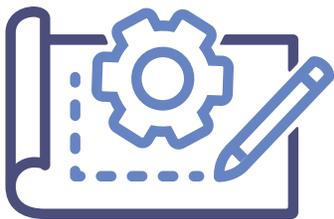




LEAD FUNNELS

MASTER BLUEPRINT



**The Ultimate Insider's Framework
For Generating Tons Of Leads And
Building Your List...On Demand!**



LEAD FUNNEL STRATEGY

LEAD MAGNET: Attract Leads to Build Value



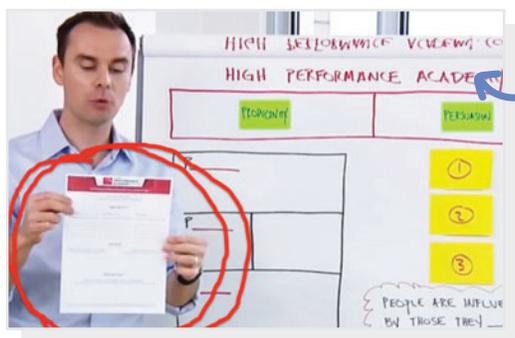
Think of the word “lead magnet” for a minute. It literally means to attract your audience with something valuable and lead them to your destination, which, in your case, is to your email list. Your audience will usually find you because they’re either struggling with a problem and are actively seeking out information, or they come across your information and realize your lead magnet speaks to them and they want more information.

The reason we create lead magnets, though, is to build value for our prospects. When they receive value from us for free, they’re more likely to seek out more information from us, meaning they’re more likely to trust us enough to buy from us.

The fastest way to create something really quickly is through information products. If you’ve studied with me for a while, you probably know I’m a big fan of info products. I love them! They’re the fastest kind of product to create, and they’re done in such a way that gives you authority in your niche.

But if you’ve never done it before, it may be scary. You might be thinking, “I don’t even know how to create something. I’m a chiropractor. How am I going to create a lead magnet?” or “I don’t know how to write a book! I’m a dentist.”

The key is: it doesn’t have to be hard! It’s actually really simple to create a lead magnet. While we go into more detail on creating lead magnets by using text, audio, and video in Chapter 3, keep reading to get a better understanding of what a lead magnet is.



It Doesn’t Have to Be Hard. One of my favorite lead magnets is from Brendon Burchard. It is literally one piece of paper, and on his landing page, he says, “Hey, here’s this piece of paper I give CEOs to help them be more productive. You want it? Give me your email address and I’ll send you this 1-Page Productivity Planner.” His students find immense value in having the exact same tool that he gives CEOs. In their minds, if they use the same tool, they are one step closer to achieving the same results.

Keep It Simple. Because you’re going to be creating multiple lead magnets to attract your audience, it’s important to keep your process as simple as possible. Some people say to me, “I’m just going to make one perfect thing.” The truth is you may spend a month trying to build one and if it doesn’t work, you’re out a lot of time. I always tell them, “No, you need to create a whole bunch of them really fast, because you’re have no idea what people are going to respond to.”

Thankfully, we’ll show you nine ways to make lead magnets fast without writing a book in Chapter 3! For now, just train your mind into believing that you will soon be able to create lots of lead magnets quickly.



Sometimes, I make the same lead magnet but give it different titles to attract different people! As you can see from the picture, one is called *Marketing Secrets Blackbook* and the other is called “Marketing Secrets Binge Guide.” But they’re both exactly the same product! I just used a different title and image so it appeared they were different.

Give It Curiosity. In all of the examples you’ve seen so far, there’s always an element of curiosity, called a “hook.” It’s that hook that makes people want to opt in by giving you their email address.

In the landing page shown here, you can see that our hook is the cool picture of the *Marketing Secrets Blackbook*. The picture just oozes curiosity and has you thinking, “What’s inside of that book? It’s padlocked! It must be good!” Because of the simplicity of the design and the curiosity of the lead magnet, this landing page converts at an insane 55.63%, meaning that more than half of the people who see this page choose to opt in. That’s really good!



**GIVE YOUR LEAD MAGNET
CURIOSITY**

Some people think that saying, “Hey, if you opt in, I’m going to show you guys how to lose weight” builds curiosity. But that statement isn’t original; it’s vague and it’s been said too many times before. Now, if you said, “Hey, give me your email address and I’ll show you how I lost 32 pounds while eating hot dogs, hamburgers, and ice cream,” then I’d be curious and say to myself, “That doesn’t make sense. I have to know more!”

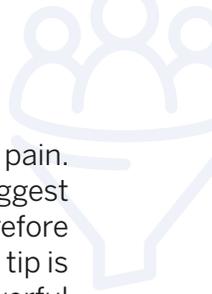
Consider how your lead magnet can evoke curiosity by looking at these examples:

<p>Eben’s Hook ▶ The Kiss Test</p> <p>Curiosity it Evokes ▶ Is it really that simple to know if a woman wants to be kissed? I must know!</p>	<p>Brendon’s Hook ▶ 1-page productivity paper CEOs use</p> <p>Curiosity it Evokes ▶ What’s on that paper? I have to find out more!</p>	<p>My Hook ▶ 99 marketing secrets that would change your business and life</p> <p>Curiosity it Evokes ▶ I wonder how my business and life would change if I had those secrets!</p>
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Focus on Pain Points. As I was preparing this presentation, one of my favorite people on earth, Myron Golden, messaged me and asked me to share a few of his tips with you because they’re so powerful when you’re creating your lead magnets. Now, if you’ve ever studied NLP (short for neuro-linguistic programming), this is a big part of NLP, and it might sound familiar. In life, people either move toward pleasure or away from pain, and this rules almost every decision they make.

Think about yourself for a second. Do you make most of your decisions trying to move toward pleasure? Do you think to yourself, “I’m going to have six-pack abs and look amazing,” or “I want to get rich so I can fire my boss and buy a huge mansion.”

Or do you make your decision moving away from pain? Do you think to yourself, “I just hate my job, I want to get out of here. If I could make money, I could leave my job and get out of this pain,” or “I just want to eat healthier because I’m tired. I hate people making fun of me. I feel sick all the time.”



The majority of humans on this planet, by the way, make their decisions moving away from pain. However, entrepreneurs usually make their decisions moving toward pleasure. So one of the biggest mistakes we make as entrepreneurs is assuming that everyone moves toward pleasure, and therefore our lead magnets focus on gaining pleasure, rather than escaping pain. Myron told me his biggest tip is to make lead magnets that focus on getting people out of pain, because it's one of the most powerful ways to bring people into your email list.

Myron then told me his best process to create an info product around pain points. When he created his very first lead magnet, he first wrote his headline, "The 12 Biggest Mistakes Network Marketers Make." Then, he wrote an outline of those 12 mistakes, and finally he recorded himself discussing those 12 mistakes. The "mistakes" element of his lead magnet focused on the pain people would feel if they did network marketing wrong, and that lead magnet built him lists of hundreds of thousands of people.

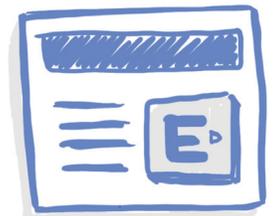
It was pretty cool, but what was even cooler came after he gave them the lead magnet. When they opted in on his landing page to receive his free "12 Mistakes" video, they went to his thank you page where he invited them to join him on a webinar to learn how to cure those mistakes! On the webinar, of course, was where he had a chance to actually sell them something. If they didn't buy, he still had them on his email list so he could market to them in the future for free.

Do you see how simple this is? Are you getting the power of lead funnels yet? As you continue to think about what you might create for your lead magnets, start jotting down ideas. I bet you might even have something already you could use, so ask yourself, "Do I have a valuable report I've written? Have I created any videos that would help solve a problem for my audience? Do I have a coupon I can give away?"

If you're still coming up short, ask yourself, "Can I write a quick report focusing on my audience's pain points? Can I shoot a quick video and talk about something that will benefit my audience? How can I provide value to my prospects?" After you've written down some ideas, keep reading; we'll implement in Chapter 3.

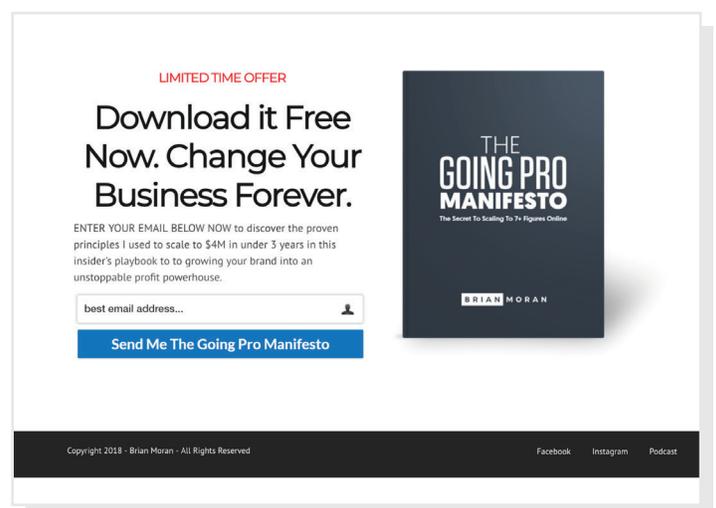
LANDING PAGE: Exchange Value to Build Email List

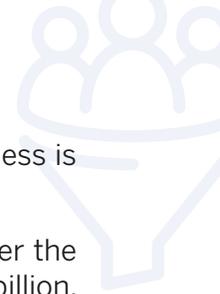
Now that we've got a good handle on what a lead magnet is, and why we need one, let's move on to the second part of our lead funnel: the landing page! The landing page is, if you remember from our history lesson previously, the webpage where you will give something away (a lead magnet) in exchange for someone's email address.



One of my favorite landing pages is this one from Brian Moran where he exchanges his free (with s&h) book, *The Going Pro Manifesto*, for a lead's email address. I love the simplicity of the page design. While we'll go into more detail into how to create an effective landing page in Chapter 3, for now, I'd like to share with you a vital marketing strategy you might not already know.

The Money Is in the List. To really appreciate the importance of a landing page, it's crucial you understand marketing in business: the money is in the list. Plain and simple. For whatever reason, most entrepreneurs think that the value of their business is in the product they created or even in





themselves as the expert leader. But that's not true. The only actual asset inside of your business is your customer list.

If you look back at the history of big companies, you'll see this time and time again. I remember the very first time I understood this principle was when I learned that eBay bought Skype for \$2.6 billion. I was shocked, and I thought to myself, "Wait a minute... eBay's got the best developers in the world. They could literally clone Skype in a weekend if they wanted to. Why did they spend \$2.6 billion for Skype?" Then I realized that Skype had almost 60 million users at the time. They weren't buying the software; they were buying the user base.

Why did Facebook buy Instagram? Literally, Facebook could have built Instagram in a weekend. Instagram had zero revenue, yet Facebook paid \$1 billion for it. Why? They wanted the customer base. They wanted Instagram's 30 million users at the time. Again, they wanted the list.

In every business, the list is the salable asset. If I was to sell ClickFunnels someday, guess what they would be buying? They wouldn't be buying a funnel-building software, as amazing as that is. They wouldn't be buying Russell Brunson, my ebooks, my physical products, or my coaching. They would be buying the customers who are using the software every day: my list.

You have to grill this into your head: the money is in the list! I'm so grateful that one of my very first mentors, Mark Joyner, drilled this into my head over and over again 15 years ago. And because of that, that's been my focus point all along. Of all the marketers who have been in the same business as me for the last decade and a half, most of them are gone... most of them disappeared. ClickFunnels has surpassed all of them because I had a singular focus on building my customer list. The list is the key!

Marketing Math. Okay, now here's some marketing math for you to understand about creating your email list. If you do this poorly (i.e. simply build your email list and don't build a relationship with the people on it), you will average \$1 per month per name on your email list. If you do this well (i.e. build a strong relationship with the people on your list), you can average much more than \$1 per month per name. Obviously, these numbers are estimates; there's no guarantee you'll make that. But if you follow my training, you should see yourself making at least \$1 per month per name, if not even more.

But for now, let's stick with the scenario of making \$1 per month per name on your list. That means if you get 1,000 people on your list, you should start averaging about \$1,000 per month in sales. With 10,000 people, you would make about \$10,000 per month, or \$120,000 per year. With 100,000 people, you would make about \$100,000 per month, or \$1.2 million per year, and so on and so on. Remember, those numbers are even if you do it poorly.

**SIMPLE MARKETING MATH:
Each name on your
email list \approx at least
\$1/month**

There's a direct correlation between the amount you make and the number of people on your email list, and these numbers synced in my business as well. I remember when I first got started, somebody told me about this correlation. Sure enough, my very first month I got 217 people on my list and that month I made like \$300. I thought to myself, "Weird..." When I got to 1,000 people, I was making about \$1,000 per month. When my list grew to 5,000, 10,000, 50,000, 100,000, 1,000,000, and even 1,500,000 people, my financials synced really close.

Now for most of you, if you follow what I'm teaching in this book, you should actually average a lot more. If you actually build a relationship with your list, you should start **seeing your average start to rise to \$3, \$5, \$10, etc. per month per name.**



I actually sat down and did the math last night to figure out how much we are currently averaging per name. At this time, we are actually averaging just shy of \$10 per month per name on my email list. Some of you may be a local business owner, though, and are saying to yourself, “Man, Russell, I live in Boise, Idaho. I’m not going to be able to get 1,000 people on my email list; that’s like half the town. There’s no way I can make that much money.” But I’m telling you, these numbers are on the low end. If you’re a local business, you have that much more ability to grow a personal relationship with people because they’re actually visiting your location. You could probably average between \$10-\$50+ per month per name.

Regardless of my numbers, I wanted to give you the benchmark of \$1 per month per name to shoot for. That way, you could look at your list and think, “If we added 150,000 people to our list through this lead funnel, then I should be making \$150,000 per month.” In theory, you effectively would give yourself \$150,000 per month raise. Do you see the value in building an email list now? Not everyone will be a customer, but you have to build leads first before they can even become a customer. And this landing page is the gateway into your email list.

Give Yourself a Raise. In this business, I always try to ask questions like, “How do I give myself a raise every single day?” And the answer to that question is always the same: build my email list and build my relationship with them. At the end of the day, that’s what it comes down to: serving my people, because they’re all that really matters at the end of the day. And when I go to sell ClickFunnels, that relationship that I built with them will be the most valuable asset I have.

Now, if you wanted to give yourself \$1,000 per month raise in a traditional business, or \$10,000 per month raise, or \$100,000 per month raise, there would be a long time period before you could actually get that kind of return. In fact, if you wanted to become a doctor, you’d have to go to college for like 12 years just to qualify for that kind of raise. But in online marketing, we just focus on building a list, because that’s how we’ll give ourselves a raise every day. That is why we’re teaching you about lead funnels. Your #1 focus should be on growing your email list and developing a relationship with them.

I laugh thinking of this, but if someone asked me, “What do you want for Christmas?” I would reply, “I want a thousand leads.” It’s funny because I look at how much money people invest in real estate, and they’ll never get the kind of return I can get from adding more leads into my business.

For example, imagine you spent \$100,000 for a house that will generate \$500 per month in cash flow. After a year, you would have made \$6,000. People do that all day long in real estate, which is great for them, I guess. I can’t buy real estate, though, because I would choose to spend my \$100,000 to get 100,000 leads. They’d generate \$100,000 per month, which would make me \$1.2 million after a year.

In other words, my ad spend would produce \$100,000 return during the same month that their real estate purchase would produce just \$500. It’s so hard for me to justify real estate because I look at those numbers and see that leads are so much more valuable than real estate. I spend the same amount of money I would have spent on a house on leads, and they now pay me every single month. It’s just a better deal. When you look at adding leads to your business as an investment, it’ll change your whole perspective.

You read previously that while building a list is great, in order to make the most money you can with your list, you really have to build the relationship with your list. We’ll explain that in more detail in Part 5 of our lead funnel where we talk about Follow-Up Funnels. For now, let’s move on to the next step of our lead funnel: the thank you page!

THANK YOU PAGE: Fulfill on Promise to Build Trust

When someone puts in an email address to get your lead magnet, they're usually super excited to get it. You promised them something in exchange for their email address, so now they want to receive that value. The worst thing you can do at this point is to do some sort of bait-and-switch where you say, "Buy this product and then I'll give you what you wanted."



Instead, do exactly what you said you would: give them the lead magnet. The thank you page serves a two-fold purpose: deliver the lead magnet (thereby building trust and providing value) and offer your lead something to buy that will help them (thereby recouping your ad cost and building your list).

This image shows Brian Moran's thank you page for his lead magnet: *The Going Pro Manifesto*. You can see that you can download the ebook, and then at the bottom, he tells you to continue to step

two where he says, "I'm going to show you how to get your first 1,000 fans on Facebook and Instagram for free in just seven days." If you just got his lead magnet, you're already primed to want more information from him. When you click on the "Next Step" button, you continue on to his sales page.

A screenshot of a thank you page for Brian Moran. At the top left, the name "BRIAN MORAN" is in a small black box. The main heading is "STEP #1: DOWNLOAD THE MANIFESTO". Below this is a paragraph of text: "YOU'VE PROVEN YOU'VE GOT WHAT IT TAKES TO GET YOUR HANDS ON THE INSIDER'S PLAYBOOK TO GROWING YOUR BRAND INTO AN UNSTOPPABLE PROFIT POWERHOUSE. CLICK THE LINK BELOW TO START YOUR DOWNLOAD NOW." To the right of this text is a dark blue book cover titled "THE GOING PRO MANIFESTO" with the subtitle "The Secret To Scaling To 7+ Figures Online" and the author's name "BRIAN MORAN" at the bottom. Below the text and book cover is a green button that says "DOWNLOAD THE MANIFESTO". Below this entire section is a red heading: "STEP #2: START BUILDING YOUR AUDIENCE...". Underneath is another heading: "HOW TO GET YOUR FIRST 1,000 FANS ON FACEBOOK & INSTAGRAM FOR FREE IN JUST 7 DAYS". At the bottom of this section is a yellow button with a blue border that says "NEXT STEP...".

DELIVER LEAD MAGNET AND INTRODUCE FIRST OFFER

Sometimes, my lead funnels don't even sell anything. Do you remember my *Marketing Secrets Blackbook* lead magnet? I actually don't even have a sales page after it; I don't sell anything on the back end. If somebody comes to the landing page, I ask for their email address, and then I take them to the thank you page where they download it. Instead of sending them to a sales page, I simply say, "Hey, thanks for signing up. This ebook is a compilation of my best episodes on my podcast. Be sure to subscribe to my podcast."

That's it; I don't sell them anything. Instead, I focus on building a relationship with the people who just opted in. You see, even though I'm building a huge list of people, those people just barely met me; they don't know who I am, what I believe, or what I stand for yet. A list like that doesn't make you much money. To fix that, I started my podcast.

After they subscribe, it's easy to start building that relationship. They've got me plugged into their ears and they're listening to me talk as they go through their daily routines. The woman in the picture on the next page is Liz Benny, and, at the time, she (like so many others) was listening to my "Marketing Secrets" podcast while she was working out, driving in the car, and taking walks.

The Marketing Secrets Blackbook
 "99 Marketing Secrets That Will Change Your Business... And Change Your Life!"



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 Enter your best email below and I'll send you a FREE copy of my new book, the "Marketing Secrets Blackbook!"

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Thanks For Signing Up!
 The Download Links Are Ready For You...

STEP #1 - Subscribe To The Marketing Secrets Podcast Now

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Podcasting is how I put out my content, so what happens when she's listening to me? She actually gets to know who I am, understand what I believe, and figure out what I stand for. Can you imagine the relationship you could have with someone if they listened to you for 20, 30, or even 40 minutes a day? When you have that kind of a relationship, it's not hard to sell somebody a \$10,000, \$20,000, \$30,000, \$50,000 or even \$100,000 product.

In fact, most of the people who are in my Inner Circle (and give me \$50,000 a year) got into my Inner Circle through that podcast. Is that crazy? You might be thinking, "But Russell, where's the R.O.I. on podcasting?" The R.O.I. comes after I build a relationship with them, and six months later they give me a check for \$50,000. Or it comes when they come to Funnel Hacking Live because they heard something in one of my episodes that they related to, and then at that event they joined Two Comma Club X because they trusted in me. If you focus on building a relationship, the money will follow.

Do you remember how I talked about averaging \$1 per month per name? If you do this poorly, that's what you'll average. But when you build a relationship with your list like the relationship I create with my podcast, then you can see each lead bringing you \$2, \$5, \$10, \$20, or even \$50 per month.

SALES PAGE: Offer Product or Service to Build List

Once you click Brian's "Next Step" button, you land on his sales page, where he can then sell you the product or service he wanted to sell you in the first place. He couldn't jump right to selling you straight out of the gate, though. He had to warm you up and provide value so you would trust what he was offering you. Once he provided value with *The Going Pro Manifesto*, the next logical step was to show you how he could continue helping you on your journey.

We won't be talking in detail about the many ways you could sell products; after all, this is a lead funnel, not a book funnel, webinar funnel, high ticket funnel, or any one of a million other funnels you could sell your products or services on. I just want you to understand that the sales page is a place you can recoup your ad costs by offering info products as well as building your customer lists.

If you're starting out, though, I don't want you to worry about having a product to sell immediately.



BRIAN MORAN
COACH

Need help? Contact us at support@brianmoran.com

**Get The Book That Reveals This 3-Step Process That Eliminates Overwhelm & Creates Time-Freedom...
 ...As You Do Less...Not More.**

If you're reading this letter, most likely you're trying to build an online business...one that can hopefully replace your income...and let you create a lifestyle that you've only dreamed of. Right?

Well, there's a big obstacle in your way...that you most likely don't even notice...like a hacker who has stolen your identity...where you don't have control of your wallet.

The even worse news...this "thief" was put in your way intentionally...by self-proclaimed marketing "experts" that want to continue selling their courses, training, books, and events that keep you on the "hamster wheel".

They convince you that you need to "DO MORE!"...and "SPEND MORE." And the exact opposite is true.

How do I know? Well, on top of generating over \$20 million in sales online for myself...I created a marketing tool called SamCart that has helped 7,381 marketers make over

CONTACT INFORMATION

First Name

Last Name

Email Address

Phone Number

SHIPPING INFORMATION

Street Address

City Postal Code

Region

Choose Your Country

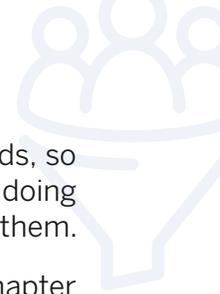
ADD THIS TO YOUR ORDER?

THE GOING PRO STARTER KIT

Includes: *The Going Pro Manifesto* (FREE) + *How to Grow Your Business* (FREE) + *How to Build Your Brand* (FREE) + *How to Create Your Offer* (FREE) + *How to Launch Your Business* (FREE) + *How to Scale Your Business* (FREE) + *How to Build Your Team* (FREE) + *How to Build Your Systems* (FREE) + *How to Build Your Culture* (FREE) + *How to Build Your Legacy* (FREE)



(PAGE CONTINUES)



A lot of times when you're building your list initially, you might not have money to spend on ads, so you're building your list for free by getting on podcast interviews, writing on people's blogs, or doing other things to push people to get your lead magnet so you can start building a relationship with them.

Over the long run, though, you'll want to be able to buy ads, which is why we go into detail in Chapter 3 on nine ways to create info products fast. But for now, just realize there's a sales page step that you can take out of your lead funnel until you have something to sell.

Now that you understand you don't have to have a product to sell if you're just starting out, let's move on to the follow-up funnel where you'll continue building the relationship with your list.

FOLLOW-UP FUNNEL: Communicate with List to Build Relationship

As we mentioned before, your first goal is to build your email list, and your second goal is to build a relationship with the people on that list. The way you do that is to continue communicating to your list. Back in the day, the only way to do that was via email. Nowadays, you can communicate to your list with email, Facebook Messenger, text, and more!



Instead of having to write individual emails or messages to your list, you can set up your messages to be automatically sent with a tool inside ClickFunnels called Follow-Up Funnels. Most of you already know what a funnel is. We've been discussing lead funnels this entire time so you know what it looks like for your prospect to go to your landing page, then your thank you page, and then your sales page. That's called a lead funnel, and you'll build each of those pages inside of ClickFunnels in Chapter 3.

But what's great is now you can create follow-up funnels that will automatically send your prospects the messages you want to send them, when you want to send them. For instance, when people opt in for your lead magnet, they give you their email address, so your follow-up funnel would immediately send them their very first email with a download link for their lead magnet. You could also add a link to subscribe to your podcast in that email as well.

In your follow-up funnel, you can also choose to have different messages scheduled to be sent out in the future. Perhaps two days later, they might get another email from you, and two days after that, they might get a text... You can add as many messages to be sent out as you like, and it will send them out automatically.

With Follow-Up Funnels, you can also send out broadcasts to your list, so instead of scheduling a bunch of automated, pre-created emails, you can also write time-specific emails as well. These emails might invite your prospects to an upcoming webinar, a product sale you're having, or even an open house if you're a local business. At the end of Chapter 3, we'll go deeper into actually creating your follow-up funnel, but for now, let's dive right in to creating your lead magnet!

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