8 *Figures* FUNNELS Checklist

25 Steps To Never Have A Funnel Fail

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25-Step Checklist To Help Ensure Your Sales Funnel Effectively Converts Ice-Cold Strangers Into High-Ticket Sales.

— By Shaqir Hussyin

1. Define Your Ideal Customer: Understand your target audience's pain points, desires, and demographics to tailor your funnel accordingly.

2. Craft a Compelling Offer: Develop an irresistible high-ticket offer that provides significant value and addresses your customers' most pressing needs.

3. Create a Landing Page: Design a visually appealing and user-friendly landing page that clearly communicates your offer's benefits and call-to-action.

4. Write Persuasive Copy: Use persuasive language, storytelling, and customer-centric messaging to engage and resonate with your audience.

5. Include Strong CTAs: Place clear and compelling calls-to-action throughout your funnel to guide users to the next step.

6. Implement Lead Capture Mechanisms: Use lead magnets or opt-in forms to collect email addresses and build your email list.

7. Offer a Tripwire Product: Provide a low-cost, high-value product to convert leads into paying customers and build trust.

8. Create a Thank-You Page: After a purchase or opt-in, direct customers to a thank-you page with additional offers or upsells.

9. Utilise Email Marketing: Set up a series of automated email sequences to nurture leads, provide value, and showcase your expertise.

10. Segment Your Email List: Divide your email list based on interests, behaviors, or demographics to send more targeted and relevant content.

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11. Develop a Webinar or Video Training: Offer a free, value-packed webinar or video training that positions you as an authority and highlights your high-ticket offer.

12. Use Webinar Registration Page: Create an enticing registration page for your webinar, emphasizing the benefits of attending.

13. Implement Retargeting Ads: Use retargeting ads on platforms like Facebook and Google to reach potential customers who have shown interest but haven't converted yet.

14. Leverage Social Proof: Showcase testimonials, case studies, and success stories to build trust and credibility with your prospects.

15. Integrate Live Chat: Provide real-time assistance to address potential customer questions and objections.

16. Optimize Page Load Speed: Ensure all pages in your funnel load quickly to prevent potential customers from bouncing.

17. Mobile Responsiveness: Make sure your funnel is mobile-friendly, as a significant portion of users access the internet from mobile devices.

18. A/B Test Your Funnel Elements: Continuously test different variations of headlines, images, CTAs, and copy to identify the most effective combination.

19. Create Scarcity and Urgency: Encourage action by incorporating limited-time offers or exclusive deals.

20. Offer a Strong Guarantee: Provide a risk-free guarantee to alleviate customer doubts and increase confidence in your offer.

21. Personalise the Experience: Use customer data to personalise the funnel experience based on their preferences and behaviour.

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22. Provide Multiple Payment Options: Ensure customers can easily complete the purchase with various payment methods.

23. Track and Analyze Data: Utilize analytics tools to monitor funnel performance, identify bottlenecks, and make data-driven improvements.

24. Follow Up with Abandoned Carts: Implement an automated email sequence to remind potential customers about their abandoned carts.

25. Continuously Improve and Optimize: Regularly review your funnel's performance and gather feedback from customers to make ongoing improvements.

If you'd like to learn more join our 5DayChallenge.com "crash course".

If you'd like to talk to me and get a customised please, go to FUNNELS.com