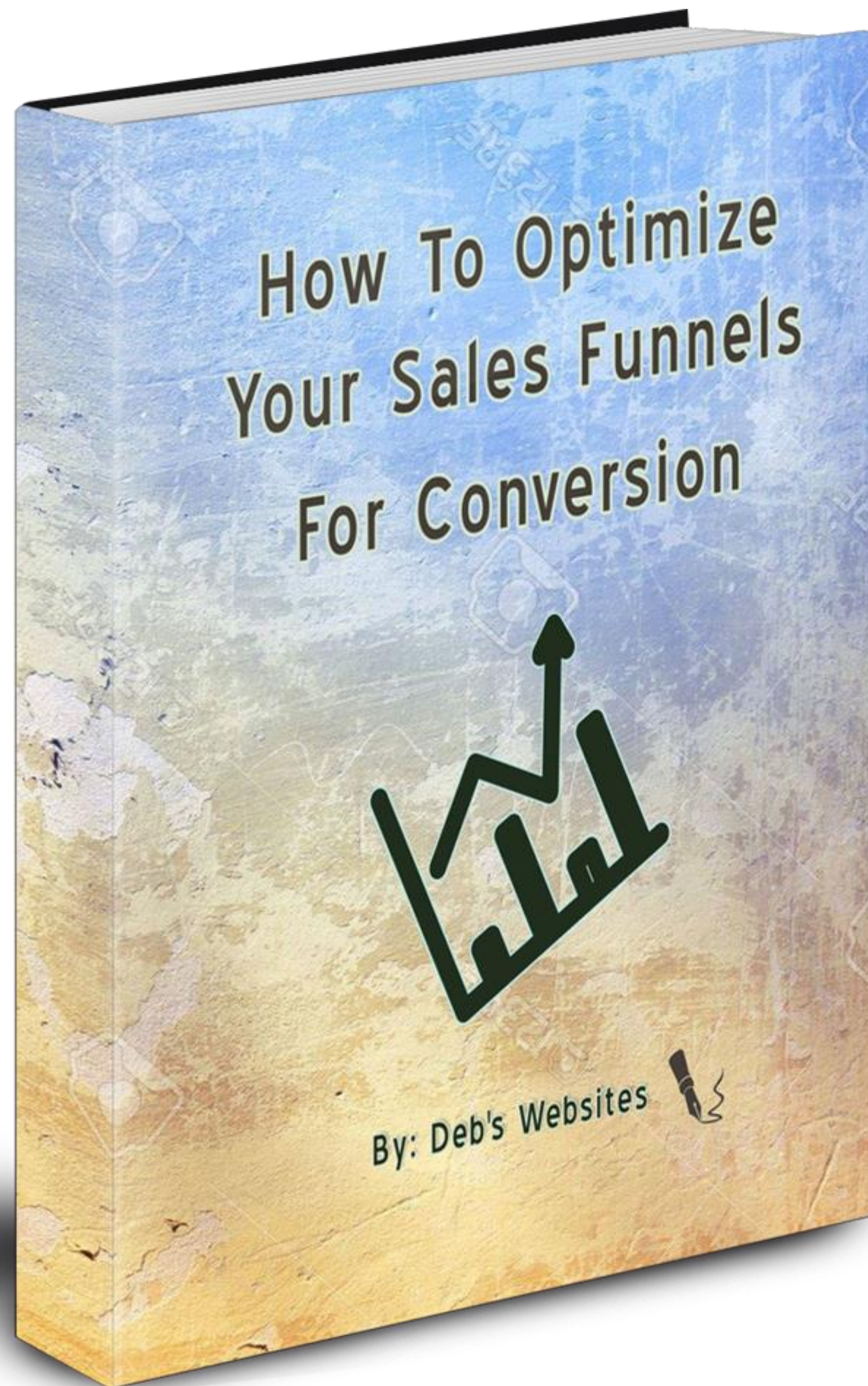


# How to Optimize Your Sales Funnels for Conversions



**By: Deborah Landry @ Introvert Marketers**

**© 2021 + Deb's Media Services**

P.O. Box 2702  
Gulfport, MS 39505

[Disclaimers](#)

[Privacy Policy](#)

[Terms of Service](#)

[Earnings Disclaimer](#)

[Contact](#)

# Introduction:

There are three things you need to know before you read this book.

**Number One:** By the time you get to the end of this book, you will know exactly what needs to happen to **set up profitable sales funnels**. You can apply this to either start your own business or increase your bottom line.

**Number Two:** Your time is valuable. Absolutely. It can never be replaced, and you can never get it back. I say that to point out the obvious.

The goal here is to provide you with the most **comprehensive information** you will ever find about sales funnels, **without wasting your time** on any unnecessary fluff.



What I mean is that every word is carefully thought out and important.

**Number Three:** This guide may be **a work in progress**. By that I mean, if I can improve it, I will. So, check back and revisit this book from time to time.

I do not have all the answers, but I can promise you this. I have spent nearly 20 years and thousands of dollars trying to figure out what you will find here. **You are skipping light years ahead.**

If it matters to you, I have more marketing certifications than you care to know about. To verify, you can find [copies here](#).

But we both know that **the only thing that really matters is how this can help you and your business**. So, stay here for that.

The point here is this. What you are receiving in this book is a gift beyond measure that can transform your life and your business. What you do with it is up to you.

# What Is A Sales Funnel?

No book about sales funnels would be complete without at least a brief introduction of, “What the heck is one?”

**The best way to understand a sales funnel is to take a brief trip into marketing history.** I didn’t study this in the history books. I lived it. And painfully so.

A couple of decades ago, the way to get your business on the internet was to have a website. And the only way to get one was to hire an expensive web designer who had a degree. The reason for this is because a website has its own language, most commonly **HTML**.



(There are other ways, but that is irrelevant to where we are today.)

Not long after this, along came something called an **HTML editor**.

This made it easy for an ordinary person to type in words and add images and videos. At the same time, the editor would translate the “**source code**” for you.

I’m sure this was not a happy day for the web designers with a degree. But for the rest of us, this was a way to build our own websites without needing to learn the HTML language.

Fast forward a few more years and along comes **WordPress blogs**.

My initial reaction to WordPress blogs was to cry, ***“I don’t want to complicate my life.”*** Because it was overwhelming to me with all the themes and plug-ins.

Eventually, I did figure it out and now I love **WordPress** and all the amazing things it can do. For a central hub and a blog, it doesn’t get much better than WordPress. Blogs are still fantastic traffic generators.

But for sales? Well, think of traditional websites and blogs kind of like going into a grocery store. They have anything and everything you could ever want.

But where the hell is it?  
**That is the question.**



Somewhere in the middle of all of this came one-page mini-sites. Marketers began to realize that if you give people ONE option and solve ONE problem, they are more likely to buy.

It beats the heck out of confusion, right?

But back in those days, the internet was kind of like the wild, wild west. Ethical marketers were in there all mixed up with criminals, and internet marketing began to develop a reputation.

So, **one day Google came along and slapped the heck out of everybody**, and the tide was turned. Most (but not all) businesses, the good and the bad, fell to the wayside.

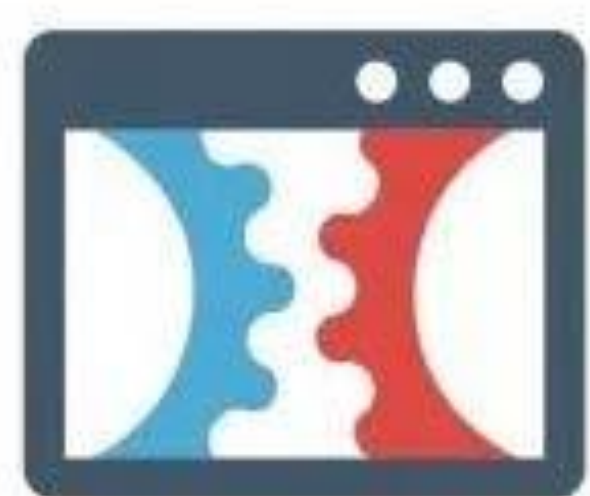
In the meantime, I started to figure out that some people had cool-looking sites called **sales funnels**. Which was fast becoming a new thing.

But here is the kicker. Once again, you either needed to hire an HTML web designer, or you could build one yourself with an HTML editor.

I opted to try the latter. And guess what happened? It took me weeks and weeks and WEEKS. And it was probably the most “squirrely” experience I have ever had.

And by that, I mean, extremely frustrating. Because nothing ever looked right. Not to mention the fact that at that time, I didn’t really understand all of the different types of sales funnels. But still, I tried. And tried.

This brings me to the final point of our little history trip. And that something is a company called [Click Funnels](#). Now understand, when I first discovered them, I was so excited I could barely contain myself. I would tell everybody about them, and people would look at me like I had lost my mind.



**click funnels**

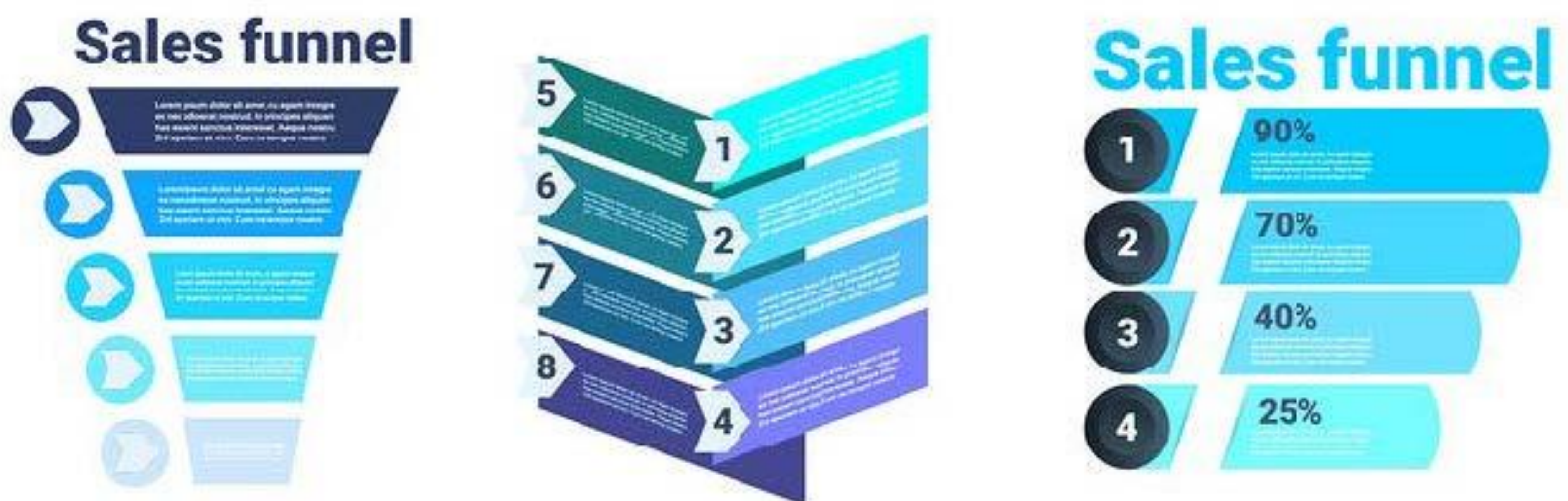
And all I could think was, *“I guess you had to be there.”*

But what **Click Funnels** did was they made sales funnels easy. Like, drag and click easy. Thankfully, they took the “squirrely” out of sales funnels. And sales funnels took the confusion out of sales.

No longer are we sending people to grocery store to make a sandwich. Instead, we are sending them straight to the bread, then the peanut butter, then the jelly.

What does this do? It increases sales dramatically. DRAMATICALLY. How? By sending the right person to the right offer at the right time. So, to sum it up, what is a sales funnel?

**A sales funnel is a step-by-step process that leads your potential buyers through a series of logical steps.** Logical steps that take *them into your business and ultimately through a buying process.*



Now, are all sales funnels money-making machines? Hell no.

Are some sales funnels money-making machines? Yes, and into the millions and millions of dollars.

So, what is the difference? The difference is what we will talk about in this book. **Do you want a money-making machine?**

Good. Stay tuned.

# Different Types of Sales Funnels

Before we go any further, understand that there are different types of sales funnels that have different types of objectives. (Or different things they can accomplish.)

Because I said that I don't want to get all complicated, we are only going to talk about a handful of the most common ones.

## Number One: Opt-In (Free) Funnels

# Opt In

Opt-In funnels are a way for people to get their “foot in the door” of your business. They are not buying anything. They are under no obligation.

They are simply checking you out for free. Not only that, you are giving them something of value in exchange for their email address. (Or some other method of communication.)

This “*something of value*” is called a “**Lead Magnet.**” It is a free gift introducing them to your business. In case you haven't figured it out by now, you are reading a lead magnet at this very minute.

There are other methods of communication besides email, like chat bots, social media groups and channels, etc. But the most popular one to this day is through email, so we are just going to focus on that.

The best-case scenario is to do both, but we will talk more about social media later in this book. For right now...

## Let's Talk About Email

**FIRST:** Getting subscribers on an email list is without a doubt, THE most valuable asset that a business can have. But understand this...

This is ONLY if you have a quality list with people who are seriously interested in what you have to offer. Anybody who is not interested is worthless to your business.

If you have 5000 subscribers who are not interested in what you provide on one list, and have 500 subscribers who are very interested on another list, which list do you think is most valuable?

If you guessed the 500, you guessed right. The number of subscribers is NOT what matters. The QUALITY of those subscribers is what matters.



**SECOND:** You can have the largest following on Facebook or YouTube or Instagram than anyone else in your market, but guess who owns that list?

If you guessed Facebook, YouTube and Instagram, you would be correct. Which means that they have total control and can make or break you any time they get ready.



If you ever break some rules, your subscribers are history, along with your business.

But if you have subscribers on an email list, guess who has complete control? YOU! Now, here is something worth mentioning. If you are smart, you won't do anything crazy to upset your email service provider.

What I mean by that is if you stay ethical, you should be fine. But if you start sending out emails that are unethical, spammy or criminal, your email service provider can and will and should shut you down.

Read and follow their rules if you are not sure and you should be fine.

**THIRD:** Like sales funnels, are ALL emails profitable? Heck no!

And, like sales funnels, are some emails profitable? YES, and in the millions and millions of dollars.

What is the difference, you ask? The difference is in the quality of your list and the words that you speak to them.

## COPYWRITING



Those words are called “**copywriting**” in the marketing world. And it is ***a skill that you must have*** for emails to be most effective.

The first thing that needs to happen is ***the subject line needs to grab their attention*** and make them want to open and read your email.

The next thing that needs to happen is **they need to read it** and then click on a link that takes them where you want them to go.

So, think about it like this:

1. **Quality of list** – they are interested in what you have.
2. **Quality of the subject line** – it is good enough to get them to want to know more.
3. **Quality of the email** – it is good enough to get them to go where you want them to go.

#### **FOURTH:** Segment Your Emails

You are going to have **different segments of your audience that you will need to separate** and speak to in different ways.



For example, you will not speak to your buyers the same way that you will speak to people who opted in for a free gift.

For those who opted in for a free gift, you will want to provide them with **lots of value** but also offer them the chance to purchase from you.

However, if they already purchased from you, you don't want to try and sell them the same thing again. You will want to provide them with more value and sell them something different.

Also, you need to speak to them differently if they came in from different products.

The way to do this is by **segmentation**. This means, you keep them on separate lists. And on each of those lists, you will send them different sequences of emails.

Those emails need to be in the right order and address where they are on their journey into your business. This is called email segmentation and it needs to be set up correctly. If not, your communication will not make sense to them at best, or it will make them angry at worst.

How do you get a quality subject line and email? With good copywriting.

## How Do You Get A Quality List?

By having a quality landing page, sales page or webinar registration page. (For starters.)

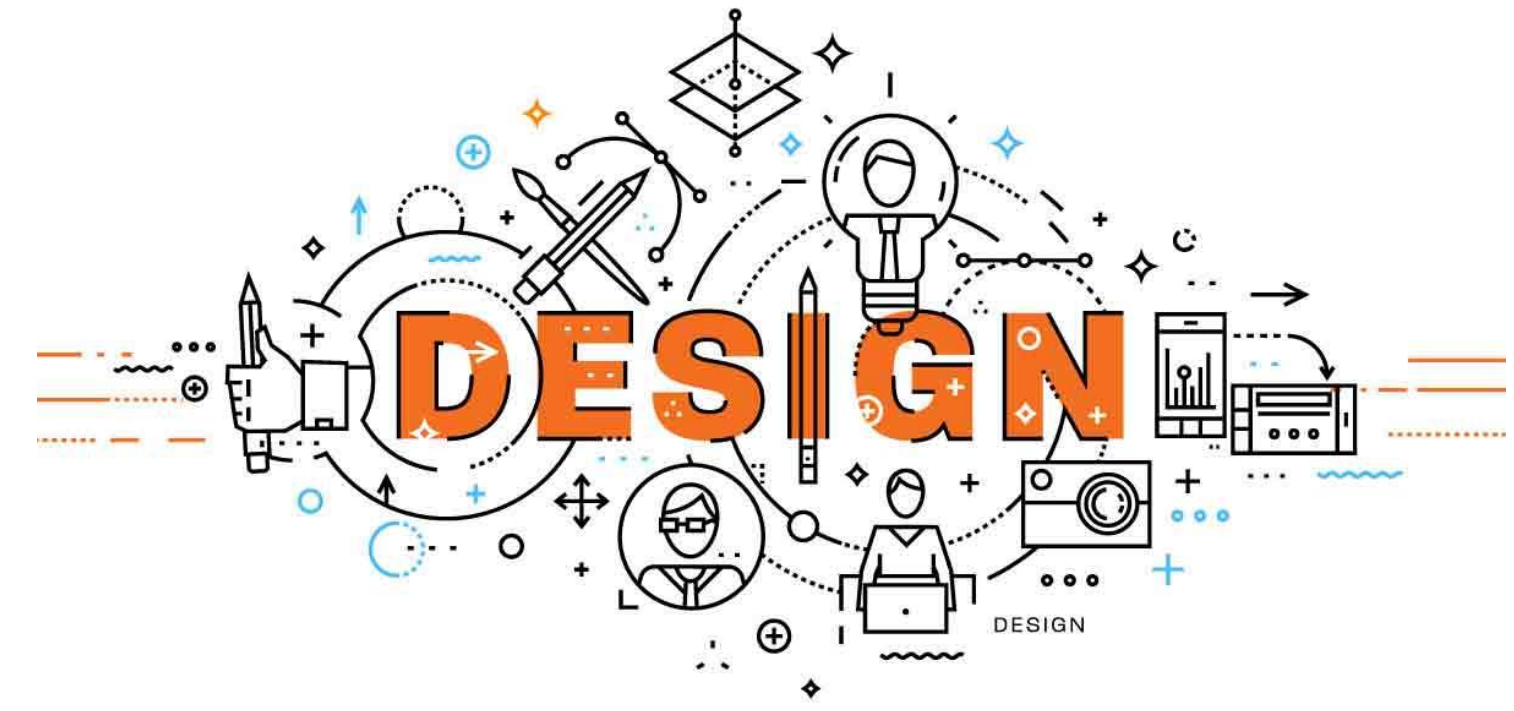


(More on sales pages and webinar registrations later.)

For right now, we are still talking about opt-ins and free gifts.

The way to get someone to opt-in to your email list is with something called a “opt-in page.” Also known as a landing page, lead magnet page, or squeeze page.

We will just call it the “opt-in” page.



## What Makes A Good Opt-In Page?

There are a few qualities that make an opt-in page effective. So, let’s talk about that.

**First:** A good landing page will have a good **DESIGN**.

YES, design MATTERS. You have half a second to make a good first impression.

But good design is not just a creative art. It is more like a science. All the right elements must be in the right places.

There have been cases where “ugly” opt-in pages have outperformed pretty ones. But that happens when the pretty ones are all about appearance without taking into consideration the structure and sales copy.

When taking those things into account, the right design makes a page look more professional and reliable. This means that people will TRUST it more.

Not everyone can put up a high-quality design.

**Second:** A good landing page will have a **GREAT headline**.

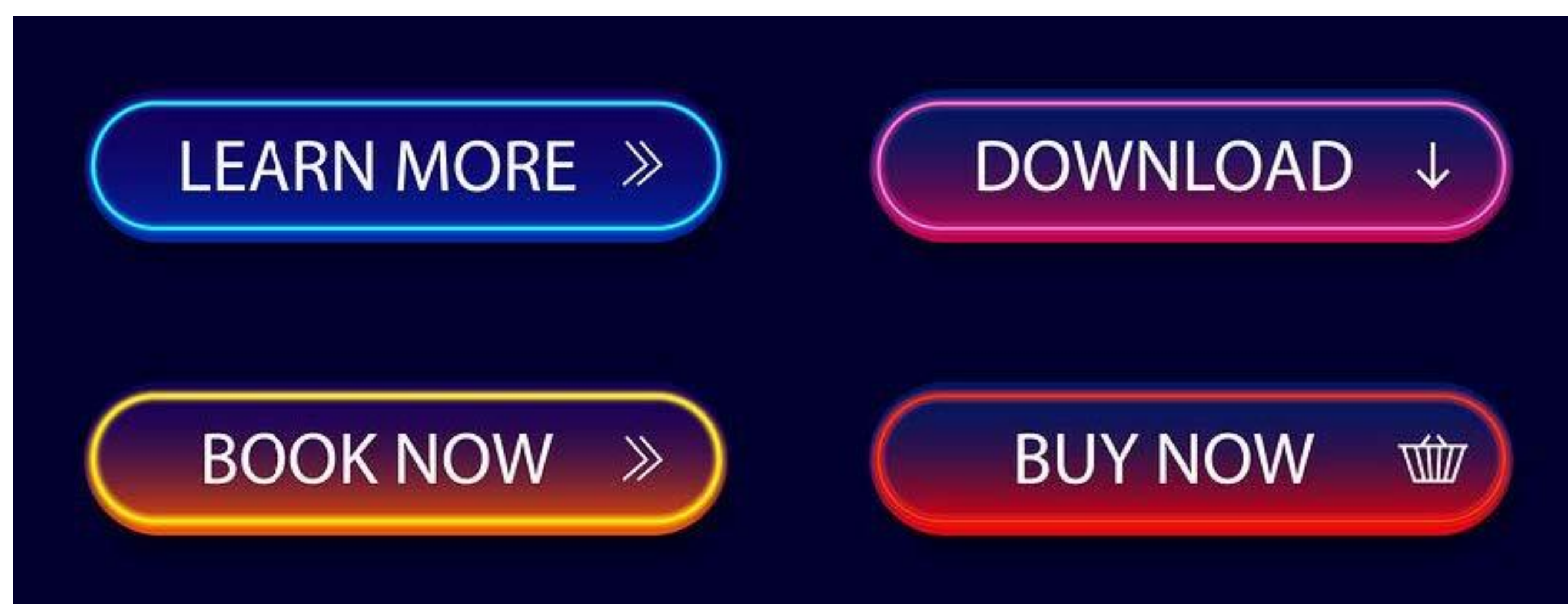
Now, once again, there is a science to this. Headlines have been tested many times over and there are different types that have been proven to work again and again.

Not only will a good headline attract the perfect prospect into your business, but it will also REPEL people that you do NOT want in your business.

A good headline will solve SPECIFIC problems, point out BENEFITS (not features), ELIMINATE objections, and arouse CURIOSITY. And it will speak ONLY to the people you want to attract.

**Third:** A good landing page will have **great SALES COPY**. As mentioned, this means knowing the right words to use. The best way for a copywriter to figure this out is by knowing, researching, and understanding your perfect BUYER.

A good copywriter will know your buyer's pain points and problems, desires, wants and needs, and literally what keeps them awake at night.



A good copywriter will include bullets and benefits, especially a CLEAR **“Call to Action.”** (Also known as a CTA.) This is where the copywriter tells the prospect, *“Give us your email address and we will give you (a GIFT).”*

## Number Two: Low Ticket Sales Funnels

With these types of sales funnels, there is something for sale, rather than giving away something for free.

But usually, they start out with something that doesn't cost very much. This is called an **"impulse buy."** In other words, they don't really need to think about it because it is so inexpensive. And they don't need to ask the spouse (or whoever.)

**First: Free + Shipping funnels.**



**FREE PLUS  
SHIPPING**

These are funnels where something is offered (normally a free physical book) for free, but the prospect still needs to pay for the shipping expense.

This is an extremely effective funnel when it is done right.

What makes it effective are the upsells and downsells after the fact. In other words, a person opts in for the free book and agrees to pay to ship it.

Then they will be presented with another, related, more expensive offer. This is known as an **"upsell."** This will usually complement the original offer and gives the marketer a chance to "break-even" or "profit" after advertising expenses.

And a **down-sell** is when they offer something a little bit less expensive (after the upsell.) This may be another **related product** that costs less, or a **payment plan** of the original upsell.

The goal is to break even on the funnel after advertising expenses are paid, and then have a **“buyer”** on your email subscriber list.

This gives you the opportunity to sell to them again and again, without having to pay to advertise to them ever again.

From that point forward, everything you sell to them is pure profit.

## **Second: Tripwire funnels**

A tripwire funnel is very similar to the free + shipping, except it is likely a **digital download** they are buying and not a physical product.

## **Third: Continuity (or membership) funnels**

In this case, the landing page normally offers the buyer a **“free trial”** to test out a monthly membership. Then, if they are happy with it, they stay and begin paying every month.



This is known as a **membership** site or **continuity** site. The idea here is to collect from them every, single month.

## Number Three: Mid-Ticket Sales Funnels

I am calling this mid-ticket because the products or services are normally in the **\$500 - \$2000 range**. There are a couple of ways to handle these price ranges.

Video Sales  
Letters That  
**CONVERT**

### First: Video Sales Letter Funnels

A video sales letter is typically around 20 – 30 minutes, give or take. It follows a particular script and sells something usually in the \$500 range. You will see these a lot on affiliate network sites such as **Click Bank**. When done properly, they can be highly effective.

### Second: Webinar Registration Funnels

A webinar is also called a “**workshop**” or a “**mastermind**” class. In these types of funnels, the prospect is taken to a registration page where they can register for the webinar.



Sometimes these webinars are live, and sometimes they are prerecorded. They normally last at least an hour, usually longer. In these presentations, the person giving the webinar will teach “*what*” to do but will not teach “*how to do it.*”

In order to find out “*how to do it,*” the prospect needs to buy more, typically some type of course for **\$997 - \$1997**. Again, when done properly, these can be highly effective.



## Number Four: High Ticket Funnels

High Ticket funnels are usually used to sell **high-dollar courses, live events, or top-level mentorship**. These can range in price anywhere from **\$5000 to \$30000**.

Normally, the person fills out an **“application”** to see if they qualify. Then a high ticket closer will call them and qualify them by phone.

The goal here is to **find out if the prospect and the company are a good fit** and to find out if the prospect can afford the service. The closer will normally ask **qualifying questions and answer any concerns or objections**.

These types of funnels can run into millions of dollars when done correctly. But at the same time, **the quality of the value received will be extremely high**.

## 11 Key Performance Indicators You MUST Understand to Be Profitable



**How do you know if your sales campaign is profitable?** There are standard industry benchmarks that must be met for your funnel to break even or be profitable. After all, that is the name of the game!

***So, let's take a journey from a Facebook ad to your email autoresponders and find out if your campaign is profitable.***

Remember, these are just industry standards to be used as guidelines or benchmarks, and they can always vary depending on the industry.

## **1. Facebook CTR**



**CTR** stands for “**Click Through Rate**” and a good range is anywhere between .5% and 1.6%. This means the percentage of times that a person clicks through from the Facebook ad to your landing page.

**The average is typically around 1%.** In other words, at least one out of every hundred people should click and go to your landing page.

Remember that the success of a Facebook ad depends largely on the quality of the landing page. **Both Facebook ads and landing pages should be relevant to each other and compliant** with Facebook’s ad policies.

## **2. Squeeze Page Conversion Rate**



For email opt-ins, **the average conversion rate on a squeeze page is between 10% and 20%.** This is also known as your *landing page, opt-in page, lead magnet page, etc.* This is a “**giveaway**” page where you give your subscriber something of value in exchange for their email address.

The squeeze page generally has only **a few important elements** such as a *headline, graphics, opt-in name and email, a button (call to action), and perhaps a few bullets and a video, which is optional.* The idea here is to attract your perfect customer and repel anyone who is not right for your offer.

### 3. Sales Page Conversion Rate

**For purchases**, the conversion rate is understandably going to be lower. Somewhere **between 2% and 5%**. Once a landing page exceeds these benchmarks, it becomes known as the **“control.”**

Once that is established, you always want to keep improving by doing **A/B split tests**. Remember, the *higher of the two is the control*, and the goal is to try and beat the control.

**Only one element at a time should be tested.** The reason for this is that if there is a drastic increase, you want to know what caused the difference. Was it the headline or was it the button? These are important facts that you need to know for future reference.

### 4. Order Bump Conversion Rate

An **Order Bump** is generally a **low-ticket one-time offer** that compliments the original offer. This is typically found on the **check-out page**. For example, if the main product is a video course for \$97, the order bump may be an audio or e-book for \$19.00.



An order bump is **one of the fastest and best ways to increase the “Average Order Value.”** (Or the average amount that a customer spends when going through your funnel.) 20 – 40% is good.

## 5. One-Time Offer

A **One-Time Offer** is generally an **upsell** and the **conversion rate** needs to be between **3% and 10%**. These are the same people who purchased the initial low-ticket item. The idea here is to *give an element of scarcity* by telling the subscriber that this is their one and only chance to get this particular offer.

***If they say no, they will never see this offer again.*** If they say yes, then they will get the offer at a bargain price and it will complement the initial low-ticket item and the main idea of the funnel.

## 6. Break Even Metrics



**For every 500 clicks, you want to get at least 100 opt-ins. For every 5000 clicks, you want to sell at least 1 One-Time Offer.** The goal of every funnel is usually to “at least” break even on the front end.

The “**front end**” is the actual funnel itself, before getting onto the email list. The emails that your subscribers receive are considered the “**back end**” of the funnel, where most profits are made.

If you can break even on the front end, then you can now advertise to those same people again and again without ever having to pay another penny to advertise them. This is commonly referred to as “**owning**” your list. *You can now advertise to them indefinitely for free.*

## 7. AOV Must Always Be Greater Than CPA

The “**Average Order Value**” needs to always be greater than the “**Cost Per Acquisition.**” What does this mean? Basically, it means that *the cost to acquire a customer (ad cost) should always be less than the earnings from the funnel at the time of the order.*

This would include **all items for sale inside of the sales funnel.** *The low-ticket item, the order bump, the upsell, and any downsells.* The bottom line is this: The average of this figure should always be higher than the average cost to acquire the customer in the first place.

## 8. Email Open Rate

The **email open rate should be approximately 20%.** This means that for every 100 subscribers, at least 20 of them need to be opening your email. ***If your average is below this, then you need to improve your subject lines,*** because that is the only thing that affects the open rate.



In other words, if the subject line grabs their attention and makes them want to read the email, then they will open it. However, if the subject line is mundane or boring, they will delete the email and it will never get opened. **This is the reason the subject line is so critical.**

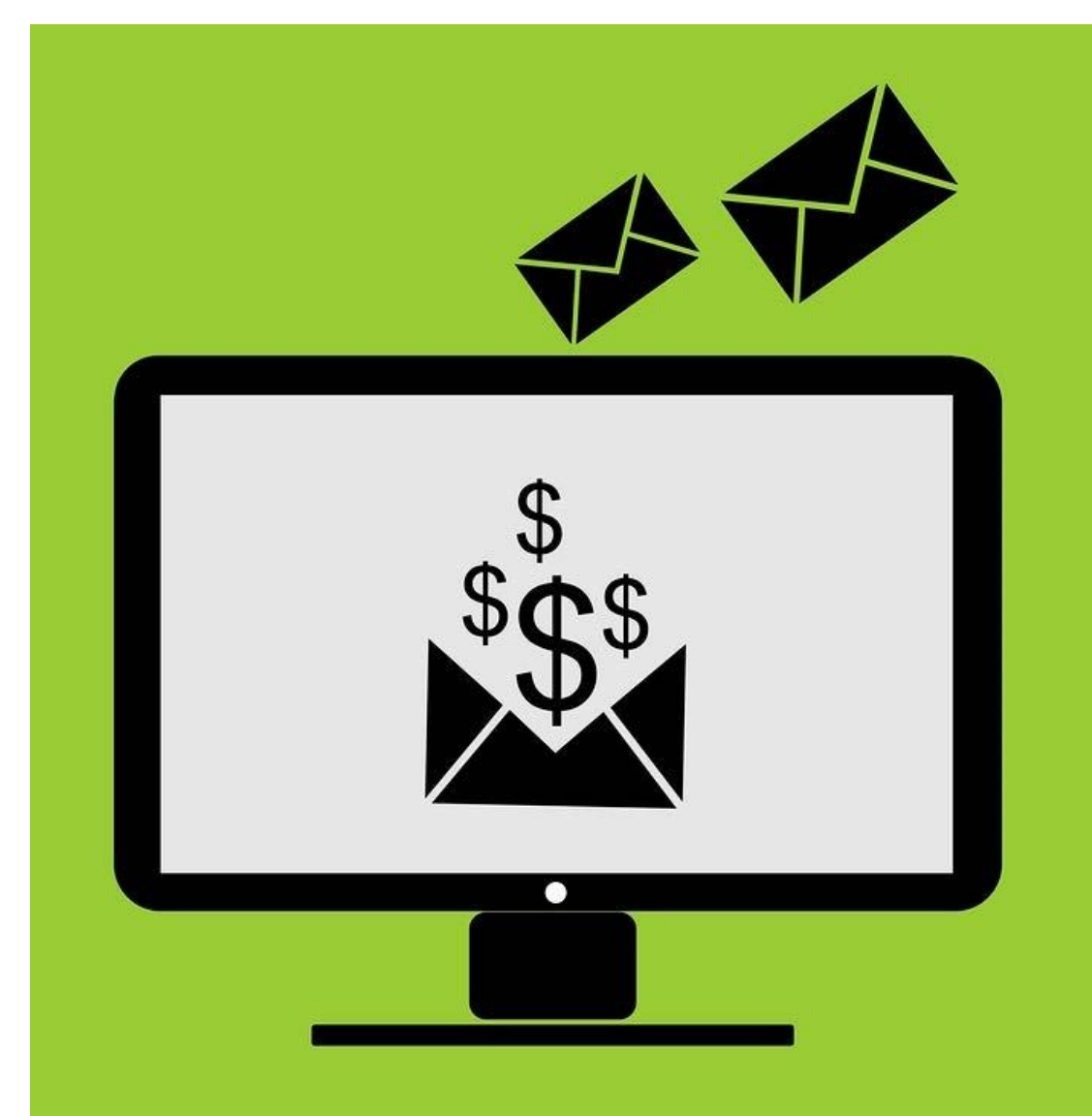
If the subject line is no good, the subscriber will never read what is in the email.

## 9. Email CTR Rate

The email “**Click Through Rate,**” commonly referred to as **CTR**, needs to be **2.0% – 2.5% (or higher, of course.)** This means that once they open and read the email, *at least 2 people out of every hundred need to be clicking the link (or “Call to Action.”)* This is the end goal of your email. You want it to entice your reader to click the link and go to the next step.

**The next step is usually a video, article, webinar, or some other content of value** that will make them want to take another step, which typically means to buy something.

## 10. Email Earnings Per Subscriber



The “**Earnings Per Subscriber**” needs to be **\$1.00 or more.** This depends on the industry, but typically it means **you should average a dollar a month per subscriber.** If you have 100 subscribers, your list should be bringing in \$100 per month. If you have 1000 subscribers, your list should be bringing in \$1000 per month. ***If you have 5000 subscribers, your list should be bringing in \$5000 per month.*** And so on.

This is another good benchmark to follow. *If you are not averaging at least \$1.00 per month per subscriber, then you need to reevaluate the other metrics* in this book and find out where you are falling short and where you need to improve.

## 11. The LTV Should Always Be Higher Than the CPA

The “**Lifetime Value**” of a Customer should always be higher than the “**Cost Per Acquisition.**” For example, if you lose an average of \$10 on the initial funnel, but your subscribers typically buy a \$200.00 product a month later, then this increases the lifetime value of your customer.

*Some companies use this strategy and are okay with losing a little on the front-end of the funnel if their back-end is making up for it.*



Another way to look at this is by basing it on the number of customers. If you are bringing in 100 customers per month, and then you improve your ad copy and start bringing in 200 customers per month, then you just doubled your lifetime value.

**Increasing the effectiveness of your emails is a great way to do this.**  
**How to Optimize & Increase Conversions**

Now that you know the history of sales funnels, the different types of sales funnels, and the different metrics to measure in order to understand if you are profitable, it is time to get into the nitty gritty.

**How do you become profitable? What does it take?**

# There are basically 7 things that must happen in order to be profitable:

1. Understand your audience
2. Map out your funnels (have a strategy and plan in place.)
3. Put together *irresistible offers*.
4. Have good sales copy
5. Have a good design
6. Have a free (organic) traffic strategy
7. Have a paid traffic strategy



## First: Understanding Your Audience

What are your products or services and **who exactly do you help?**  
If you do not know the answer to this critical question, we cannot go any further.

If you know what your products or services are and you know who your perfect buyer is, then ask yourself a few questions.

***What are your perfect buyer's main problems?***

What are their pain points?

What makes them afraid, worried, staying awake at night?

What makes them sad?

What makes them laugh?

What are their hopes, goals and dreams?



What do they want and need?

What are their secret desires?

What language do they speak?  
(their own jargon.)

Where do they hang out?

What books do they read? What movies do they watch?

What pushes their buttons? What makes them angry?

What motivates them? How do they think? How do they feel?

## **Second: Map Out Your Funnel (Have A Strategy & Plan in Place)**

What is the strategy (or what are the different strategies) that you want to put into place? Do you want to offer a free book and have them pay shipping?

Or would you like to give away a free lead magnet of value to introduce them into your business in exchange for their email?

Or would you prefer to sell them something through a video sales letter or webinar?

Or would you like to do a combination? **What is best for your business?**



### Third: Put together irresistible offers

An irresistible offer is a critical component of a sales funnel.

You can try to sell them something of value for a reasonable price.

Or, you can sell them something plus a lot of bonuses and show them that **the value is WAY higher than the asking price**, and that it would be a **no-brainer** for them to buy from you.



This is called an **irresistible offer**. An irresistible offer also includes some type of **guarantee** that puts all the risk on you. In other words, the less they have to lose, the more likely they are to buy.

You need to stand by your offer so strongly that you do not mind taking on all of the risk, so they don't have to.

### Fourth: Have Good Sales Copy

There is no way that I can explain everything about copywriting to you in this section. That subject alone could fill volumes.

**Copywriting is a skill and there are proven strategies that make it effective.**

But just remember this – **the headline is THE most important part of your sales copy**. Because if the headline is good, they will read the rest of the sales letter.

But if the headline is not good, they will never see your sales letter, video sales letter or webinar. And it will all have been for nothing.

No matter how good your sales copy is, if no one ever sees it, you will never sell a single thing.

Each step of the sales copy needs to keep them interested enough to go to the next step. All the way until they make a purchase.

But just understand that when done correctly, ***words have extreme power that can get people to pull out their credit cards and pay you thousands of dollars.***



### **Fifth: Have A Good Design**

I mentioned this briefly before, but a good funnel designer understands that having a funnel that converts goes beyond just looking pretty.

It is more of a science than an art and **you must understand designs that have been proven to work** versus designs that will not work at all.

You need to be able to understand the software, understand what looks good where, what is required legally, what is not allowed, how to stay compliant when the leads are coming from social media, etc.

According to social psychologists, **people trust what looks beautiful and professional much more than they trust what does not.** They consider it to be more trustworthy, reliable and ethical.

So, design is important.

## Sixth: Have A Free (Organic) Traffic Strategy

No matter how beautiful your funnel is, no matter how great the headline or copy, no one will ever buy anything from you if they never see it.

You have to get people to actually go TO your landing pages and SEE what you have to offer. This is called “**website traffic.**”

You can get traffic from **free (organic) sources** such as blogs and social media, or **you can pay for traffic.** We will talk about paid traffic in the next section.



But for this section, we are going to talk about free traffic.

Understand this, free traffic can be VERY effective. However, it doesn't happen overnight. It takes time to gain momentum. And it takes a lot of content creation to make it work.

In other words, you have to create a lot of free valuable content such as articles, e-books, videos, infographics, etc. And you need to be putting it out there on a consistent basis for it to work.

This is called **content creation** and it can be a LOT of work.

A lot of businesses prefer to just stick with paid traffic because they don't want to deal with content creation. But **the most successful businesses do a combination of both.**

Here's the good news. You don't have to do it all at once. You can start slow and build up over time. And get to the point where you can pay someone else to create content for you if you are not there already.

## Seventh: Have a Paid Traffic Strategy

Paying for traffic can come in many different forms. Paid advertising is all over the place. So, how do you know what works?

*You can buy ads from Google, Facebook, from YouTube, Instagram, and other blogs, and the list goes on and on and on.* You can even buy leads from other people's email lists, which is called **solo ads**.

They all have their advantages and disadvantages, but here's the main thing to remember. **Do NOT try to do all of it** because that is a good way to master none of it.

Always pick one or two different paid strategies and become the master of just THAT.

**Learn the terms, conditions, and compliance rules.** (This is critical because if you don't know that, then your ads will not get approved at best and your account will get shut down at worst.)



So, don't take any crazy chances.



Here's the main thing to remember about paid ads. First of all, you **MUST** have a good funnel that will convert. **It doesn't matter how good the ad is, if the funnel is not good, then you will not make any sales.**

Second, if you DO have a profitable sales funnel and the ad still does not work, then **you need to test and tweak different options.**

You always want to strive to improve your ads, your content, and your funnel.

**There is no such thing as failure in marketing. There is only testing and tweaking.** EVERYTHING can become profitable if done the right way. But sometimes you have to try a few things before you hit on an idea that works.

Third, **if the ad DOES work and IS profitable, then it is time to scale your campaign.** This means expanding your reach and widening your audience.

There are several different ways to do this as well.

## **What Is Your Next Step?**



So, where do you fit into this equation? What is the next step for you?

First, **you must be clear on your products and services and whom you want to sell to.** If you do not know this, figure it out.

Follow the steps in this book. Figure out your audience, your strategy, and your offer. If you need help with your funnel strategy from here, I will be glad to speak with you about it.

All you need to do is [start building your own sales funnel](#) today!

**By joining our [FREE Community](#), you will have many benefits.**

Would you like several free “*Beginner to Expert*” marketing courses?  
With step-by-step instructions to build your own funnels?

Would you like to learn to create your own products or content? ***By joining our group, you will learn exactly that for FREE!***

**If you need a sales funnel, make sure it is done right the first time.**

Learn to do it yourself inside of our group for free. And, find out about the absolute best-advanced training and software on the planet! Fantastic quality for affordable prices!

**Would you rather have a Done-For-You Funnel?** Find out how you can schedule a call for a free consultation today for DFY funnels, ad copy & funnel design.



- 1. Learn to build your own blogs and/or sales funnels.**
2. Learn how to create your own digital products and content.
3. *Step-by-step instructional videos for FREE.*
4. VIP text message support.
- 5. “Beginner to Expert” internet marketing courses.**
6. Free community for moral support.
- 7. Access to your very own copywriter & funnel designer (when available.)**
8. And much, much more!!

**Learn how to build your very own sales funnel today!**

# Learn Digital Info Product Skills For Freelance Work Or Your Own Business



## Freelance Skills For Camera-Shy Introverts

Watch The FREE Masterclass

© 2021 + [Introvert Marketers](#)

Deb's Media Services, LLC

P.O. Box 2702

Gulfport, MS 39505

[Disclaimers](#)

[Privacy Policy](#)

[Terms of Service](#)

[Earnings Disclaimer](#)

[Contact](#)



# Disclaimers & Disclosures

We want to be completely transparent with you! Some of the links on these sites are affiliate links. This means that if you click on any of them and make a purchase, we may earn a small commission. Rest assured, this doesn't affect your purchase price and we only recommend products and services we genuinely believe in.

Any recommendations here are not get-rich-quick programs, nor do we believe in overnight success. We believe in hard work, integrity, and developing your skills if you want to earn more financially.

As stipulated by law, we cannot and do not make any guarantees about your ability to get results or earn any money with any of our products or services. The average person who buys any “how-to” information gets little to no results. Any references or examples used within these websites are real and documented but are used strictly for example purposes only.

Your results will vary and depend on many factors, including but not limited to your background, experience, and work ethic. All business entails risk as well as massive and consistent effort and action. If you are not willing to accept that, please DO NOT PURCHASE ANY PRODUCTS FROM US.

All opinions here are our own and we do not work for any recommended companies, nor are we endorsed by any of them. Your support helps us continue to provide valuable information. Thank you for being a part of our community!

© 2021 + [Introvert Marketers](#)  
Deb's Media Services, LLC  
P.O. Box 2702  
Gulfport, MS 39505