

Funnels That Click: 5 Steps to a Lucrative Business...In Any Niche!

By Connie Ragen Green

Funnels. You hear lots about them, but what are they, really? I thought everyone working online created and set up funnels in much the same way as I was doing, but when I took a closer look I realized the information available to those who are new to online entrepreneurship is woefully incomplete. I also realized that a handful of online entrepreneurs and marketers were doing an outstanding job of implementing funnels of all kinds while everyone else was struggling with this concept.

Funnels must be taught so that everyone can be on a level playing field to insure success for those who are entering this world with the desire to serve others in their chosen niche market. Once we all have the information available then we will all surpass the goals we have set for our businesses.

That is why I created this "Funnels That Click" training for you. Why shouldn't you be able to take full advantage of what you can set up to ensure that the visitors you work hard to get to your site turn first into prospects, then into customers and clients, and eventually into affiliates and joint venture partners? Now you can and I am honored to mentor you through this process.

Begin your journey into funnels with my Funnels That Click Quick Start Guide. It's in your member's area. Then return to this Training Guide and your other training.

You will want to read this Training Guide one section at a time, taking the time to implement what I am recommending at each turn, making notes, and then moving on to the next section. This is not intended to be a quick read that you go through once and then store on your hard drive or your Dropbox account forever. We have all done that to one extent or another, so let this training be different for you. Instead, commit to making this a course of study that you will come back to over and over again.

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My goal with "Funnels That Click" is to take you from the very beginning steps of creating your free giveaway, having visitors to your site opt in to join your list, and then sending your new prospects a few follow up emails, all the way to building a twenty-one day funnel designed to take strangers to visitors to prospects to customers to clients, all at a level that will enable you to earn massive income, much of it passive and residual and all of it designed to magnify your credibility, increase your visibility, and maximize your profitability exponentially over time. Everything I teach you here is based on my own personal experiences, meaning that it is replicable in theory and duplicable in practicality in any niche you can imagine.

Let's begin by defining what I mean by a "funnel." For the purposes of this "Funnels That Click" training I will define "funnels" as interactions you have with visitors, prospects, students, clients, and members on an ongoing basis, through email broadcasts and autoresponders as well as interactive email messages, social media updates and threads, virtual conversations on teleseminars and webinars, and all occurring as though you were having a conversation with each person individually in person.

Next, I would like to share my thoughts on entrepreneurship. Starting an online business isn't easy, but it is much simpler than you may have previously imagined. Once you make the conscious decision to begin, then you must educate yourself as to what's involved and how you will move forward in a way that both serves a specific market and suits your personality and the lifestyle you wish to create for yourself and your family. Your goal must be to serve others with your knowledge, expertise, information, and resources in a way that will turn as many people as possible into raving fans who trust you implicitly. Ultimately, once you choose a niche and a target audience to serve, here's what you will need:

What You Need Before You Build Your Funnel

#1 Free Giveaway - this is a report, an audio, or a video where you share as much as possible on the specific aspect of your niche where you will focus your time and attention as an entrepreneur. This is also related to the first pillar of communication and selling as you begin to build your funnel, something I will discuss in great detail throughout this training.

Think of this as the point where you have the opportunity to turn someone who visits your site into a prospect and then a customer. There is a level beyond this where your customer becomes a client, but that is something I will discuss later on in this training.

#2 Opt in Page - this is basically a two page website, on its own domain where visitors will decide whether or not to opt in with their name and email address in order to receive your free giveaway (see #1 above) or click to leave the page. There are no other choices here, as this site does not have a blog (at least not a visible one; adding content for SEO - search engine optimization - purposes is always an excellent idea.) No, this site exists solely for the purpose of having the visitors who arrive make a quick decision as to whether they will join your community or leave forever. This sounds drastic, but it is a necessary part of the process.

#3 Monetized Download Page - I mentioned in #2 that your opt in site has two pages, the front page has information about the topic, as well as some information about you in relation to the topic. The second page is the thank you page, and on this page you will share additional, relevant offers and freebies that are your own products or those of affiliates.

Three offers are plenty here, and I prefer to share just one paid offer and a couple to free ones, unless you are recommending books. But you must be careful here and stick with the specific topic the visitors turned prospects opted in for in the first place. For example, if someone finds your site because they are looking for information on reducing inflammation to help with joint pain, and that is exactly what you share within your free giveaway it does not make sense to offer them free or paid items about the Keto diet or using yoga to reduce stress.

Even though all of these things could be viewed as a part of the overall topic of health, you must resist the urge to get away from your more specific topic of reducing inflammation for joint pain. The idea here is that it will be much better, and far more lucrative to make sure 100% of the people who truly need help with this problem come aboard and get to know, like, and trust you as an authority and expert in this area. I will talk much more about this in shortly.

#4 Your Special Offer - once these visitors have opted in to your list and become prospects in your community you will have them set up in an autoresponder sequence to further teach them and help them to solve their problem or at least to alleviate their pain. Now it's time for your special offer, which could be a twenty minute laser focused call with you at no cost, a one month trial in your membership site at a significant discount, or a discount code to use for one of your products or courses. This is another of the five pillars of communication and selling I will introduce a little later.

But wait, I can hear you saying, I don't have any products, courses, or even a membership site, and I wouldn't know what to say to them if they came on a call to speak with me. No worries, for here is where affiliate offers come into play.

#5 Affiliate Offers - I got my start with affiliate marketing and this business model and passive/residual

revenue stream continues to account for approximately forty percent of my annual income. The important thing to not here is that the affiliate offers you present to your prospects and customers must be relevant and related to the specific niche topic you are focusing on. To continue with my example from above, you would want to recommend affiliate products and courses that address the issues of reducing inflammation to help with joint pain, which might include but not be limited to chronic pain, foods that naturally reduce or help eliminate inflammation, exercises, sleep patterns, meditation, and other topics that are directly related. If you are not a part of this target audience, find three people who are and ask them what they buy and what they need to help them deal with this issue in their lives.

NOTE: You may also put together an affiliate funnel, where everything you offer is something created by others, but I am finding that a funnel that consists of your own products and services for the most part is more effective and can also create passive and residual income.

Also, before we go any further I would like to define two terms for you: "target market" and "demographics."

These are two marketing buzzwords that will be invaluable to you as you build your business and funnels. Although these are often used interchangeably, they do have very different meanings. With that being said, they do work closely together. Essentially, demographics are used to inform and identify a target market, so we can think of them as some of the broadest yet most basic factors to creating a hyper-targeted marketing plan and funnel.

Demographics are observable, measurable identifiers that can be attributed to a group of people. They include things like age, gender, education level, household income, race, parental status, religion and geographic location. Any

group of people can be classified by demographics in order to help define a target market. In fact, you would be hard-pressed to create a target market without demographics.

On the other hand, your target market is the group of existing or potential customers that you want to target in a specific marketing campaign and funnel. Demographics will help you segment your consumers by value. For example, you might find that single moms in their 30s who have a college degree spend more on your product than other groups. That indicates that marketing dollars spent targeting that cluster will be wisely spent.

In my business my demographic is men and women forty-five years and up who are college educated. They have currently or had previously a job or career they enjoyed and were successful with for decades. My target market is people within that demographic who have come to the conclusion they would prefer to work from home, enjoy helping others in areas they are interested in and knowledgeable about, all while having the time freedom and financial freedom to live life on their terms. Does this describe you?

Determine Your Long Term Goal

But I have actually put the cart in front of the horse here. Allow me to explain. After you choose your niche and the target audience you will serve you must decide where you will take the people that choose to follow and learn from you. What I mean by this is that you must determine your goal for this part of your overall business. What is the final outcome you wish to accomplish?

Perhaps you want to enroll people in a membership site, or teach them through an online course, or have them attend

a live event. You must think long and hard about this so that your funnel can be reverse engineered to lead them there.

We'll come back to this, but for now I want you to think big, bigger than you ever have before as an entrepreneur and know that anything is possible and that you have the ability to create a massive presence and business that will serve you and the people you help for years to come. Think about everything this entails and begin making some notes. As visionary Stephen Kellogg says,

"It's better to be at the bottom of the ladder you want to climb than at the top of the one you don't."

I take this to mean that you may as well create a business with the outcomes and results of your choosing rather than one that you could become bored with or soon realize is taking you in the opposite direction of where you wish to go.

Positioning Yourself as an Expert

You want to be seen as and thought of as an expert and an authority on your topic, and this is also directly related to building a funnel that clicks, meaning that it runs somewhat on autopilot and brings in income no matter where you are or what you are doing. Here's where to begin:

1) ***Write about it.*** Writing is the cornerstone of your funnel, even if people tell you otherwise and encourage you to only create videos, or host a podcast, or speak at live events. Those are all excellent strategies to market yourself and get you in front of your audience but my more than a decade of daily experience has proven that writing is the way to build a community and move forward in the way that you choose to

do so that you will receive the results you are looking for. The main reason for this is that you own and control the site where you write and it is not dependent upon anyone else to get your message out to the world.

I was not a writer when I came online in 2006 but through daily writing I am now approaching one million published words. These include the methods I am recommending for you, which include writing blog posts on your topic, repurposing these blog posts into short reports, creating a written free giveaway, updating social media strategically, and writing books. This becomes your virtual "body of work" and allows you to present yourself to the world as a thought leader and someone who can serve others by taking them from where they are today to closer to where they would like to be tomorrow.

2) ***Do it.*** You will always be your own best Case Study. By this I mean that once you do whatever it is you want to teach and share with others then you instantly become more credible and someone others want to connect with. It's the idea of hitching your wagon to a star, where we are more likely to spend time and money with someone who has lost weight and kept it off if we want to lose weight, or to join a program about writing and publishing a book given by someone who has written a dozen bestsellers, or to learn to create funnels that click from the person who has set up a hundred funnels already. Work hard to achieve your goals and then teach others how to do the same or something similar. For example, if you have reduced the inflammation in your body and it has reduced your joint pain, create products and courses and other programs to help millions of other people to do the same. Allow them to join you on your journey and quest to continue to learn more about the ways to achieve this goal successfully and share every detail of what is working, as well as what does not work. I can promise you that if you set up your funnel and think about it from this

perspective standpoint you will be very successful and in a short period of time.

3) **Teach it.** During the twenty years I worked as a classroom teacher I learned some valuable strategies to ensure my students learned what I was teaching and were able to retain that knowledge over time. Once I taught a lesson I would observe to see who really got it and would be able to help another student to do the same.

What I am suggesting here is that you teach your topic to others in a variety of formats to make sure you have it down cold and to see where you may need to review or revise your information.

4) **Author a book about it.** Nothing screams success like a book you have published on your topic. I knew that was true when I first came online, yet it took me four years to publish my first book, *Huge Profits with a Tiny List: 50 Ways to Use Relationship Marketing to Increase Your Bottom Line*. At this point in time you absolutely must have a book published on your topic. If you have one already, begin writing another one that is even more specific on your niche topic and subject matter. If you do not yet have a book, begin by blogging about your topic and see which posts will become a part of your book.

5) **Speak about it.** Words spoken aloud are powerful. Think of our great orators of the past hundred years and the names Martin Luther King, Jr., John F. Kennedy, and Sir Winston Churchill come to mind. Even though these people's speeches read well in print, hearing them speak their beliefs and truths stays with us forever and helps change the world. Take every opportunity to speak in front of live audiences and to share your thoughts and ideas in a way that rings true to your message.

You will notice that I did not preface this section of "Funnels That Click" by stating that you must become *the* authority or *the* expert. No, your goal is to become *an* authority and *an* expert on your niche topic so that you may more easily build the know, like, and trust factor for your business.

These five strategies are also the five pillars of communication and selling that will come together as your funnel over time. Let's keep moving forward...

Creating Your Funnel with These Five Pillars of Communication and Sales

Writing begins with your blog posts, as I mentioned earlier when I said that you must write and publish a book on your topic to become an authority and expert in your field. Please indulge me as I share my story of how I came to be a multiple bestselling author of almost twenty books over the past eight years.

Now that you know that the five pillars of communicating your message and selling your products and services include:

- ✚ writing
- ✚ doing
- ✚ teaching
- ✚ authoring
- ✚ speaking

Now it's time to break these five down further into the building blocks that will create your funnel. If I didn't share this piece of the bigger picture with you, then you might not ever bring it all together. Instead I will explain in great detail how to get there from wherever you are today, and in record time.

Write, Write, Write!

Writing begins with your blog posts, as I mentioned earlier when I said that you must write and publish a book on your topic to become an authority and expert in your field.

Please indulge me as I share my story of how I came to be a multiple bestselling author of almost twenty books over the past eight years.

Since the time when I was in grade school I wanted to be a writer. It was so glamorous in my mind and I was intoxicated with thoughts of showing people a book I had written. At first I wanted to write stories about children my age engaged in adventures and travels and all kinds of magical events. I am an only child and in my mind I had many siblings when I was a character in a book. Unfortunately, these stories remained trapped in my mind and not to be shared by the world because I seldom wrote anything down. For years I thought out all the details and scenarios and fleshed out each character and plot and locale. But all of that is now lost because I did not take the time or make the effort to write more than a few stories during those years.

While I was in college at UCLA I took writing courses where some of the students had already been published. I was once again inspired and motivated but only followed through if it was an assignment from the professor. At that time I became interested in writing scripts as screenplays and even plays for the theater. But throughout college and into my twenties I wrote very little and soon that dream faded away.

The result was that my writing was not very good, but only because I was not practicing my writing as an athlete would practice their sport. I placed blame away from myself, something I came to regret as I got older.

Fast forward to 2006 and now I was an online entrepreneur. Having left my previous world as a teacher and real estate broker and appraiser behind, I was now ready to achieve success and replace my income by working from home. So I surged forward and what did I soon discover? I realized very quickly that I could build a lucrative business online, but only if I was willing to become a writer.

So the joke was on me, and I began blogging on almost a dozen sites on as many topics. It was difficult to write even

two hundred fifty words, but that was the suggested length for a blog post in those days and also the minimum requirement for an article to be submitted to a directory. And I feared that people I had worked with in the schools where I had taught would find my writing on the internet and judge me harshly. But I kept writing anyway.

In the spring of that year I challenged myself to write one hundred articles in one hundred days. This story is now a famous one in my circles of influence online, so you may already know how it turns out...

I did not write one hundred articles in one hundred days. I was able to accomplish this goal in only seventy-eight days, and in the process I turned myself into a writer.

Once I got into the habit of writing every day I could not *not* write. Since that time I have written every single day, whether it be an email message to my community on a chapter for one of my books. As I write this I have already written more than a thousand words today.

Writing to Build Your Funnel

Writing begins with your thought and ideas, put together into a blog posts. Your goal is five hundred words so Google and the other search engines will find and index your posts more easily. By publishing it on your blog you establish yourself as the original author of the information you are sharing.

Move on to short reports, which you can think of as consisting of several of your blog posts. I typically write ten posts of approximately five hundred words each for my blog and then copy and paste them into a document that will become my next short report, or "focus guide" as I prefer to call them. One of these reports will also serve as your free

giveaway when people visit your site and decide whether or not they will opt in to join your list.

Your bigger goals include written products and courses, and finally your book. Write every day and success will be yours.

Does It Work?

Doing something successfully yourself allows you to show proof of concept to others. Proof of concept is defined to be evidence, typically derived from an experiment or pilot project, which demonstrates that a design concept, business proposal, etc., is feasible. It asks "Does it work?" You are then the original Case Study for your specific niche. Over time you will reevaluate what is working and what is not, make some course corrections, and then move even further ahead. This stage of the process shows that you can do it, but must be followed immediately by proving that others can do it as well. You accomplish this part of the process by teaching it.

My example is the "huge profits with a tiny list" concept I proved when I was new online in 2006. Using the strategies I came up with and implemented I was able to reach six figures a year with only six hundred fifty-one people on my list. When someone finally told me you needed to have at least ten thousand people on your list before you could earn any real money, my retort was "Good thing I didn't get that memo!"

My business then took off as I taught others how to do the same thing as I had done. I taught a course about it, started my HugeProfitsTinyList.com blog, and this was the topic of my first book.

School is in Session!

When I was first online I realized that I would have a distinct, and perhaps an unfair advantage when it came to creating products and online courses. This was due to my background of spending twenty years as a classroom teacher in the public schools of Los Angeles.

One piece of this was my experience using what is called the 7 Step Lesson Plan. It was developed by Dr. Madeline Hunter, an American educator originally from Canada who developed a model for teaching and learning that was widely adopted by schools during the last quarter of the 20th century. She was a professor at the Graduate School of Education while I was attending UCLA as an undergraduate, but it wasn't until I became a classroom teacher almost ten years later that I became familiar with her work.

Dr. Madeline Hunter's 7 Step Lesson Plan:

1) Anticipatory Set (focus) - A short activity or prompt that focuses the students' attention before the actual lesson begins. Used when students enter the room or in a transition. A hand-out given to students at the door, review question written on the board, "two problems" on the overhead are examples of AS. [This can just as easily be done online as in person.]

2) Purpose (objective) - The purpose of today's lesson, why the students need to learn it, what they will be able to "do", and how they will show learning as a result are made clear by the teacher.

3) Input - The vocabulary, skills, and concepts the teacher will impart to the students - the "stuff" the kids need to know in order to be successful.

4) Modeling (show) - The teacher shows in graphic form or demonstrates what the finished product looks like - a picture worth a thousand words.

5) Guided Practice (follow me) - The teacher leads the students through the steps necessary to perform the skill using the tri-modal approach - hear/see/do.

6) Checking For Understanding (CFU) - The teacher uses a variety of questioning strategies to determine "Got it yet?" and to pace the lesson - move forward?/back up?

7) Independent Practice - The teacher releases students to practice on their own based on #3 through #6.

Note: You may download this lesson plan at:

<https://images.template.net/wp-content/uploads/2015/11/02202005/Madeline-Hunter-7-Step-Lesson-Plan-Free-PDF-Download.pdf>

Please do not be fooled by the simplicity of this lesson plan. I have used it with Kindergarten and elementary school students, high school students, and adults with graduate degrees. The goal is to present your knowledge, experience, and expertise on an aspect of your niche topic to others so they may understand it and be able to implement what you share in a way that is beneficial to them.

No matter what your topic, by teaching it to others you impart your wisdom in a way that positions you as an expert and an authority who is willing to generously share with others. You may do this through online courses and/or at live events, seminars, conferences, and retreats. I use all of these formats to teach my community about my topic.

Incorporate the concepts included in the 7 Step Lesson Plan and your life as an entrepreneur will take an epic leap from ordinary to extraordinary.

Thought Leaders are Authors

Authoring a book on your topic helps to establish you as a credible thought leader in your niche. Remember that you have your reader's undivided attention while their eyes are on your book.

My first book was written and published in 2010 and I currently have almost twenty titles of my own, as well as books I have compiled and those I have contributed to on a variety of topics. In the Resources section you may see all of these to get an idea of my body of work over these years.

Many times someone will read one of my books and come directly into one of my high level mentoring programs. This is an example of flipping your funnel and I will discuss that more later on in this training. For now, think about the book you will write that will position you for success in your niche.

The Power of the Spoken Word

Your words are powerful and your voice is a tool that will serve you and others well over time. Even if you are shy, introverted, lack courage and confidence, or are not sure what you want to say about your topic, start talking! All of these reasons applied to me when I was first starting out, so I forced myself into situations where I could talk about what I was learning and doing online.

My Rotary Club was a member of the local Chamber of Commerce and they held a mixer one Wednesday afternoon each month from three until five. I was always one of the first ones to arrive and I made the rounds, shaking hands and

asking people what they did. They always seemed to have a canned answer, no doubt a result of being in business for so many years. The words rolled off their tongue in a way that told me they did not even hear what they were saying. Then they would ask me what I did and I would practice telling them about what I was doing on the internet. After one minute I would stop and ask them if they understood what I was doing and typically the answer was no. I would then try to explain it more clearly. I did this once a month for almost a year until I would begin to talk about what I did in my business and they would interrupt to ask me questions. That was when I knew that I was ready to speak to groups of people about my topic.

Your Beginning Funnel

The funnel you create first will not be the one you are satisfied with. Think of this as your first formal introduction to funnels and practice what I am teaching you here until you come to your own conclusions about what works best for your style and your target audience. And yes, we build a funnel based on the 5 Pillars of Communication and Selling. Just to reiterate, these are:

- ✚ writing
- ✚ doing
- ✚ teaching
- ✚ authoring
- ✚ speaking

Writing: Start by creating a free giveaway that addresses the aspect of your niche you wish to develop as the focus of your funnel. This can include audio and/or video components but is best when offered as a report or a guide in written format. Let's explore some examples.

My overall niche topic is online marketing, and one aspect of this is affiliate marketing. That is the topic that would attract more people into my community, rather than a report on my overall topic. Why? Because someone who is exploring entrepreneurship through marketing online is not ready to jump into the deep waters of such a far reaching topic; instead, they prefer to stay in the shallow end of the pool by learning how to do something they can more easily grasp and understand and hopefully earn some income with as their introduction to this world.

If your niche is gardening, break that down into a smaller niche such as organic gardening for beginners, juicing with fruits and vegetables grown at home, or growing your own salad indoors.

In the speaking niche, break that massive topic into speaking for credibility and visibility, getting started with speaking through local groups and service organizations.

A small percentage of the people who find you and come into your funnel through your smaller topic will eventually want to work with you and purchase even more from you to learn more about your overall topic, but you will be much more profitable if you allow everyone to take a bite size portion in the beginning and hold off on offering them the whole enchilada. Do not worry about the ones who want more; allowing our prospects to self select enables them to make an even stronger attempt to work more closely with us in the future, typically through a mentoring or coaching program of some type we set up for that purpose.

Doing: There was a horrible saying I heard while I was a classroom teacher. It was "Those who can, do. Those who can't, teach." It was insulting to those of us who were dedicating our lives to teaching children, the leaders of tomorrow and undermined the focus of the relationship between fine teachers and accomplished young people.

But as I taught year after year I soon had to admit there was some truth in this saying. Most of the teachers I worked with, myself included, did less and less in the form of doing something innovative and perhaps even revolutionary and more and more in the form of doing what we had always done.

Instead, you as an entrepreneur and thought leader in the making will endeavor to make it your mission to do what you do each day to a higher level and with thought, meaning, and intention. That need not sound like a tall order, if you are ready to take the challenge and make the commitment to being the best you can be in your niche at all times. You will offer free teleseminars and webinars where you show and explain what you are doing that works, as well as what you are doing that does not work. To stay with my example of

affiliate marketing, I host free teleseminars and customer appreciation webinars to show and explain my results.

Teaching: Now it's time to teach others how to begin and to replicate some of the strategies and methods you have employed and expanded upon so they may see some results. Create a course where you explain in great detail where to start, what to do, and how to avoid mistakes and pitfalls. For example, I create Really Simple Affiliate Marketing to teach anyone how to get started in this lucrative field.

Authoring: When you hear someone say "they wrote the book on that" you take it to mean that the person they are referring to knows almost everything there is to know on that specific topic. Your first, or next book will do the same for you, just like *Huge Profits with Affiliate Marketing: How to Build an Online Empire by Recommending What You Love* continues to do for me. If you haven't yet begun, start by combining some of your blog posts into a short report and use that to create an outline of what you will share in your book. I actually blogged the book I mentioned above. I had no idea how to write a book and that one gave me the confidence to write almost twenty more since the first one was published in 2010. See all of my titles at ConnieRagenGreenBooks.com.

Speaking: If you know about a topic and have at least some passion for it then you will look for almost any opportunity to speak about it. This can be done virtually with teleseminars and webinars, but it much more powerful and effective when done in person. Seek out local opportunities as well, especially if you are new to public speaking as I was when I came online in 2006.

I credit my Rotary Club with giving me my first speaking assignments. If not for their thrusting the microphone into my hands early on, I would not have the business or the lifestyle I currently enjoy. There are many groups like Rotary who need fresh speakers on a regular basis and this is an excellent way to jump in and get your feet wet. I do not recommend Toastmasters for this purpose, as they are way too concerned

with form rather than content and connection with the audience. That was just my personal experience but I believe it's a valid account of their overall purpose. Instead, visit service organizations and other groups in your city or town and then inquire about speaking to them in the near future.

Getting Closer to Your Funnel

Now you have a better idea of what you must do over time to create the basic components of your funnel so that it clicks on autopilot, not completely but for the most part, to bring you ongoing and recurring income.

Imagine your ideal prospect/customer/client right now. They are somewhere on our planet and have the same or similar hopes, dreams, and goals for their life. Perhaps this person is working at a job Monday through Friday, has a spouse and two children, and enjoys doing a variety of activities in their leisure time. They are in their late forties, have had one medical issue that impacts their daily life, almost lost their job five years ago, and went to counseling to address an issue in their marriage last year. One of their children is now a teenager and they have had some difficulties with parenting in a way that caused them and their spouse to question their values and beliefs. Last year their elderly parent passed away, after a year's long struggle with dementia.

Do you see how you may have some things in common with this person? Once we realize that everyone has joys and struggles in their life, successes and near failures we are better able to help others solve their problems, answer

questions, and alleviate some of the pain with what we know as an expert and authority on our niche topic. Let's dig in and start building a funnel that clicks.

The Five Step Funnel: Adding Each Piece

We must first have a place for our visitors to become prospects by opting in to our list to enter our funnel. They may think they are simply requesting some free information on their topic of interest, but they are really starting a relationship with you that has many possibilities. And just as someone does not propose, or even suggest marriage on a first date, you will not share everything you have to offer until you and your new prospect know each other a little better. This is the process of rolling out your funnel items in a logical way over time. I'll share exactly how to do this with you in this training course.

Writing - Your Free Giveaway

It all begins with your free giveaway, which I first introduced on page one of this training, and again on page ten. This is the "write it" piece that sets your funnel into motion. I believe that the biggest mistake everyone makes with this part of the funnel process, myself included is in creating a written report that attempts to teach everything we know on our topic. Instead, we must break it down into smaller pieces, as I shared and gave examples on earlier.

My thinking on this is that even if someone has a bigger, more long range goal of doing something that you are already

doing, they are not quite ready to accomplish that goal today. Instead, they are much more likely to want to take it more slowly and in a step by step manner. And when you do encounter someone who is ready to move forward more quickly, you will learn later on how to flip the funnel on its side and build your business in an even more lucrative way. But for now, let us assume that your visitor turned prospect wishes to learn about one aspect of your business.

Write a simple, straightforward report of about ten to fifteen pages where you introduce yourself to your new prospect, share something about how you got started in this niche, and how they can learn exactly what they need to 1) solve their problems, 2) answer questions, and 3) alleviate some of the pain this problem causes in their life. These three are the building blocks of information product creation, communication in general, and sales. Conquer these and your business will flourish.

In terms of your autoresponder series, this report would go out on day one and be followed by two additional email messages on subsequent days where you ask them questions about the topic and refer them back to the report they have downloaded.

How You're Doing It with an Audio Recording

The next step in the funnel is to share an audio recording, video, or webinar replay of you explaining this aspect of your niche and sharing your results, both the ones that were successful and those that were not. This addresses your credibility and covers the "doing" part of your business.

I recommend starting with an audio recording if this is all very new to you, as this is the most simple way to communicate and sell when it comes to the technology. I have a recommendation for the service I have used quite successfully for this since it debuted in 2007 and you may find it in the resources section at the end of this training.

Again, add this to your autoresponder series and share it with your prospects over a three day period, including the link to the recording each time and also mentioning the report you provided for them when they first opted in to your list. The idea is that this will proceed like a conversation you may have with a friend or neighbor, if you only have three minutes to speak with them every day or two.

Teaching with a Cheat Sheet

Now comes the "teach it" part of your funnel, where you will provide a short but detailed report or "cheat sheet" that explains what to do, but not how to do it. So even though we are considering this to be teaching your prospect, the goal is for them to begin to understand that they *do* need your help in order for all of the pieces to fall into place.

Think of this report or cheat sheet as a mini sales letter for a product or course. You will include a headline, sub-headlines, features and benefits, and possible results. What you will not include is the exact process through which your prospect will be able to do this on their own, unless they already have some experience in this area. And if this is the case, perhaps they are not a good fit for what you are selling anyway. I prefer to only sell to the people who do, in fact need what I have to offer. If they are at a higher level I have more advanced trainings and mentoring they may wish to consider instead.

Let's use the example of affiliate marketing as the topic for this simple and condensed teaching. And remember this will be offered at no cost, with an offer of one of your products or courses or an affiliate offer at the end.

Affiliate Marketing Cheat Sheet (Original Version)

Who Else Is Ready To Build A Lucrative Online Business By Recommending What You Love?

Affiliate marketing is the process of recommending products and services to others, in return for a percentage of the sales price as a commission. Digital products regularly pay fifty percent to affiliates, but what you earn can be anywhere from thirty to seventy percent.

During the spring of 2006 I earned my first affiliate commission. It was from the sale of a dog training product and I earned \$21.60. I danced around as though I had won the lottery. Only this was much better; I knew that if I could make one sale there would be more where that came from and my income would be unlimited.

Affiliate Marketing Is NOT A Get Rich Quick Scheme; It's A Solid Business Model

This is a business, which means that like any other business you will need to get some things in place in order to set it up. Here is what I recommend:

Choose a niche from among the seven most popular and profitable areas where people are actively engaged and buying on a regular basis. This helps you to avoid those niches where people expect everything, or almost everything to be free or very low cost when it comes to information and resources. This will save you countless hours, especially when you are first starting out.

Set up, or have someone set up for you a WordPress website and blog, using the theme and plugins that will give you an almost unfair advantage over other affiliate marketers who have no idea where to begin with this part of the process.

Choose only the most relevant affiliate products to promote. This step is crucial to your success, as you want to build your reputation in the process, while also providing the

information and resources that will lead to additional sales and both passive/residual income and recurring income for years to come.

This is Truly an "Earn While You Learn" Business Model

Be willing to take the time to incorporate affiliate marketing into your business. You will be so glad you did and this business model will lead to even more opportunities over the next year.

My popular course may be the fastest way to get started and you may find out more at:

ReallySimpleAffiliateMarketing.com

NOTE: I sent the link to the Cheat Sheet out to my list and asked for some honest feedback. This is an important part of the process of building your funnel, and failure to ask for and follow up with the feedback you receive can be costly over time. I did in fact receive the feedback that my Cheat Sheet was lacking in information and details, so instead of it being one page I doubled it to two pages and the results were favorable. This is the final version:

Affiliate Marketing Cheat Sheet (Final Version)

*Who Else Is Ready To Build A Lucrative Online Business By
Recommending What You Love?*

Affiliate marketing is the process of recommending products and services to others, in return for a percentage of the sales price as a commission. Digital products regularly pay fifty percent to affiliates, but what you earn can be anywhere from thirty to seventy percent.

During the spring of 2006 I earned my first affiliate commission. It was from the sale of a dog training product and I earned \$21.60. I danced around as though I had won the lottery. Only this was much better; I knew that if I could make one sale there would be more where that came from and my income would be unlimited. And much of this is passive, residual, and recurring income.

***Affiliate Marketing Is NOT A Get Rich Quick Scheme;
It's A Solid Business Model***

This is a business, which means that like any other business you will need to get some things in place:

Choose a niche from among the seven most popular and profitable areas where people are actively engaged and buying on a regular basis. This helps you to avoid those niches where people expect everything, or almost everything to be free or very low cost when it comes to information and resources. These include:

Business Models:

- ✚ Personal Development/Self-Help
- ✚ Make Money/Save Money/Save Time
- ✚ Home/Family/Pets
- ✚ Hobbies/Sports
- ✚ DIY/Home Improvement
- ✚ Relationships (of all kinds)
- ✚ Career/Professional Services

The niches that continue to attract freebie seekers include homeschooling (though some savvy home school moms are helping to change that), cooking and healthy recipes, classroom teachers (though this is changing as well over time), DIY (do it yourself) for simple home

repairs/upgrades, and the make money online niche, which is not to be confused with the niche I serve - online entrepreneurs, authors, and publishers. The reason why these niches have not been profitable over the past decade is that marketers incorrectly assumed these groups to be ones that either did not have disposable income or were not willing to spend money on products and courses. Never assume!

My advice here is to be willing to spend the time to earn the trust of those who join your list and always offer something for sale along with the free gifts and resources and you may well become profitable.

Set up a WordPress site, using plugins that will give you an almost unfair advantage over other affiliate marketers who have no idea where to begin with this part of the process. When it comes to affiliate marketing, the primary focus is SEO (search engine optimization) where you blog about the products and courses you are recommending. I keep these pages hidden by not adding them to the menu and all of my sites continue to rank highly with Google and the other search engines. You may also use your site as a membership site (I use [Wishlist Member](#)), with both free and paid memberships and this gives your community a place to connect with you and you an opportunity to offer training and special offers as their trusted advisor and mentor.

Choose only the most relevant affiliate products to promote, and make sure you are using and benefitting from them as well. This step is crucial to your success and will lead to passive/residual income and recurring income for years to come.

The Flip Side of Affiliate Marketing

Once you have your own products and courses you will want to attract affiliates who will promote for you. This comes primarily from building relationships over time. Other strategies include:

- ✚ Selling a product on Warrior Plus or JV Zoo to connect with affiliates
- ✚ Hiring an affiliate manager to find affiliates for you and to set everything up
- ✚ Reaching out to your current online community (your list, your social media followers), and your "circle of influence" in the offline world. I did this when I wrote an eBook on real estate farming and contacted my friends and colleagues who were still active in real estate.

Be patient with yourself and the process and you will build your affiliate army in a profitable way.

***This is Truly an "Earn While You Learn"
Business Model***

Be willing to take the time to incorporate affiliate marketing into your business. You will be so glad you did and this business model will lead to even more opportunities over the next year. My popular course may be the fastest way to get started and you may find out more at:

ReallySimpleAffiliateMarketing.com

Connie Ragen Green is an online marketing strategist, author, speaker, and entrepreneur. A former classroom teacher and real estate broker/residential appraiser, Connie now works with entrepreneurs on six continents as well as corporate clients. Find out more at ConnieRagenGreen.com and see all of her titles at ConnieRagenGreenBooks.com.

[You may download this Cheat Sheet as a PDF document at: <http://ConnieLoves.me/AffiliateMarketingCheatSheet>]

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By now you can see that this document is one in which you can provide some valuable information using the "what", not the "how" strategy. We have all encountered this online and it gives us the chance to think about whether or not we truly want to jump into this topic or if we feel that we need more information before we decide to make a more formal commitment to it.

Much of what is included in this cheat sheet I took directly from the sales page for my Really Simple Affiliate Marketing training course. I also recommend that you repurpose everything you write or create into a multitude of other uses. This eight hundred one (801) word document can be easily added to my funnel and will bring my prospects even closer to deciding if they will work with me further, either right away or in the near future.

This strategy of creating a one or two page Cheat Sheet can be used effectively in *any* niche.

Authoring for Massive Credibility

I recommend that you share information on your own book(s), as well as ones written by others through your affiliate links in this part of your funnel. Create a dynamic reading list on your blog, as I have done at <https://hugeprofitstinylist.com/reading-list/>. This allows me to discuss my own books, as well as those I am reading and recommend on my topic. Remember that I was a public school teacher for twenty years and believe the saying "Readers are leaders!"

I implore you to write a book on your topic. It has never been so simple and it is expected from people who wish to be considered as serious and competent thought leaders in their field. Self-publishing has leveled the playing field, and when a traditional publisher came to me in 2012 wanting to publish one of the books I had published myself, as well as future

titles it did not take me long to graciously turn them down. By then I had built my own platform and was not willing to give up the rights to my content in return for them becoming my publishing house.

Also, leave reviews on Amazon for the books that are relevant to your niche and target audience and this will further increase your credibility, as well as your visibility. I have a client who is a direct response copywriter who has used this strategy to connect with clients for almost a decade now.

Speak to Your Audience and Your Topic

For the fifth and final step of your funnel, you want to speak directly to you audience by hosting a live teleseminar or webinar to share your thoughts and ideas on this topic. In direct contrast to what you created in the second step of "Doing It", this piece will always be a live session.

Start slowly and simply by asking two or three people you know to join you for a live call. I did this originally in 2007 when I debuted my "Ask Connie Anything" open calls. This meant that I kept the lines open, provided a two page Study Guide to listeners, and answered any and all questions on my topic. I hosted these teleseminars weekly for a period of a year and a half, repurposed them into a podcast for several more years, and still host them to this day on a more infrequent basis. Check out my latest one at:

<http://AskConnieAnything.com>

The next step with speaking to your audience about your topic is to speak at your own and other live events, workshops, seminars, and conferences. This was something I had to work up to for my own business because I had a fear of public speaking. It turns out this is a common fear and second only to the fear of death, so that is pretty dramatic.

The way I overcame this fear was through speaking at my local Rotary Club. They kept thrusting the microphone into my hands and finally I got used to telling our group which projects we were working on and more. One day the program director asked if I could speak on the topic of using social media to increase business. Social media was in its infancy at that time and I was excited to talk about it. Soon I was asked to speak at the Rotary District conference and my public speaking career was officially launched when I presented to more than three hundred people in attendance.

Finally, use your speaking skills to host your own live Retreats and private workshops, as well as with corporate consulting. In my opinion this is the ultimate opportunity to share what you know in a professional, small group setting for maximum profitability.

Speaking on a regular basis to small groups of people who are interested in your topic is the very best way to stay sharp and on the cutting edge. And listen intently to the questions you are asked by those who are sitting or standing directly in front of you, as these questions and the answers you give and the conclusions you come to will propel you on to even greater success over time.

Your Twenty-One Day Funnel

I have studied funnels intensely, tested out a multitude of my own funnels, and modified what I have learned to fit into a variety of niche topics for myself as well as for my clients. For example, I created a funnel for a major U.S. automotive manufacturer that was so effective they kept it in place for three years before making any changes. I am going to teach you and explain in great detail how you may do the same thing to grow your business exponentially over the next three to six months.

Understand that your funnel may consist of your own products and courses exclusively, be filled only with affiliate offerings, or be a combination of the two. There is no right or wrong way to set up your funnel, so just stay with me here and learn what you need to put in place for it all to come together like clockwork.

What is your "big picture" goal for your business? Think about exactly what you want to achieve.

You will need:

- ✚ An optin page, also referred to as a "squeeze page" because the goal is to squeeze the name and email address out of your visitor to turn them into a prospect.
- ✚ An autoresponder service to capture the names and email addresses of your new prospects so you may email them in the future.

I have recommended resources for you at the end of this training so you may see exactly which services I continue to use to run my business.

Now it's time to set up your autoresponder (email) messages to go out automatically over the next twenty-one days. This is truly the magic of doing business online as

opposed to doing business offline, in person and with a physical location the majority of the time.

The two primary keys to this profitable strategy are to 1) make sure to stay focused on the specific reason your prospect opted in to your list and 2) work diligently to earn the trust of your prospect by sharing as much about yourself both personally and professionally as you can every single day.

Day 1: Thank them for opting in to your list; remind them what they received when they joined; include a link to your free giveaway in case they have misplaced theirs. Also include a link to the Cheat Sheet you have created on your topic, which will always include a link to a product, course, or service for sale. This may be yours or an affiliate product, course, or service.

Day 2: Thank them once again for joining your community, refer to something you included in your free giveaway and provide a page number or a time reference if it's an audio or video; tell them about your blog or website and include a link to your "About" page.

Day 3: Tell them about yourself, in regards to your niche topic. How and why did you get started? What did you do before you came online? What is your Mission, or motto or precept for your business? Include a link to an audio recording or a webinar replay where you share some of the results you have achieved in your niche.

Day 4: Return to discussing your free giveaway, including a link to download in and referencing a specific page or section. Ask a question about your topic and encourage them to respond by hitting "reply" so you may write back to them personally.

Day 5: Tell them more about yourself, and include links to a relevant blog post, your book, and/or a teleseminar or webinar you hosted about your topic. Ask them to make a

purchase and tell them how this product or course will be of benefit to them as they work to achieve their goals.

After these first five days you will have a funnel based on the 5 Pillars of Communication and Selling, a model that has served me well over the past several years as well as being helpful to my students and those I mentor. Just to reiterate and to keep these five pillars fresh in your mind, they are:

- ✚ writing
- ✚ doing
- ✚ teaching
- ✚ authoring
- ✚ speaking

Let's take a closer look at each one:

Writing: You have shared your free giveaway, blog posts, and Cheat Sheet.

Doing: This includes an audio recording or a webinar where you share some of your results.

Teaching: You have now shared a teleseminar recording of you answering questions for others about your topic.

Authoring: This would include details about a book(s) you have authored, as well as books from others that are relevant to your topic. If your book is not yet written or published, share download links to short reports and other writing you have done about your niche topic.

Speaking: Share links to recordings of you speaking and any other links that will allow your prospects to hear your voice, speaking about your topic.

****** I thought it might be helpful if I included emails I might use for my first five autoresponder messages, once again using the topic of affiliate marketing as the example.***

Day 1 autoresponder message:

Thank you for coming aboard to learn more about affiliate marketing as a stream of online income. In case you misplaced your link or did not have a chance to take a look, your Focus Guide is at:

<http://ConnieLoves.me/FocusAffiliate>

Here I explain exactly what is meant by the term "affiliate marketing", why I chose this business model as a new online entrepreneur, and how you can get started right away by recommending what you love.

I have also created a two page "Cheat Sheet" to give you an even faster overview of what is possible as an affiliate marketer. Download it at:

<http://ConnieLoves.me/AffiliateMarketingCheatSheet>

And if you're ready to work with me more closely, take a look at my popular training course, Really Simple Affiliate Marketing and get ready to crush it as an online entrepreneur. It's at:

<http://ReallySimpleAffiliateMarketing.com>

Enjoy your day and hit "reply" if you have any questions.

To Your Massive Online Success,
Connie Ragen Green

"Inaction breeds doubt and fear. Action breeds confidence and courage. If you want to conquer fear, do not sit home and think about it. Go out and get busy."

~ Dale Carnegie

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Now you may be thinking, "I don't have a Cheat Sheet or a course on my niche topic; I only have my free giveaway."

Not to worry, as you have affiliate resources you may recommend on your topic, And as for the Cheat Sheet, you can put one of your own together in a few hours and then you will have it as a resource forever.

Day 2 autoresponder message:

I hope your day is going well. Mine is very productive so far and I thought I'd check in to see how you are doing with the training you requested on affiliate marketing as an online stream of income. In case you misplaced your link or did not have a chance to take a look, your Focus Guide is at:

<http://ConnieLoves.me/FocusAffiliate>

On page 4 of that training I discuss "What Should You Recommend?" This is a topic I am asked about more than any other and I thought I would point it out to you as well. If you have any questions for me, simply "reply" to this email and I will get back to you.

Did you know that I have two authority blogs on various topics of entrepreneurship? Here's one for you to check out and to learn more about how I got started as an online entrepreneur:

<https://ConnieRagenGreen.com/about/>

And when you click on the "Home" link you'll be taken to my posts and more information you may find to be of interest.

To Your Massive Online Success,
Connie Ragen Green

"Sometimes you will never know the value of a moment until it becomes a memory." ~ Dr. Seuss

P.S. On page 8 of your Focus Guide I discuss my thoughts on "Promoting Affiliate Products: What's Your Plan?"

<http://ConnieLoves.me/FocusAffiliate>

Day 3 autoresponder message:

Before I came online in 2006 I worked as a classroom teacher, as well as a real estate broker and residential appraiser. I taught for twenty years in the public schools in Los Angeles and continue to hold a Kindergarten through 12th grade teaching credential in California. Even though I would never return to teaching as a career I find the skills I developed there serve me well in this world of online courses, training programs, and mentoring. I'm hoping you will experience this as you and I get to know each other better.

I got started with affiliate marketing right away. This was because I had no products or courses of my own at that time, and also because I wanted a closer look at how those who had been online for years were running their businesses. It became an "earn while you learn" experience for me as I continued to grow my business quickly that first year.

By my second year online I had branched out to more areas of online marketing and had also begun sharing more strategies with my community. Here's the recording to one of my recent "Ask Connie Anything" calls:

<http://AskConnieAnything.com>

To Your Massive Online Success,
Connie Ragen Green

"Busy is a choice. Stress is a choice. Joy is a choice.
Choose well." ~ Ann Voskamp

P.S. Connect with me on Twitter at:

<https://twitter.com/ConnieGreen>

Day 4 autoresponder message:

Have you finished reading your Focus Guide on getting started with affiliate marketing as an income stream? It's at:

<http://ConnieLoves.me/FocusAffiliate>

In the Summary/Conclusion section on page 15 I share two different ways you may learn more about this business model by learning and studying with me.

Please "reply" to this message and ask me your questions about this or anything else you want to know regarding online entrepreneurship. I look forward to connecting with you.

To Your Massive Online Success,
Connie Ragen Green

"Whatever you do, make a difference. Earn the right to look back at something and say, 'I did that.'"
~ Michael Josephson

P.S. Connect with me on LinkedIn at:

<https://www.linkedin.com/in/connieragengreen/>

Day 5 autoresponder message:

The other day I told you that I had been a classroom teacher previous to coming online in 2006. I also worked in real estate as a broker and residential appraiser. I gave up my appraisal license soon after coming online, but maintain my broker's license in California in order to be a part of the group medical plan.

During those two decades I was teaching and doing real estate work I longed to become a published author but did not know how or where to start. Then things changed and all of a sudden self-publishing made it possible for everyone to publish books on their topics. I started my own publishing company - Hunter's Moon - and now I have more titles than I ever dreamed of, including one on affiliate marketing. You may see all of my books at:

<http://ConnieRagenGreenBooks.com>

I earned my first income with affiliate marketing and would love to share that process with you. Are you ready to come aboard my Really Simple Affiliate Marketing training program? I put on my teacher's hat and explain in great detail exactly what you need to do to get started down the road to success as an affiliate marketer. Take a look and decide if this is right for you at:

<http://ReallySimpleAffiliateMarketing.com>

Please "reply" to this message and ask me your questions about this or anything else you want to know regarding online entrepreneurship. I look forward to connecting with you.

To Your Massive Online Success,
Connie Ragen Green

"Watch for the people whose eyes light up when you talk about your dream. Those are the people you keep."

~ Elizabeth Gilbert

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Let's move on to the remaining days of this 21 Day Funnel. And I will add here that I believe it is best to write these about five messages at a time over a four or five day period. It has been my experience working closely with hundreds of people in my mentor programs that those who rush through their 21 day sequence are not ever as successful as those who take the time to create their messages over a period of several days or even a week. These are also the people who check off everything they do on a list that they hope to finish as soon as possible. Instead, take the time to enjoy the process of building your business and allow each task and activity to unfold in its own time. Now I am not saying that time management and productivity are not vastly important; they are, and you will accomplish more in less time if you are willing to go with the flow and take direction from a mentor and from the people whose products and training you choose to purchase and implement. Let's keep going.

Day 6: On this day I recommend that you send them to a page where they may download a simple product or course or training you have created on your niche topic. More detailed than a Cheat Sheet yet much simpler than an online course, this can be a webinar where you show some of what may be difficult to explain in words and where you share some industry secrets or a strategy you have proven to be effective.

Ask them to go through this training and then reply back to you with their questions or comments and to let you know they have implemented what you asked them to do.

I have created an annual Productivity Challenge since 2011 that is hosted on one of my two main blogs each year that is an example of what you could create for your Day 6. You may take a look at my most recent challenge at ProductivityChallenge2018.com. These serve as free products and because of the links I include, both for my products and for affiliate offerings these are quite profitable.

This day can separate the serious from the dabblers in that people who are truly interested and follow through are more likely to succeed and to become excellent clients for your mentor program, now or in the future.

Day 7: Offer a relevant product, course, or service through your affiliate link and be sure to include a bonus. Explain in some detail why you are recommending this particular product or service, how you have benefited from using it, and what they can expect when they purchase this for their business.

Day 8: Offer the same affiliate product or service as you did on Day 7 and again remind them about your exclusive bonus.

Day 9: Repeat Day 8, changing your message to include a different perspective and point of view.

Day 10: Repeat Days 8 and 9, changing your message to include a different perspective and point of view.

This four day sequence is part of something I learned while working closely with Frank Kern during my first few years online. I believe he referred to it as the "Four Day Money Machine" and I was sure everyone I had worked so

diligently to get on my list would then unsubscribe. A few did opt out of my list, but the 99% who remained became more responsive than I ever could have imagined.

Now it gets more interesting, as part of what you offer will be live training. This must be offered strategically because people are opting in to your list every day and you must account for this. Here we go...

Day 11: Create a template to help people do what they came to you to learn. I created one on how to choose products to promote when you are getting started with affiliate marketing. Take a look at it here:

Affiliate Marketing Template

How to Choose the Right Products* to Promote to Your Community

Before you recommend anything, ask and answer these questions:

In Relation to Me:

- ✚ Have I purchased this product?
- ✚ How did I find out about it?
- ✚ Why did I purchase it?
- ✚ Am I benefitting from it now, or did I initially?
- ✚ Do I know the product creators?
- ✚ Did I reach out to them after I purchased?
- ✚ Did they help me to become their affiliate or did I pursue them?

In Relation to My Community:

- ✚ Is this product a good fit for my niche and my community?

- ✚ Is the price point higher or lower than they are used to?
- ✚ What else is included? Bonuses? Will my market benefit from this?

Bonuses and Follow Up:

- ✚ What can I offer as a bonus? Do I have a product or can I create something relevant?
- ✚ Do I have any PLR (private label rights) content that would be appropriate?
- ✚ When someone purchases this product, what do they need first? After? Simultaneously?
- ✚ What else can I promote from this product creator as a follow up to this product?
- ✚ How can I help those who purchased through me to experience additional benefits?

Affiliate Program:

- ✚ Which affiliate platform are they using?
- ✚ Is it simple to get my affiliate links and track my sales?
- ✚ If I need help, is their customer service responsive?
- ✚ Am I "cookied" in for future sales from this affiliate?
- ✚ Do they pay on time, according to what they promise?
- ✚ Do they offer contests from time to time?
- ✚ If so, do they share the leader board to give me exposure and visibility?

These are all things to consider when choosing *products to recommend and promote. Remember that it is always your choice who and what you will promote and recommend to your list and community. Choose wisely and strategically and you will be on your way to great success. Make a plan and create a marketing schedule to make the most sales.

** Products as used here refers to information products, courses, and services related to your niche topic.*

My popular course may be the fastest way to get started and you may find out more at:
ReallySimpleAffiliateMarketing.com

It is my sincere wish that this affiliate marketing template will be helpful to you as you build your online business and incorporate affiliate marketing as an additional stream of income.

Connie Ragen Green is an online marketing strategist, author, speaker, and entrepreneur. A former classroom teacher and real estate broker/residential appraiser, Connie now works with entrepreneurs on six continents as well as corporate clients. Find out more at ConnieRagenGreen.com and see all of her titles at ConnieRagenGreenBooks.com. Also download my [Affiliate Marketing Cheat Sheet](#) for more ideas and resources.

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Day 11 (Continued) You will send out the template you create (on how someone may get started by asking and answering the questions you provide) along with an invitation to a live webinar or teleseminar training on your topic. The teleseminar I hosted to share and explain my template on the question to ask yourself and answer for affiliate marketing is at:

<https://iTeleseminar.com/109414272>

If you are going to employ this strategy as a part of your funnel, and I certainly hope that you will, then you will want to host a live training session on the same exact topic every six to eight weeks. Then you will be able to add the previous training to your membership site each time you host another

one. Over the course of a year you could have twelve hours of training and still be bringing more people into your paid courses every day as they work their way through your funnel.

Day 12: Circle back to your written free giveaway, where you once again give them the link to download it (you will be amazed at how confused your prospects will become once they are receiving information from a dozen or more marketers, authors, and thought leaders on the same, or a similar niche.) Ask them to accomplish a simple goal, such as a social media update or a blog post and to then send you the link. This opens up the lines of communication to make it a two-sided conversation.

Day 13: Tell them about your "big course" on your specific topic. If you did not have one when you started this *Funnels That Click* course, you may be working on that now. No matter where you are in the process, do whatever you need to so that you can let your prospects know that you are a contender in your niche. Price this at \$499 or more, and don't hesitate when you say that number out loud. Over the years I have discovered that a three or four part course works best. Teach it live the first time and then immediately put it into what I refer to as "Home Study." This way your course is always available and you will be able to teach a live session or two in the future to make it live once again.

Day 14: Now it's time to go back to sharing your thoughts, ideas, and credibility around your niche topic with your prospects. An excellent way to do this is through your blog posts. Start with a pillar, or flagship post where you share details about your topic, you in relation to your topic, and steps the reader could take to learn more and solve their problems/ask their questions around this topic. YOU and YOUR products and courses are always the solution to their

problem(s) and the one to answer their questions. Here are some ideas on what you could write about:

- ✚ What you wish you would have done differently when you were getting started
- ✚ Tips for those new to this niche
- ✚ Interviews, both written and recorded with the "movers and shakers" in this niche
- ✚ Case Studies
- ✚ Product reviews - both your products and those created by affiliates that are relevant to this niche
- ✚ Predictions - In December of each year I host a "New Rules" teleseminar where I share my thoughts on where we have been and where I believe we are going in my niche
- ✚ Information about yourself you may not have shared before. Everyone knows I was a classroom teacher and worked in real estate as a broker and residential appraiser, but most people do not know I sold cars at two different times and raised two chimpanzees. Make every effort to make a point about your business here. For example, if I were in the healthy eating and lifestyle niche I could discuss how to maintain that while working at a job (auto sales) that has long, unpredictable hours, and how to feed an exotic pet (chimp) healthy foods.
- ✚ Tools, resources, and services you use in your business, with a link to your resources page on your main website/blog.
- ✚ Answering subscriber and reader questions and comments
- ✚ Special announcements - new book, course, product, speaking engagement, live event, etc.

If for some reason you are not blogging as a way to increase your credibility and visibility with an authority site, then use the articles you are writing and submitting to LinkedIn Pulse and/or Medium.com.

Day 15: Include another link and short description of your blog post.

Days 16: Repeat **Day 15**, using another article or post.

***Keep in mind that these posts and articles must be relevant to your niche topic and naturally lead readers towards your own products and the affiliate products you recommend.**

Day 17: Offer another live training several days in the future, and also include a link to the previous training you shared on **Day 6**. I recommend making this one different in format from what you taught previously, to help keep them separate in the minds of your prospects. One could be a teleseminar and the other a webinar, for example. Remember that anything you do live will live on for years to come as a replay, and that you may wish to repurpose this content even further by having it transcribed and broken up into short reports and blog posts, as well as mini-courses, eCourses, cheat sheets, and guides.

Day 18: Remind them again about your upcoming training, tell something else about yourself, and include a link to a blog post, your book(s), or to a press release you have sent.

Day 19: Remind them once again about your training and share a link to your "big course" you first mentioned on **Day 13**. The goal here is to let your prospects know that you

are a credible expert and authority on your topic and that you have products and courses to help them and to allow them to work more closely with you.

Day 20: Invite them again to your live training, including bullet points for what they will learn and how they will benefit from attending. This training must be in direct alignment with the specific topic your prospects came to you for to begin with.

Day 21: Your live training day! Teach them everything you know on your topic. And please don't worry that if you give your all you won't have anything left to teach. We all feel that way at some point, unnecessarily I believe. The more you share the more ideas you will have and everyone benefits.

Going Beyond the 5 Pillars of Communication and Sales

I've shared what a funnel is, why it is important, and how to write your twenty-one day autoresponder sequence. Now I want to explain the thinking beyond the funnel and the 5 Pillars of Communication and Sales. I think of this as being a four part process, consisting of a communication and sales strategy, the selling process, your system, and then your plan to scale your business for even greater profits.

1) Your communication and sales strategy consists of the way you will reach the people who best describe your target market. Where are they right now? Answer this all important question and you will be way ahead of everyone else. How do they research and consume information on your topic? It may be in written format, audio, video, on social media, in person, or a combination of these. You may have to experiment at first to see what you can find out.

The next step is thinking long and hard about your market, your product and how you will be different from everyone else in your market.

You must have a plan. New entrepreneurs tell me regularly they have purchased a domain and want to build a membership site or create a product based on that phrase. A domain or an idea for a product is not a plan.

Your goal is to solve problems for your specific target audience and market. That is the beginning of a strategy that will work.

2) Selling. Sales. Sales skills. If these evoke negative connotations for you, please move past that thinking as soon as possible. You must sell something in order to stay in

business. I am going to repeat this statement for maximum effect.

You MUST sell something in order to stay in business.

Start selling as quickly as possible, whether it is your own product or one from an affiliate. I like to show people how they may start earning income within twenty-four hours. When I tell them they will have to sell something many of them retreat into their shell. My goal is to help you understand that sales is the natural way of the world and that selling makes sense for you as an entrepreneur. You can start by recommending books on Amazon or X

Then you must analyze. What's working? What's resonating? What's NOT working? Then you refine. You sell more. And you keep on doing this until you figure out what is working best for you.

3) Once you know what's working and what is not, you can perfect your system for communication and sales. For example, I like to write, so most of my business begins with me writing - a blog post, a short report, a product, a book. That is my system for product creation.

My traffic system consists of sharing my writing all over the internet, repurposing this writing into other formats that are also shared everywhere online, having dedicated affiliates that share for me, and engaging in some paid advertising.

4) Scale - Now you have a strategy that works for you, sales practices that are comfortable and effective, and systems for the tasks and activities that make up your business. Now it's time to scale up in every area.

Once you've got your market, your product to solve their problems, you have proven your concept and you have systems in place, buckle in and step on the gas.

It's time to grow. Here are some more advanced methods that will make sense for you and your business.

Paid traffic. Organic traffic. Joint ventures. Publicity. Step up your marketing efforts and grow a profitable lifestyle business.

This process of going beyond the 5 pillars of communication and sales I taught you earlier does not have to be done overnight. You're in charge. You are the boss of your entrepreneurial endeavor and you make the decision as to when you are ready to take the next step.

I went more slowly because I wanted to make sure I understood what I was doing every step of the way. But never did more than a day pass when I was taking the next step. Being mindful and thorough does not mean inaction. It simply means that you are moving forward in the right way for you. I believe this helps you to take bigger actions over time because you have not been idle for any length of time, which requires that you relearn many things you have done in the past.

The 10 Day Power Funnel

Now that I have shared the 21 Day Funnel I would like to introduce you to what I refer to as the 10 Day Power Funnel. It is best if you set up your twenty-one day funnel first, but in this time of all of us wanting shortcuts and easy buttons I thought I would go ahead and provide you with this information in the Funnels That Hack training program.

The goal of this power funnel is to take your visitor from prospect to client in record time, something that I have done on dozens of occasions to date. This strategy is not for the meek or those not confident in their skills, knowledge, and abilities so if you are bold and confident this may be a fantastic alternative for you to build your business in record time.

The key to success with this model is positioning yourself as an expert in advance, something that can be done in less than ninety days. I have found over the past decade that if you put your head down and get to work now you will look back at this period of time and remember it to be the most productive time in your business and the basis of ninety percent of your future success.

This are the three initial steps I recommend if this is to work effectively for you:

- ✚ Write a book. Yes, I know I have said this directly and indirectly throughout this training. In my more than a decade of experience as a successful entrepreneur I have to say once again this is what allows you to jump the line in terms of credibility, visibility, and profitability. This book must be written by you, and not be a book you compiled where everyone wrote a chapter. You can do that later on, as I have done on a number of occasions. This book must be straightforward and direct and include your mission, your vision, and your best tips and secrets and strategies for others to follow you on the road to success around your topic.
- ✚ Speak publicly at every opportunity. If you are not yet asked to speak, then be assertive and offer your speaking to groups, both locally and in person, internationally, and virtually. I discuss how I achieved great success by speaking locally in my course, "Become a Local Celebrity" and how this has been effective for a number of my students and clients.
- ✚ Create a signature product or course to make available for sale online. This is the third step and an important one because it solidifies your intention to be paid, and paid well for your

training. I did this with my "Internet Marketing Six Pack" training course, and later expanded that program to include even more of my proven strategies.

Now it's time to jump in with the 10 Day Power Funnel

Setup: Create a short video of you talking about your topic as your free giveaway and add it to a two page site. On the first page tell a little about yourself and what you will be sharing and teaching during your video presentation. The second page of this site is the thank you page, where you will feature your book, your online course, and your recent speaking engagement with a photo or two. The idea here to is use multi-media as a means of connecting with your prospect and creating a meaningful relationship that is typically only possible when you meet someone in person.

Day 1: Thank your new prospect for joining your community and include a direct link to your video. I use the "unlisted" video option on my YouTube channel for this, and you may also use Vimeo with a password required for viewing. Test this out to make sure it is all working before you set up this funnel.

Day 2: Thank them again for opting in, and include the link to a PDF of the first chapter of your book. Also, provide a direct link to where they may purchase the book for themselves.

Day 3: Tell them about your big ticket item(s) for sale. This will be much bigger than anything they have seen from you so far, including your signature or flagship product or course. It could be a mentor or coaching program, either small group or individual; a live event you host semi-annually; or a private program where you only take in two or three people to work with each year. When you are just starting out it does not matter if no one else is in the program yet, as it is your intention to serve them in the way that you are describing. With my private program I had only one couple working with me in this capacity for two years until the next clients came along and joined this level of mentoring with me.

Day 4: Share links to your authority sites, including to your blog(s), teleseminars or podcast(s), Author Page on Amazon, and media page on your website. Invite your prospect to learn more about you and then let those sites speak for themselves when it comes to your credibility.

Day 5: Describe your big ticket item again, this time in greater detail and including one or two testimonials. Encourage them to reply to your email to ask questions and to share more about themselves with you, including links to anything they would like for you to take a look at.

Day 6: Interview the biggest name in your niche and share the link to this recording. Add a study guide or other material. This will give you even more credibility and help your prospect to connect you with thought leaders in their mind.

Day 7: Share some "social proof" with your prospects by adding some screen shots of you interacting with others on a social media thread. This can be on a membership site or on one of the "Big Three" - Facebook, Twitter, and LinkedIn - or even on your YouTube channel, Instagram, or Google Plus.

Day 8: Get back to basics by again reminding them why they opted in to this list and how you are ready, willing, and able to serve them. We are all on so many people's list that we sometimes forget how one specific person may be the one to answer our questions, solve our problems, and alleviate any pain we have around the niche topic we are interested in right now.

Day 9: Reach out by asking your prospect if they would like to schedule a twenty minute laser focused call with you. Send them to your scheduling page, if you have one set up or simple ask them to give you three days and times they are available, including their time zone. I always share that I live in California in the Pacific Time zone to make that part much simpler as we communicate.

Day 10: The very best subject line for today is something like "I'm confused" or "is there something I did not explain

clearly?" The idea here is to remind them of everything you shared with them over the previous nine days, in a condensed form, and to ask them why they did not purchase your product or course. I have found over the years this email gets the most response from the people who are truly interested in learning from me and connecting further.

The Membership Site Funnel

What do I mean by a membership site? This is any product or course that is delivered through a site where they must enter a username and password in order to gain access. A membership site can be fun to create as you add pages and bonuses that lead your prospect from the product they have already purchased to others, both yours and from affiliates that are relevant and will truly serve to move your prospects and customers forward every day.

Use the twenty-one day funnel to begin with, and add in as many messages as make sense for where you are right now. Also, when you send out a broadcast email for an evergreen product that converts well, add it to your funnel so it may serve you for years to come.

The Passive Income Funnel

Before we get started with this part of your training I want to address a few important topics. These are the importance of maintaining focus, and the concepts of "autopilot" and "failing forward."

I have dogs and they have taught me much about focus. While they are eating or playing they are so engaged they will not look up when I call their name. This can go on for as long

as it takes for them to finish their food or put down their toy. They stay focused on their schedule, not mine. We must all get into that habit of staying focused for as long as it takes to accomplish our tasks at hand.

Nothing truly runs on autopilot. It's true that autoresponder messages may be queued up to go out up to a year in the future, and people will be able to find and read your blog posts and other content, but the truth is that you must take an active part in your business if you are going to succeed. Just like no one else can exercise on our behalf, depend on yourself when it comes to your passive income funnel. By this I mean that you will want to make sure the products, courses, and services you are including there are still valid and relevant on a very regular basis. Yes, you will get behind on this from time to time as most of us do, but have the intention of staying on top of this part of the process and your funnels will not collapse and implode.

Flipping the Funnel

Now I have been known to be contrarian on most things in my business and many in my personal life, so please indulge me as I explain what I mean when I say "flipping the funnel."

I believe that people must be allowed to come in to your funnel at any point. What I mean by this is that some people do not want or need to come in through a squeeze page offering a free giveaway and then work their way to the top. Instead, we must allow people to enter where they are and to choose their own funnel experience. Here is an example from my business:

Quite often someone will hear me speak at a live event or even a virtual one, or read one of my many books on entrepreneurship, or meet me in person through one of the non-profit organizations I am a part of and decide they would like to know more about what I have to offer and to possibly work with me.

It simply would not make sense for them to be forced to opt in to my list, read my free giveaway, and work their way up the funnel until they are introduced to my mentoring and signature training programs. Instead, they are ready to jump in with both feet and get started right away. It took me years of working online as an entrepreneur before I realized this secret of "flipping the funnel" and once I did everything changed in that the right people were anxious to work with me and I loved my business even more than I had previously. I hope you will give this some thought as well.

Final Funnel Thoughts

I will come to a conclusion with this part of the "Funnels That Click" training by adding that you must *live* your funnel. By this I mean you must be prepared to deliver on the promises you make within your funnel at every turn to maintain your credibility and your integrity. Once you step away from this mindset your funnel will come crashing down around you and you will be back at step one, or even further behind than that because your reputation will then be in question.

Your funnel is not an obstacle course for your prospects and clients to work through; it is a simplified walk through the steps you have set up for them to work their way through easily.

Long ago I was a docent at a nature center and the project I worked on was called the "Braille Trail" for blind and visually impaired visitors. The goal was to make it as easy as possible for them to do this mostly on their own, while trusted guides were lingering on the sidelines and at the end of the trail. These visitors did the work and had the experience while we were there to catch them if they got lost, injured, disoriented, or became afraid. Ninety-nine percent of the time they were able to maneuver the one kilometer course on their own, exploring and discovering and enjoying the experience of being in nature on their own. But in the one percent of cases where this was not the case it was good to know they would be taken care of immediately and to be able to move forward again quickly. Adopt this attitude with your funnel and its participants and you will be on the right track for success.

If you have been online for six months or longer, it is more than likely you have been subscribed to someone's funnel without even knowing it. Perhaps you got lucky and signed up to several people's list who understand the value

and importance of taking new subscribers through a well thought out funnel. But more likely than this is the fact that most online marketers and entrepreneurs do not take the time and make the effort to use funnels and allow their prospects to navigate the waters on their own. Read this training guide again from start to finish. Make notes and include the page number and your thoughts and questions at the time. Take action! Ask me questions in great detail so I may best serve you. This is what separates those who succeed from those who say it can't be done. It definitely can be done if you take action and then have different questions to ask me and other mentors.

Do the work, make the commitment, and step up to the work ethic that is required and expected from successful people in any field. Then you reap the benefits for a lifetime or even longer with a legacy of what you have created and achieved.

To Your Great Success!

Connie Ragen Green

Resources

**See my most up to date list of trusted resources
for your online business at:**

<https://connieragengreen.com/resources/>

About the Author

Wouldn't take nothin' for my journey now.

~ Maya Angelou

Connie Ragen Green is an online marketing strategist, bestselling author, international speaker, and mentor to people on six continents. She is a former classroom teacher, real estate broker, and residential appraiser who left it all behind to start an online business during 2006.

This change of direction with career, lifestyle, and goals occurred as she came to realize that she wanted something more from her life than what she was currently experiencing. This was the beginning of a new life, where anything is possible and everything unfolds in a magical way.

After struggling with writing and technology during her first year of entrepreneurship, Connie finally embraced these struggles, leveled up her work ethic, and to this day continues to exceed her own potential in her life and business.

Making her home in two cities, Santa Barbara, California at the beach and Santa Clarita, California in the desert, Connie is active with a number of charities, non-profits, and service organizations. These include Rotary, an international service organization; Zonta, a women's business organization with the Mission of advancing the status of women worldwide; the Benevolent and Protective Order of Elk, a group in the United States that helps a variety of people including children born with birth defects and congenital abnormalities; the Boys and Girls Clubs of America; and SEE International, an organization dedicated to restoring the vision of people in many underdeveloped countries.

Becoming an online entrepreneur changed Connie's life forever. Once she became versed in online marketing and observed first-hand how powerful the effect was for people all over the world, she began writing on a variety of topics,

creating information products, speaking at live events and workshops, and mentoring people on how to build a successful and lucrative business they can run from home or from anywhere in the world.

Find out more details about the world of online entrepreneurship and receive additional relevant information you can put into use right away by visiting <https://ConnieRagenGreen.com> to further connect with Connie and to begin your own journey of online entrepreneurship.