

PERFECT EXAMPLES OF THE SALE FUNNEL COMPONENTS

Optin page example: <https://funnelcademy.com/funnel-agency/>

The purpose of the page is to turn strangers into leads by offering a lead magnet in exchange for their contact details.

The tripwire page example: <https://funnelcademy.com/trip/>

The purpose of this page is to quickly qualify buyers and make some money that you can put back into advertising.

The sales page example: <https://funnelcademy.com/>

The purpose of the sales page is to sell a product. It serves as the online salesman.

THE BOOK FUNNEL

The book funnel is used to get the right type of customers into your business. You present the book as the front end offer and then your main product as the backend offer.

The backend offer is usually a high ticket coaching or consulting package

Below is a perfect example of a book funnel

Book sales page: <https://schoolofpersonalbranding.com/10kbook/>

The book sales page is the front end offer

The next page is the checkout page

Checkout page: <https://schoolofpersonalbranding.com/book-pay/>

The checkout page is where they will be making payment for the book

Immediately payment is made, a follow up sequence goes out to address their problems and get them to book a discovery session to work one on one with the coach or consultant.

THE WEBINAR FUNNEL

The webinar funnel is used as a lead magnet where you get people to attend a live online event, so you can show them what it takes to get a particular result, why it is important and then sell them the how to.

Below is a perfect example of a webinar funnel

Webinar funnel: <https://schoolofpersonalbranding.com/launchpad/>

The thank you page of the funnel: <https://schoolofpersonalbranding.com/welcome-onboard/>

THE MINI-COURSE FUNNEL

This is the type of funnel where you give a mini version of your course and sell them to the main course.

Below is a perfect example of a mini-course funnel

Mini-course funnel: <https://funnelcademy.com/funnel-agency/>

The mini-course delivery page: <https://funnelcademy.com/funnelagen234/>

THE TRIAL FUNNEL

This is the type of funnel where people get to try the product first before making the massive commitment (remember the micro commitment mantra). They can either pay a small fee for the full version of the product for a limited time or get a portion of the product for free.

Below is a perfect example of a trial funnel

The trial funnel: <https://www.upviral.com/pricing>

THE CASE STUDY FUNNEL

With this funnel, you are simply trying to show people how you got a particular result. The case study video would serve as the lead magnet.

Below is a perfect example of a trial funnel

The case study funnel: <https://funnelcademy.com/trip/>

THE LEAD GENERATION FUNNEL

The lead generation funnel is the type of funnel where you give out a lead magnet to generate leads for your future launch. It can also be used to generate a waitlist for a future launch.

Below is a perfect example of a lead gen funnel

The lead gen funnel: <https://schoolofpersonalbranding.com/level-up/>

The thank you page: <https://schoolofpersonalbranding.com/level-thanks/>

THE DIRECT RESPONSE FUNNEL

The direct response funnel is the type of funnel where you want people to take an instant action. You either want them to buy a product or fill an intent form.

Below is a perfect example of a lead gen funnel

The direct response funnel: <https://veloxrealestateng.com/hillside/>

The intent page: <https://veloxrealestateng.com/hillside-layout-reg/>

The thank you page: <https://veloxrealestateng.com/ruby-thanks/>