

Sean Mize 60 Day Coaching
Day 9
Advanced Sales Funnel Mastery
Audio Length: 77 Minutes

Sean is going to give an overview perspective of the sales funnel and then he'll dive into it more deeply.

For the most part, we find that people don't really want to learn about sales funnels. However, most of your money will come in via sales funnels.

If you don't have a sales funnel, you can have the best articles, videos, Pinterest boards, etc... but if you don't have a good sales funnel you probably aren't making much money at all. Even if you're making some, you're not making as much as you could.

You're leaving a lot of money on the table by not having a good sales funnel.

Sean isn't talking about being superman or superwoman here. If you haven't mastered sales funnels, you're simply not making as much money as you could be.

Nothing Happens Until You Sell

You could be the top expert in your niche... but nothing happens until you have a sale.

The sale happens when you exchange value with someone.

Think about when you buy something. You aren't just giving your money away. You're exchanging money for value. Your clients and customers are the same way.

Your customers have a selfish motive—you're going to give them training that could help change their life.

You have to deliver the value whenever that sale happens.

Not only must everything you do bring value, but you have to be able to transmit that value to them.

You have to teach what you know.

Getting The Value To Your Customers

If you don't have a method of getting the value to them. People are judging you by free and paid material.

The quality of information in your free articles needs to be extremely high quality.

Written material is great because people can consume it very quickly.

Print is a great entry point. There's a place for print and there's a place for audio and video.

You can build your business on one product...but it's not advisable. Once you create that product it doesn't cost you much to keep it going.

But a lot of people will buy many products from you. Most of his revenue comes from customers who invest multiple times. There's a dramatic change in income when you have many products available for sale.

If you don't have training available on a related topic, they'll just buy it from someone else.

Can you create \$997 of value?

What if someone sent you money and said they wanted you to create the value for them. Would you give the money back or keep it and find a way?

Produce Value With Everything You Do

If your daily email proves that you don't know what you're talking about, they're not going to pay you. You need to deliver with everything you do.

If you don't know more about your topic than your competitors, why should they buy from you?

You Need An Email Campaign

Each day for 60-90 days you need to write an email and send it out to your list. Ask yourself what the people on your list want to learn about.

Many people only consider how many will open the email or buy from the email. But you need to think about the “humans” on the other side of the screen.

Write and answer their questions. Get them to share their questions with you. Write the email to that one person who wrote the question and send it out to everyone. This will help you write more personally and you’ll end up making more of an impact on everyone you send the email out to.

Your prospects study from you because you know more than they do. Do this for 60 days and you’ll have a great start with emails.

Imagine that your email campaign has two tracks. Your email can go out every day, every other day, or every week. Your emails should have more content than sales pitches.

Your content needs to go out consistently. This “content track” is one thing you need to do.

You also need to plan out your promotional track. You can send these out a few times a week.

It’s not one track that has content and promotions. Sean says content and promotions run separately.

Connect In The First 7 Days

Within the first 7 days, you want to establish your credibility. You don’t get a second first chance. If you don’t establish yourself as an expert, they’ll quit reading. Their interest goes down all the time.

What Sean does is, he turns off older, stale content and turns others off. He wants to prove, within the first 7 days, that he knows what he’s talking about.

If you don’t prove yourself, people won’t get to learn from you.

After 7 days, you might move to a different content schedule.

The Product Track

Imagine you have 5 products at \$97 (your prices might be different).

This is there so they see what you're worth. You need higher priced items that show contrast in your pricing.

This is the 2nd track...

3rd Track

You might have a 3rd track that includes teleseminars. You can sell to your most highly qualified prospects. You can share so much more with your voice than you can in email.

Five-Day Formula

Sean notes he's giving you one five-step formula. There are a ton of different types of successful emails marketers send out.

The first email should boost desire. You want people thinking about whatever it is you're going to promote.

You're selling on the sales letter itself. You don't need to sell to them in the email, when that's the case.

The second email is the announcement.

The third email is the Q&A email.

You can then create a questions and answers email. Answer the questions, link them to the sales page where they can have all of their questions answered and find their solution.

Then, Sean copies and pastes his bullet points from his sales letter into his email. He includes language that moves them to the sales page.

Play around with this formula.

You can do this over 7 days instead of 5. You can add bonus emails—tell them about the great unannounced bonuses you've added.

Warning—if you use a lot of hype you'll probably have poor responses later on.

You can also send a "final chance" email.

You can expose your list to five product launches over 5 weeks.

Let's say you get 1000 new people on your email every week. You can then split your list up and determine who's getting the 3rd track—the teleseminar track.

Sean doesn't worry about sending too many emails. Even 3 is fine with him. He wants only those who are getting a lot of value from being on his list. He might exclude certain people, depending on what he's mailing in that day.

If you're on day 7 or 9, you'll probably spend more than others.

You can send additional emails as well if things are slow. You can offer a few consulting spots, etc.

Really get to know people and see what they're struggling with. Create products based on what you learn about the people in your niche. Address what they're struggling with.

The people you consult with will probably buy from you later, even if you don't sell anything on the call.

Maximize Revenue

If you're not maximizing revenue and your competitors are...

You're probably not maximizing value.

If you really want to grow your business, you have to maximize value and revenue.

If Sean believes what he's teaching is life changing, then it's his job to get that information into as many hands as possible.

Your trainings should deliver value that delivers results.

Get your stuff into as many hands as possible

Put a system in place. Investigate your revenue streams and parts of your business. You may need to swap certain systems to maximize revenues.

Move your highest performing campaign to the beginning.

Each email will generate more sales.

You'll also figure out where your "loser" emails are. You can prune or improve those.

This is where the real power in your sales funnel comes into play.

You can't tweak effectively until everything else is in place, however. If you don't know how to do a piece of the puzzle, there's training out there.

This is critical. If you don't go through this process, you tend to remain stagnant.