

Introduction

1. Offline Method: They would place a small ad asking people to contact their company for a free report. After you contacted them, they would send you a sales letter, disguised as a free report, selling a low-ticket information product. When I purchased the product, they would send me their “system”—along with another sales letter selling me a high-ticket product
2. Today’s “shovel sellers” are selling you Internet marketing strategies without actually using any of the strategies themselves.

SECTION ONE: LADDERS AND FUNNELS

SECRET #1: THE SECRET FORMULA

1. Question #1: Who Is Your Dream Client?: What do they look like? What are they passionate about? What are their goals, dreams, and desires?
2. Question #2: Where Can You Find Them?: Where do they hang out online? Are they on Facebook or Instagram? What groups are they part of? What other interests do they have?
3. Question #3: What Bait Will You Use to Attract Them?: Your bait could be a physical book, a CD, DVD, or an audio recording anything that your dream customer would pay attention to and want.
4. Question #4: What Result Do You Want To Give Them?
5. The Secret Formula was created to help you figure out who you want to serve, how to find them, what kind of bait you should use to attract them, and where you want to take them.

SECRET #2: THE VALUE LADDER

1. First, he had created bait (free teeth cleaning) that would attract his dream client (me).
2. Second, he provided value to me by cleaning my teeth and noticing that my teeth had become yellow. Because I had received value, I naturally wanted to move forward and get additional value from him.
3. He then found another way that he could provide value to me—the retainers—and again, I naturally took him up on that offer as well.
4. On my way out the door, the secretary scheduled me for another appointment six months later, adding me to their “continuity” program. Continuity is where you continue paying on a weekly, monthly, or yearly basis until you decide to cancel. This dentist had a perfectly executed Value Ladder
5. The Value Ladder is the key to building your marketing funnels and mastering everything
6. If you keep providing more and more value, people will spend more and more money to keep working with you.

7. The only limit to your value offerings is your imagination. Keep thinking of higher and higher levels of service, and you can keep charging more and more money. There's always something else you can offer.
8. The Value Ladder was created to help you figure out what products and services you need to add so that your dream clients move from your bait to your high-end services.

SECRET #3: FROM A LADDER TO A FUNNEL

1. At the top of my funnel is the “bait” that will attract my dream customers. Notice that this bait is also the first rung of the Value Ladder. As I start to place ads featuring my bait, potential customers will start raising their hands, and a certain percentage of those people will purchase my frontend offer.
2. Then I will move to the next step in my funnel. Here I will introduce the next product or service in my Value Ladder. This will, of course, be something offering MORE value, while also costing more money. Unfortunately, not everyone who purchases my bait will also purchase this more expensive, high-value product, but a certain percentage of those people will.
3. From there, I move deeper into the funnel and introduce the next product or service on my Value Ladder. Again, not everyone will buy this product, but a percentage of the clients who initially took the bait will.
4. At the bottom of this funnel, a handful of people will appear who can afford—and may be willing to purchase—my high-end services. These are my dream clients, the ones I want to work with at a more intimate level.

SECRET #4: HOW TO FIND YOUR DREAM CUSTOMERS

1. QUESTION #1: WHO IS YOUR TARGET MARKET?: What are their pains and passions? What do they desire? What do they think about, and what do they search for online? When you can find out those tiny details, you can search more specifically and find buyers in not-so-obvious places.
2. QUESTION #2: WHERE IS YOUR TARGET MARKET CONGREGATING?: Where do they hang out online? Where do they spend their time? What email newsletters might they subscribe to? What blogs do they read?
3. QUESTION #3: HOW CAN YOU GET A CUSTOMER TO LEAVE THE CONGREGATION AND CHECK OUT YOUR PAGE?: always uses a strange or unusual picture to grab the eye. Then it uses short, punchy headlines (usually describing something weird, unusual, or shocking) to make you curious enough to buy a copy.
4. YOUR ROLE AS THE ENTREPRENEUR: focus on the strategy. Then, you can build a system and have your team help you to implement it.

SECRET #5: THE THREE TYPES OF TRAFFIC

1. TRAFFIC YOU OWN: Traffic you own is the BEST kind of traffic. It's your email list or your followers, readers, customers, etc. This is my own distribution channel; I can send out messages anytime I want, with no new marketing costs. I can sell things to these people over and over again, and all of that money comes back as pure profit. The bigger your list, the more money you make.
2. TRAFFIC YOU CONTROL: Any kind of paid traffic is traffic you control, including the following:
 - Email ads (solo ads, banners, links, mentions)
 - Pay-per-click ads (Facebook, Google, Yahoo, etc.)
 - Banner ads
 - Native ads
 - Affiliates and joint ventures .So my goal is always to send any traffic that I am going to purchase over to a type of website we call a "squeeze page." This squeeze page is a very simple page with ONE goal: to convert traffic that you control into traffic that you own. I send all of my paid traffic to a squeeze page, and when the visitors get there, they only have ONE option: give me an email address or leave.
3. TRAFFIC YOU DON'T CONTROL: There are lots of types of traffic that I don't control, including:
 - Social media (Facebook, Twitter, Instagram, Google+, LinkedIn, Pinterest, etc.)
 - Search traffic (search engine optimization or SEO)
 - Guest blog traffic
 - YouTube
 - Guest interviews.If you visit any of my blogs, you'll notice that the top third of my blog is nothing but a glorified squeeze page. When people go there, the only real thing they can do is give me their email addresses.

SECRET #6: THE THREE TYPES OF TRAFFIC

1. I shared something about my family, and suddenly there's a new segment of the audience attracted to that part of my persona. This new audience segment suddenly felt they could relate to me, so they had enough trust to purchase from me
2. Creating an Attractive Character:
 - Elements
 - Identity
 - Storylines
3. FOUR ELEMENTS OF THE ATTRACTIVE CHARACTER

Backstory: Your students, your case studies, your successful clients—those are all resources for relatable backstories

Attractive Characters Speak in Parables: you can create and make money selling your experience or expertise in almost anything.

Attractive Characters Share Their Character Flaws: as soon as the audience knows you're not perfect, that you have character flaws, then they will start to empathize with you. They'll like you more because you are like them: not perfect.

Attractive Characters Harness the Power of Polarity: They share their opinions on hard matters, and they stick to their guns no matter how many people disagree with them. If nobody's talking about you, then nobody knows who you are. It's time to step out of that neutral space and start sharing your opinions. Bring the things you care about into the open.
4. IDENTITY OF AN ATTRACTIVE CHARACTER: Leader, Adventurer, Reporter, Reluctant Hero

5. ATTRACTIVE CHARACTER STORYLINES

Loss and Redemption: “I had everything. I was on top of the world. Life was great. Then _____ happened. I had to figure my way out of _____. But it turned out to be a blessing in disguise because I went through _____, and I learned/received _____. Now I _____.”

Us vs. Them: Remember the power of polarity? Using these types of stories will draw your raving fans even closer and give them a rallying cry against the outsiders. I often call out the “talkers vs. the do-ers” on my list.

Before and After: “First I was _____. Now I’m _____.”

Amazing Discovery: “Oh my gosh, you guys . . . wait til you hear about this amazing new thing I just discovered! You’re not going to believe it, but I hit it out of the park on my first try! I wasn’t sure it would work, but it’s amazing. You’ve got to try it!” These stories are huge for selling webinars and teleseminars

Secret Telling: “I’ve got a secret . . . if you want to find out what it is, you need to do _____. ”

Third-Person Testimonial: Sharing other people’s successes with your products and programs provides powerful social proof. Get as many third-person testimonials from your customers, clients, and students as you can.

SECRET #7: SOAP OPERA SEQUENCE

1. The programs are continuous narratives that never conclude. The characters are always either getting into trouble or getting out of trouble, falling in love or breaking up, heading to jail or escaping, dying or magically reappearing. If you relate to the characters, you can’t help but get sucked into the drama and want to know what’s coming next.
2. In your Soap Opera Sequence, you’re going to introduce your Attractive Character and build up an open-ended dramatic story that draws the reader in.
3. Email #1: Set the Stage. This is the first email, a thank you note, that people receive the minute they sign up for your list. It sets the stage for the emails to come and lets people know what to expect.
4. Email #2: Open with High Drama ALWAYS start any good story at the point of high drama. Backstory- Tell them the events that led up to the high-drama moment
5. Email #3: Epiphany You realize something you hadn’t thought of before. Maybe it’s something that was right in front of you the whole time. It’s the moment that everything turned around for you.
 - My epiphany was I needed to build a list, and that’s when I learned about_____.
 - I had to get a support system to help me get over my addiction; that’s when I found_____.
 - I had to address the emotional roots of overeating, and that’s when I discovered_____.

6. Email #4: Hidden Benefits. you want to point out benefits the reader is getting by knowing you and following your plan or by using your product
7. Email #5: Urgency and CTA. The goal is to give the reader one last push to go take action right now. • Your webinar starts tomorrow. • You only have ten seats left at your event. • You only ordered one thousand books, and most of them are gone. • You're pulling the video offline.

SECRET #8: DAILY SEINFELD SEQUENCE

1. My emails switched from 100% content to 90% entertainment and just 10% content, and my readership, opens, clicks, and sales all skyrocketed with the change. You want your Attractive Character to be fun and entertaining
2. Just talk about your day. : • What's going on in your Attractive Character's life? • What happened that's embarrassing? • How are you getting through the holiday season? • Where are you planning your vacation this year? • What did you buy recently that you regret? • What did you buy recently that you just adore? • What made you scream with rage yesterday, that you're laughing about today? • What crazy antics did your kid or your dog get into yesterday? • What funny thing happened in your past that teaches a lesson?
3. Just random episodes and entertaining stories.
EXCEPT . . . they have a purpose. The goal is to lead people back to whatever you're selling. It might be your core offer or some other product or service. It might even be someone else's product. Every story needs to relate back to something you're selling. That's the secret. That's how you make money.

SECRET #9: REVERSE ENGINEERING A SUCCESSFUL FUNNEL

1. FIVE VARIABLES OF SUCCESSFUL CAMPAIGNS: 1 Demographics 2 Offer 3 Landing page 4 Traffic source 5 Ad copy
2. Demographics: distinguishing factors, like age, sex, education, geographical location, income level, race, language, and political affiliations and all characteristics you can think of that define those people you want to reach with your message. It becomes very easy to scale your offer and build your business quickly.
3. Offer: what you are selling and at what price point you are selling it, including your upsells and downsells.
4. Landing Page: going to reverse engineer what's already working and model that for my own page, make something very similar to what's already successful.
5. Traffic Source: Do not think that you need to "create" traffic. The traffic is already out there. All you have to do is find it, tap into it, and redirect it back to your offer.
6. Ads Copy: Find what's already working, and model it.

7. HOW TO REVERSE ENGINEER A SUCCESSFUL CAMPAIGN:

Step #1: Where Are Your Competitors (Both Direct AND Indirect)?: A direct competitor is a person or company selling something very similar to yours and Indirect Competitor are people or companies selling something different than you, but to the same demographic.

Step #2: What Are They Doing?

SECRET #10: SEVEN PHASES OF A FUNNEL

1. The real difference between having a six-, seven-, or even eight figure business is whether you understand the phases of a funnel and can successfully monetize the different points along the line.
2. The money you make in your business depends on how well you manage the experience of every person who comes in contact with you
3. 3 introduction video. It featured Tony Robbins recommending me, outlined several success stories, and included the testimony of others who declared I was a great guy with a lot to offer
4. The video was the pre-frame, and because I now controlled the frame, I started seeing consistently higher sales almost every time
5. Phase #1: Determine Traffic Temperature: examine is the mindset of the traffic before it reaches your site

Gene Schwartz: *If your prospect is aware of your product and has realized it can satisfy his desire, your headline starts with the product. If he is not aware of your product, but only of the desire itself, your headline starts with the desire. If he is not yet aware of what he really seeks, but is concerned with the general problem, your headline starts with the problem and crystallizes it into a specific need.*

Hot Traffic is made up of people who already know who you are. They're on your email list, they subscribe to your podcast, they read your blog

Warm Traffic consists of people who don't know you, but they have a relationship with somebody you know.

Cold Traffic is made up of people who have no idea who you are. They don't know what you offer or whether they can trust you. These may be people you find on Facebook or who click on your pay-per-click ads. Maybe they stumble across your blog somehow

6. Phase #2: Set Up the Pre-Frame Bridge: bridge that pre-frames people before they get to your landing page
7. Phase #3: Qualify Subscribers: Qualifying subscribers is done through an opt-in or squeeze page that offers something of value in return for contact information. it's usually a free report or a free video showing the visitor one thing they would really want to know.
8. Phase #4: Qualify Buyers: a buyer is a buyer is a buyer.
9. Phase #5: Identify Hyperactive Buyers : These are the people who are in some kind of pain right now and will buy more than one thing at a time.

10. Phase #6: Age and Ascend the Relationship: These next steps are what keeps them referring you to friends.
11. Phase #7: Change the Selling Environment: The most common ways to change the environment are to sell the pricier items over the phone, through direct mail, or at a live event or seminar. People on the phone are more likely to listen closely to an offer.

SECRET #11: THE TWENTY-THREE BUILDING BLOCKS OF A FUNNEL

PRE-FRAME BRIDGE

1. Quizzes: To get a great pre-frame, you want to get people thinking along the same lines as the next step in the funnel. Agitate the problem your business solves for them. Use the quiz questions to help them remember how much they hate weeds in their lawn or being rejected by women. The quiz helps you segment your buyers
2. Articles: It might be a case study of how you helped an individual solve a problem. It might be an article about how your product works. Or it might not have anything to do with you specifically, but it sets up the problem and what is required to solve that problem. Add a call to action somewhere on the page. A call to action is simply where you ask the reader to do something: click here to learn more, subscribe today, get your free sample here.
3. News: “Special Alert” or “Disaster Update.” Each headline is phrased to get our attention and convince us a developing event is sure to destroy the world as we know it.
4. Blogs: Any Topic. could write a blog post explaining how every other company is the same, while yours is different and better.
5. Videos: should agitate the problem for the viewer or educate them on some process or idea. The goal is to make them desire the solution you offer.
6. Email: borrowing their credibility to pre-frame you as a great person or to pre-frame your offer as a great solution
7. Presell Pages: Sometimes you have to educate people before you sell to them. tells a story, used to give background information or education that prospects might need.

QUALIFYING SUBSCRIBERS: get people to opt-in to your list, subscribe to your newsletter, or request a free offer you've put in front of them

1. Pop-Ups:
2. Squeeze Page: simple opt-in page that requires people to give you their email addresses to get access to something on the next page. The only choices on the page are to subscribe or leave
3. Click Pop: way to get people to join your list via a button on your blog or other web pages.
4. Free-Plus-Shipping, Two-Step Form:
5. Webinar Registration: We often use free webinars as a way to generate leads.
6. Free Account: Signing people up for a free account works especially well with software and membership programs.

7. Exit Pop: An exit pop is, not surprisingly, a last-chance popup after people click away from your site.

QUALIFYING BUYERS

1. Free-Plus-Shipping: If you create a great product and give it away for free, it is the perfect bait and gets one of your products into the hands of a new customer.
2. Trial: A very low-cost trial offer is a great way to get people to raise their hands and tell you that they're buyers.
3. Tripwire: Tripwires are smaller offers used to get buyers in the door.
4. Self-Liquidating Offers (SLO):
5. Straight Sale: This is just a regular sale of a high-ticket item

IDENTIFY HYPERACTIVE BUYERS

1. Bumps: little offers we add on to our order
2. One-Time Offers (OTOs): After someone has purchased any of your frontend offers, you can make them a special, onetime offer.
3. Downsells: Don't give up just because they said no to paying the full amount all at once.
4. Affiliate Recommendations:

SECRET #12: FRONTEND VS. BACKEND FUNNELS

1. Product Awareness Continuum:
2. These funnels start on the landing page. They are the sales mechanisms designed to move a person from being a completely anonymous visitor to becoming a paying customer.
3. When you're ready to "age and ascend" customers on your Value Ladder, all you have to do is create a new funnel, so you can treat them like old friends

SECRET #13: THE BEST BAIT

1. THE ONE-HUNDRED-VISITOR TEST: Humans just can't resist the word FREE.

SECTION FOUR: FUNNELS AND SCRIPTS

FRONTEND FUNNELS

FUNNEL #1: TWO-STEP, FREE-PLUS-SHIPPING

THE WHO, WHAT, WHY, HOW SCRIPT: Just create a little video, answering these four questions, and maybe add in a text version on the page. Present step one on the order form, and you're all set

1. Who: Who are you? Introduce yourself very briefly
2. What: What do you have? Introduce your product or offer briefly.
3. Why: Why do they need it? Explain the benefits of the offer.
4. How: How can they get it? Walk them through the order process so they know what to expect.

5. The Catch: Tell them why you're offering this product for such a low price. People always think there's a catch. So instead of avoiding the topic, let them know, in clear terms, that there is no catch.
6. Urgency: Explain why they should order this product right now.
7. Guarantee: Reverse any risk in ordering the product.
8. Recap: Remind them what they are getting and why.

OTO SCRIPT

1. Rule #1: Don't Sell More of the Same Thing
Rule #2: Don't Sell a Random Product.
2. Sample Structure #1: The Next Thing.
Sample Structure #2: Do It Faster
Sample Structure #3: Need Help?
3. Smart => Why: Tell the buyer he's made a great decision by making the first purchase and why.
3x 2x Question: Ask the buyer if he'd like to speed up his results. How would you like to get three times the results, twice as fast?
Exclusive: Explain why this OTO is not for everyone.
Results, Fast, Speed: Explain that this OTO will complement the original purchase by delivering better results, faster
The One Thing: You need to figure out the One Thing that is the most valuable and will yield the best results.
Future Pacing: Help the buyer imagine achieving goals faster and with greater ease.
Call to Action (CTA): Tell the buyer how to order the special offer.
Guarantee: Reverse the risk he may be feeling with a guarantee.
Value Stacking: Add in valuable bonuses.
Scarcity: Give them a reason to order right now! Make this a truly one time offer
Second CTA: Repeat your call to action.
Testimonial Rush: Add in testimonials about your product—more is better.

FUNNEL #2: SELF-LIQUIDATING OFFER

STAR, STORY, SOLUTION SCRIPT

SECTION 1: STAR

1. Pattern Interrupt: It's important to grab their attention, get them out of their current environment or activity, and suck them into your sales copy
2. Core-Desire Questions: Through a series of questions, you get prospects thinking about the things they desire most.
3. Agitate Past Failures: you already know they've probably tried to achieve the result and failed.
4. Big Promise/the One Thing: the One Thing you're going to focus on for the rest of the sales letter.

5. Introduce the Star: Attractive Character- leader, the adventurer, the reporter, or any other archetype you think works for your product and your market.

SECTION 2: STORY

6. High Drama: Whenever you're telling a story, you want to start at the point of high drama.
7. Backstory WALL: It's important that the featured character eventually hit a wall, a point where he was completely stuck. This, by the way, is where your prospects probably are right now. They have likely tried to make money online or lose weight or get whatever result you're promising, but they can't seem to get the result they want. It feels hopeless.
8. Identify the Problem: Let them know why your Attractive Character was stuck (which is also probably the reason they are currently stuck). In fact, the more closely you can relate your Attractive Character's problem to the readers' problems, the better.
9. Epiphany OR Declaration of Independence: Once the AC pinpoints the problem, it's usually not long before they have an epiphany or decide to make a major change in their behavior or mindset.
10. Your Path to Finding the Ultimate Solution: Take the reader along your journey. Describe some of the different things you, or your AC, tried before you found success
11. First Sign of Success: Let the reader see you start to succeed.
12. Conspiracy: Show them how you finally realized that the cards were stacked against you from the start. Because they believe it, you need to address this fear through the Attractive Character's story.
13. The Big Lie: Explain why it's not their fault that they haven't succeeded before now.
14. Common Enemy: This is who or what is really to blame for the big lie that was holding the AC back and blocking his success.
15. Rapid Growth: Now show them how fast the AC progressed once he realized the truth.
16. Case Studies: Highlight the stories of others who've had success similar to your or the Attractive Character's story.
17. Hidden Benefits: Explain the benefits you didn't expect that have resulted from the product/discovery you are describing to the reader.

SECTION 3: SOLUTION

18. Formal Introduction: Introduce the product.
19. Pain and Cost: Tell them what you had to go through to create the product.
20. Ease: How much effort does the product save you?
21. Speed: How much time does the product save you?
22. "So" Benefits: Explain why they need this by writing out three or four benefits followed by the words "so _____. "
23. Social Proof: But don't just take my word for it.
24. Make the Offer: Explain what the buyers will get.

25. Build Value: Add bonuses and additional features, but be sure they support the “One Thing,” the focus of your entire sales letter.
26. Float a Fake Price: Tell the readers how much the product “should” be worth if they had to pay for each item separately. It should be a number much higher than the actual price, but you must also make sure the product really is worth the price you name. Be ethical. Explain why the high price is justified, based on its value.
27. Emotional Close (If/All): Use the words “If all . . .” to help anchor the offer and help the buyers justify the fake price you named earlier. Use both “toward pleasure” and “away from pain” statements.
28. Reveal the Real Price: Now tell the readers how much they are actually going to pay. This price should be much lower than the high price you floated earlier
29. Guarantee (Logic): Reverse any risk the potential buyers may be feeling. Give the guarantee some crazy name.
30. Inject Scarcity (Fear Close): Give the buyers a legitimate reason to buy NOW.
31. Future Pacing: Help them see how awesome their lives are about to become—after they buy your product.
32. Call to Action: Tell them what to do to make a purchase. Also, tell the prospects what’s going to happen next.
33. Post Selling: Make the readers feel like they might be left behind if they don’t hurry.
34. Take Away Selling (Warning): Explain that they need to make a decision, and it doesn’t matter to you whether they order or not.
35. Close with Reminder: This is a summary for the skimmers, but it can remind all readers of the offer.

FUNNEL #3: CONTINUITY

1. In every business, there are ways to add continuity income, and it’s an essential part of every Value Ladder. Continuity is when you get paid regularly, usually every month, for ongoing access to information or software or some other product.
2. Once a visitor has moved through either a Two-Step or an SLO Funnel and made it through my Soap Opera Sequence, then I will usually send them through a short email sequence promoting my Continuity Funnel. Once people are in the program, they are charged on a regular basis for continuing. Usually, this is a monthly charge, but it could also be weekly, or yearly.
3. If you are selling a free or one-dollar trial, then the Who, What, Why, How script typically works the best.
4. If you are planning on selling continuity without a trial, then I would recommend using the Star, Story, Solution script.

5. After people have purchased the membership, you can create OTOs like we discussed earlier. We have found yearly or lifetime accounts to be incredibly effective upsells with continuity programs.

FUNNEL #4: THE PERFECT WEBINAR

1. Webinar is nothing more than a PowerPoint presentation that you broadcast live (or record) over the Internet
2. 2 parts to most webinars: the content and the sales pitch.
3. SALES WEBINAR FUNNEL: You drive traffic to a registration page where you have some sort of sales letter or video encouraging readers to sign up for the webinar. use the Who, What, Why, How script on my webinar registration pages.
4. AUTOMATED WEBINAR FUNNEL: You start by driving traffic to a registration page that uses the Who, What, Why, How script, and people enter their names and emails to register. Then they go to a confirmation page where they get the date and time, set for some point in the future, or they can choose to watch “yesterday’s” replay right away.
5. PERFECT WEBINAR SCRIPT:

INTRODUCTION: introduces you, your subject, and your credibility.

- a) Big Promise: use to judge your webinar’s quality.
- b) Hook to End: Give the participants a reason to stick around all the way to the end of the webinar. Free giveaways are popular
- c) Command Attention: turn off their cell phones, and give you their undivided attention. ask the participants to grab a pen and paper for taking notes.
- d) Qualify Yourself: Let the participants know why you are qualified to speak on the subject.
- e) Future Pace: Lead the viewers through some imagination exercises where they can picture what life could be like once they learn the secrets you’re about to reveal. Be descriptive and appeal to all five senses

CONTENT:

- a)One Thing: It’s the reason the participants showed up. What do they want or need to learn or understand

SECRET #1 Break: The best model for making money online is to sell products. **Rebuild:** You can make more money in one day selling high-ticket products than you can in a MONTH by selling normal products.

SECRET #2 Break: To sell high-ticket products, I have to sell on the phone. **Rebuild:** You don’t personally have to sell anything! (Big plus because I hate phones!) Let me show you how to build a two-person, mini call center to close all of the sales for you.

SECRET #3 Break: It probably costs a fortune to drive enough traffic to make this work. **Rebuild:** You only need a little bit of traffic to make this work (about one hundred clicks a day).

Be sure to tell stories, show examples, and use this as an opportunity to get your audience to bond with the Attractive Character.

STACK: Let me ask you a question . . . , and then you move straight into how your product will help the participants with whatever your One Thing is.

- a) If/All: to anchor the offer and help the buyer justify the price you have given.
- b) Reveal the Real Price: much lower than the price you gave after The Stack.

FUNNEL #5: INVISIBLE FUNNEL WEBINAR

1. Invisible Funnel: premium webinar that people pay for AFTER the webinar is over if they love what you taught them
2. MAGIC BULLET WEBINAR REGISTRATION SCRIPT
 - a) Raise the Question: by asking questions that bring people's desires to the front of their minds. Make them wish they had what you're about to offer. Towards Pleasure, Away From Pain, Final Question ("Wouldn't it be nice if . . .," or "Wouldn't it be awesome if . . .")
 - b) Introduction: want to introduce yourself and the idea of the Magic Bullet you are going to offer in the webinar training.
 - c) Point out Frustrations: Your prospects have probably tried other solutions and failed. You need to let them know their frustrations are normal, and that you once had them, too. Explain your frustrations because they are likely the same things they are struggling with.
 - d) My Magic Bullet: introduce the amazing solution you're selling. Draw in the most participants, expand the main idea of your Magic Bullet and tell the reader a story about how this solution has worked for you:
 - e) Don't Worry (Proof): You're going to introduce the fact that you are offering a premium webinar. You'll also tell the participants not to worry because you're going to prove its worth before you charge them any money.
 - f) Risk Reversal (0 → \$\$): offer the "try before you buy" option.
 - g) Close: Get the reader to commit to giving your webinar a try.
3. INVISIBLE WEBINAR CONTENT: want each participant to be more than happy to pay you at the end.
 - a) Re-tell Hook: Get a chance to vote with their wallet at the end: did the webinar deliver or not? And remind them they must stick around until the end because only then will you give the secret email address where they can email you if they don't think the webinar was worth the price of admission
 - b) Tell Them What They'll Learn: overview of the system that you are going to be teaching on this particular webinar.
 - c) Content (for each content piece): Start teaching your content now your best stuff
 - What Is It? Give the content piece a cool name, making it easy to remember.

- Parable: Tell a memorable story to demonstrate the concept and cement it in the participant's brain.
 - Teach Concept: Go through the nuts and bolts of the concept.
 - Example (real life, if possible): Give some examples of how the concept works in real life. If you have case studies that show your students or clients succeeding, those are the best examples.
 - d) Recap: want to remind them again about everything they learned while they were on the training with you.
 - e) Tie It to Value: Help participants see how much this information will be worth after they implement it.
 - f) Was It Worth \$__ to You?
 - If so: Do nothing, and we will bill your credit card the agreed-upon price.
 - If not: Email us at _____ before_____, and let us know this content wasn't for you, and we won't charge your card.
 - g) Transition to Offer: participant may now want personalized help
 - h) Pick Your Close: Where will you send people to fill out an application?
 - To Website: Give the URL where a participant can pay for your coaching.
 - Free Application: If this is a free application, make clear that there is no charge to apply.
 - Paid Application: If you're charging participants to apply, let them know how much and how they should pay.
 - i) Simple, Three-Step Close: soft sell. you do offer personal coaching or consulting to help them get the best results as fast as possible.
 - What: Tell them what your service consists of.
 - Why: Tell them why they should apply.
 - How: Tell them how to apply.
- Be sure to build in so much value that you can quickly ascend the viewer to your highest levels.

FUNNEL #6: PRODUCT LAUNCH

1. Video #1 is called "Wow and How," where you will "wow" them with a big idea, and then show them "how" you and others are using this concept.
2. Video #2 is the "Transformational Education" piece, where you will actually let people look over your shoulder as you walk through the process with them.
3. Video #3 is the "Ownership Experience" piece, where you show viewers what it's like to live when they have this in their lives.
4. Video #4 is "The Offer," where you will reveal what you're selling, the price, and how they can get it.
5. VIDEO #1: "WOW AND HOW"

- a) Big Promise: One Thing, the valuable principle you have promised to teach during these training videos.
 - b) Kill Myths: Dispel any common objections or reasons the potential participant might not believe you.
 - c) Let's Look at Others (Content #1): Show how others achieve these results all the time. Tell stories and case studies.
 - d) Hook to Video #2: Get them excited about the next video.
6. VIDEO #2: "TRANSFORMATIONAL EDUCATION"
- a) Let's Do It Together: It's okay if you don't think you can do it on your own. Let's go over it together now
 - b) How "I" Do It (Content #2): Here's how I do it, step by step (just give a brief overview of the steps).
 - c) Proof That It Works: Show your successful results, case studies, or other proof.
 - d) Hook to Video #3: Get them excited for the next video.
7. VIDEO #3: OWNERSHIP EXPERIENCE
- a) Future Pace Experience: Imagine what your life could be like if you commit to this program.
 - b) How "YOU" Do It (Content #3): Imagine yourself doing this exact process. Here's what it would look like.
 - c) Hinting to the Offer: Would you like the chance to learn in the fastest, easiest way possible?
 - d) Hook to Offer Video: In the next video, I'll show you how you can get results just like these.
8. VIDEO #4: THE OFFER
- a) Here's What I've Got: Explain the offer.
 - b) Here's What You'll Do with It: Explain how it works.
 - c) Here's What It'll Do for You: Explain the results.
 - d) Here's What You Need to Do Right Now: Explain how to order and what to expect next.

BACKEND FUNNEL

FUNNEL #7: HIGH-TICKET, THREE-STEP APPLICATION

1. Step #1: create a simple page that shares a case study video explaining the results your clients can get when they receive coaching from you
2. Step #2: The prospect fill out a full application, helps your sales people learn about an applicant's business, where they are now and what their business goals are for the future. The application also presells the program in the prospect's mind
3. Step #3: My Inner Circle homework page includes three videos for applicants to watch. The first video is a short class with me teaching what it takes to succeed in this business. The second video tells the story of how my wife and I struggled to start our family. It explains exactly why I'm so

passionate about helping business owners get their messages out into the world. (It's also a tear-jerker.) The third video is a series of case studies and testimonials about the coaching program itself

4. HIGH-TICKET, TWO-STEP SCRIPT: You will need two different people to make a sale using this process: the setter and the closer. Using two sales people provides consistency in your sales. The setter gathers basic information on the prospect, draws out his emotions, and identifies the prospect's pain and goals. Once that is done, the setter gets off the phone and has the closer call the applicant back. The closer magnifies the pain, gets the prospect to sell himself on why he is a good fit for the program, and then provides the solution.
 5. SET SCRIPT
 - a) Introduction: introduce themselves in a lowkey way and have a natural conversation with the prospect. The setter is getting to know the prospect and pulling out any emotions and find out where the prospect is right now and how he feels about where he is.
 - b) Questions: focus on finding out where the prospect wants to be. The setter has to find out the why. That's where you'll find the emotions. People buy based on emotion first, then they rationalize the decision with logic. You hook the emotions by asking questions. Follow-up questions help you hook into emotions. Help the prospect paint a picture of the feelings behind his dreams. Get all this information with a few questions; within five minutes, the setter knows exactly why the prospect is going to buy this program. He also knows the hot buttons to focus on. He has just started to sell himself on purchasing your product, your knowledge. The setter cannot move forward with the script until he understands the prospect's emotional hot buttons. Must realize he needs help.
 - c) Blast: Give Him a Taste of What You Offer: Ask a critical question to get the prospect to sell himself.
 - d) Posture: The setter has just asked for (and gotten) permission to ask just about anything.
 - e) Probe: Collect Financial Information: Start by asking about age, marital status, highest level of education, and things like that.
 - f) Finding Credit: Your setter is going to find out details about the prospect's credit situation
 - g) Goals: Talking About a Prospect's Short-Term Goals: Your setter is still asking questions and getting the prospect to sell himself on the program.
 - h) Commitments: Get Four Commitments: Now the setter is getting the prospect to declare himself a good candidate. He is publicly stating he is the kind of person who takes action and finishes what he starts. Once he does this, his brain will have a really hard time reversing that declaration and talking himself out of the purchase.
- Explain how to use the bank's money (credit cards) as a short-term leveraging tool to invest in growing his business or reaching his goals.

Now put him on hold while you go talk to your "director." Discuss the candidate with the closer

6. CLOSE SCRIPT

The closer will go through the same questions as in the introduction, but perhaps worded a little differently.

- a) Time: Explain the Time Commitment
- b) Decision Making: Explain the Decision Commitment
- c) Resources: Investment Commitment
- d) Knowledge: Teachability
- e) What's Included: What the Prospect Gets When He Signs Up Today
- f) Close: Finalizing the Sale

SECTION FIVE: CLICKFUNNELS

1. Who is my Attractive Character? How do I want to flesh out that character in my emails? What will I say in each email in my Soap Opera Sequence? What types of messages do I want to send out in my Seinfeld emails?
2. Step #1: Pick which type of funnel you want to build.
3. Step #2: Choose which template you want to use at each step
4. Step #3: After you've picked the template designs for each step, finalize the funnel and you will be able to see your entire sales funnel at a glance.
5. Step #4: Now you can go in and edit the copy, add your videos, integrate with your email auto-responder, and set up your order forms on each page.

CONCLUSION: IGNITE

1. Right now, without you consciously doing anything, it's figuring out which competitors you might want to research. It's strategizing about what your Value Ladder will look like and what types of sales funnels you will use to ascend people on your Value Ladder.
2. 1 Decide who you want to serve. Who are your ideal clients?
2 Create your bait, and do it quickly. Don't overthink it or try for perfection here.
3 Figure out your Value Ladder. What can you offer above and beyond what you currently do? Go create those things.
4 Start building out your funnels, one at a time.
3. [DotComSecrets Ignite Application](#)
4. [DotComSecrets Book](#)