

Sean Mize 60 Day Coaching

Day 44

SS Product Funnel

Audio Length: 9 Minutes

Sean opens up with a caller.

She asks about Sean's recommended sales funnel.

Over the past couple of years, Sean's product funnel hasn't changed much. There's no right or wrong product funnel. You have to figure out what your buyers are buying and not buying.

Sean gives an example of a product funnel.

Sean does:

- Free ebook
- Free CD
- \$97 ebook
- Then, home study course \$187
- Then, high priced coaching

Sean always moves his clients in the direction of high priced coaching.

With information marketing, if you want to grow you have to automate. You can only handle so many one on one clients. You become much more emotionally involved in their success and struggles, etc. You can make more than a full time income just on the coaching side of things.

With physical products, you definitely want to get people's names and emails. You need to continually give people good content that will drive them to make a purchase.

Give good emails that will develop trust.