



Why

YOU NEED A SALES FUNNEL

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If you are selling something online, you need a **sales funnel**.

It's that simple.

A well-planned sales funnel is THE backbone of virtually every successful online business.

Because, without a well crafted **SALES FUNNEL**, you'll be leaving a lot of money behind.

Your goal when it comes to selling is to sell **1 to many**. It increases your chances of making more money with the right offer. You should have a very sound sales funnel as an online business owner.

What Is A Sales Funnel

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In a layman's term.... It's the series of steps your future customers will take before they buy your product or pay for your services.

From seeing a post about your product or business to having interest, to making a decision and finally taking an action. It's important you understand every step your dream customer will go through before buying from you

The reason you need a sales funnel is...

80% of people who see what you're selling online and are interested won't buy it immediately.

You need to have a way of retaining most of these potential customers.

The GOAL of Your Sales Funnel

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Gets leads with your Lead Magnet



Convert Your Leads To Customers



Convert Your Leads To Customers



Sell To Them Again And Again



A typical sales funnel has 4 stages

1. Awareness

2. Interest

3. Decision

4. Action

Let's say you're a weight loss coach... You already know your dream customers and definitely, they are on Facebook.

So you decided to make a post on Facebook or Instagram or run a Facebook or Instagram Ad targeting them and send them to your landing page.

On your landing page, you asked your potential customers to signup for a **one week Free weight Loss Class On How To Burn Some Calories Without Going To The Gym** (either with their email or by reaching out to you on Whatsapp)

This your **FREE one-week class** is your lead magnet. So anyone who signs up for this class is a potential lead.

Simple right?

You're gradual walking them through a process. First from being a **prospect** to a **lead**.

Over the few weeks, you **share tips and valuable information that will help them keep fit, inspire their food routine and even help them burn some calories**

You know what you're doing right?

Then at the end of your Free training, you offer a discount to join your **Weight Loss Masterclass.....**

Boom!!! Everyone wants to be the first in. You're selling like crazy.

Next, you rinse and repeat. There you have it... Your sales funnel.

Did you see how we turned a potential customer to an actual customer?

Awareness: You created a Facebook ad to funnel people to your landing page

Interest: You offer something of value in exchange for leads (Your Free 7 days Weight loss class)

NB: Make sure your lead magnet is really valuable and can solve at least one problem for your potential customer

Decision: Your free class informs your audience and prepares them to jump on your next offer

Action: You offer a discount to your leads to be part of your masterclass. They have seen what you can do already.

It's a no BS offer and they can't snooze on it.

That's how you build a successful **sales funnel**

It does not matter the business, so long as you are bringing it online, you need to craft your sales funnel to fit into your business.

Start thinking now. This strategy can be applied in any online business.. The essence of your funnel is to help your dream customer in every step of their journey to buying from you.

Your sales funnel also help you sieve out those that are not suppose to be your audience because you have a clear **SALES FUNNEL**.

In other words, selling isn't as simple as showing people your product and telling them to buy anymore.

But with a sales funnel, you can nurture your leads into customers over time.

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THANK YOU