



How To Use PLR To Boost Your Bottom Line

Module Five:
Build Your Funnel



Piggy Makes **BANK**

What Exactly Is A Funnel?

- ▶ It's a deliberate way to guide an interested person from content to list to purchase (and hopefully many more purchases in the future).
- ▶ Funnels can be simple or complicated.
- ▶ Most of them start as a simple three part funnel:
 - ▶ Content or landing page → Email List → Purchase.
- ▶ The goal is to introduce yourself to the potential customer or prospect and show them that you know what you're talking about. It's all about building trust.
- ▶ People have to know, like, and trust you before they make a purchase. That's a big reason for a funnel.
- ▶ The second reason is to increase lifetime customer value.

Putting The Pieces Together

- ▶ So far we've talked about using PLR to create products and lead magnets.
- ▶ Of course you can also use it as content on your website, in your emails, and on social media.
- ▶ Content → Lead Magnet → Email → Product.
- ▶ Start with one funnel. Build it out from there.
- ▶ Funnels can branch.
- ▶ Start small. Build from there. Don't overcomplicate it.

Step One - Your Content

- ▶ The beginning of your funnel is where you meet your potential customer or subscriber. That's usually your content.
- ▶ It's the blog post, article, social media post, or video someone finds before they decide to sign up for your newsletter.
- ▶ Use PLR to spread content far and wide that you can then use to get in front of your audience and get them into your funnel.
- ▶ Combine content with relevant opt-in offers for great conversion rates.
- ▶ Serial content works great for this. (10 blog posts that also serve as your lead magnet - Content Upgrades.)

Step Two - The Optin Page / Form

- ▶ Next, you need a place where people interested to hear more can get on your list.
- ▶ Set up a list and create either an optin page or an optin form (or both).
- ▶ It's fine to have multiple lists that will funnel into your main newsletter list.
- ▶ You can also keep things separated by interest.
- ▶ You want multiple entry points for each list. The more, the merrier.

Setting Up Optin Forms & Pages

- ▶ Keep it simple. Don't ask for any more information than you actually need. In most cases that means first name and primary email address.
- ▶ Create a template for your opt-in forms that you can easily tweak.
- ▶ Optin Forms: Headline and Call To Action
- ▶ Optin Pages: Add a hook and a few benefits.
- ▶ Pay attention to forms and pages that grab your interest. If you're signing up for something, it's something you should study. Consider creating a swipe file to use for inspiration for your own forms and pages.

Step Three - The Thank You Page

- ▶ Create a custom Thank You Page for each of your lists.
- ▶ Don't rely on auto-generated pages by your autoresponder service provider.
- ▶ A Thank You page is a valuable piece of digital real estate.
- ▶ Some things you may want to put on your Thank You Page:
 - ▶ An offer for a low cost product of yours.
 - ▶ An invitation to engage on social media.
 - ▶ An affiliate offer that's a tight fit with your lead magnet.
 - ▶ All of the above.

Step Four - The Autoresponder Sequence

- ▶ Make your new subscribers feel welcome when they first sign up for your list.
- ▶ How long should this welcome sequence be?
 - ▶ At least one email.
 - ▶ Ideally three to five messages send out in quick succession.
- ▶ Make sure they know where to download their freebie.
- ▶ Let them get to know you and get to know them.
- ▶ Remind them of any special offers and give them one more chance to take advantage.
- ▶ Encourage them to reply and respond. This will help with delivery rates.
- ▶ Not sure what to include here? Join the lists of a few people who are killing it in your niche and take notes.

Step Five - Other Emails

- ▶ Broadcast Emails (aka newsletters)
 - ▶ These will go out in addition to your autoresponders.
 - ▶ They are great for timely messages and offers.
 - ▶ Also great for sharing a little of what's going on in your life or business in general.
- ▶ Customer Follow Ups
 - ▶ Emails that go out when someone buys something.
 - ▶ They are great to make follow up sales of related items.
 - ▶ This is often the most valuable part of your list.

Bonus Tip:

- ▶ You can, and should, have multiple funnels.
- ▶ Different funnels allow you to speak directly to different subsets of your target audience.
- ▶ Each funnel should also eventually have multiple entry points. Attract new subscribers with fresh lead magnets and new opt-in forms and pages. Mix it up and share away. Make it a habit to create a new entry point and lead magnet regularly.
- ▶ You can deliver multiple lead magnets on the same download page. Call the extras a bonus.

Your Assignment

- ▶ Map out your funnel with the ideas you have for your lead magnet and first product.
- ▶ Get to work putting the bits and pieces into place.
- ▶ Remember, you don't have to do it all right now. Start where you are and make progress when you can.