

Clarity Class

Your fast track ticket to a bespoke business blueprint



Module Five
Opt-ins and Sales Funnels

This Week's Learning Objectives

- ✓ To learn the basics of an effective opt-in.
- ✓ To learn the basics of an effective sales funnel.
- ✓ To understand how to connect an opt-in and sales funnel.
- ✓ To create an opt-in.
- ✓ To create a sales funnel.

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Your Irresistible
Opt-in

- ✓ To learn the basics of an effective opt-in.

There used to be a time, when all it would take for you to get people onto your email list was a simple *'Sign up here to receive updates'* box.

However, as the online world expands and the competition increases, email updates are less and less clicked on and what is really drawing people in, is a *'way too good to miss' free gift.*

- ✓ To learn the basics of an effective opt-in.

This free gift is called an opt-in (or a lead magnet)

and its purpose is to entice your ideal client to sign up for and receive it in exchange for their name & email address.

After signing up and receiving your amazing free gift, they'll be put in what's called a 'sales funnel' (more on that in the next point) and this will mean you will have their email address and will therefore be able to send them your newsletters in the future.

✓ To learn the basics of an effective opt-in.

So, how do we create an opt-in? Where do we start?

A great piece of advice is to *start with the end in mind.*

Your opt-in should be *a taster of the offer/ program/ product* which you want this person to sign up for/purchase and therefore, having something completely unlinked would not be a good idea!

✓ To learn the basics of an effective opt-in.

Much like your signature service, offer or product, your opt-in has *got to have your ideal client in mind* and you've therefore got to be asking the following questions as they relate to your business...

- What do they *need* right now?
- What are the '*pain points*' which commonly come up for them?
- How do they most enjoy *consuming information*?
- Will this opt-in build the *know, like & trust factor* with you?
- What *results* do they want right now?

✓ To learn the basics of an effective opt-in.

Opt-in examples...

- Audio Training
- PDF Workbook
- Webinar (live or pre-recorded)
- Video series (3 or 4 consecutive videos)
- Video training
- Workbook plus video/audio
- Cheat sheet
- 'How to' guide
- Downloadable Printable
- E-Book

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Setting up
your sales funnel

- ✓ To learn the basics of an effective sales funnel.

Please check out my sales funnel workbook, complete with checklist and examples plus links to tutorials.

Get access [HERE](#).

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Joining the
DOTS

- ✓ To understand how to connect an opt-in and sales funnel. Once we've created our Opt-in and Sales Funnel, we of course, need to work out how we're going to connect these pieces together so that they get in front of your ideal client/customer.

Here's the typical process for your client/customer:

1. Signs up for your freebie on your website or via social media or Facebook ads (more on this in the social media module).
2. Automatically entered into your CRM (customer relationship management) system.
3. Receives a series of emails day by day (from your CRM) building know, like & trust factor).
4. (Ideally!) Signs up for your main offer/product/program/service after being nurtured through your sales funnel and is then added to your main list.

✓ To understand how to connect an opt-in and sales funnel.

I've created some tutorials which will show you how to connect it all!

Are you... a beginner with email marketing? Not really sure how it all works but want to start from scratch (and for FREE!) Use my Mailchimp tutorial. [Click HERE.](#)

Are you... already using Mailchimp but have never created an automated flow of emails? Use my Mailchimp automation tutorial. [Click HERE.](#) *(Please note that Mailchimp automation is now free for ALL!)*

Are you... Looking for a slightly more advanced CRM system which will enable you to track the behaviour of those who receive your emails etc (at a small monthly cost)? Use my ActiveCampaign tutorial. [Click HERE.](#)

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Your opt-in
creation mode

✓ To create an opt-in.

Following the steps we've gone through today, it's over to you to *create your opt in* (or tweak the one you already have). The 'how to start' around this will be uncovered further in the action steps coming up.

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Your sales funnel
creation mode

✓ To create a sales funnel.

Following the steps we've gone through today, it's over to you to *write your sales funnel* (or tweak the one you already have).

Reviewing Our Learning Objectives

- ✓ To learn the basics of an effective opt-in.
- ✓ To learn the basics of an effective sales funnel.
- ✓ To understand how to connect an opt-in and sales funnel.
- ✓ To create an opt-in.
- ✓ To create a sales funnel.

This week's action steps...

- ✓ {If you already have an opt-in} - To review your current opt-in and check it is still 100% in line with the rest of your business model and is what your ideal client wants.
- ✓ {If you DON'T already have an opt-in} - To write a draft plan for 3 potential opt-ins you think would be a good fit for your ideal clients/customers and then ASK THEM which they would prefer (via polls, surveys, emails etc) & share your ideas with the sisterhood.
- ✓ Create/tweak your opt in.
- ✓ Begin to write (or tweak) your sales funnel emails.