

# ***profitable sales funnel mastery***

**YOUR COURSE GUIDE**



**TAUGHT BY MAGGIE STARA**

Hey there!

I'm so happy to have you in this course.

The stuff we're going to talk about in this course can feel overwhelming and complex even for experienced marketers.

My aim is to reduce some of that for you with this guide. You will find some key terms on the next page that will help to clarify a few of the things you might hear me talk about in my lessons.

You will also find some helpful resources that will help to expand your learning beyond what you learn within this class and access to the templates you will see me using throughout the lessons. Everything is divided by the sections of the course for your convenience.

If you find that something is missing or you have a resource that you think others would find helpful, please let me know in the Q&A section.

Thanks for being here and happy learning!

- Maggie Stara

Please note: this guide contains affiliate links that allow you to find the items mentioned in my lessons and support the creator (me) at no extra cost to you.

These links allow me to give you (my amazing students) free trials of some paid tools but you are in no way obligated to use these links to purchase any tools.

Lastly, I only promote products I truly believe in and use myself, and I thank you in advance for your support!



## Key terms

**Sales or Marketing Funnel** - This term represents the journey that someone takes towards becoming your customer. They start out not knowing anything about your business, through to considering whether it's right for them, to hopefully purchasing from you again and again.

**Top of Funnel** - The top of your marketing funnel is all about increasing the visibility of your business and making a targeted audience aware of the fact that your company exists.

**Middle of Funnel** - The middle of the funnel is when you build enough trust that people start showing an interest in what you do and what you have to offer.

**Bottom of Funnel** - The bottom of the funnel is when you present your product in a compelling way that inspires your audience to take action.

**Copywriting** - writing text for the purpose of advertising or other forms of marketing. Basically - copywriters write words that sell.

**Landing page** - single web page that someone lands on after seeing a paid or organic promotion that is designed to collect their information usually in exchange for a free offer.

**Sales page** - sales page is a type of landing page but its purpose is to present a paid offer and get someone to become a customer.

**Traffic** - visitors to your website

**Price anchoring** - establishing a price point which customers can refer to when making decisions. For example saying that something has the value of \$1000 (price anchor) but today's discounted price is only \$97 (sale price) makes us believe that we're getting a better deal than if that \$1000 price anchor wasn't there.

**Value proposition** - it's a promise of the value and set of guiding principles that a company or an individual will be delivering to the customer. Essentially it should allow a customer to decide whether or not a particular brand matches with what they're looking for.

**Buyer persona/customer avatar** - [Buyer personas](#) are semi-fictional representations of your ideal customers based on data and research. These are useful as they will help you to create marketing materials which speak directly to this segment of your audience.

**Call to action (CTA)** - this is an invitation for your users to take a direct action. This could be a button that says 'download this eBook' or a link to a form they need to fill out.

**Split testing or A/B testing** - this is a term for a type of user experience testing which allows marketers to test out slightly different variations of one element of their marketing strategy to see which one performs the best on their audience. It could involve having two emails with different subject lines or two landing pages with different calls to action. A marketer would then see which of these performed the best and focus all future efforts on that version.

## Key terms

**Exit intent popup** - it's a popup that appears right when a user is about to exit a landing page or another page on your website. By detecting when someone is about to leave, you can show the visitor one final message right at that pivotal moment.

[Read more on that here.](#)

**Hex code** - a combination of six letters and numbers used to represent colours online.

**Upsell** - an additional (more expensive but closely aligned) offer presented to your customer when they have just purchased something. For example if someone buys my \$37 course, I present them with a \$249 live coaching session.

**Downsell** - an additional (less expensive but still closely aligned) offer presented to your customer if they have rejected a more expensive, upsell offer. For example, if someone buys my \$37 course, and I present them with a \$249 live coaching session and they say no - I could then present them with a \$97 pre-recorded coaching session.

**Evergreen timer** - is used to display the amount of time a user has to take action on an offer that appears to be 'expiring in --- minutes'. This creates a sense of urgency even though the offer doesn't actually expire.

**Email sequence** - An email sequence is a series of emails sent based on pre-set time intervals or trigger-based automations (or both).

**Tracking code** - it's a snippet of code that tracks the activity of a website user by collecting data and sending it to the tool that created it. For example, Facebook, Pinterest, Google Analytics, Google Ads, and LinkedIn all have their respective tracking codes. Its purpose is not just to collect user data but also to allow you to advertise to these users later on based on their behaviour. For example, if your tracking code is installed on your landing pages you will be able to see who signed up for your free offer but did not purchase your paid offer and show them ads on platforms like Facebook - reminding them to purchase.

### GetResponse-specific key terms:

**Autoresponders** - are messages set to go out automatically in a sequence, one after the other, at regular intervals. They react to contacts subscribing, or being added to your list by import or manually. You can also add contacts to autoresponder cycles by copying or moving them in Automation. They don't have any other triggers or settings.

**Automation** - is a suite of tools used to automate your entire promotional process. Automation allows you to do everything autoresponders do, plus it helps you to track and make decisions based on the goal of your workflow.

[Learn more about the difference between these two here.](#)

# Theory + Strategy



## Establish Your Goals:

What is your one singular overall goal for your funnel?

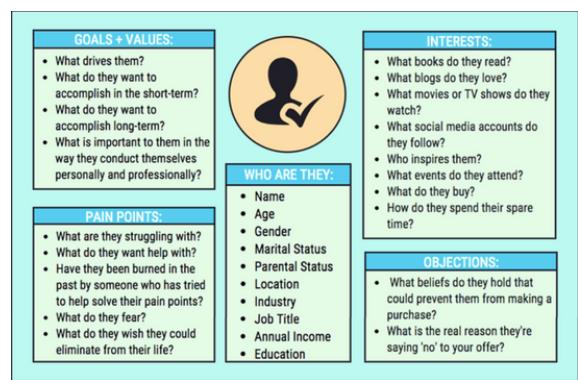
Examples:

- Get more people to read my blog.
- Get more downloads of my eBook.
- Get students into my high-ticket offer program
- Get more qualified leads for my real estate business
- Get more medium-sized client (\$3k/month +) consultations for my agency

\*If you can be even more specific by putting a number on this instead of just saying 'more' then that's ideal.

Because technically if you currently get 1000 visitors over to your blog every month... and you get 1005 next month... is that enough? Probably not. So try to put a number or percentage increase on it if you can.

## Identify Your Ideal Customer Avatars

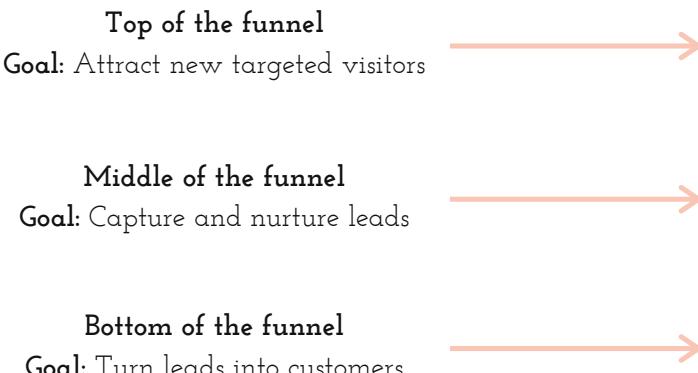


\*Access template on the next page

## Why Funnels are the Key to Your Success

Funnels are all about building relationships with your audience and getting them to know, like and trust you before asking them to buy from you.

Simple funnel structure:



# Identify Your Ideal Customer Avatars

Ideal Customer Avatar 1	Ideal Customer Avatar 2	Ideal Customer Avatar 3
<b>WHO ARE THEY?</b> <ul style="list-style-type: none"> <li>• Name:</li> <li>• Age:</li> <li>• Gender:</li> <li>• Marital Status:</li> <li>• Parental Status:</li> <li>• Location:</li> <li>• Industry:</li> <li>• Job Title:</li> <li>• Annual Income:</li> <li>• Education:</li> </ul>	<b>WHO ARE THEY?</b> <ul style="list-style-type: none"> <li>• Name:</li> <li>• Age:</li> <li>• Gender:</li> <li>• Marital Status:</li> <li>• Parental Status:</li> <li>• Location:</li> <li>• Industry:</li> <li>• Job Title:</li> <li>• Annual Income:</li> <li>• Education:</li> </ul>	<b>WHO ARE THEY?</b> <ul style="list-style-type: none"> <li>• Name:</li> <li>• Age:</li> <li>• Gender:</li> <li>• Marital Status:</li> <li>• Parental Status:</li> <li>• Location:</li> <li>• Industry:</li> <li>• Job Title:</li> <li>• Annual Income:</li> <li>• Education:</li> </ul>
<b>GOALS AND VALUES:</b> <ul style="list-style-type: none"> <li>• What drives them?</li> <li>• What do they want to accomplish in the short term?</li> <li>• What do they want to accomplish in the long term?</li> <li>• What is important to them in the way they conduct themselves personally and professionally?</li> </ul>	<b>GOALS AND VALUES:</b> <ul style="list-style-type: none"> <li>• What drives them?</li> <li>• What do they want to accomplish in the short term?</li> <li>• What do they want to accomplish in the long term?</li> <li>• What is important to them in the way they conduct themselves personally and professionally?</li> </ul>	<b>GOALS AND VALUES:</b> <ul style="list-style-type: none"> <li>• What drives them?</li> <li>• What do they want to accomplish in the short term?</li> <li>• What do they want to accomplish in the long term?</li> <li>• What is important to them in the way they conduct themselves personally and professionally?</li> </ul>
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[Click here to access and fill out this template in a Google Doc](#)

# Your Top of the Funnel Strategy

The top of your marketing funnel is all about increasing the visibility of your business and making a targeted audience aware of the fact that your company exists.

## Goal:

Attract as many (of the RIGHT kind of) visitors as possible with relevant content

## Metrics to measure:

- Sessions (or web traffic)
- % of new sessions (not just returning visitors)
- Bounce rate
- Traffic per channel - where are people coming from (email, organic search, social media etc.)

You can track all of this really easily through **Google Analytics** for free under Acquisition > All Traffic > Channels.

If you're looking to learn Google Analytics [click here](#) for a full in-depth training from Google.

## Content to create:

Blog posts, videos, social media posts, infographics and podcasts.

Basically anything that is free and provides value to your audience.

## Strategies:

- Content Marketing
- PR or Guest Posts
- Social Media Marketing
- Search Engine Optimisation
- Influencers/ Joint Ventures
- Paid Media



## Your Middle of the Funnel Strategy

The middle of the funnel is when you build enough trust that people start showing an interest in what you do and what you have to offer.

### Goal:

Convert as many website/social media visitors into leads as you can.

### Metrics to measure:

Visitor-to-lead conversion rate:  
Number of subscribers/leads  
Email open and click rates

### Content and strategy:

Focus on connection and providing value through:

- Email Marketing
- Lead magnets
- PDF resources
- eBooks

## Your Bottom of the Funnel Strategy

The bottom of the funnel is when present your product in a compelling way that inspires your audience to take action.

### Goal:

Turn leads into customers and get sales!

### Metrics to measure:

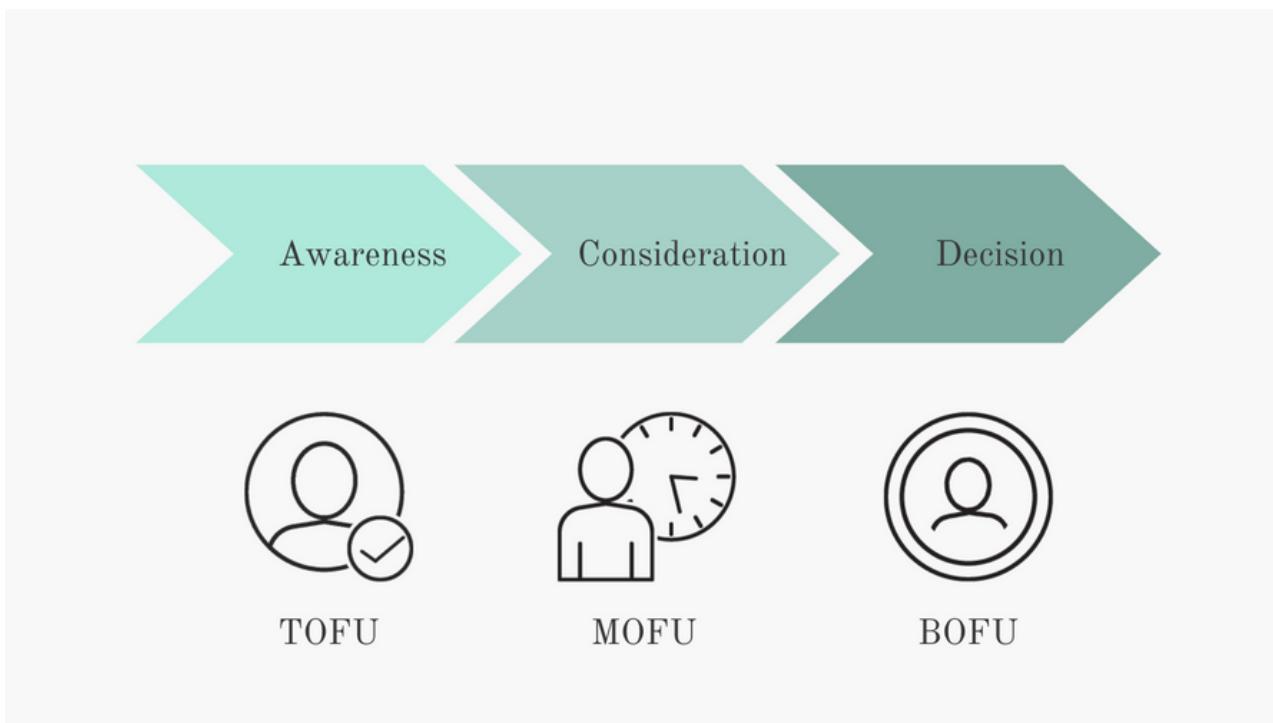
- Total revenue
- Number of new customers
- Revenue per customer (Customer Lifetime Value)
- Conversion rate

### Tactics:

- Scarcity
- Urgency
- Upsells
- Bundles
- Presales



## Cater to the Buyer's Journey



How quickly someone moves from not knowing anything about you, to buying your product or service will depend on a few things, some of the main ones are:

1. The time investment required on the customer's end.
2. The monetary investment required on the customer's end.
3. How closely your business model fits into what is important to them.



## Why Metrics are the Key to Your Funnel's Success:

### Top of the Funnel Organic Metrics:

- Total sessions (web traffic)
- % of new sessions
- Bounce rate
- Traffic per channel

### Additional Paid Metrics:

- Number of engagements
- Cost Per Click

### Possible TOFU Leaks:

- Targeting the wrong buyer persona.
- Irrelevant message
- Confusing message
- Website takes too long to load so people jump off straight away
- Website content doesn't match the content that got them there.
- The call-to-action is weak and not persuasive, creating low conversion rates.

### Middle of the Funnel Organic Metrics:

- Visitor-to-lead conversion rate
- Number of subscribers/leads
- Email open and click rates

### Additional Paid Metrics:

- Cost per landing page view
- Cost per conversion of a lead
- Initiate checkout and abandon cart sessions

### Possible MOFU Leaks:

- Too many distractions on a form designed to capture contact information.
- Unqualified leads progress through the funnel.
- The leads aren't receiving the right amount of nurturing.



## Why Metrics are the Key to Your Funnel's Success:

### Bottom of the Funnel Organic Metrics:

- Total revenue
- Number of new customers
- Revenue per customer or customer lifetime value

### Possible BOFU Leaks

- A messy hand-off from marketing to sales.
- Inadequate onboarding system
- Limited follow-up after someone purchases

It's important to always look at the big picture of the funnel as a whole and then zero in on all of the individual moving elements of your funnel machine to see what's working and amplify that and what isn't and try to fix that.

## Become a Tripwire Marketing Master

Tripwire marketing is the practice of offering leads a low-cost product with the intention of selling them more expensive products later.

### The key with tripwires is:

- Closely related to the preceding free offer
- Closely related to the ultimate high-ticket offer
- Quick win or instant gratification.

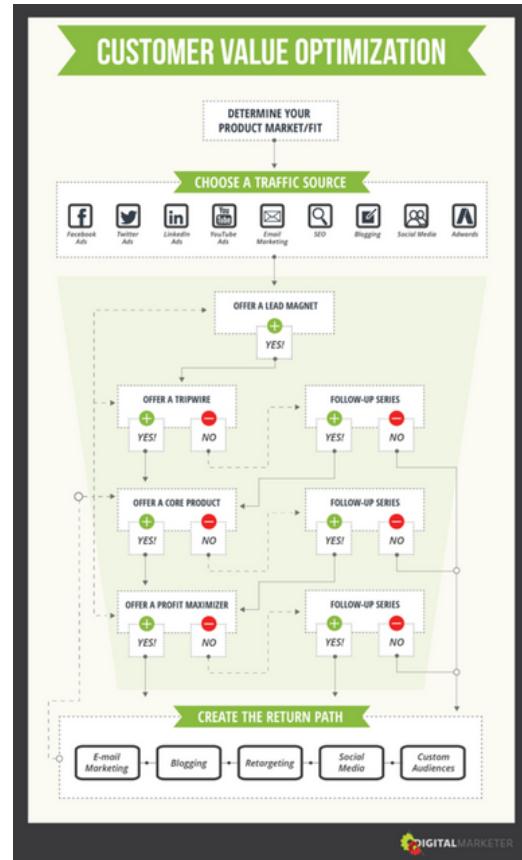


# Embrace Customer Value Optimisation

Legendary business executive and marketer Jay Abraham teaches his audience that there are only 3 ways to grow a business:

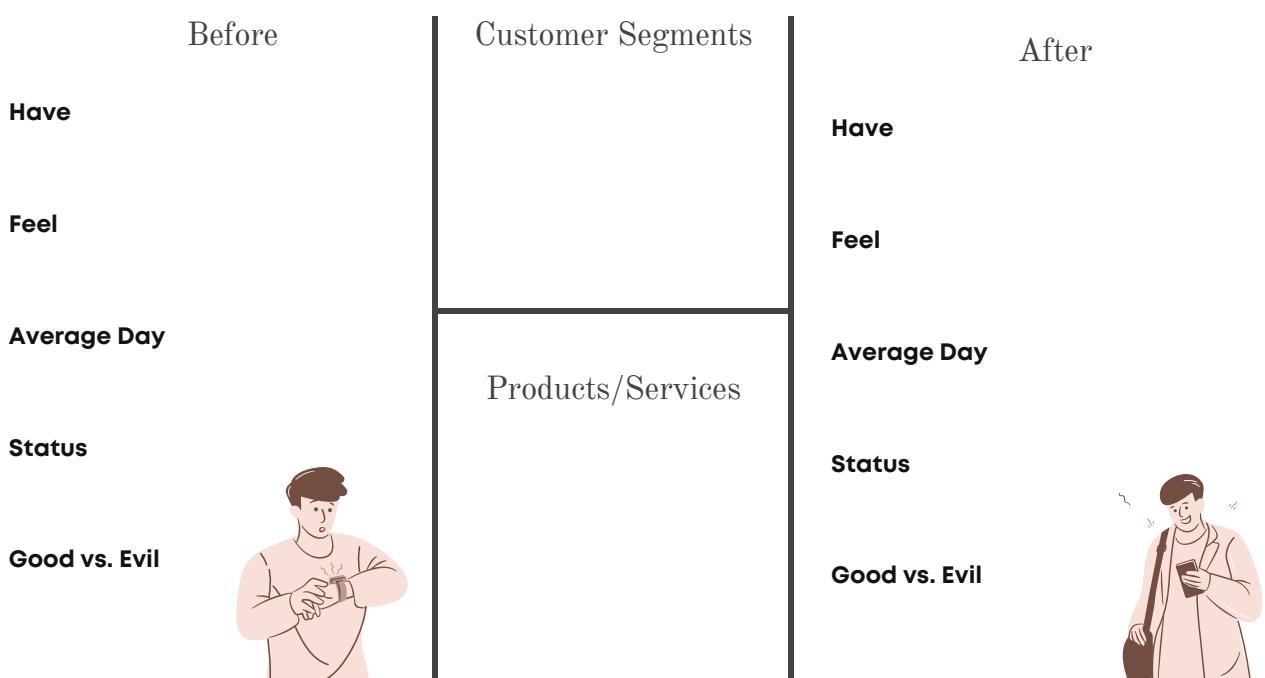
- 1.Increase the number of customers
- 2.Increase the average transaction value per customer
- 3.Increase the number of transactions per customer

[Click here to read more about this framework from Ryan Deiss of Digital Marketer](#)



## Step One

### Determine Product/Market Fit



## Step Two

### Choose a Traffic Source

How will you show and promote your offer to your audience?

## Step Six

### Offer a Profit Maximiser

What can you add to your Core Offer that will make it even MORE valuable?

## Step Three

### Offer a Lead Magnet

What will you create as a clear and specific, irresistible bribe for your audience to get them onto your email list?



Core Offer

## Step Four

### Offer a Tripwire

What low-ticket item can you offer your leads to change them into customers?



Profit Maximiser

## Step Five

### Offer a Core Product

What is the Core Offer you're looking to get more sales from?

## Step Seven

### Create a Return Path

How can you incentivise your customers to buy from you again?

# Mary Smith Photography

## Strategy Overview:



- Business Model: B2C
- Core Offer: \$250 Lifestyle Photography Session (1hr, 30 final edited images)
- Goal: More value per customer
- Location: Toronto, Canada
- Has a website?: Yes, slow loading speed
- Has an email marketing list?: Yes - 300 Subscribers (all customers)
- Has social media profiles set up?: Instagram & Facebook
- Target Audience: Young, trendy business owners
- Rough budget: \$500/month
- Current marketing efforts: organic social media, blog posts, joint ventures
- Competitors: Grace Holland, Sunshine Studios
- CLTV: \$250

### Proposed strategy:

#### Step 1:

##### Product/Market Fit [Transformation]:

Go from HAVING trouble getting the right images to represent you and your business online, to having professionally taken, authority-building images ready in 5-7 days.

Go from FEELING overwhelmed and frustrated with never getting the right kind of image of yourself and your team, to having someone who will walk you through the entire experience and make sure all of your concerns are addressed.

From a STATUS of having only shaky iPhone photos of yourself on social media... to having gorgeous, professionally edited photos to share with your audience.

From the EVIL of the money-sucking media industry and overpriced corporate photographers... to a GOOD personal, kind and honest experience based on mutual trust and connection.

#### Step 2

**Traffic Source:** Facebook and Instagram Ads targeted at small business owners within the Toronto area.

#### Step 3

**Lead Magnet:** Enter to win a free photoshoot - one winner picked every month!

#### Step 4

**Tripwire:** How to Plan and Prepare for the Perfect Personal Branding Photoshoot - \$9

#### Step 5

**Core Offer:** Lifestyle Photography Session. \$250 - 1 hr Session, 30 Final Professionally Edited Images

#### Step 6

**Profit Maximiser:** Team Photoshoot. \$500 -Half Day Session, 60 Final Professionally Edited Images

#### Step 7

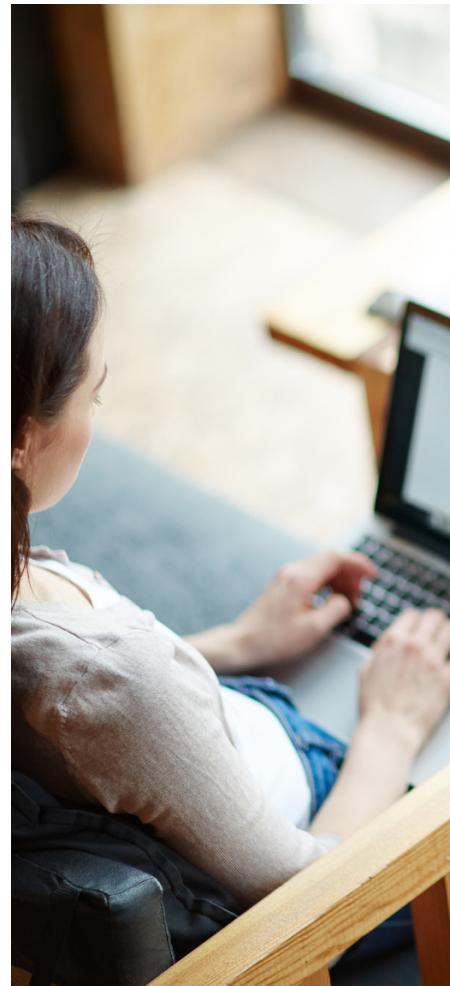
**Return Path:** Retarget past customers with additional offers, referral bonus or give friends 20% off

[Click here to fill out the following template in Google Docs](#)

<b>Business Overview Template:</b>	
Name of Business:	
Business Model: (B2B) (B2C)	
Goal:	
Location (if applicable):	
Has a website?	
Has an email marketing list?:	
Has social media profiles set up?:	
Target Audience(s):	
Rough budget:	
Current marketing efforts:	
Competitors:	
CLTV:	
Anything else?	

<b>Step One</b>		
Determine a Product/Market Fit		
Before	After	
Have Feel Average Day Status Good vs. Evil	Customer Segments	Have Feel Average Day Status Good vs. Evil
	Products/Services	

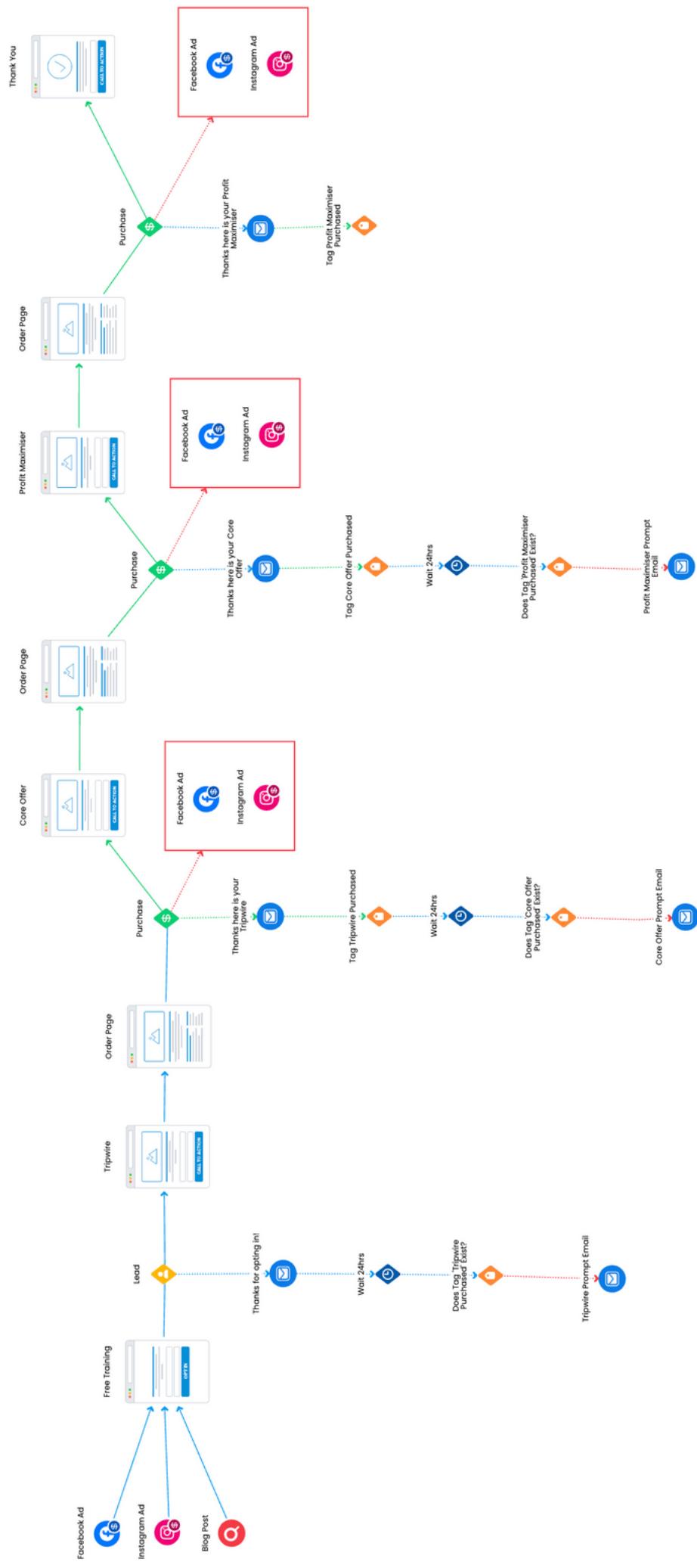
<b>Step Two</b>	
Select a Traffic Source	
How will you show and promote your offer to your audience? For example: blog posts, social media posts, videos, paid ads, podcasts, guest posts etc.	



#### Additional Funnel Resources:

- [Click here to access](#) the template I have created for you within Canva for mapping out your funnel.
- [Klaviyo](#) - an incredible marketing tool for segmenting your customers and making more revenue. Especially handy for eCommerce businesses.

## Example Funnel

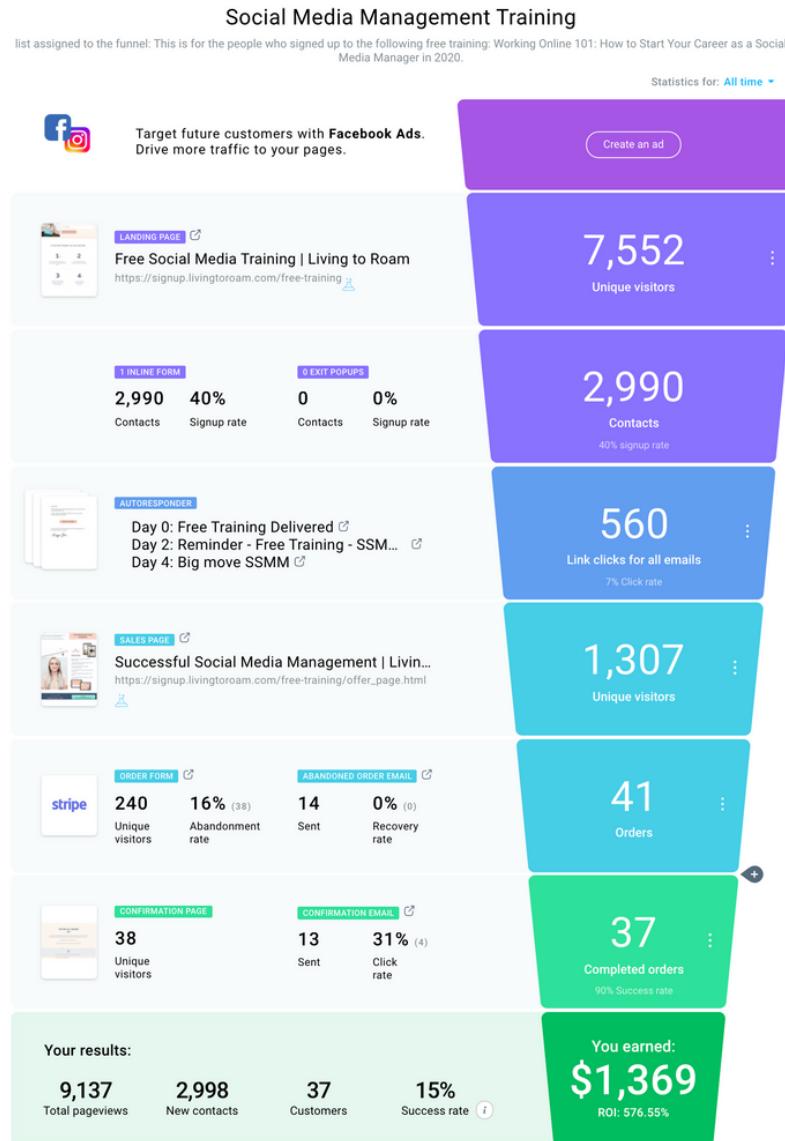


# Planning + Execution





Throughout our lessons, we will be using GetResponse to create a sales funnel similar to mine (below).



**CLICK HERE TO GET YOUR  
FREE 30 DAY TRIAL**



**Access all of your editable templates below:**

You will need to make sure you have a Gmail account to go into the following templates and be able to click on File > Make a Copy and add this to your own Google Drive.

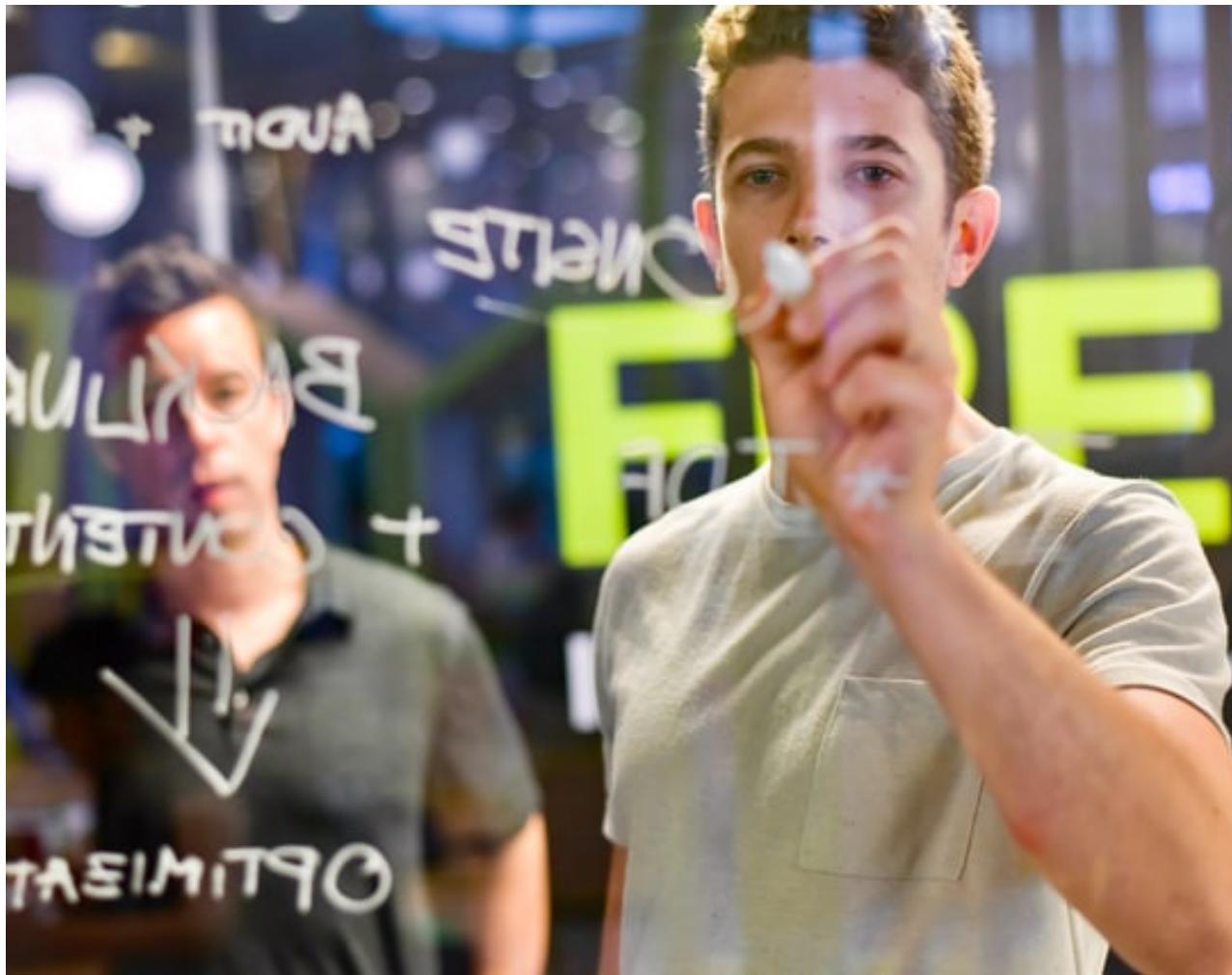
If you do not have a Gmail account, you can simply head to File > Download to download these straight onto your computer instead.

Landing Page Brainstorm and Plan [Template] - [Access it here](#)

Sales Page Brainstorm and Plan [Template] - [Access it here](#)

Email Marketing Sequence Brainstorm and Plan [Template] - [Access it here](#)

Launch and Test Checklist [Template] - [Access it here](#)



## Tools to Have in Place

In order to execute on a profitable sales funnel, you need to have a tool that can create dedicated landing pages that will allow people to sign up for free offers and purchase paid offers, and a way to collect email addresses and communicate with your customers.

Landing page builders only:

[Unbounce](#) - great for agencies or those of you managing multiple client funnels

[Leadpages](#) - great customer service, endless amount of templates

Email marketing and landing pages:

[MailChimp](#) - simple, easy to use email marketing - free up to 2000 subscribers

[Convertkit](#) - more complex email marketing capabilities - free up to 1000 subscribers. It also has the ability to create landing pages but does not yet allow you to collect payments on these pages.

GetResponse - [get your 30 day free trial here](#)

## Payment Processors

[Stripe](#) - [Get to know the Stripe Dashboard](#)

PayPal - if you need to set up a Business Account [click here to read about](#) the steps you need to take.

## Offers to Have in Place

[11 Lead Magnet Ideas and Examples here](#)

Create your eBook or guide with [Canva](#) to design your own or head to [Creative Market](#) and search for pre-designed Canva eBook templates.

## Privacy Policy and Cookies Consent

[Outside of the EU](#) - Cookie Consent Laws  
[Within the EU](#) - Cookie Consent Laws

If you would like help with creating your own Privacy Policy, please consult a legal professional within your country. However, there are tools like [Privacy Policy Generator](#) that can help in the meantime.





## Earn While You Learn with Affiliate Marketing

Pat Flynn's [Guide to Ethical Affiliate Marketing Strategies](#)

[Smart Passive Income Podcast](#) - amazing tips on how to leverage affiliate marketing in your business

## Kickstarter Marketing

[Fyre Festival Documentary on Netflix](#) - LIKE these guys - you can learn how to pre sell millions of dollars worth of something that doesn't actually exist yet. UNLIKE these guys - just make sure to actually deliver on what you sell.

## Learn From Your Competition

[Facebook Ads Library](#) - check out what your competitors are advertising for on Facebook and Instagram

[SimilarWeb](#) - check out your competitor's website and audience

[UberSuggest](#) - check out your competitor's website and audience

## Set Up Tracking

How to [create a Facebook Pixel in your Business Manager on Facebook](#).

[FB Pixel helper](#) - the tool you will use to check if Facebook is tracking your landing pages correctly.

Google Analytics - [Why you should have it and how to set it up here](#)

# How to Create Powerful Landing Pages

## Steps to creating a powerful landing page:

- Short and sweet - It's better to be clear rather than clever.
- Clutter-free
- Clear and singular call to action that is actionable (get started today vs. submit)
- Powerful headline
- Subheadline
- Engaging copy (use 'you' and 'we' instead of 'some people' within your copy ie. 'you will gain xyz by using our service' not 'some people have gained xyz by using our service')
- Captivating images
- Ask only for necessary information from your audience
- Use a mobile-friendly design
- Use simple fonts
- Write simply and clearly
  - Use [Hemingway Editor](#) to write simply
  - Use [Grammarly](#) to avoid spelling mistakes

## How to write engaging copy:

- Curiosity Angle
- Loss-Aversion Angle
- Pleasure or Desire Enhancing Angle

**Buyer persona template** - [access it here](#). This will help you get to the root of what your customers really want from you and who they really are.

[OptinMonster's 700+ Power Words](#) - this is also linked within your templates but you can use this resource to write powerful, emotional headlines, email subject lines and any other copy throughout your sales funnel.

## Tools to use:

- [Full Page Screen Capture](#) - This is a Google Chrome extension that will help you to take a photo of an entire webpage and save this as an image so that you can refer to it in the future. This is great for competitor research.
- [Wistia](#) - a video marketing software for your sales funnels.
- Get free images - [Unsplash](#), [Pixabay](#)
- [Tiny PNG](#) - for resizing images to make sure your pages load fast.

It's also important for you to be creating landing pages that are ready for paid ads even if you're not yet running these yet. [Check out this resource from Andrew Hubbard](#) for more details on why:

- Not to have exit intent popups
- To include a Privacy Policy link
- Not to include autoplay videos
- To avoid using links that navigate people away from the page

## Create Conversion Optimised Sales Pages

### Steps to Success

- Understand your audience
- Communicate your value proposition - I help [who] do [what] by [how]
- Make sure the price is right (don't use whole numbers - use \$97 instead of \$100)
- Impactful headline and sub-headline
- Describe your offer through benefits not features ie. 24/7 support (feature) access to us whenever you need it (benefit)
- Make it conversational
- Add social proof
- Multiple calls to action
- FAQ Section to handle objections
- Money Back Guarantee

## Write Amazing Emails

Types of emails you could add to your sales funnel:

- Welcome Email
- Social Proof Email
- What's on the Inside Email
- Don't Miss Out Email

### Steps to Success:

- Subject lines should be simple and human
- Clear and visual
- Warm and friendly throughout
- Good use of personalisation
- Avoid spam words - [learn more about these here](#)
- Give people a call to action
- Tell a story



# Launch + Advanced tips



## How to Promote Your Funnel

- Blog Posts around similar content
- [Linkinbio](#) on Instagram
- Organic content on social media
- Videos on YouTube
- Podcasts
- Guest Posts
- Joint Ventures/ Affiliates

## Measure Your Success

What benchmarks to look for:

### Free Offer Landing Page

- Good Conversion of Visitors into Leads:
- > 50%.
- Anything < 40% should be looked at.

### Email Open Rates

- Welcome email open rate 40-50%
- Additional emails 15-25%
- Average open rate across industries is 20.94%

### Email Click Through Rates (CTR)

- Average CTR across industries is 7.8%

### Purchase Conversion Rates (CVR)

- Average conversion rate is between 1 - 2.5%

Calculate this by:

Number of purchases / Number of Unique Page Views x 100 = \_\_\_\_ %

## ADVANCED LESSONS:

Include a Messenger Chat on your pages with [ManyChat](#)

[Never split the difference](#) - TEDx talk and book from FBI Negotiator Chris Voss

Proof popup tools

- [ProveSource](#) - free for low traffic funnels
- [TrustPulse](#) - best price for high-traffic funnels

Advanced tracking with [Google Tag Manager](#)

[Zapier](#) - [get to know Zaps](#) and everything you can do with this amazing automation tool.

[HotJar](#) - a website heatmap and behaviour analytics tool

