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TOP
TEN
FUNNEL
CHECKS



KEEP THE SCENT

Make sure that each page of your funnel is congruent and a natural step from the last. The best way to do this is to keep the headline similar or even exactly the same right up the opt in. For instance, say you are getting people to sign up for your webinar on 'underwater basketball drills' then your landing page would need to say something like 'Learn Underwater Basketball Drills Fast' and the opt in needs to mirror that with something like 'How To Learn Underwater Basketball Drills Super Fast'

ONE ACTION ONLY

Have only one action on each page that your customer can take. The trick here is to NOT treat this as a website, if you need to have testimonials or any other info on the page to make them opt in then make the page as long as you like, the more social proof the better, however, make sure your opt in is replicated throughout the page so it is always visible on any scroll.

TRIP WIRE

Make sure you have a free offer that gets them on your mailing list. (if you do not have a mailing list I recommend ConvertKit) The free offer is often referred to as a 'Trip Wire' so that when you have them on your list you can keep offering them value and building trust and warming them up to buy from you at a later date. Try not to over complicate this, a check list (like this) will do fine.

WEBINARS

Use live webinars to sell your offer, make sure you are offering free training and do not mention the pitch until the very end, you can offer a freebie for all who stay to the end to ensure they do not leave before your pitch. I recommend WebinarJam (see live demo here) for live webinars and EverWebinar (see live demo here) for turning your live webinar into an auto webinar meaning you can be running webinars 24 hours a day to bring in business whilst you concentrate on running your business.

MINIMAL STEPS

Most people make the mistake of over complicating their funnel, the way to make sure it converts like it's on steroids is to have just a few simple steps, 3 is the optimum depending on your offer. It should look something like this...

Landing Page
Trip Wire
Free Offer
(PDF, Webinar Training, Video Sales Training ETC)
Optional Upsell
Purchase

GAMIFICATION

1. To gamify your offer is a super neat trick that works in marketing, it makes the buyer curious to your offer. Gamification is a way to stand out and use that emotional high of winning in order to close the deal on selling a product or service. This can increase the retention of your customer which goes towards ongoing loyalty.

FUNNEL PROOF

1. Prove your funnel works before you spend any money on advertising. There are various ways to test out your funnel before you spend any real money on advertising. You can use your existing list, you can create free training or blog posts and you can use social media posts to see how this converts.

Many people will bypass this and waste thousands on expensive advertising when they haven't even tested their funnel. Make sure you are not one of them.

FACEBOOK

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DONT MAKE IT PRETTY

The temptation is to spend hours and hours making it beautiful before you even know if it converts. This is a huge mistake, people do not care how it looks they only care about the result. Once your funnel is converting go back and pretty it up as much as you like but be sure not to change any of the essence.

GET A MENTOR

I'm sure you have heard that the more you invest the more you will reap? A lot of people will try to learn this stuff on their own and will make many mistakes. If you get a trusted mentor that knows exactly how to get you from A-Z in the quickest time possible then you will need to invest in yourself to make this happen. Piggy back on the person that is a few steps in front of you instead of trying to find your way in the dark. A mentor will hold you accountable to ensure fast track to success.

