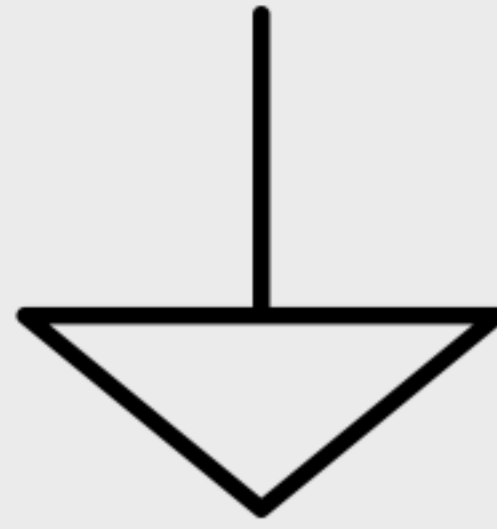


# 7 Steps To Building Email Funnels that Sell

the smart way

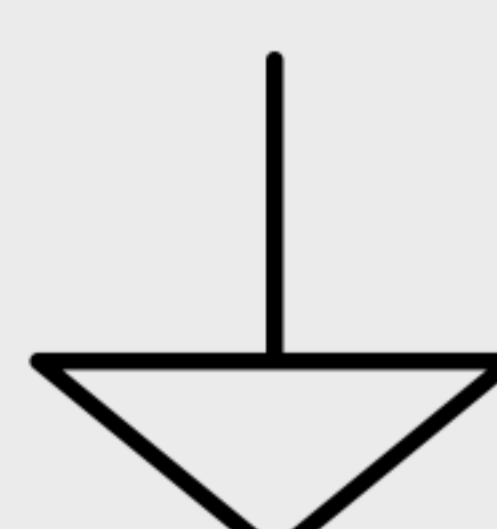
## 1. Get paid traffic



## 2. Dangle a lead magnet



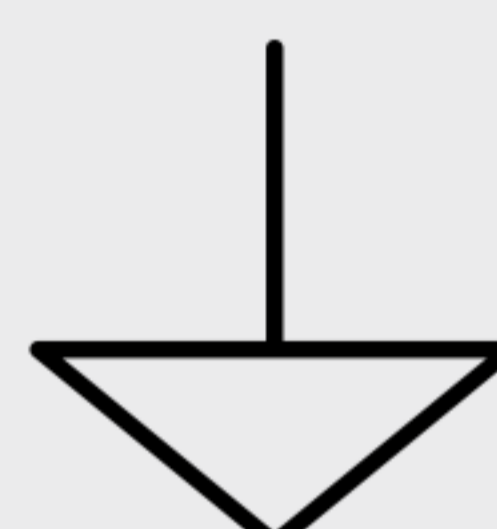
Send traffic to a squeeze page for them to register for your emails. Offer a valuable piece of content focused on one specific problem, such as a case study, a cheat sheet, a buyer's guide or a report.



## 3. Introduce yourself



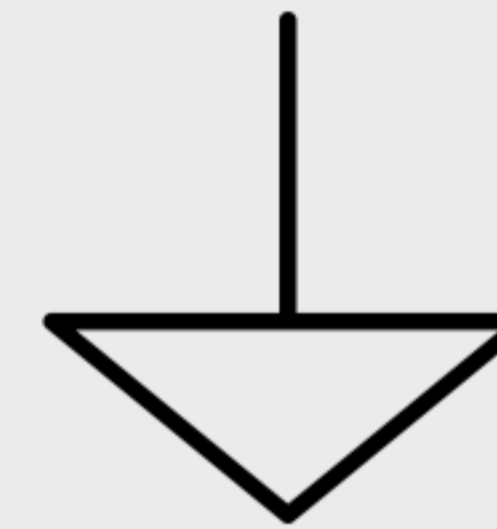
Send an introductory series of emails telling them about your company and they can benefit from your product/service. Use these emails to build rapport and trust - you understand their problem and you're here to help.



## 4. Make an easy sale



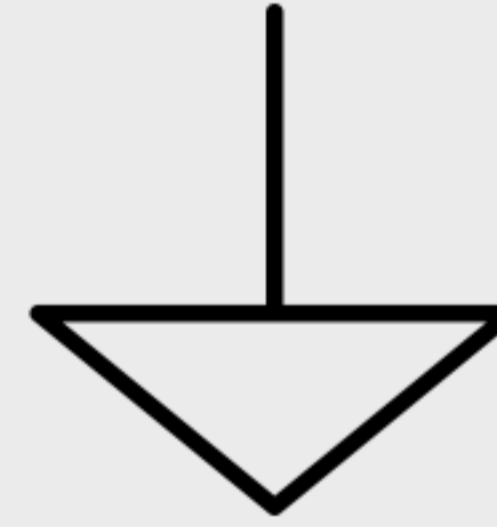
Discuss their problem in relation to the lead magnet. Then offer a low cost introductory product to get them taking action. This is known as a tripwire. When they've taken action once, getting them to take action again will be easier.



## 5. Promote the full priced version



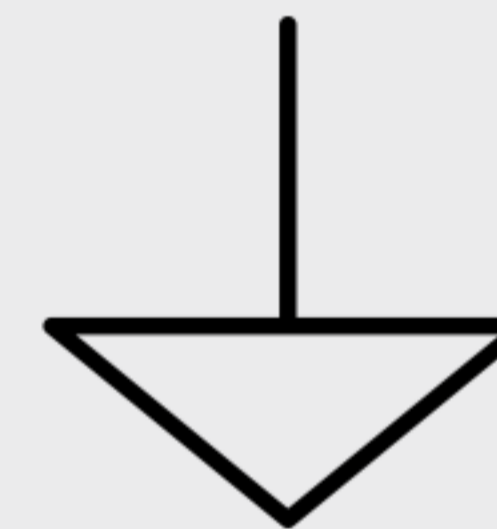
Explain the benefits they'll gain from buying your full priced product and what they'll miss out on if they don't.



## 6. Offer upgrades and cross sells



Increase the value of every customer by following up the first sale with more offers and related products.



## 7. Track and tweak to maximize profits from every customer



Use A/B split testing to make sure you're getting the highest response possible and the most sales. An open rate of 25% is respectable, but you can progressively push it higher if you track, tweak and repeat.

### What if they don't buy?

If they don't respond, switch them to another email series. This is where segmentation comes into play. To move them to another list, offer them a different lead magnet. Then if they respond, they'll be automatically moved onto that list.

### What if they still don't buy?

If you're getting no response to your emails, send them a series of re-engagement messages. Ask them what you can do to help, remind them why they need your product and the drawbacks of not taking action. As a last resort, tell them you'll remove them from your list if they don't respond.

It's painful, but it's better to remove unresponsive emails than leave them to harm the health of your list. Otherwise you risk a low open rate that can reduce the deliverability of your emails.

### What email software do I need?

You'll need something a bit more advanced than your average email autoresponder. Instead, you'll need marketing automation software, like Infusionsoft or Drip, that allows you to setup email triggers and to move subscribers from one list to another to keep them engaged.

### How can I create all the content?

For your email sales funnel to be successful, you'll need to craft engaging emails that keep readers subscribed and motivate them to take action.

If you lack a copywriter in-house or don't have the time to write the emails yourself, get in touch. Along with write all the content, I can setup the entire sales funnel for you, which includes the creation of lead magnets and running A/B split tests to maximize the profits.

Sales funnels are how today's top marketers now generate huge profits in all manner of industries and niches. So if you're just sending out a monthly newsletter or not emailing at all, you're leaving money on the table.

Email me a link to your website and a brief summary of your product or service to get a proposal on how I can increase your leads and conversions with a profit generating sales funnel for your website:

[matt@copywriterscrucible.com](mailto:matt@copywriterscrucible.com)

[www.copywriterscrucible.com](http://www.copywriterscrucible.com)