

Copywriting and funnel strategy

Five Dollar Posts Transcript Bonus By Rachel Rofé

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Okay, so now we're actually going to go through my funnel. I'm going to talk a little bit about copywriting and VSLs and how I make it all work.

So the funnel starts with either the content page or direct ad that goes right to a sample product for free, a sample of free product which is the free eBook I like to give away or could be a free sample of your product, so let me show you what that looks like. So it could be a content page like this, which advertises the sandwich page I've been telling you guys about. I advertise the free eBook, up at the top, I say if you like the recipe below, if you like whatever the content is below, and I give them a compelling reason to get their free eBook. Then I have the content there that they're looking for. And then I have another ad below, and some social proof. So that's a basic content page.

And if they click that, they're opting in to get this offer, so this is my squeeze page here. And I call this a tease page, because it has teaser content. And I'll show you exactly how this works. When you scroll down any of these links, you click any of these links, it brings you right back up to the top to add to your name and email. And that's just called an anchor, an anchor link, which is anchored to the top and it brings you right back here. Even this link, you go right back to the top.

So in terms of copy, I like to start out with a question, a question preferably that they're going to say yes to. "Ever wish you can cook like the restaurants?" That's a compelling question. People are like yeah,

you know what, yeah, I do wish, sometimes I wish I could cook like the restaurants. Then I say, then I present a solution. "Well, download the America's Restaurant Recipes cookbook and get the secret recipes." So I present a solution, and then I give a compelling reason why they should do it now and tell them what to do now. Tell them exactly what to do. "Register now I will send it to you for free." Name, email, register now. I have a picture of what I'm offering. I have my social proof up here. I have my page, 103,753 people like the page. I very clear instructions. The ad that I run looks exactly like this source can grow it to this which is very important.

I have my four and a half stars here, which is actually my book on Amazon actually does get four and a half stars, but people see that and subconsciously, they might not even notice it, but it is an indication of value, because people so accustomed to seeing it on Amazon.com that I tell him no credit card required. Your information is kept secured and never shared. And I have my additional social proof here, and then if they are the type that likes to scroll down, they could see, "Join now, get instant access to these." I have some of the sample recipes, but it's only a teaser because I don't give them the complete instruction. I just give him some of the ingredients and a picture of it, "Get the complete recipe." So it's just a bunch of teasers. And my disclaimer's down here. And it's basically it. So that's the copy behind this page, the thought behind it.

You focus in the benefits of what they're going to get. It's clean. It's short. It's sweet. And this is what makes a good squeeze pays. And I get you know 48% opt-ins, conversions on this page. Forty eight percent of the people that see this page end up giving their name and email, which is really hard for cold traffic. So after they give their name and email, they're automatically sent to this page. And before that I do that, I'm going to list all the resources in the training area, all resources I'm using. For this opt-in, I'm just using as a standard AWeber form. You can see here, it's AWeber privacy link. And to create this page I use InstaBuilder

2.0 to create this page. To create a cover like this, you can use Fiverr. You can get a cover created for like \$5. This right here, this is just a Facebook like link. If you have a Facebook page, you can get this little widget, little like code, copy and paste that to put on your site. That's easy enough to figure out. And that's basically it for this page.

So for the next page after they opt-in, they land on this page. I give them that instant gratification to confirm. This is not like bait and switch. I'm telling them, "Your free sample of the eBook that you just signed up for will arrive in your inbox shortly, but watch this video now." So I want them to watch the video. I want to create that compelling reason why they should watch it now, because they're only going to see this page once. And I tell them, "Turn up your speakers," and the video stops playing. And I make an offer in that video. And it's only a three minute video. You'll find that yes, the initial yes, a small commitment on the initial opt-in, it leads to a much better conversion, and you don't even need a long video sales letter to sell this. So that's just an easy VSL. You can actually watch it at that link. But in the group area there, I have this VSL outline for you guys, 12 steps sales letter, great presentation, got some headlines here, webinar outlines. You could use these as well for your own VSL.

But on this page, the important thing to note is I also have text below. So I have the offer, I have easy add to cart call to action there, have some testimonials here, but I also have a text version. So some people, maybe they're at work, maybe they can't watch the video, maybe their speakers don't work on their computer, so they could read. Some people are just readers. They're not going to watch a video, so I have a text version of the sales message here below with the same type of offer. I offer some bonuses for the same thing. So that's my OTO offer, and you can check it out for yourself. The copy behind is just featuring the benefits, telling a little story about how I got started in this, and the credentials we have. It's just a standard sales template and you could use some of the guidelines I've given you already.

So if they say yes to this, I have another upgrade here. After they check out, they get this other upgrade. And this one is just join the club. This is my continuity offer. This is this offer right here, the join the club free trial. So I offered to give them several additional free downloadable cookbooks that they could immediately download, plus two to four more each month. So I'm giving them more of the same and I'm telling them there are 500 spots to be filled and sign up now before they're all filled. This is a special program. And I have an annual here, so this special offer right here, I sell this between \$10 and \$20, but this one is \$10 a month or you could pay \$89 for the full year, so something like 33%, 32.5% of the people will actually take this full-year offer where they can get three months free, because people just don't like seeing a monthly recurring bill. So I give them this free trial in exchange, you can get all these free cookbooks if you take this free trial.

People who end up taking a free trial, I have this FAQs, strategically placed FAQs here where I answer the questions that I want to answer related to the sales. And this is how much will I save? Why is it limited? Why is the cost so low? This are all strategically placed FAQs. Do I need any special...? So I'm answering their objections in these. No, all you need is Adobe Reader, free program. Can I print the pages out? Yes, you can. Can I cancel if I need to? Yes, contact the support. So I'm addressing all their objections with this. And then I get them into my monthly continuity program, and that's how that part of the funnel works.

So if you want to have a membership site, you can set that up using a software called WishList Member. Or there's also a software called Value Addon that works with JVZOO. There's a bunch of different membership options. ClickFunnels, I believe, has a membership option, as well. DigitalAccessPass, I'll list some of these on the resource page. But they all let you pretty much sell people a user name and password where they can get access to content that's secure and a membership

area where you can't get it unless you have a password. And they link in with your payment processor. Say for instance, someone pays through PayPal, which is what I use for this, they pay through PayPal and they cancel their subscription, then after the subscription period is over, the software is connected with PayPal and knows to cancel their access to the site. So that's how those scripts work.

And I prefer for WishList Member, although I heard Value Addon is really good service as well. Infusionsoft, I'm pretty sure does it. If you're just using shopping carts and you're selling physical products, you could use Shopify, to handle your upsells through Shopify. That's another option for you. So that's how this page works.

So as you see here, I have my follow-up series which I went through, and I have my high ticket offer. You can handle your high ticket offer in terms of when someone buys your product, you can have a special webinar as a bonus to your product, special live training that you do in along with your product, some type of special offer. Or you could handle the high ticket sales over the phone, when someone buys, as I mentioned earlier, you can get their telephone number and just follow up with them to see if they're satisfied with their purchase, ask any questions, and then offer some type of higher ticket sales, but support and have a high ticket sales. With this particular market, there's not much I can offer in terms of cooking-related high ticket stuff, so I just sell solo ads, and I have a broker that goes out and has a sales team and finds me advertisers, and I just sell solo ads at 3000 and up per ad. I do a couple of those a week. I pay the broker commission. And that's how I get my high ticket sales through this particular funnel.

So you also want to set up your retargeting as well, as I showed you, one of the earlier modules. All right, so I skipped around a little bit with some of this. I talked about the true secret with paid ads. I talked about the money being in a follow up. Talked about setting up your funnel. I went over some copywriting and VSL tips and shared some resources on

that. I kind of skipped the retargeting and jumped into, I talked about the email follow up, so now let's go and talk about your retargeting ad strategy in the next video.