

V I S U A L P L A Y B O O K

# FUNNELS

D I A G R A M S F O R S M A R T S A L E S F U N N E L S

W W W . G I L L I A N P E R K I N S . C O M

Every business has a sales funnel, whether or not they realize it.

A funnel is simply the path that customers take on their way to make a purchase. It can be very simple or incredibly complex. It can be intentionally designed, or the product of chance.

If there's one thing that has made the BIGGEST difference in the businesses of my clients, it's having an intentional, strategic sales funnel.

A strategic sales funnel entices new traffic to enter, and then guides them on an increasingly a seductive journey.

When the time is right, a smart sales funnel introduces the customer to just the right product for their needs and desires. A product that they will be delighted with and excited to purchase.

A smart sales funnel doesn't have to be super pushy or persuasive. In fact, it shouldn't be. A smart sales funnel presents an attractive offer at just the right moment to just the right customer.

Good luck with your funnels!

XO, Gillian Perkins

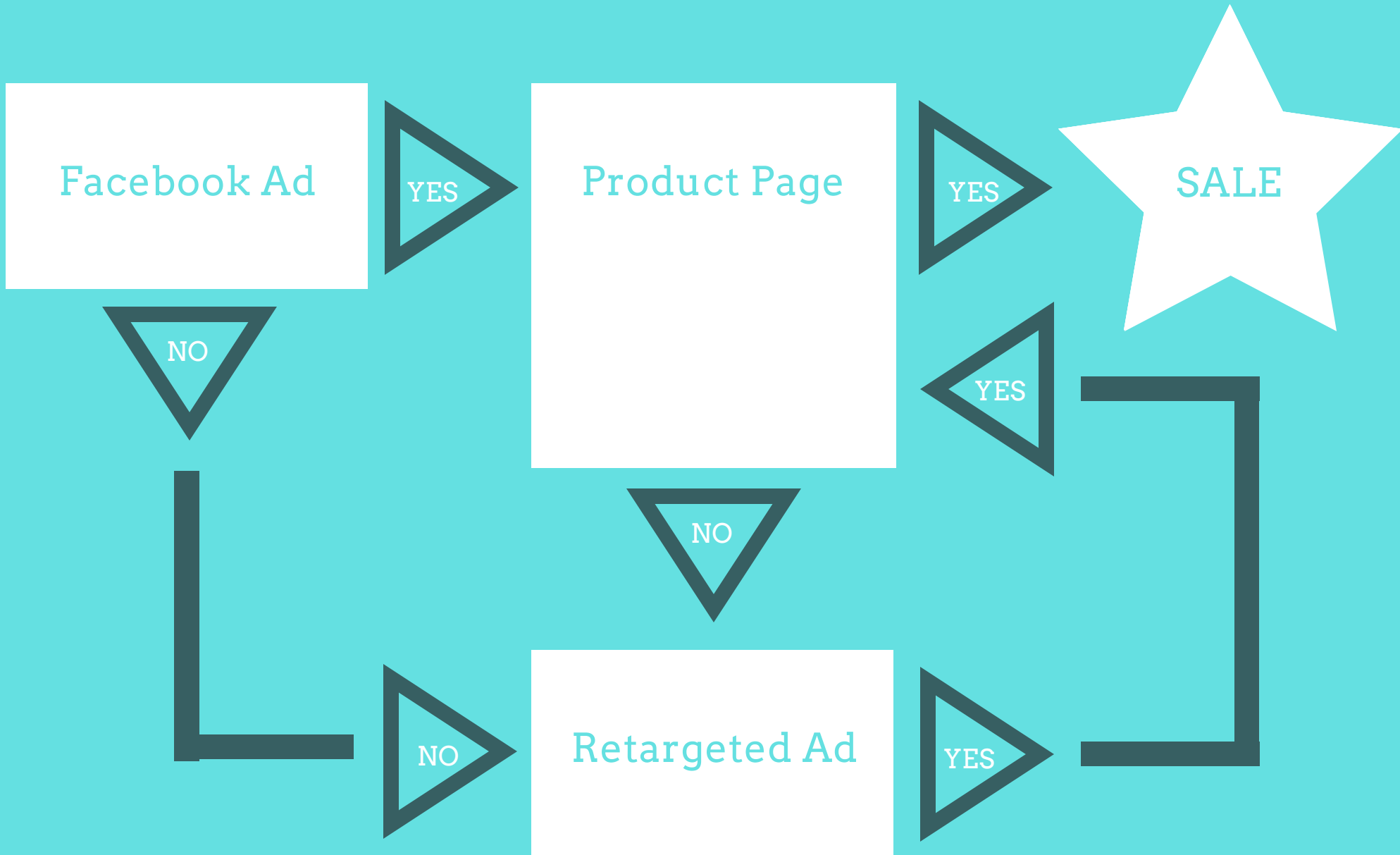


# DIAGRAMS FOR SMART SALES FUNNELS

On the following pages, you'll find visual diagrams that show examples of five different SMART funnels that have produced incredible results in both my businesses and in those of my clients.

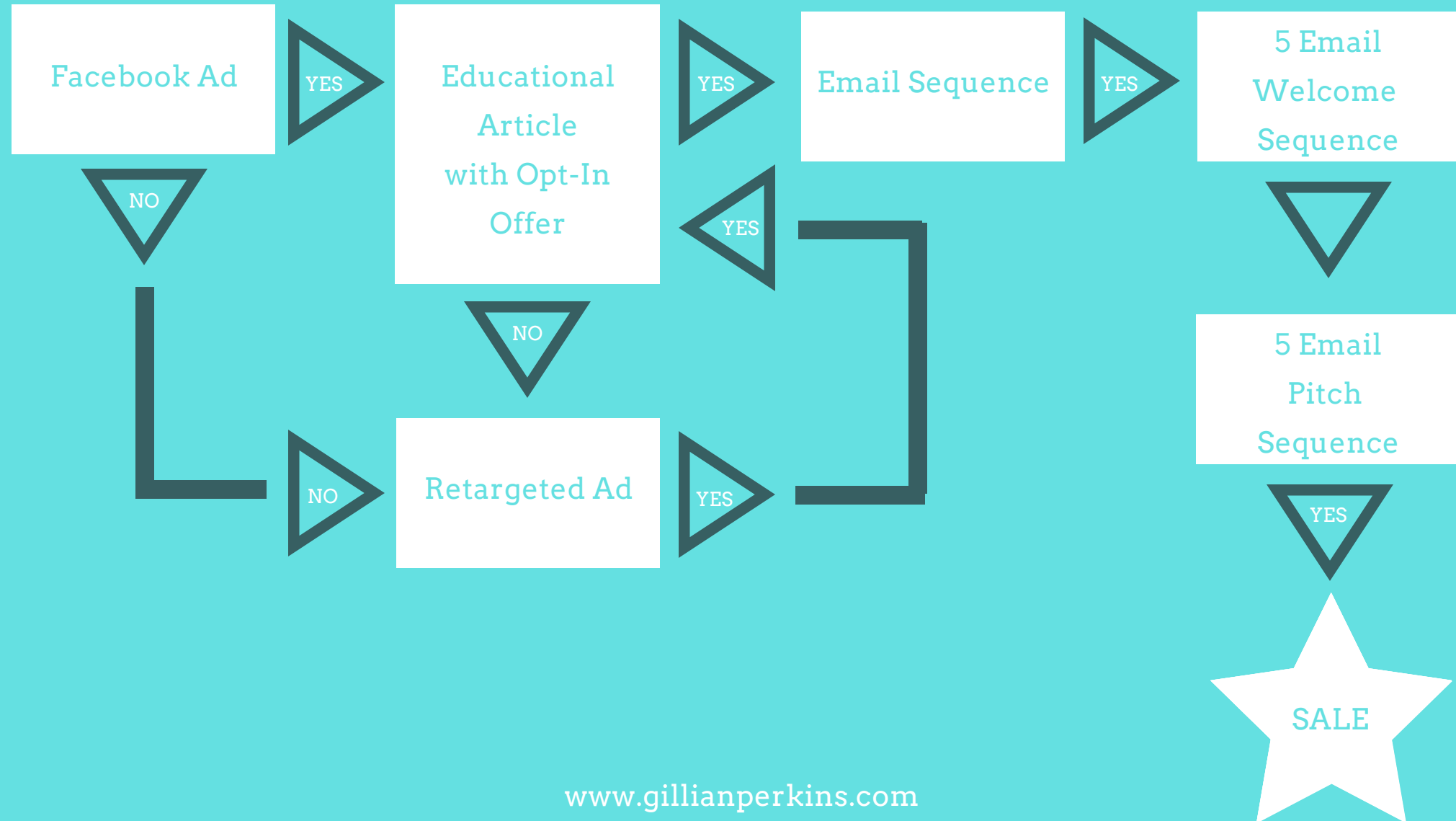
# #1 SIMPLE PRODUCT FUNNEL

perfect for simple, low-price products



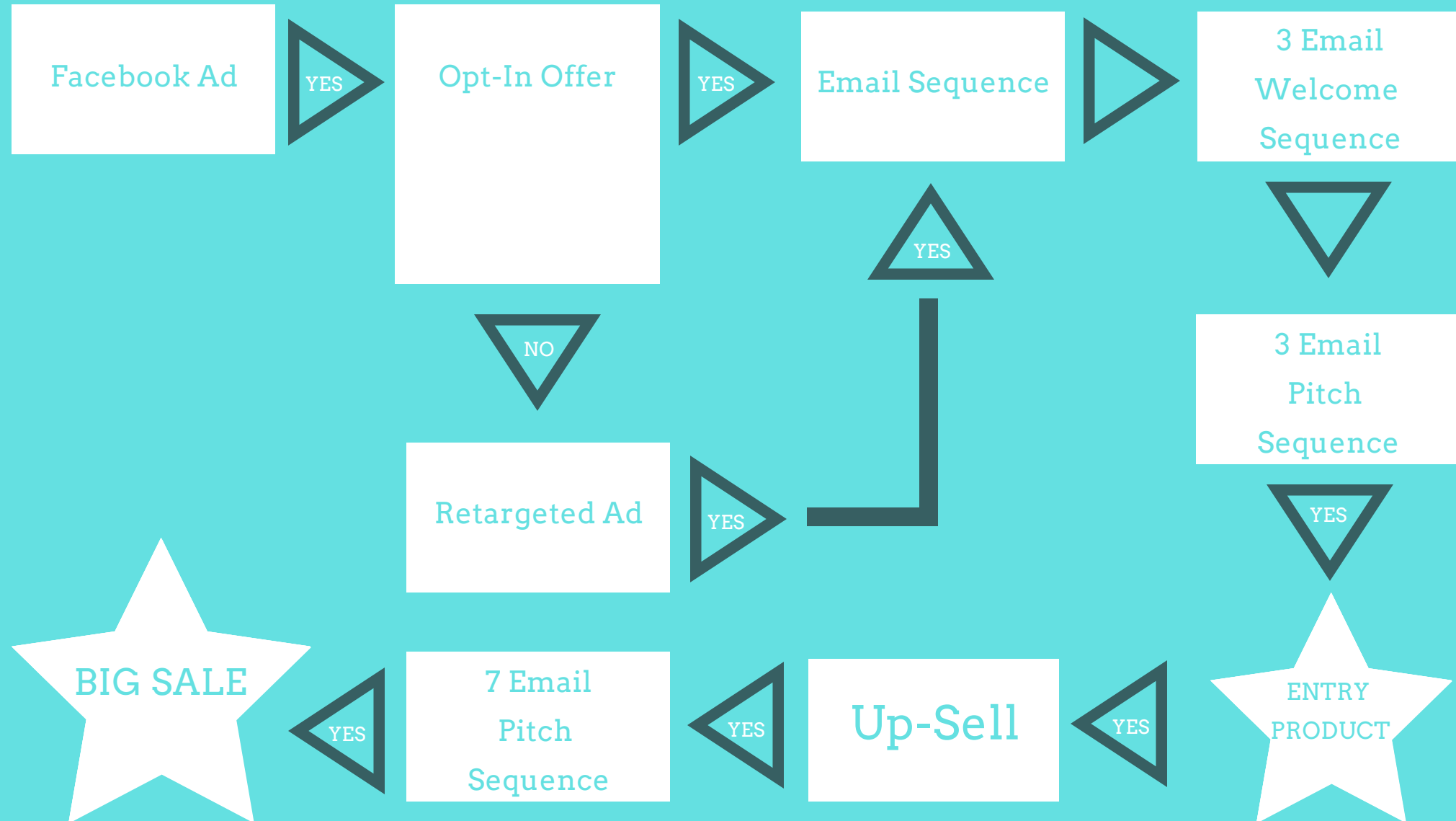
# # 2 TWO-STEP FUNNEL

perfect for big-ticket physical products



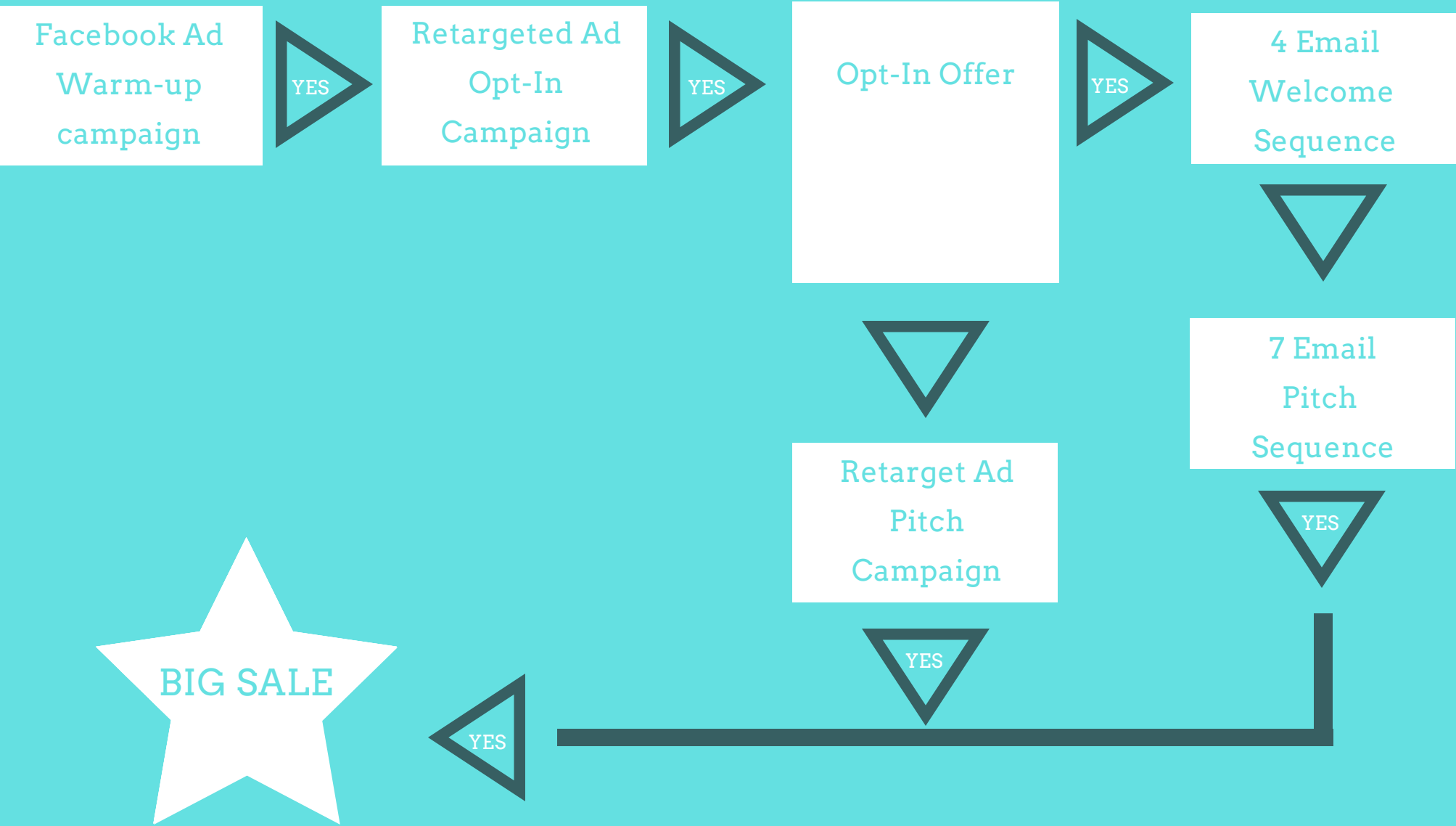
# #3 LITTLE BIG FUNNEL

perfect for entry-level digital products that lead to bigger products



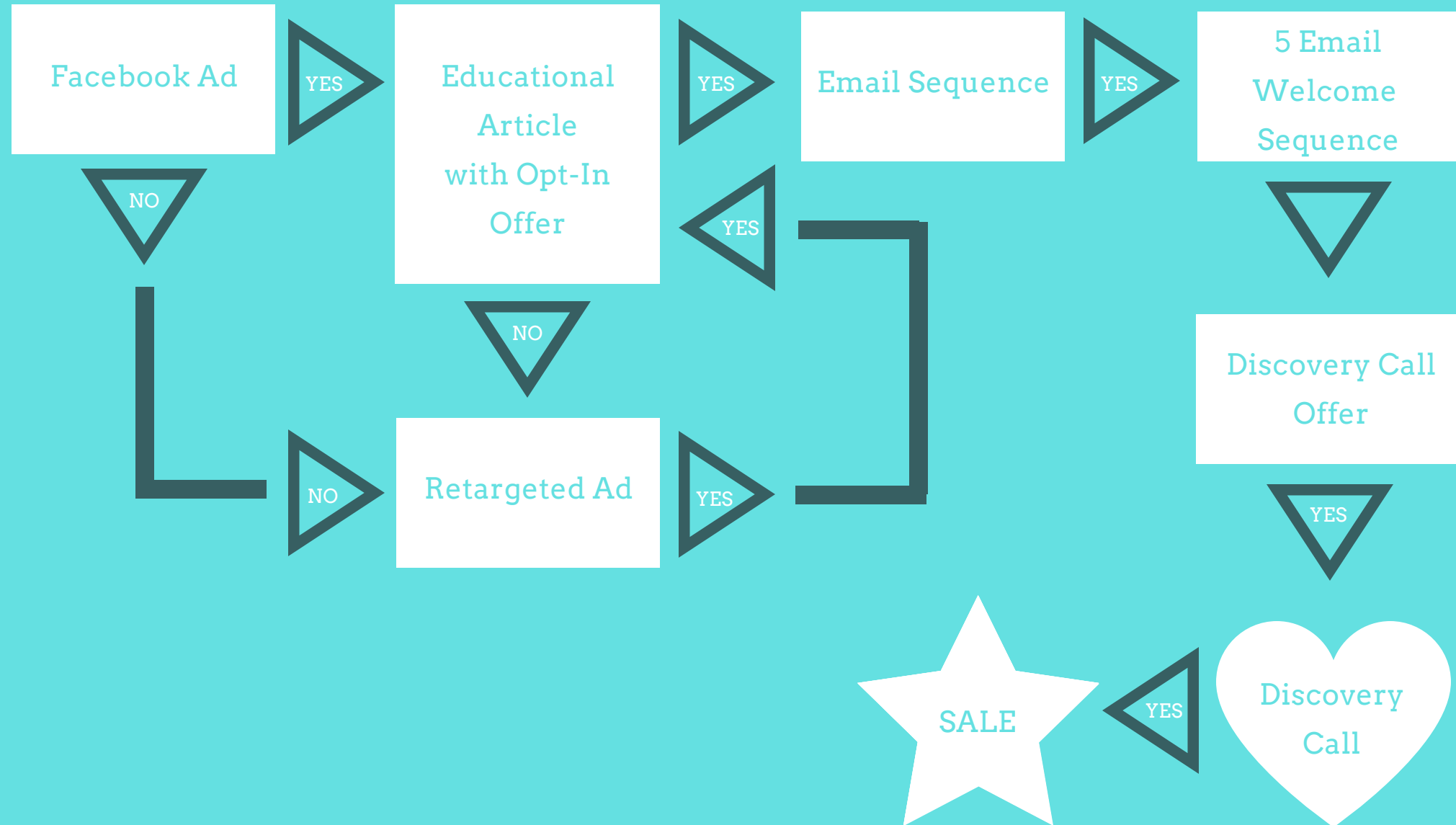
# #4 THREE-PHASE AD FUNNEL

perfect for big-ticket digital products



# # 5 PERSONAL CONNECTION

perfect for premium services and coaching





# T U R N O N T H E T A P

Don't forget that the most important step of building a funnel is to send traffic to it!

My favorite tool for this is Facebook advertising, and I let my advertising agency, Aptus Creative Marketing, take care of all of my campaigns.



Best of luck to you as you build a strategic, profitable sales funnel for your business!

If you have any questions along the way, don't hesitate to reach out to me via [www.gillianperkins.com](http://www.gillianperkins.com). I look forward to hearing from you!