

**SKILL 18**

**MAP  
YOUR  
FUNNEL**

**Market Your Genius  
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# SKILL 18: MAP YOUR FUNNEL

You started to Map your Funnel in Skill 17, when you Mapped your Email Sequence. Skill 18 is broken down into three types of funnels:

1. BASIC FUNNEL
2. MARKETING FUNNEL
3. PRODUCT DELIVERY FUNNEL
4. MAP YOUR FUNNEL



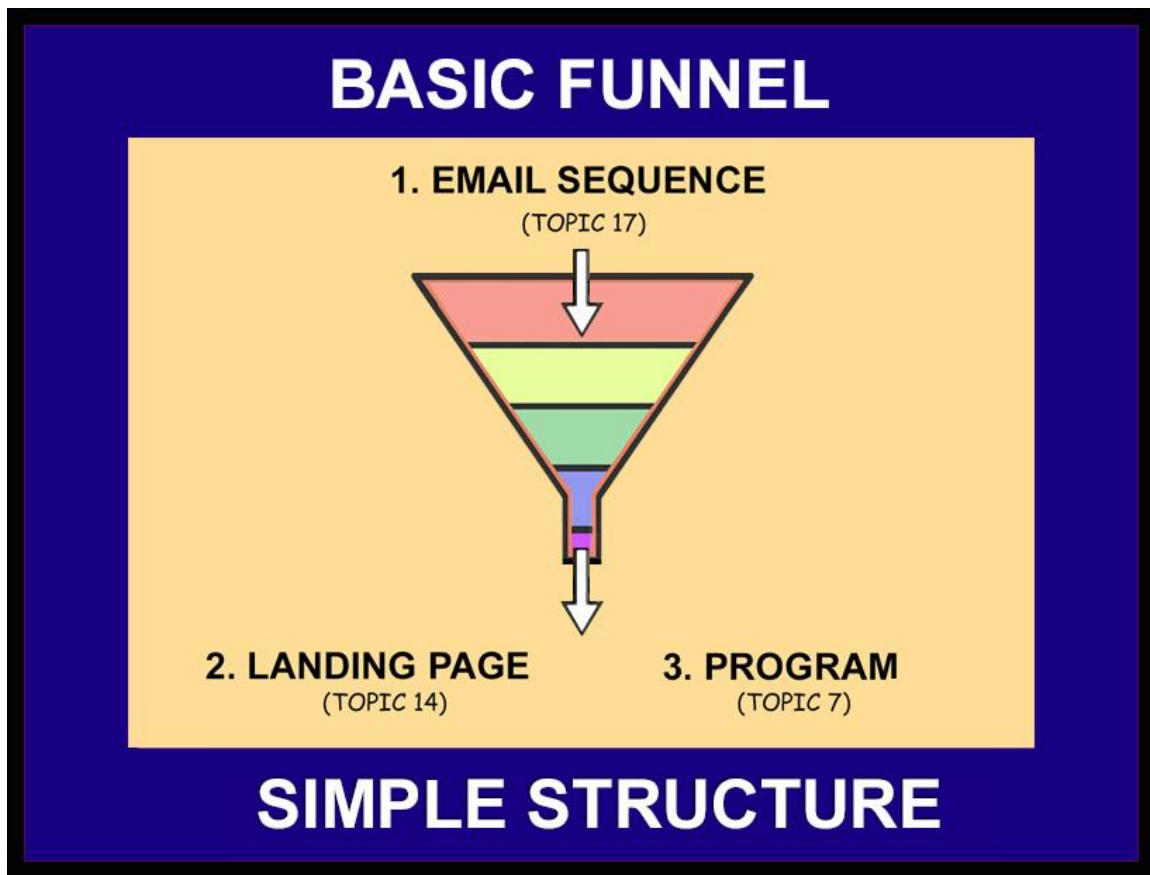
Before you begin this section, we recommend that you have tech support in place. Choose the CRM Software that works best for you.

***Don't get overwhelmed!*** There are five pages of content in this section. There are six pages of templates. Start with the Basic Funnel, so you aren't overwhelmed. For some people, this is the last big hurdle to get through.

## PART ONE: THE BASIC FUNNEL

A Basic Funnel is a good starting point. You can get to business and develop your funnel further, when you have time. Assuming that you have a small website, a Basic Funnel requires three components:

1. **A SEQUENCE** (Skill 17) of Three Emails
2. **A PRODUCT** (Skill 7): This can be an Entry Level Product.
3. **A LANDING PAGE** (Skill 14), so people can buy your program.



### MAKE IT SIMPLE

A Basic Funnel can be completed fairly quickly (two to three weeks) with the right tech support. You can build and refine your funnel later. For instance, you can add a free gift in a month or two.

The advantage to this is, where ever you go and who ever you speak to, you are ready to build your movement, your program or your practice. You can have a link on your website, which directs visitors to your Landing Page.

## PART TWO: MARKETING CAMPAIGN FUNNEL

Your **Marketing Funnel** is a series of pages your customer will be led through on their journey to the product they purchase from you. The funnel starts with a lead magnet or “free gift”. This attracts your prospective client into your funnel, where they enter their email address. Your CRM Software then “auto-responds” by sending a sequence of emails to them.

How do you get the attention of an audience that will be interested in your free gift? You can reach people through speaking engagements, invitations to podcasts, webinars, through affiliates and more. We will cover each of these areas later, under Placement and Promotion. You’ll then choose what promotion strategies match your needs, your abilities and your market.

A common way of reaching new people is through Facebook ads, Instagram ads, LinkedIn ads, Google ads or YouTube ads. Facebook ads were, until recently, reasonably priced. As larger corporations entered the market, prices quadrupled. Facebook Challenges (Skill 27) are now a popular format.

When a customer clicks on your ad or **Email Sequence** and decides to give you their email address, this process is called a *lead capture*, The customer then receives your lead magnet (free gift), usually by email.

They are led, through an email sequence, to your **Sales Page**. The Sales Page is typically written in long copy with a video that tells your customers why the **Product or Program** that you are selling would benefit them.

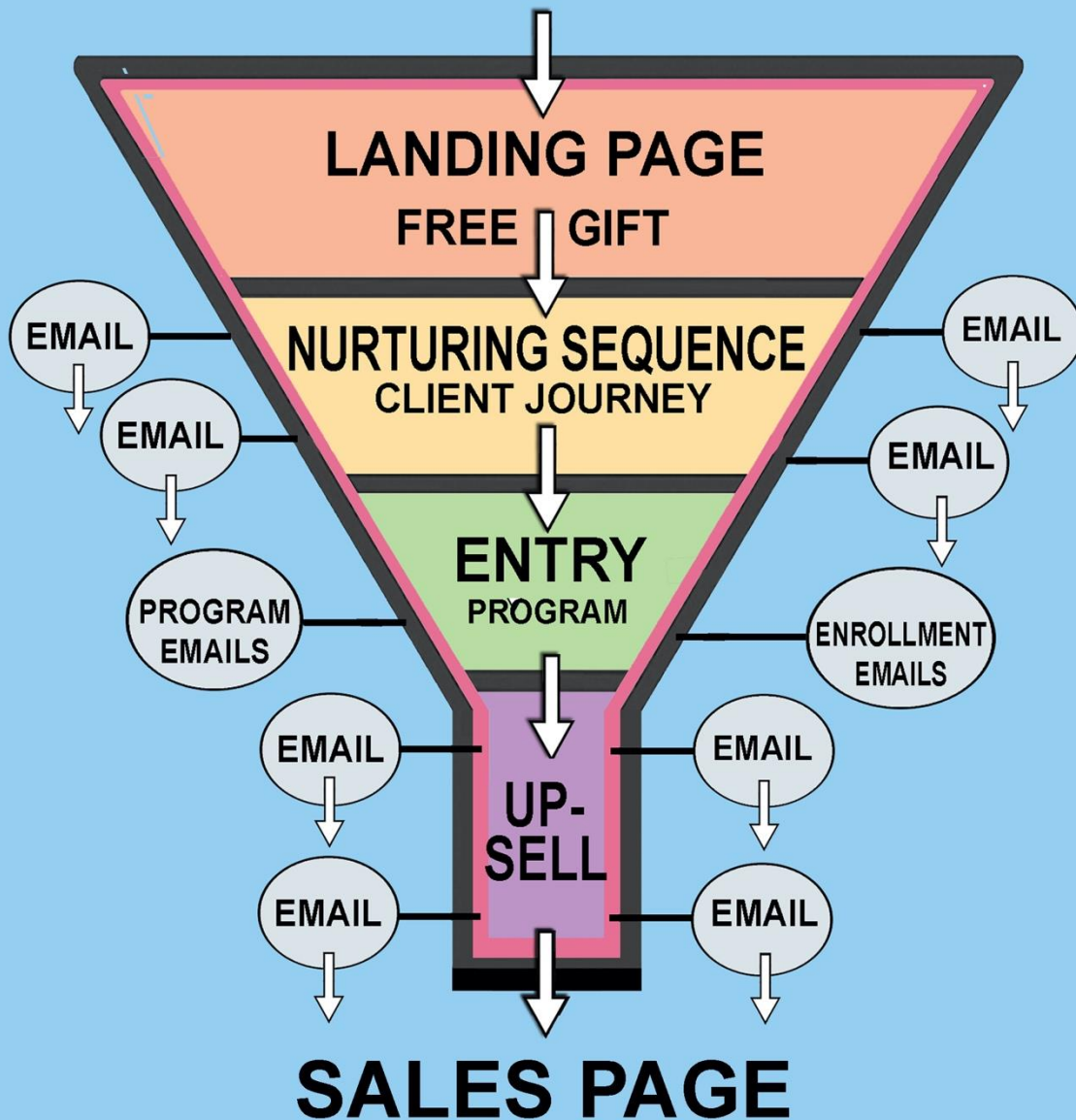
The lead magnet, which is your free gift, should be of significant value so that the customer knows that your paid program will be worth it. You are an indispensable resource to them. Your Sales Page (SKILL 15) typically covers:

1. Program Benefits
2. Typical Objections
3. Testimonials and Endorsements
4. A 30-day Money Back Guarantee.

Once the customer decides to purchase your program, they are led to your Product Delivery Sequence. We will cover the second half of this process under the section on **Product Delivery Funnels**.

# MAP YOUR FUNNEL 1

## INTRODUCTION



# MARKETING CAMPAIGN

## A. MAP YOUR MARKETING FUNNEL

1. A FREE GIFT or Lead Magnet (See SKILL 8).
2. AN EMAIL SEQUENCE (See SKILL 17).
3. A LANDING PAGE (See SKILL 13)
4. AN EARLY BIRD OFFER (Special Offer for Your “Tribe”)
5. A PRODUCT LAUNCH (SKILL 36) and Product Email Sequence.
6. A SALES PAGE for Purchasing your Product. This includes a link to your Application Form, Legal Agreements and Shopping Cart (SKILL 35).
7. A THANK YOU EMAIL: Here is a sample script:

*Hello \_\_\_\_\_ ,*

*“Thank you for requesting to download “(The title of the gift: The subtitle of the gift)”. You can access your gift here: [www.link-to-gift.com](http://www.link-to-gift.com).*

*Yours kindly, \_\_\_\_\_ (Your Name)*

8. A THANK YOU PAGE for downloading the gift. This can include a Video Invitation to take an advanced course. Record a video by following the sample script below, to be viewed after people enter their name and email address to download the free gift:
  - a. Tell them your name and the name of the gift.
  - b. Tell them when and where they will receive it.
  - c. Talk with them about the importance of achieving their dreams in life.
  - d. Give them an overview of your work or system. Tell them how you’ve helped people like them achieve xyz results using your system.

### SAMPLE SALE LETTER

*Hi, this is (your name). I want to thank you for requesting to get the “gift name”. You’ll receive an email shortly with a link to access the (name of lead magnet). Now as a “target market” you know that one of the most important things in your business/life/career/environment is to have/be able to/generate “the dream result.” Over the past few years, I’ve worked with many “target market” to get/achieve/have “the dream result” by “your method”.*

*Here is a quick overview on how you can quickly get/achieve/ have “dream result” for yourself. “An overview of your model” If you are a “target market” and don’t have a mentor/coach/trainer to help you get/ have/achieve “dream results”, let’s connect on the phone and see how one of our mentorship/coaching/training programs can help you to get to your results much faster. Click on the button below to fill in the application form for our mentorship programs. Looking forward to speaking with you soon.*

## B. SAMPLE MARKETING SEQUENCE

Here's a Sample Funnel Map for a free webinar that sells your program directly to people. You can change the details for your own Funnel Map:

### 1. FREE WEBINAR (Building Your List)

#### I. WEBINAR LANDING PAGE for Customers and JVs. This Includes:

1. The Title of your webinar
2. 5-7 Benefits or outcomes of attending your webinar:
3. Your Headshot (size: 150px X 150px).
4. A Short Bio (maximum 150 words)

#### II. A WEBINAR REGISTRATION / CONFIRMATION PAGE:

1. Webinar Invitation Emails (basic)
2. Webinar Attendance Emails (basic)
3. Offer at the end of your webinar

#### III. UP-SELL

1. Title of the program you are selling at the end of the webinar
2. Subtitle of the program you are selling at the end of the webinar
3. Wrap-Up Page. Include 5 to 10 bullet point features of the program you are selling. Include a short benefit list. Make sure to add the value of each feature at the end. Here's an example of a "Feature with Benefit" bullet point:

Life-time access to the \_\_\_\_\_ Program. Ask questions, receive  
Name of Program  
feedback and support to successfully \_\_\_\_\_. (\$997 value)  
Benefit or Result

#### IV. EMAIL SEQUENCE

**NURTURING EMAILS:** For your Email Nurturing Sequence, follow the section on Copy (**SKILL 15**) and on Email Sequences (**SKILL 17**). These are promotional emails that build and nurture a relationship.

**FOLLOW THROUGH EMAILS:** Once your prospect has opted in to your Lead Magnet, there are Follow-Through Emails to add to your funnel. On the following pages, there are some sample templates for your Follow-Up Sequence. This Follow-Up Sequence was originally written for a Webinar.

## 2. WEBINAR RECORDING

Webinar recording video (should be uploaded to YouTube or Vimeo)

### **POST WEBINAR FOLLOW UP EMAIL 1:**

Here is a Recording: This email sends people to the recording of your webinar the day after the webinar.

### **POST WEBINAR FOLLOW UP EMAIL 2:**

Deadline Reminder: This email reminds people of the deadline and is sent usually in the morning of the deadline.

*Hey \_\_\_\_\_ (FIRST NAME),*

*The deadline for taking advantage of the \_\_\_\_\_ (Your Program) fast action bonuses (valued at \$997) is tonight.*

*Get all the details here add link here*

*When you get the \_\_\_\_\_ (Your Program) before midnight tonight, you will get access to:*

- The most comprehensive step by step online wellness and health creation training available in the market*
- Guidelines on how to approach any decision whether it affects family, business or life*
- Peace of mind that you are operating in alignment with core values that support your wildest dreams*
- Much more*

*Also when you register for \_\_\_\_\_ (YOUR NAME) before midnight tonight, I've decided to include access to...*

*Bonus 1: One month of group coaching*

*Fast Action Bonus: Healing Mastery Summit(\$997 Value)*

*A proven step by step system used by thousands of patients to become true leaders in their own healthcare and the healthcare of their families.*

*The deadline to get access to your exclusive special offer is tonight*

*Get all the details here add link here*

*In health & Joy,*

*\_\_\_\_\_ (YOUR NAME)*

*Creator of the \_\_\_\_\_ Program*



### 3. FOLLOW-UP EMAIL

**POST WEBINAR FOLLOW-UP EMAIL 3:** What's the worst that could happen? This email goes out 12 hours before the deadline and on the same day as "deadline reminder" email.

Hi \_\_\_\_\_ (FIRST NAME),

*A lot of people think about the worst case scenarios before they make a big decision...*

*"What if this doesn't work for me?"*

*"What if I can't do this?"*

*"What if my situation is different from the others?"*

*Look, it's easy to think about all the good things you get when you join the \_\_\_\_\_ Program. But what about the "worst case scenario"? Here it is: you join the program and you don't like it and you want your money back. I want you to have the freedom to make this decision without worrying about your investment, so I offer a 30 Day Money Back Guarantee. If you're unsure, the safety net is right there. So I encourage you to make the leap...you won't regret it. Click here to checkout the \_\_\_\_\_ Program. The deadline for your exclusive offer is tonight.*

*To your health and peace of mind,*

\_\_\_\_\_ (YOUR NAME)

Creator of the \_\_\_\_\_ Program

**POST WEBINAR FOLLOW UP EMAIL 4:** Time to decide: This is the last email before the deadline.

Hey \_\_\_\_\_ (FIRST NAME),

*Over the past few days, you've heard me talk about the \_\_\_\_\_ Program. Click here for course details. (Make this a clickable link). Well after midnight tonight (Pacific Time).....all the Fast Action Bonuses will be taken away (Over .... value). So this is your last chance...It's time to finally make a decision and join me or lose this opportunity....Click here right now and join. (Make this a clickable link)*

*In health & Joy,*

\_\_\_\_\_ (YOUR NAME)

Creator of the \_\_\_\_\_ Program

## PART THREE

# PRODUCT DELIVERY FUNNEL

1. **PRODUCT DELIVERY:** Once your customer decides to purchase your program, they are led to a sales page, where they make their payment and enter their personal information. This begins Stage Two in your advanced funnel.

Your CRM Software will now deliver your online course or product by email. Your email will include a “Thank you Letter” and a link to your product download page. Physical products can be sent by traditional “snail mail.”

2. **COURSE TRACKING** allows you to receive feedback from your customers. You can assess if your client received your product, if they are using the product and what their experience with your product has been so far. You can send out an email to find out if they have questions or if they need further support. You can also give them an opportunity to rate your product.

3. **FOLLOW-UP EMAILS** allow you to continue building a connection with your customers. This includes tips, tricks and surveys. They are moving through your funnel. You are also preparing them for the up-sell.

4. **YOUR UP-SELL** is a series of emails that you send, which are designed to enroll your customer in the next level of your training program. If they have paid for one of your entry level programs (\$47 to \$97), you are now offering them a special deal on an in-depth program (\$497 to \$1,997).

If they are already taking an in-depth program, you can now begin up-selling a **BIG TICKET** program or Master-Mind. These are your star students. They are your “role models”. They are working their way through your progression plan to more high-end programs (\$7,000 to \$99,000). They are gaining more one-on-one individual access.

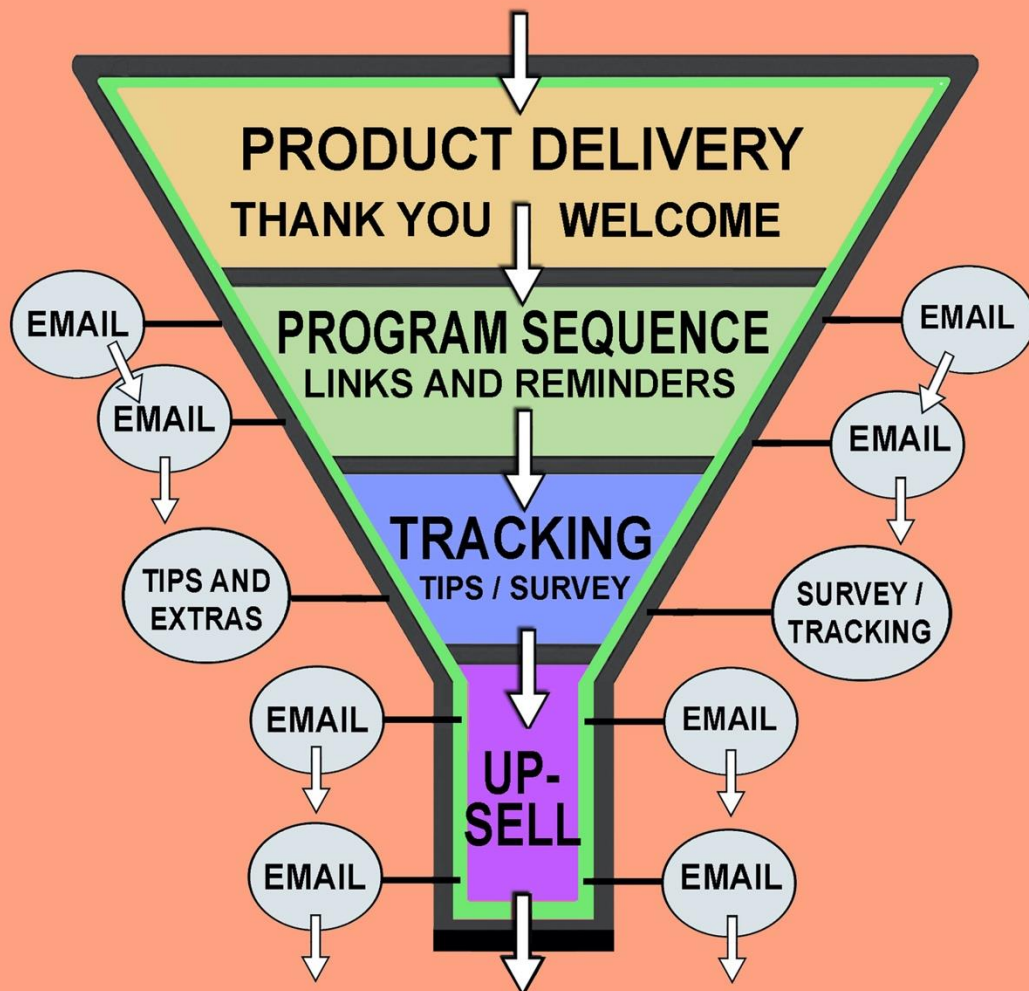
5. **THE JOURNEY:** Your funnel facilitates a customer’s journey through your Progression Plan. When you get to the bottom of a Product Delivery Funnel, you are back at the top of the Marketing Campaign Funnel. It is a spiral journey through the four stages of your Progression Plan.

A funnel can be very sophisticated and multi-layered. Your funnel can promote different programs to different audiences at different venues. The goal is to create an evergreen funnel that runs itself, while generating income.

Once your funnel is complete, it’s designed to run and sustain itself. This is called an “Evergreen Funnel”. You can keep adding new programs at every level of your existing funnel. You are now ready to begin placing yourself in the community and promoting your latest programs.

# MAP YOUR FUNNEL 2

## PRODUCT / COURSE SALE



## HIGH TICKET PROMOTION

## PRODUCT DELIVERY

## A. ENROLLMENT EMAIL FOR CUSTOMER WHO DIDN'T "SHOW UP"

**Hi** \_\_\_\_\_,

I'm surprised you haven't taken me up on this offer:

"The \_\_\_\_\_ Technique" (Link to Sign Up)  
(Your Solution)

If you really want to \_\_\_\_\_  
Solve Problem (Heal Neck Pain, Make Money, etc.)

(and I'm guessing you do or you wouldn't have even visited my site), then this is the ideal first step.

Remember, not only will you (be pain free, double your income, etc.) but it will also \_\_\_\_\_ (added benefit).

Act now before this free offer expires!

Talk soon,

## B. PROGRAM EMAIL

### 1. SAMPLE THANK YOU PAGE

CONGRATULATIONS!

You have successfully entered the \_\_\_\_\_!  
Name of Your Program

This FREE \_\_\_\_\_ will begin \_\_\_\_\_.  
Facebook Challenge, Webinar, Etc. Date and Time

An email with all of the important details and logistics will be arriving in your inbox in just a few minutes.

There's ONLY One Step Left: Join our Facebook Group

The home base of \_\_\_\_\_.

IMAGE OF THE FACEBOOK PAGE (Link)

### 2. SAMPLE THANK YOU PAGE WITH UPSELL

CONGRATULATIONS!

You have successfully entered the \_\_\_\_\_!  
Name of Your Program

This FREE \_\_\_\_\_ will begin \_\_\_\_\_.  
Facebook Challenge, Webinar, Etc. Date and Time

An email with all of the important details and logistics will be arriving to you inbox in just a few minutes.

Don't forget to Join our Facebook Group,

The home base of the \_\_\_\_\_.

IMAGE OF THE FACEBOOK PAGE (Link)

I have made this \_\_\_\_\_ FREE. You will have access to  
Facebook Challenge, Webinar, Etc.

everything: Videos, Chats, Facebook and Worksheets over the next 5 Days.

If you know that this is for you but you can't attend all the sessions, we have also made all the materials available to you with unlimited Access

Secure Your Recordings NOW and Keep Them in Your Library Forever  
for a Small investment of \$27. YES! I Want Access to the Recordings! (LINK)

## C. PROGRAM EMAIL ORDER CONFIRMATION PAGE

This is the “Thank You Email” or “Welcome Email” , which customers should receive after they purchase your program. Things to do first:

1. Build your Facebook group.
2. Decide on your Program Platform (Zoom, Webinar Jam, etc.). How are you going to transmit your program?
3. Decide on your Product Delivery Platform (Memberium, Thinktific, etc.)

Here is a sample of what this email can look like:

*Hello \_\_\_\_\_,*

*I'm super excited that you joined the \_\_\_\_\_ Program.  
Please read this email carefully and follow the instructions in each paragraph  
and save/bookmark this information.*

*The \_\_\_\_\_ (Name of Program) includes .....*

*The more active you are in this program, the more benefits you get out of it. You  
can access the online training centre by visiting (link address).*

*Your login credentials are: Email:*

*EMAIL@123.com*

*Password: ENTER*

*Our live weekly classes are on Mondays at 10am (PST). The calls are 60  
minutes. Our first group coaching call starts...( / or depending how frequently  
you run this or if evergreen, there may not be a starting date.)*

*Please use the following link to access our future live calls: 123456789*

*Bookmark this link to use every second Monday to access the live calls.*

*To get access to the community, please join our Facebook group at*

*<https://www.facebook.com/groups/xxxxxxx/>*

*Again welcome to \_\_\_\_\_ . We look forward  
to working with you!*

*Your Name Here*

*Creator of the \_\_\_\_\_ Program.*

**NOTE:** Once you have mapped out your funnel and you (or your tech person) have built your funnel, you are ready to start mapping out your Placement Plan (Modules G, H and J) and your Promotion Plan (Modules K, L and M).

# PART FOUR: MAP YOUR FUNNEL CHECKLIST

√ CHECK ITEMS THAT YOU NEED TO COMPLETE FOR YOUR FUNNEL

\_\_\_\_\_ NURTURING EMAIL #1

\_\_\_\_\_ NURTURING EMAIL #2

\_\_\_\_\_ NURTURING EMAIL #3

\_\_\_\_\_ NURTURING EMAIL #4

\_\_\_\_\_ NURTURING EMAIL #5

\_\_\_\_\_ **LEAD MAGNET**

\_\_\_\_\_ LANDING PAGE

\_\_\_\_\_ NURTURING EMAIL #1

\_\_\_\_\_ NURTURING EMAIL #2

\_\_\_\_\_ NURTURING EMAIL #3

\_\_\_\_\_ NURTURING EMAIL #4

\_\_\_\_\_ NURTURING EMAIL #5

\_\_\_\_\_ **ENTRY LEVEL PROGRAM**

\_\_\_\_\_ SALES PAGE

\_\_\_\_\_ ENROLLMENT EMAIL #1

\_\_\_\_\_ ENROLLMENT EMAIL #2

\_\_\_\_\_ ENROLLMENT EMAIL #3

\_\_\_\_\_ PROGRAM EMAIL #1

\_\_\_\_\_ PROGRAM EMAIL #2

\_\_\_\_\_ PROGRAM EMAIL #3

\_\_\_\_\_ NURTURING EMAIL #1

\_\_\_\_\_ NURTURING EMAIL #2

\_\_\_\_\_ NURTURING EMAIL #3

\_\_\_\_\_ NURTURING EMAIL #4

\_\_\_\_\_ NURTURING EMAIL #5

\_\_\_\_\_ **FULL PROGRAM**

\_\_\_\_\_ SALES PAGE

\_\_\_\_\_ ENROLLMENT EMAIL #1

\_\_\_\_\_ ENROLLMENT EMAIL #2

\_\_\_\_\_ ENROLLMENT EMAIL #3

\_\_\_\_\_ PROGRAM EMAIL #1

\_\_\_\_\_ PROGRAM EMAIL #2

\_\_\_\_\_ PROGRAM EMAIL #3

\_\_\_\_\_ NURTURING EMAIL #1

\_\_\_\_\_ NURTURING EMAIL #2

\_\_\_\_\_ NURTURING EMAIL #3

\_\_\_\_\_ NURTURING EMAIL #4

\_\_\_\_\_ NURTURING EMAIL #5

\_\_\_\_\_ **ADVANCED PROGRAM (MASTER MIND, ONE-ON-ONE)**

\_\_\_\_\_ SALES PAGE

\_\_\_\_\_ ENROLLMENT EMAIL #1

\_\_\_\_\_ ENROLLMENT EMAIL #2

\_\_\_\_\_ ENROLLMENT EMAIL #3

\_\_\_\_\_ PROGRAM EMAIL #1

\_\_\_\_\_ PROGRAM EMAIL #2

\_\_\_\_\_ PROGRAM EMAIL #3