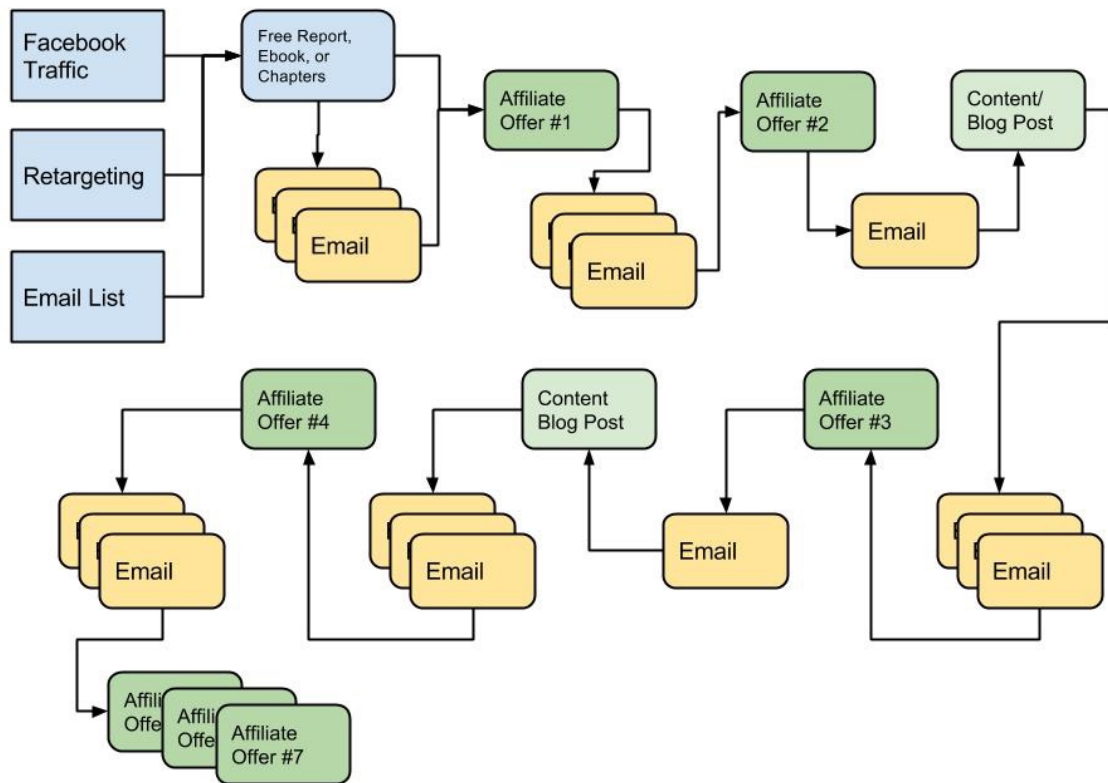
The download or 'lead magnet' itself; whether it's a PDF, a video, a set of audios, whatever, is how the whole process gets started.

Inside Scriptly, there's quite a few Done For You Affiliate Sequences, including:

- [Business Development](#)
- [Business Opportunity](#)
- [Survival](#)
- [Men's "Get Your Ex Back"](#)
- [Women's "Get Your Ex Back"](#)
- [Dog training](#)
- [Women's Health & Weight Loss](#)
- [Men's Fitness](#)

Also, when you sign up, you get the Lead Generation Campaigns for each of the funnels, so that you can just plug them right into your process!

Here's what the Affiliate Funnel looks like, front to back...



Ascension Funnel

The Ascension Funnel is designed to 'upsell' your buyer through the purchase process.

The first offer, or front end offer, is usually less than \$100 and gradually increases in price for two products.

For example, pricing is typically \$37, then \$97, and then \$297. Each upsell is roughly 3X the price of the previous sale.

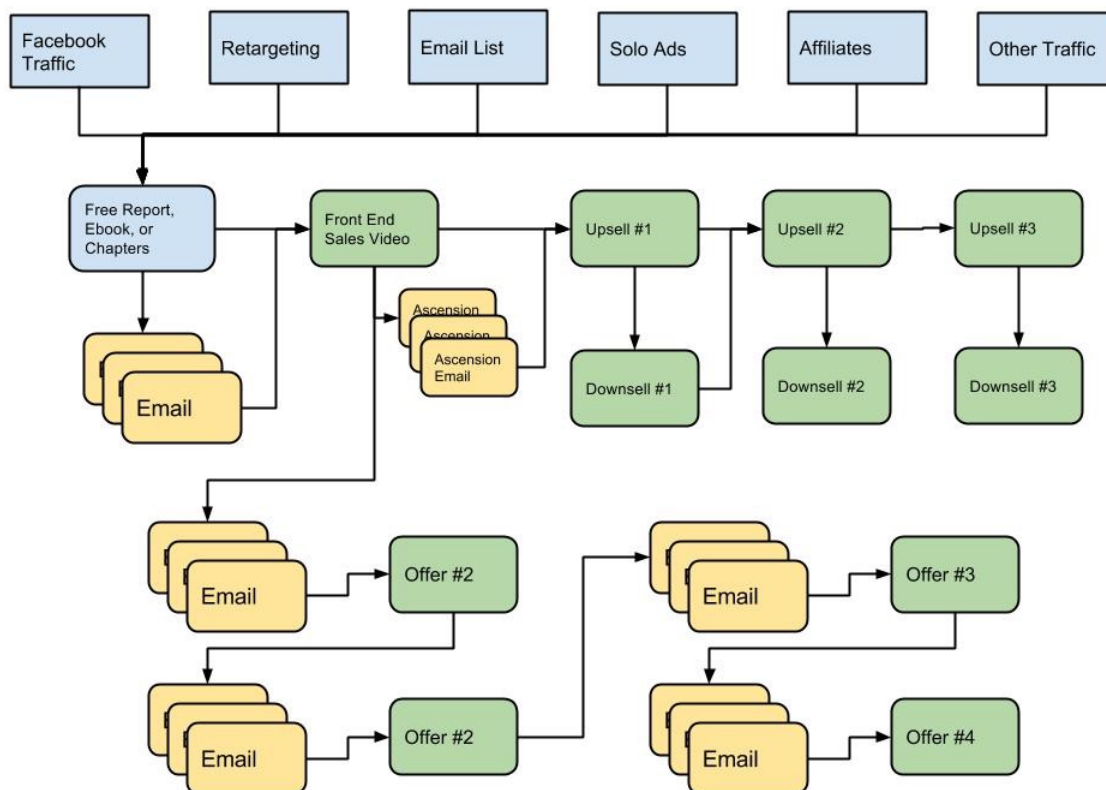
There is a school of thought here where you offer an extremely discounted front end offer - sometimes \$1 or \$7 - so that you can get more buyers through the upsell process and maximize profitability.

Through lots of tests over the years, I've had success doing that, and miserable setbacks.

In certain markets like Photography and Business Development, customers regard low price products as low quality. You're better served to offer something at \$37 or \$67 and then increase the prices of the products in your upsell funnel.

You might get fewer front end sales, but you'll make more money overall, and get a better ROI on ad spend. If you price too low and your upsell doesn't convert, you end up dropping a bunch of cash on ad budget without ever getting it back.

Here's what the Ascension Funnel looks like...



There are a few email sequences inside Scriptly that'll help work your prospects through the process here...

- [The Ascension Promo Sequence](#) - It'll help you promote the next item in the sequence that WASN'T purchased... So if someone buys the front end offer and not the upsells, they'll start getting emails about that

offer.

- [The Flash Sequence](#) - By running a 3-day, discounted front end offer you maximize upsell revenue without sacrificing the perceived value of your front end product.
- [The Product Promo Sequence](#) - Mail your list your newest offer, get clicks and get sales...

The Launch Funnel

Popularized by Jeff Walker's Product Launch Formula, the launch funnel should be used with products over \$997 and under \$1997.

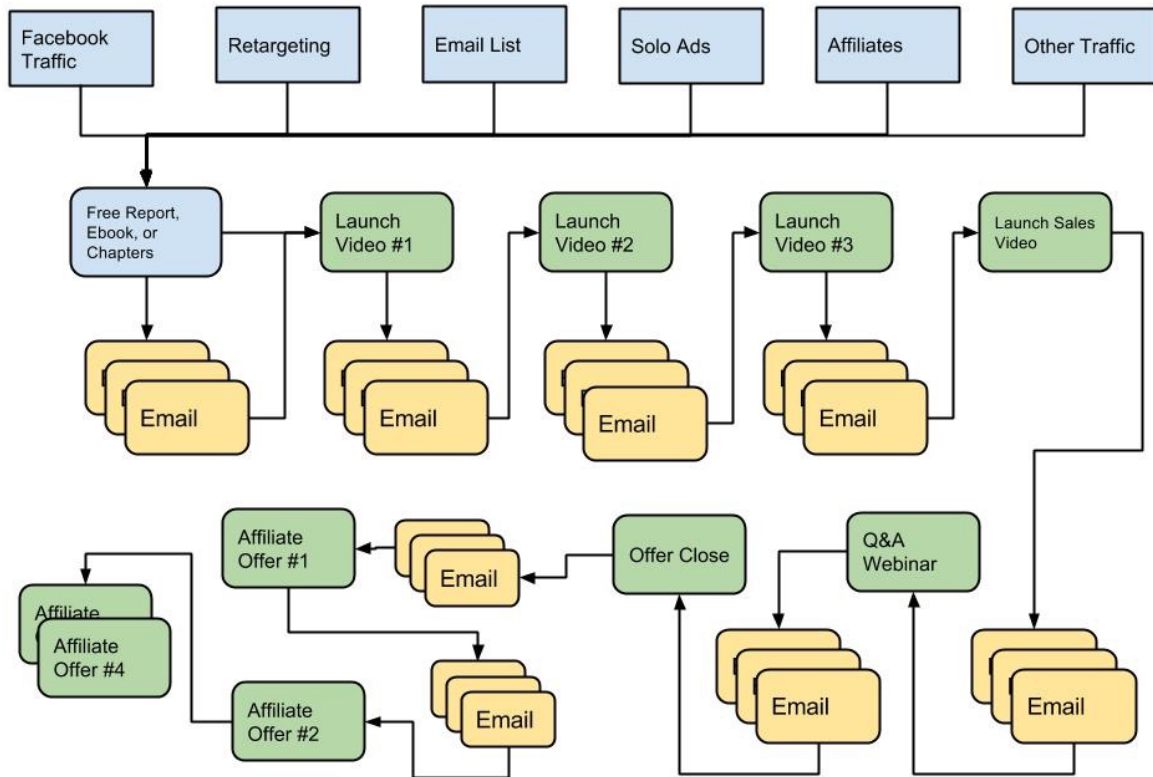
This funnel includes 3 professionally done, professional written videos that walk prospects through the problem, features, benefits, and case studies of folks who have fixed the problem using the proposed solution (the product).

Executing a 'Product Launch' is a time intensive process, between planning, creating and copywriting.

You can think of it as one long sales presentation, executed through 4 videos, all leading up to the inevitability of a product launch.

I have seen people run similar launches, without videos though. If you don't have the skill necessary to create the videos, you can do something similar with blog posts and other pieces of content...

Here's what the Launch Funnel looks like:



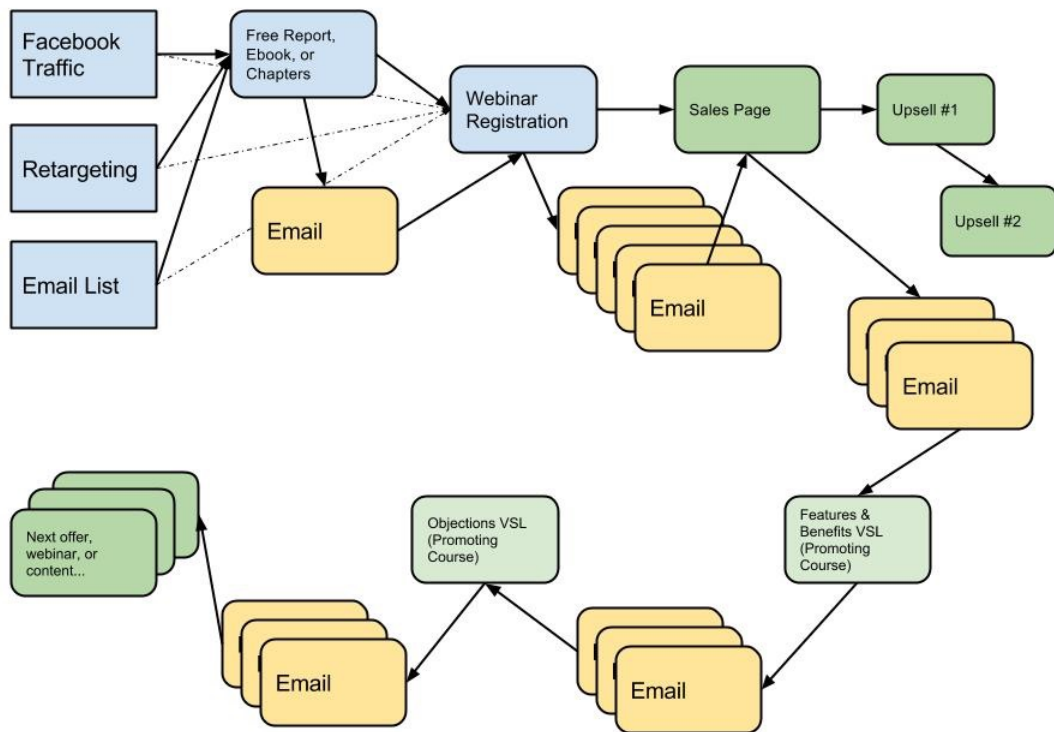
Webinar Funnel

The webinar funnel is entirely based around an 'event.' That event is either a webinar or a teleseminar, and is designed to sell anything from \$97 to \$20,000.

Prospects sign up for the event and then get reminder emails about when it will occur. The webinar itself is designed specifically to walk through the problem and the product offer within 60 to 90 minutes.

Inside Scriptly, there's a webinar writing tool called the Webinar Wizard. Rather than spending days or weeks writing a webinar, you can get it done in about 15 minutes! Click the link below to watch the video:

<http://scriptly.org/webinar-wizard/>



Follow Up

The follow up is the marketing series AFTER someone takes action with an offer or opts-in to your process.

The better you understand the 'follow-up' process, the more money you are going to make.

In fact, the most profitable way of growing your business online isn't in going to get new customers...

It's selling more stuff to the folks who already bought from you!

Email Marketing 101

Email marketing goes in waves. Every now and then, we read reports and blogs posts telling us that email is dead and building a solid email list is a waste of time.

I have to wholeheartedly **disagree**. It doesn't matter what niche or business you're in, your email list is one of your most valuable assets. In some cases, it's your **ONLY** asset!

After talking to clients over the years, there is lots of confusion over what's the best way to build a list, store a list and market to a list.

Before we jump into squeeze pages, landing pages, email copywriting and all of that... We need to talk a little about what you need to start building a list so you have a good foundation :0)

NOTE: *Having an 'email list' isn't the same as blasting out an email to 100 contacts in Gmail! That's bad! There's a reason why software programs exist to help you manage your email list :0)*

What You'll Need

There are some things that you're going to need to start your email list, namely email marketing software and a way to collect leads (a website, LeadPages, etc).

Email Marketing Software (Required)

Email marketing software is the glue that makes everything work. It's how you send emails to the folks on your list.

To put it simply, if you're collecting names and email addresses for the purpose of marketing, you've got to be CAN-SPAM compliant... Meaning every email needs to have an unsubscribe link, the email addresses need to be double opt-in, and lots of other stuff.

You CAN'T just collect their email addresses and mail them messages from Gmail!

I know a lot of business owners who think that's the right thing to do, but it's not. And really, I don't know why you would! Email marketing software is super cheap, and it keeps you out of the doghouse in terms of being legal and compliant...

We've written a very complete (and often updated) resource on the best email marketing platforms to use, here:

<http://scriptly.org/email-marketing-platform/>



There are a few tools that have withstood the test of time, and others that fade out of the limelight quickly.

It's important though that the service you pick has a good track record for uptime, reliability and deliverability...

Not to mention, you need it to be easy enough that you can use it and grow with it, without being so overly complex that it's a pain...

Landing Pages

Now, you're going to need a place to collect leads online.

This is where your traffic, your prospects, are going to sign up for your email list.

It might be your blog, your landing page, products or services pages...

There needs to be a 'place' online that people can sign up, whether that's your site or a piece of software that helps automate the process...

Once the page is set up and you start collecting leads, we'll get into managing your list and email copy!

So, let's start with setting up a place to collect leads...

Like email marketing services, there's always new services and offers popping into and out of the market, so it's become necessary to keep the list online (rather than in a document like this...)



Here's your link to the Landing Page resources:

<http://scriptly.org/landing-pages/>

Lead Magnets

The best way to think of your Lead Magnet is as a freebie or a loss-leader, designed to build your email list.

You create something of value that your prospects and customers will like, and in exchange for it people give you their email address.

You have the ability to market to them in their inbox...

They have the ability to learn something from you!

It's a win-win.

There are lots of different lead magnets that you can create quickly. You just need to know where to start looking!

Here's a blog post we wrote a little while back on the best Lead Magnets to offer to your audience:

<http://scriptly.org/7-lead-magnets/>

And here's an in-depth tutorial on creating a lead magnet from scratch...

<http://scriptly.org/courses/clinic/2-creating-lead-magnets/>



Both have lots of valuable information when you're starting to get into the world of sales funnels and email marketing...

Getting Traffic

Website traffic is the lifeblood of your business. It doesn't matter how people find your site, through search engines, social media, or paid ads; they'll be the ones who buy what you're selling.

The goal of the sales funnel is in converting those prospects into customers.

There are hundreds of ways to get traffic. Some free. Some paid. The trick is to finding a traffic source that works for you, and then going as deep as you possibly can in that segment.

When you have a sales funnel that generates an ROI, you're never really paying for traffic... By spending \$100 and making \$100, you technically got a bunch of free leads!

And if you make more than \$100, you're getting free leads and getting a return on investment!

I've tried hundreds of different traffic sources. Here are some of the best ones to get started with.

Search Engine Optimization

100% of my time and energy used to be spent on search engine optimization, or SEO. Times have changed a lot. If you want free traffic, SEO is where you start.

It used to be that keyword phrase density and inbound links were pretty much all it took to get ranked on the first page of Google...

Now, you need lots and lots of valuable content, that visitors find worthwhile sharing.

Here are some important points:

- Blog posts should be 800 to 1200 words each and include images

- Keyword phrases are still important, but you want to include more 'like' phrases or LSI keywords.
- Enable a post sharing widget so that your readers can share on Facebook, Twitter, Pinterest and the other social platforms.
- High quality links from other authority sites still do matter!

Google has shifted a lot of the burden of finding good content onto the social media platforms. In other words, the more shares the better the content.

Why try to sift through all the noise online when real life people are telling you what content is actually good!

Here's some of the ways we like to capture leads out of the free traffic (so that we can sell them stuff!):

- Use [Popup Domination](#) to create a beautiful landing page on every page of your site (this is REALLY effective, and the best way to capture leads from SEO traffic)
- Put a 'bar' at the top of every page on your website getting email leads with [OptinBar](#) (really cool technology!)

Solo Ads

'Solo ads' are pretty easy to understand. You pay somebody to email their list for you. You give them your copy and your landing page link, and they mail it!

It's a really awesome way of getting email traffic to build your list quickly, so you can test out your landing page and keep all the leads for yourself!

You don't need to share affiliate commission.

Solo ads are also awesome for testing out your own offers.

With solo ads, you will primarily be concerned with how many clicks you'll be getting. In fact, that's how a lot of people sell solo ads.

They'll tell you that you'll be getting X,XXX clicks for \$YYY.

Usually, solo ads cost between 30 cents or 75 cents per click, but that's not necessarily always the case. Emailed lists filled with buyers are more expensive.

When affiliates mail your offer, they're agreeing to be paid per sale. It might end up better or worse for you, depending on how well your offer converts. If your offer converts well, you'll spend more by paying the affiliate their commission. If it doesn't convert, you'll spend more in buying a solo ad from them.

If you are mailing to 5,000 people, you might spend \$800 to \$1000 on that solo ad. If you sell 10 products at \$100 a pop to those 5,000 people, you're breaking even and have a huge list to keep mailing to!

Get it?

I love solo ads. It's how I built quite a bit of my list when I got started. I had a digital product and just used the proceeds of that product to buy more solo ads. I started with a \$200 solo ad. The money that I made from that, I reinvested into a \$500 solo ad. And so on!

Some of the places I like for solo ads are:

- [Directory of Ezines](#) – ezines are basically online magazines. This site will give you contact info for the list owners so you can organize solo ads.
- [DotComSecrets X](#) – this course has an entire in-depth section on solo ads (it's rare to find training on it...)
- [Warrior Forum](#) – you can find people selling smaller solo ads in the JV section of the Warrior Forum sometimes. Some of them are kind of shady though.
- [NextMark](#) – Nextmark is a broker for lists. When you step up into the big leagues, and are comfortable paying \$1K to \$10K for a solo ad, Nextmark is one of your options.
- [Alltop](#) – A collection of influential blogs in almost every list. Email the blogger and see if they want to do a solo ad!
- [Clickonomy](#) – A solo ad marketplace that has quite a few different niches available in it.

With solo ads, there is some risk involved. You are paying money through Paypal usually for the solo ad, and I've been stiffed a few times. It's the cost of doing business.

Ad Swaps

Ad swaps are similar to solo ads, but there isn't an upfront cost to the mailing.

Rather, you mail your list for them, and they mail their list for you.

This might sound like a great idea, but keep in mind that your list loves you! If you mail them shit, they'll notice. I did a few ad swaps way back when, and totally stopped doing them because I didn't think my audience liked them too much.

The other reason I don't like ad swaps much is because it just dilutes my list. I'd rather just pay for the spot. So if I can spend \$2,000 and get somebody to mail to their list of 50,000 people, getting 5,000 clicks, that's a good return.

Here are some places to find Ad Swaps:

- [Safe Swaps](#) – a good portal to find ad swaps with other list owners, complete with scheduling calendar and everything.
- [Warrior Forum](#) - you can find ad swaps on Warrior Forum, also in the JV section
- **Friends** – oftentimes, as you make friends in your industry, you can do private ad swaps with them.

Guest Blogging

Another great way of list building on the cheap is writing content for popular bloggers.

The process is pretty simple:

1. Find a site in the niche you're in
2. Email the blogger or the editor asking if they take guest posts

3. Write something about your topic and include a link to your squeeze page in your bio. Generally the bloggers publish your bio right after the blog post, or include it in the article somewhere.
4. Watch traffic come in!

Ideally, you want to do this for bloggers who have social media exposure or their own list. Sometimes, they'll mail their list, telling them about your content! That's a nice little bonus!

Don't count on thousands of leads though... Generally, even with guest posts, only a few people will click through to see who wrote the piece. You will, however, get traffic for a very long time!

Probably the biggest benefit here is you start a relationship with that blogger. Be cool. Give them a couple pieces of content. Make their job easier and they're going to love you.

Paid Traffic

Lastly, let's talk about paid traffic.

Paid traffic is absolutely, bar none, the best way of scaling your business online.

The reason being, you aren't relying on anything or anyone other than yourself.

It's hard to get your content ranked in Google. It's difficult to get affiliates. And, it's pretty much impossible to find a stable traffic source that you can grow a million dollar business out of, if you aren't paying for it!

The first thing to do is realize that paid traffic is an **investment**, not an expense.

You pay for clicks. You pay for leads. And, as long as your sales funnel is set up right, you'll be making that money back! (The sales funnel part is in the next section).

Paid traffic becomes an exercise in numbers and data.

You know that a subscriber is worth \$XX.XX to you - so you can spend up to that to make money!

For example, if you know that a new lead on your list is worth \$14.40 after 30-days, buying your product and your upsells, you can spend up to \$14.39 for that new subscriber.

Obviously, you'll want to keep that profit margin as high as possible, but welcome to the world of limitless wealth!

You can send as MUCH traffic as you can get your hands on to your landing page, and as long as you are getting new leads for less than \$14.40 you'll make money!

These other forms are bigger, both in terms of ad spend, risk and of course, reward!

- **Facebook Ads** – We've been doing a lot with Facebook ads lately. It's great in terms of cheap clicks and scaling your list but will take some work to get down! We have a comprehensive free tutorial/report that you can [download here called Lead Fire](#).
- **Sitescout** – [Sitescout](#) is a banner ad network. You can get cheap clicks if you know what you're doing! The minimum buy in is \$500 though.
- **BuySellAds** – [BuySellAds](#) is a collection of blogs and sites that you can place ads on. Again, you can do well if your banners get high clickthru rates...
- **Google Adwords** – [Adwords](#) is probably the hardest place to learn, but once you dial in your ads you can scale to the moon...

Keep in mind, the idea behind paying for traffic is that you are **making more FROM that traffic than you pay for it!**

So if you spend \$1000 a week, you are making \$1001 or more!

That's how you scale your list and your income by paying for traffic.

Sometimes, you'll spend \$1000 and not make that back for 2 weeks or 3 weeks – you have to manage it.

Next Steps

From here, getting your sales funnel set up and leads flowing through the system is largely based on what you prefer... To do it yourself or to have my team do it for you.

If you're more of a Do It Yourself kind of person, and comfortable working with technology, building (or re-building your website) and writing content, the best place to start is by joining Scriptly, here:

<http://scriptly.org/video/>

And, if you're planning on doing Strategy Sessions and sales calls, TimeSlots will save you a lot of time and help you close more deals:

<http://timeslots.org/video/>

The other software service we offer is a content curation tool, called Curately, that'll help you write engaging, audience building blog posts:

<http://curately.org/video/>

If you'd rather just offload the work onto a professional marketing team, so that it gets done right and is built in a way that's 100% automated and hands-off, then your best option is to get on an Action Plan call and I can talk you through it.

Click the link below to sign up for a call with me, personally:

<http://scriptly.org/sss/>