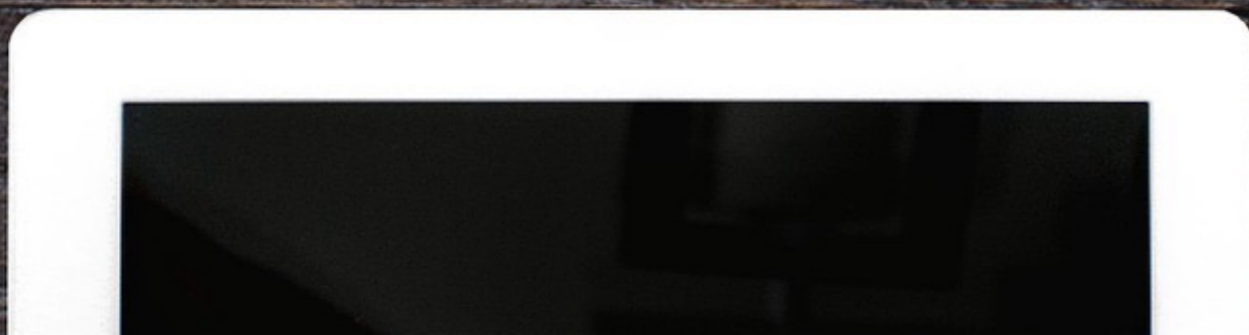


**STAGES**



**Selling Your Stuff Online**



**Stranger**



**Customer**

**Stranger**



**Customer**



# SALES FUNNEL

**Stranger**



**Customer**





# Your website should help strangers become customers.



# Your website should help strangers become customers.



 **@caelanmac**

**#stagesPDX**

# Caelan Huntress



 [@caelanmac](https://twitter.com/caelanmac)

[#stagesPDX](https://twitter.com/hashtag/stagesPDX)



# **SALES FUNNEL**



**A sales funnel is a clearly defined set of stages that move people forward in the sales process.**



# **12 Things A Sales Funnel Does For Your Website**

**PRODUCT**

**PRODUCT**

**SERVICE**

**PRODUCT**

**SERVICE**

**MISSION**





**30 days**  
**FREE TRIAL**





# PRODUCT



# MISSION

**Selling your mission  
increases product sales.**

# Selling your mission increases product sales.

TOMS

Shop ▾

How We Give ▾

Blog



Our dream is that some day  
**ALL KIDS WILL HAVE SHOES**

LEARN ABOUT ONE FOR ONE® >





BANK LAMAR, BANK 018  
KOTTA

**1. M. LESTER**  
KOTA

- 1. Gula
- 2. Coklat
- 3. Susu
- 4. Biskuit
- 5. Permen
- 6. Kue

10.000 0,00  
1.000 0,10  
2.000 0,20  
3.000 0,30  
4.000 0,40

10.000 0,00  
1.000 0,10  
2.000 0,20  
3.000 0,30  
4.000 0,40

**2. M. LESTER**  
KOTA

- 1. Gula
- 2. Coklat
- 3. Susu
- 4. Biskuit
- 5. Permen
- 6. Kue

10.000 0,00  
1.000 0,10  
2.000 0,20  
3.000 0,30  
4.000 0,40

10.000 0,00  
1.000 0,10  
2.000 0,20  
3.000 0,30  
4.000 0,40

10.000 0,00  
1.000 0,10  
2.000 0,20  
3.000 0,30  
4.000 0,40

**Helping people live safer,  
more secure lives**

# SALES FUNNEL

**Lead**



**Suspect**



**Prospect**



**Customer**



# Jeffrey Gitomer



# Jeffrey Gitomer



**“People hate  
to be sold,  
but they  
love to buy.”**



# Jeffrey Gitomer



**“Most people will not do the hard work it takes to make success easy.”**

**What Do  
You Sell?**





# **12 Things A Sales Funnel Does For Your Website**



# **12 Things A Sales Funnel Does For Your Website**

- 1. Anticipate &  
Overcome  
Objections**

*Homework Alert!*

## *Homework Alert!*

- **Write a List of Every Objection Someone Could Have To Buying From You**

## *Homework Alert!*

- **Write a List of Every Objection Someone Could Have To Buying From You**



# **FAQ**





# **12 Things A Sales Funnel Does For Your Website**

**2. Provide All  
Necessary  
Research**

STANDARD	ENTERPRISES	PROFESSIONAL
3GB Disk Space	25GB Disk Space	6GB Disk Space
25GB Monthly Bandwidth	100GB Monthly Bandwidth	50GB Monthly Bandwidth
5 Email Accounts	30 Email Accounts	15 Email Accounts
Unlimited Subdomains	Unlimited Subdomains	Unlimited Subdomains
24/7 Unlimited Support	24/7 Unlimited Support	24/7 Unlimited Support
\$8 Per Month	\$25 Per Month	\$15 Per Month
 Add to cart	 Add to cart	 Add to cart

# Your website should help strangers become customers.



 **@caelanmac**

**#stagesPDX**

# About Page

# About Page



## Can you Be The Better Dad, even when times are tough?



When everyone else is crying, can you be the calm in the center of the storm, the open arms that make everyone in the family feel safe and loved?

Being a father isn't easy, but it's very rewarding when it's done well – rewarding to you, and rewarding to your lifelong little friends. When it's done badly...it can damage hearts, relationships, and lives.

You've got a big responsibility, taking care of your kids, of yourself, of your bank account, your house, and your partner. When you're not doing too well yourself, it's easier to make the wrong choice, to react instead of respond, to spread your frustration among your family.

*Children will magnify the mood you bring to them, making your own personal fitness the single greatest factor you control in the harmony of your home.*

This website is a collection of some ways you can Be the Better Dad, even when – especially when – times are tough.

## About The Author

My name is [Caelan Huntress](#). I'm a father of three children, husband to a pretty amazing wife, and I try to Be The Better Dad in every situation, every day of my life.

I don't always succeed. Not every time. But I have found it to be a lot easier for me to make the better choice, and Be the Better Dad, when I'm feeling fit, in 5 different ways:

- Mental Fitness
- Social Fitness
- Emotional Fitness
- Financial Fitness
- Physical Fitness





# **12 Things A Sales Funnel Does For Your Website**

## **3. Qualify Your Leads**

# SALES FUNNEL

**/blog**

**/about**

**/subscribe**

**/thanks**

**/services**

**/checkout**





# **12 Things A Sales Funnel Does For Your Website**

## **4. Build Your Email List**



**Email Marketing  
Converts Better Than  
Any Other Marketing  
Activity**


**Email Marketing  
Converts Better Than  
Any Other Marketing  
Activity**




**ConvertKit**

Welcome to Day 1 of the Family Communication Seminar. 

1 day after subscription. **Draft**

Educational message 


2 days after last email. **Draft**

Educational message + introduce the product 

2 days after last email. **Draft**

Soft sell 


4 days after last email. **Draft**

Educational message 

5 days after last email. **Draft**

Hard sell 

6 days after last email. **Draft**

Educational message 

4 days after last email. **Draft**

Soft sell 

5 days after last email. **Draft**

+ Add Email

This email will be sent  day after subscription around 11 am Eastern Time (US & Canada).

Email Subject [How to write emails that get opened.](#)

Welcome to Day 1 of the Family Communication Seminar.

Email Content [How to write more effective email content.](#)

**B** *I*                      PERSONALIZE 

Remind your subscriber who you are and how they got on this list. Then deliver valuable information (don't forget to replace these help messages!).

24 words

Email Status

*This email won't be sent to subscribers until it has been marked as published.*

 PREVIEW

 Browser

 Email

 Delete Email

Save All

# Derek Halpern



# Derek Halpern



**“Build an audience, and sell them what they want.”**



# **12 Things A Sales Funnel Does For Your Website**

**5. Measure  
Your Metrics**

# Conversion Ratio

# **Conversion Ratio**

**# Doors / # Cookies**



# **Conversion Ratio**

**# Doors / # Cookies**

**Knock on 3 Doors to make a sale**

# **Conversion Ratio**

**# Doors / # Cookies**

**Knock on 3 Doors to make a sale**

**# Visitors / # Sales**

# Shopping Cart Abandonment





Google  
Analytics

# *Homework Alert!*



Google  
Analytics



# **12 Things A Sales Funnel Does For Your Website**

**6. Create Trust &  
Build Rapport**





**HavenWorks.com** Monday, 17 March 2008  
News Reference Facts Information Sources Intelligence Haven Works !-)  
Search:   HavenWorks Web +2008

**TV Online Television**  
- FRONTLINE  
- NewsWar

**News** **American News**  
Bill Moyers Journal  
"JOHN HAGEE"  
NOW! Exposé:

**Democratic News:** 2008 Debates: OHIO, TX, TV | CA, SC, NV, NH, IA  
TV Blog: TV BLOG - BHG - Brave - C&L - Carolina - Cmdr - Courage - CSPAN-I - Duck - Faiz - FreePress - Heather - Hot - McCain - MG - MM - Nation - NewsHound - NC - Palast - Patriot - PBS - Pelosi - Progress - PTV - Rackjite - ResearchChris - Response - Ryokibin - See - TPMtv - Truth - TYT - Veracity - VLOGZ - VOTE - Wexler! - Radio Blog: - America - Schultz - Flanders - Hartmann/MP3s - Mallow - Malloy - Raadi - Rader - Stephanie - Turks

**Republican News:** McCain + Hagee + Russert  
McCain TV: McCain Bush McSame. John McCain LOBBYING Straight Talk. John McCain + 59 Lobbyists = "Friend\$". McCain's March 2003 military judgement: "we will be welcomed as liberators" in Iraq. McCain's 2002 military judgement: "We're not go

# FOX Attacks! Obama - Part 2

HavenWorks.com+A-Z  
**Weblog**  
Hartmann: MP3s  
Greenwald  
20080314  
**OPINION**  
Barack Obama - Religious - Justice - Homeless - Poor - Health - Illinois - Politics - 2008 Election  
"On My Faith and My Church," [By Barack Obama, 2008 Election Democratic Presidential Candidate:] ... "The pastor of my church, [Reverend] Rev. Jeremiah Wright, who recently preached his last sermon and is in the process of retiring, has touched off a firestorm over the last few days. He's drawn attention as the result of some inflammatory and appalling remarks he made about our country, our

**Democratic**  
**Clinton TV:** HillaryClinton.com  
Issues - Blog  
Hillary Clinton's Town Hall Conversation:  
**Obama TV:** BarackObama.com  
Issues - Blog  
Barack Obama's Speech at Dr. King's Church:  
**Issues**  
1. "Strengthening the Middle Class,"  
2. "Providing Affordable and Accessible Health Care,"  
3. "Ending the War in Iraq,"  
4. "Promoting Energy Independence and Fighting Global Warming,"  
1. "Civil Rights,"  
2. "Disabilities,"  
3. "Economy,"  
4. "Education,"  
5. "Energy & Environment,"  
6. "Ethics,"  
7. "Faith."

**U. S. A.**  
+2008 Election  
20080314  
**Noteworthy**  
Dick Cheney - Illegal - Spying - Criminal Investigations - Military - Government - Intelligence - Politics - History - Data - Secret - Torture - Executions  
"President weakens espionage oversight." ... "Almost 32 years to the day after [Republican] President Ford created an independent Intelligence Oversight Board made up of private citizens with top-level clearances to ferret out illegal spying activities, [Republican] President Bush issued an executive order that stripped the board of much of its authority." ... "Ford created the board following a 1975-76 investigation by Congress into domestic spying,

**McCain TV**  
McCain Bush  
McSame  
McCain  
Bush III

**WORLD**  
20080315  
Intelligence  
+Secret - +Prisoner - Military - Terrorism - Torture - Politics - US - Guantanamo Bay - Cuba  
"C.I.A. Secretly Held Qaeda Suspect, Officials Say." ... "The Central Intelligence Agency secretly detained a suspected member of Al Qaeda for at least six months beginning last summer as part of a program in which C.I.A. officers have been authorized by [Republican] President Bush to use harsh interrogation techniques, American officials said Friday." ... "The suspect, Muhammad Rahim, is the first Qaeda prisoner in nearly a year who intelligence officials have acknowledged has been in C.I.A. [Central Intelligence Agency] detention. The C.I.A. emptied its secret prisons in the fall of 2006

**Noteworthy**  
INTELLIGENCE  
**IRAQ NEWS**  
**Noteworthy**  
Osama bin Laden  
"Exhaustive review finds no link between Saddam and al Qaida." ... "An exhaustive [Pentagon -sponsored] review of more than 600,000 Iraqi documents that were captured after the 2003 U.S. invasion has found no evidence that Saddam Hussein's regime had any operational links with Osama bin Laden's al Qaida terrorist network." -By Warren P. Strobel -McClintock.com  
**Noteworthy**  
Dick Cheney





amazon.com

SIGN IN SHIPPING & PAYMENT GIFT-WRAP PLACE ORDER

### Review your order

By placing your order, you agree to Amazon.com's [privacy notice](#) and [conditions of use](#).



#### Before you place your order:

Shop with Points allows customers to pay for Amazon.com purchases using credit card rewards. To see if you have rewards available or to change the rewards amount for this purchase, please go to the [payment selection page](#).

#### Shipping address

Jim Thompson  
55 GAINSWORTH CT  
DES MOINES, IN 50265  
United States  
Phone: 515-234-5541

[Change](#)

#### Payment information

VISA ending in 0958 [Change](#)

#### Billing address

Same as shipping address [Change](#)

#### Gift cards & promotional codes

[Apply](#)

Place your order

#### Order summary

Items:	\$8.72
Shipping & handling:	\$5.74
Total before tax:	\$14.46
Estimated tax to be collected:	\$0.00

**Order total: \$14.46**

**FREE** TWO-DAY SHIPPING

**FREE Two-Day Shipping on this Order:** Jim Thompson - We'd like to give you another chance to try Amazon Prime. Start a free trial and save \$5.74 on this order by selecting "FREE Two-Day Shipping with a free trial of Amazon Prime" below.

» [Sign up for free trial](#)

Estimated delivery: **June 19, 2013**



#### Amco 3-Quart Stainless Steel Mixing bowl

\$8.72

Amazon Prime eligible [Join now](#)

Quantity: 1 [Change](#)

Sold by: River Road

Gift options not available.

#### Choose a shipping speed:

- FREE Two-Day Shipping with a free trial of Amazon Prime™ --get it Monday, June 17 ([Learn more](#))
- Standard Shipping (3-5 business days)
- Two-Day Shipping --get it Monday, June 17
- Saturday Delivery --get it Saturday, June 15

How are shipping costs calculated?

Why didn't I qualify for FREE Super Saver Shipping?

# Your website should help strangers become customers.



 **@caelanmac**

**#stagesPDX**



# **12 Things A Sales Funnel Does For Your Website**

## **7. Ideal Client Profiles**



## IDEAL CLIENT PROFILE 1 - ZACH



### BACKGROUND INFO:

- Established businessperson / successful author. Has an audience.
- Knows the basics of Wordpress. Understands plugins.
- Good writer, willing to outsource digital content so he can focus on speaking and books.
- Focused on optimizing for revenue.
- Archetype - Ruler

### DEMOGRAPHIC OVERVIEW:

- 40 year old Male
- Lives in a downtown condo, but travels every month
- \$150k/year household income
- College degree
- Married, no kids
- Christian

### MAIN GOALS AND ASPIRATIONS:

- Get on NYT bestseller list
- More TV and media appearances

### BIGGEST FRUSTRATIONS:

- Unpredictability
- Inefficiency in process
- Systems that don't serve the end user

### SEEKS SOLUTIONS FROM:

- Executive coach
- Mastermind group
- Trade association in his industry

### COMMON OBJECTIONS:

- I tried that and it didn't work.
- I read a whitepaper on that, and it didn't sound too good.

### TYPICAL PHRASES/QUOTES:

- "I don't care what it takes or how it's done, let's just get it done."

### BUYING TRIGGER:

- This will build your audience with no extra effort from you.

### WHY USE US:

- Pull in more external exposure with organic SEO and cross-posting PR
- We can analyze the history of your website and identify what is already working that you should continue and what was never working that you should stop.



## IDEAL CLIENT PROFILE 1 - ZACH



### BACKGROUND INFO:

- Established businessperson / successful author. Has an audience.
- Knows the basics of Wordpress. Understands plugins.
- Good writer, willing to outsource digital content so he can focus on speaking and books.
- Focused on optimizing for revenue.
- Archetype - Ruler

### DEMOGRAPHIC OVERVIEW:

- 40 year old Male
- Lives in a downtown condo, but travels every month
- \$150k/year household income
- College degree
- Married, no kids
- Christian

### MAIN GOALS AND ASPIRATIONS:

- Get on NYT bestseller list
- More TV and media appearances

### BIGGEST FRUSTRATIONS:

- Unpredictability
- Inefficiency in process
- Systems that don't serve the end user

### SEEKS SOLUTIONS FROM:

- Executive coach
- Mastermind group
- Trade association in his industry

### COMMON OBJECTIONS:

- I tried that and it didn't work.
- I read a whitepaper on that, and it didn't sound too good.

### TYPICAL PHRASES/QUOTES:

- "I don't care what it takes or how it's done, let's just get it done."

### BUYING TRIGGER:

- This will build your audience with no extra effort from you.

### WHY USE US:

- Pull in more external exposure with organic SEO and cross-posting PR
- We can analyze the history of your website and identify what is already working that you should continue and what was never working that you should stop.



# **12 Things A Sales Funnel Does For Your Website**

**8. Sell To Solve  
Problems**



**A Sale Is Decided Emotionally  
And Justified Logically**



# **12 Things A Sales Funnel Does For Your Website**

- 9. Create An  
Emotional Reaction**



# John Jantsch



**“There’s always  
someone willing to  
go out of business  
faster than you.”**

# John Jantsch



**“There’s always  
someone willing to  
go out of business  
faster than you.”**





# **12 Things A Sales Funnel Does For Your Website**

## **10. Map The Transition Points**

# Customer Reaction Map

**Who is this?**

**This is interesting.**

**I'll opt-in.**

**Wow, this is really good.**

**I should share this.**

**I should buy this.**



# Customer Reaction Map

**Stranger**  
**Who is this?**

**Browser**  
**This is interesting.**

**Reader**  
**I'll opt-in.**

**Subscriber**  
**Wow, this is really good.**

**Student**  
**I should share this.**

**Advocate**  
**I should buy this.**

**Customer**





# **12 Things A Sales Funnel Does For Your Website**

**11. Use The Language  
Of The Problem**



# Ryan Levesque



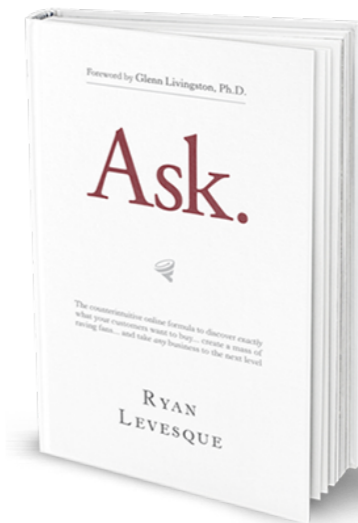
**“Prepare,  
Persuade,  
Segment,  
Prescribe,  
Profit,  
Pivot.”**



# Ryan Levesque



**“Prepare,  
Persuade,  
Segment,  
Prescribe,  
Profit,  
Pivot.”**



<http://getaskbook.com/>





- **What's the best thing about being a dad?**



- **What's the best thing about being a dad?**
- **What's the hardest thing about being a dad?**



- **What's the best thing about being a dad?**
- **What's the hardest thing about being a dad?**
- **When was the last time that happened to you?**



- **What's the best thing about being a dad?**
- **What's the hardest thing about being a dad?**
- **When was the last time that happened to you?**
- **Why was that so hard?**



# **12 Things A Sales Funnel Does For Your Website**

**12. Use Targeted  
Headlines**

## *Homework Alert!*

- **Make a sales funnel**
- **Map out the transition points**
- **Make 3 Ideal Client Profiles**
- **Write 1 headline for each profile at each transition point**





<http://headlinehacks.com>

**Use Benefits, Not Features**

# Resources

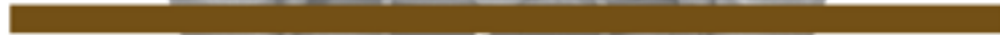




# Dropshipping



THE  
**POWER**  
PLAYLIST



WAKE UP WELL



**gumroad**



## The Power Playlist

By  [Caelan Huntress](#)

The right playlist in the morning can serve as the soundtrack for your life.

Exercise. Meditate. Journal. Invigorate.

Whatever you decide you want to do every morning, you can choreograph and automate it all with the Power Playlist.

This short video tutorial will guide you through everything you need to put your ideal morning on autopilot. I will provide the worksheets and exercises you can use to construct the morning routine that makes your best day, and show you how to set up a playlist that helps you do all the right things, at the right time.


After creating your own Power Playlist, you can have the morning of your life - every day.

I want this!

Set aside one hour to work with this material. Course components: 4 worksheets and 20 minute video training course.

Power Playlist Workbook and Video Training Course \$19




Your email address 

Your Name (optional)


Offer code (optional)

\$1

Card 

or pay with **PayPal**

CARD NUMBER

1234 5678 9012 3456 

EXPIRY DATE

FULL NAME

CV CODE

MM / YY

John Doe

123

Pay

SECURED BY GUMROAD

English



# **Affiliate Marketing**

# Affiliate Marketing

HavenWorks.com  
A-Z Search News by Date NewsStand Global US  
Monday, 17 March 2008  
HavenWorks.com  
News Reference Facts Information Sources Intelligence Haven Works  
TV Online Television  
News Bill Moyers Journal "JOHN HAGEE" NOW! Exposed: American News  
Democratic News: 2008 Debates: OHIO, TX, TV I.C.A., SC, NY, NH, IA  
Republican News: McCain + Obama + Bush  
**FOX Attacks! Obama - Part 2**  
Clinton TV: Obama TV  
U.S.A. 2008 Election  
WORLD  
Noteworthy  
IRAQ NEWS  
Osama bin Laden  
Exhaustive review finds no link between Saddam and al Qaeda  
Dick Cheney



# Affiliate Marketing

HavenWorks.com  
Monday, 17 March 2008  
News Reference Facts Information Sources Intelligence Haven Works  
TV Online Television  
News Bill Moyers Journal "JOHN HAGEE" NOW! Exposed: American News  
Democratic News: 2008 Debates: OHIO, TX, TV I.C.A., SC, NY, NH, IA  
Republican News: McCain + Obama + Bush  
**FOX Attacks! Obama - Part 2**  
Clinton TV: Hillary Clinton's Town Hall Conversation  
Obama TV: Barack Obama's Speech at Dr. King's Church  
U.S.A. 2008 Election  
World  
Noteworthy  
C.I.A. Secretly Held Qaeda Suspect, Officials Say  
Dick Cheney



50%

50%

זוהר זולדן  
ללא לולו





**COURSES**

*complete course list*

**FOUNDER STORIES**

*how others did it*

Search



(CLEAR FILTERS)

COURSE STATUS:

NOT STARTED

IN PROGRESS

FINISHED

LEVEL FILTERS:

ADVANCED

BASIC

INTERMEDIATE

SUBJECT FILTERS:

AUDIENCE

BLOGGING

MINDSET

PHOTOGRAPHY + VIDEO

PODCASTING

PRODUCTIVITY

PRODUCTS

RELATIONSHIPS

SALES

SORT BY:

RECOMMENDED ORDER

NEWEST

OLDEST



FINISHED

**FIZZLE GUIDED TOUR**

RECOMMENDED COURSE

A quick and light introduction Fizzle. This course is mandatory for all Fizzlers and features, amongst other things, a Panther growl!

6 LESSONS () by CHASE REEVES

WATCH



IN PROGRESS

**CHOOSING A TOPIC**

RECOMMENDED COURSE

Choosing a topic for your business (or blog, podcast, platform, etc.) is an incredibly important decision. A great topic can make your life fantastically easy. People will naturally identify with your mission and [...]

11 LESSONS (1H 19M 12S) by CORBETT BARR

WATCH

זוהר זולר  
ללא לוו





<http://PuraVidaMultiMedia.com/fizzle>



<http://PuraVidaMultiMedia.com/fizzle>

<http://fizzle.co?aid=5563>





<http://PuraVidaMultiMedia.com/fizzle>

<http://fizzle.co?aid=5563>

<http://fizzle.co>



**CAELAN SENT YOU A FREE TRIAL!** Try Fizzle and get your first **five weeks free** (normally \$35/month). Limited time offer. See below.



[BLOG](#)

[LOGIN](#)

# HONEST ONLINE BUSINESS TRAINING

and the community of entrepreneurs  
who won't let you quit.



**Sell on your website**

**vs.**

**Sell on a platform**

# Sell on your website



Infusionsoft.



Magento™

Open Source eCommerce

WooCommerce

# Sell on a platform

Udemy

“academy of you”

amazon

**STAGES**



**Selling Your Stuff Online**

