Course: The Creator CEO: Build & Scale Your Digital Product Suite

Lesson 9: Building Your Evergreen Sales Funnel

1. Core Concept & Learning Objective

Core Concept (147 words): A "live launch" (Lesson 8) is powerful, but it's *manual*. You are trapped in a "launch-and-burnout" cycle. An "Evergreen Sales Funnel" is the solution. This is how you "automate" your successful launch, turning it into a 24/7 sales machine that runs *without you*. You'll learn to take your *proven* "launch assets" (your sales page, your emails) and "automate" them. A *new* lead enters the funnel, and the "launch" starts *just for them*. "Your bonus expires in 24 hours" is no longer a "calendar" date; it's an "automated" date. This is how you move from "launch" revenue to "passive" revenue.

Learning Objective: By the end of this lesson, you will be able to **compare** the "Evergreen Webinar" and "Evergreen Email" funnel models, and **design** an automated "evergreen" machine (using a "wait-step" email sequence) that sells your product 24/7.

2. Interactive Content Activities

Activity 1: Case Study: "The 'Launch & Burnout' Cycle vs. The 'Evergreen' Machine"

- **Type:** Case Study Analysis
- **Time:** 15 minutes
- **Instructions:**
  1. Read the two scenarios:
  2. **'Founder A' (The 'Launch' CEO):** Makes $50k in her "live launch" (L8). But she's exhausted. She makes *$0* for the *next two months* until her *next* "live launch." Her income is a "rollercoaster."

3. **'Founder B' (The 'Evergreen' CEO):** Makes $50k in her "live launch." She then *automates* that *same launch* (her emails, her sales page) into an "Evergreen Funnel." It *also* makes $5k/month on autopilot, 24/7.

4. In the text box, answer: "Why is 'Founder B's' business more 'stable' and 'scalable'? What did she 'automate'?"

- **Expected Outcome:** An "a-ha" moment that a "live launch" is *not* the "end goal"—it's the "testing ground" for the *real* asset, which is the "Evergreen Funnel."

Activity 2: Tool Exploration: "The 'Evergreen' Webinar vs. 'Email' Funnel"

- **Type:** Tool Exploration

- **Time:** 20 minutes

- **Instructions:**

  1. An "evergreen" funnel needs a "trigger." You will explore the two *most popular* ones.

  2. **Model 1 (The 'Webinar Funnel'):** Go to a tool like "Demio" or "WebinarJam" (or read a case study). This model sells via a *pre-recorded video* ("webinar") that *feels* live.

  3. **Model 2 (The 'Email Funnel'):** Go to your email tool (ConvertKit, etc.). This model sells via an *automated email sequence* (like your L8 emails).

  4. In your worksheet, list 1 "Pro" and 1 "Con" for each.
     - *Webinar Pro:* "High-value, high-conversion." *Con:* "Hard to create."
     - *Email Pro:* "Easy to create (you have it!)." *Con:* "Less 'event' urgency."

- **Expected Outcome:** A clear decision on *which* "Evergreen Model" is right for your "MVP" product. (Hint: It's the 'Email Funnel').

Activity 3: Strategic Exercise: "Converting 'Live' to 'Evergreen' Urgency"

- **Type:** Strategic Exercise

- **Time:** 15 minutes

- **Instructions:**

1. You can't use "fake" urgency (e.g., "Cart closes Friday" if it's not true). You *must* use "automated, *real*" urgency.

2. Your task: Re-write these "Live Launch" emails for an "Evergreen" sequence.

3. *Live:* "Cart closes *this Friday*." -> *Evergreen:* "Your *personal* 10% discount expires in *24 hours*."

4. *Live:* "The 'launch bonus' disappears *tonight*." -> *Evergreen:* "The 'fast-action' bonus (for you) disappears in *3 days*."

- **Expected Outcome:** The "a-ha" moment of "automated" urgency. You're not "lying"; you are creating a *real* deadline, *personalized* to the user's "start" date.

Activity 4: "My 'Evergreen Funnel' Choice" (Peer Collaboration)

- **Type:** Peer Collaboration / Discussion

- **Time:** 10 minutes

- **Instructions:**

   1. Go to the community discussion board.

   2. **Post:** "My 'Evergreen Funnel' model (from Activity 2) will be [Model Choice]."

   3. *Example:* "I'm choosing the '**Email Funnel**' model. The 'Webinar' model is too much work for my $50 'Tripwire' product. I'll just automate my 7 launch emails (from L8)."

   4. Reply to one other student's post and validate their choice.

- **Expected Outcome:** A clear, validated "model" for your Evergreen Funnel.

3. Assignment & Project Milestone

Assignment: The "Evergreen Funnel" Map (Component 9 of Final Project)

- **Estimated Time:** 60 minutes

- **Deliverable:** A 1-page "flowchart" (Whimsical, Canva) of your "Evergreen" funnel.

- **Description:** This is the "blueprint" for your 24/7 sales machine. You will visually *map* the "journey" a *new* lead takes, from "sign-up" to "sale," *without* you.

- **Step-by-Step Instructions:**

  1. Open a flowchart tool (Whimsical, etc.).

  2. **Box 1 (The 'Top'):** "Lead Magnet Sign-up." (e.g., Your L5 lead magnet).

  3. *(Arrow)*

  4. **Box 2 (The 'Email'):** "Email 1: Deliver the 'Lead Magnet'."

  5. *(Arrow + 'Wait 1 Day')*

  6. **Box 3 (The 'Email'):** "Email 2: 'Value Email' (Teach them something)."

  7. *(Arrow + 'Wait 1 Day')*

  8. **Box 4 (The 'Email'):** "Email 3: 'The 'Pitch'' (Introduce your 'Tripwire' product from L2/L7)."

  9. *(Arrow + 'Wait 1 Day')*

  10. **Box 5 (The 'Email'):** "Email 4: 'Urgency' (e.g., 'Your 10% discount expires in 24 hours')."

  11. **Box 6 (The 'Email'):** "Email 5: 'Last Call'."

  12. Save this 1-page "flowchart." This is Component 9 of your Final Project.

- **Connection to Final Project:** This "Evergreen Funnel" is the *automated, passive* version of your "Live Launch Plan" (L8). This is the machine that will feed your "Staircase" (L2) 24/7.

- **Evaluation Criteria:**

  - **Excellent:** The flowchart is clear, logical, and shows at *least* 5 steps (e.g., Sign-up -> 3x Emails -> Sale). It *must* include "Wait" steps.

  - **Proficient:** The flowchart is just a "list" of emails, but it's missing the "flow" (the arrows) or the "wait" steps.

  - **Needs Improvement:** The deliverable is just a text document, not a "flowchart" map.

4. End-of-Lesson Assessment

(Multiple Choice 1) What is the *primary* difference between a "Live Launch" and an "Evergreen Funnel"?

- A. A "Live Launch" is "manual" (you do it in 'real-time'); an "Evergreen Funnel" is "automated" (it runs 24/7).

- B. A "Live Launch" uses email; an "Evergreen Funnel" uses webinars.

- C. An "Evergreen Funnel" is always "live."

- D. A "Live Launch" is more profitable. *(Answer: A)*

(Multiple Choice 2) What is the "Launch & Burnout" cycle (from the case study)?

- A. The "rollercoaster" of "high" (launch) revenue and "low" (no launch) revenue, which is "unstable."

- B. An "Evergreen Funnel" that fails.

- C. A "Live Launch" that fails.

- D. The "Digital Product Staircase." *(Answer: A)*

(Multiple Choice 3) In an "Evergreen Funnel," how do you create "real" urgency (from Activity 3)?

- A. You "lie" and say "the cart closes Friday" (this is "fake" urgency and breaks trust).

- B. You "personalize" the urgency (e.g., "Your *personal* 24-hour discount") based on *their* "sign-up" date.

- C. You don't use urgency; you only use "value."

- D. You only use a "webinar." *(Answer: B)*

(Multiple Choice 4) The "Evergreen Funnel" Map (your assignment) is a "flowchart" that *must* include:

- A. "Wait" steps (e.g., "Wait 1 Day") between the emails.

- B. Your "Tech Stack" (from L6).

- C. Your "Curriculum" (from L4).

- D. A "Live Launch" plan (from L8). *(Answer: A)*

(Short Answer 1) What "Evergreen Model" (Webinar or Email) did you choose, and *why*?

- *(Example Answer: "I chose the 'Email Funnel' model because I already wrote the emails for my 'Live Launch' (L8), so it's the 'MVP' / fastest way to get my evergreen funnel live.")*

(Short Answer 2) What is the "Trigger" for your "Evergreen Funnel"?

- *(Example Answer: "The 'Trigger' is when a new lead signs up for my 'Lead Magnet' (from Lesson 5).")*

(Scenario-Based 1) A lead is in your "Evergreen Funnel." They *buy* your product on "Email 3" (The Pitch). What is the *next logical* automation you *must set up?*