

# FUNNEL PROFITS

## In Three Simple Steps





# Step #1

## Before The Sale

Before your prospect ever clicks your ad you need to prepare for the reality that only a small percentage of the visitors to your site will be ready to purchase right away. ***On average, it's only around 1%.***

This is totally normal and part of human nature, so don't panic. Today we're bombarded with a ton of highly aggressive marketing and people are scepticle without proof before they'll spend their hard earned money.

Luckily, this is actually great news for the smart marketer.

The reason why is we'll be able to stand out among our competetiors by miles if we implement just a few simple tools and strategies...

## Retargeting

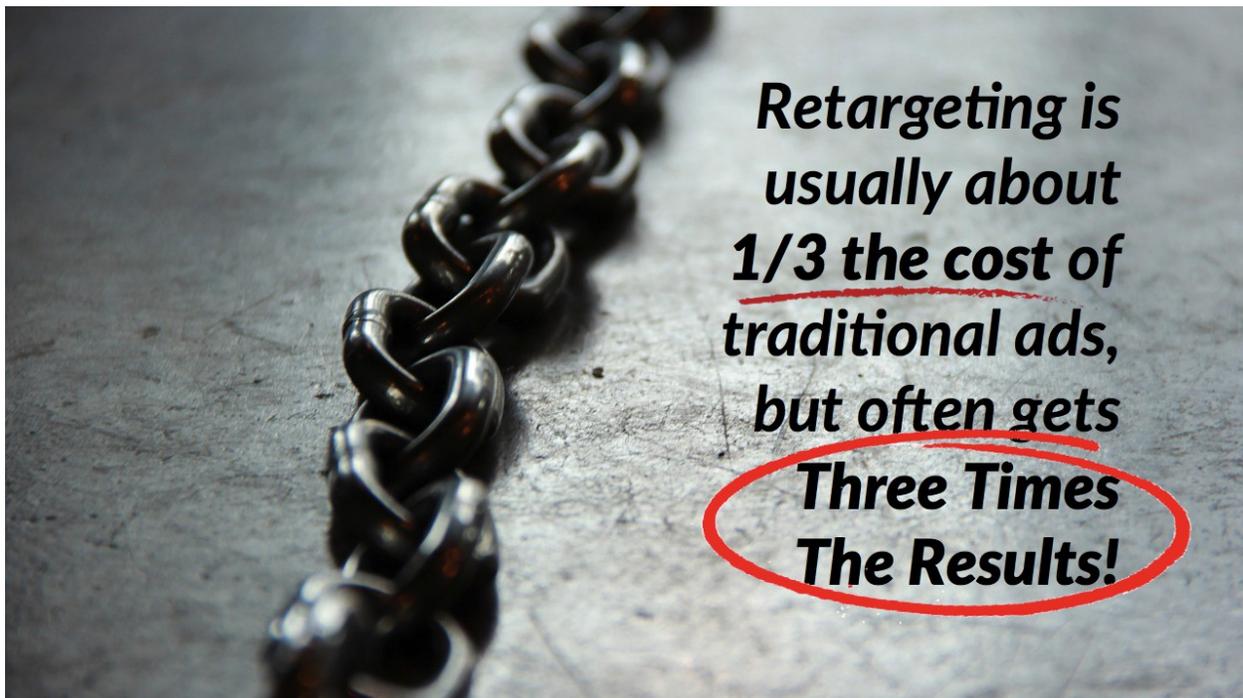
If you're not familiar with retargeting, I guarantee you've seen it in action. The concept is simple enough, enter a small piece of code on your website, then tell Facebook (or Google or whoever you want to use) to follow your visitors with specific ads based on specific actions they've taken regarding your website.

From the customer's perspective, they've clicked an ad to visit your website and left. Then by some weird coincidence ads for your offer seem to follow them around the internet. :)





Obviously we need to target the right audience and have a strategy in place for our retargeting campaign to motivate people to come back to our site and buy from us, but what most marketers don't realize is...



Just adding retargeting to your marketing with an effective strategy to entice potential customers to come back to your site can literally set you free to scale your advertising to make as much income as you want!

Retargeting is also a fantastic opportunity to *build your email list* with free, targeted offers to people that visited, but need more proof or information about your product.

***Add retargeting to your marketing today.***

If you need help with setting up your campaign or building an effective strategy, contact us at [www.mikecowles.com/contact](http://www.mikecowles.com/contact) and we'll be happy to help you get started right.





## Step #2

### During The Sale

I'm gonna share an incredible piece of information with you.

This next step is literally the fastest way to **take existing customers and double or even triple your income**. The concept is based on the “Pareto Principle” (or the 80/20 rule) which simply states...



20% of the invested input is responsible for 80% of the results obtained. (20% of your customers will buy more than the 80%.)

What this means for you and your business is that roughly ten percent of your customers are willing and eager to spend ten times as much as the rest of your customers!

So in order to make this happen, we need to give them a few options to customize their order at checkout.

First, we need to add a “Check out bump”. This is a simple “upgrade” or “add on” option that only has a small amount of text with a related offer to add to your purchase with one simple click.

Here's an example of a check out bump for customers buying OTO Cart to add Premium Hosting to their order. (See image below)





### Step 3: Complete Your Order

**Add Premium Hosting to your purchase for only \$100.00?**

Would you like to add Premium Hosting to your order? We'll import your website for you and add all the necessary security features for free!

**OTO Cart (Developer - Annual Billing) for \$2127.60  
per year**

**SUBMIT MY ORDER**

100% SAFE & SECURE

This is a very non-intrusive way to increase your sales by 10-20% (on average) with a related offer.

When it comes to customizing your customer's order and truly leveraging the Pareto Principle is by implementing a "One Click Upsell".

After a visitor has been converted to a customer their willingness to buy more from you goes up exponentially. A true "one click upsell" means they don't have to enter their credit card info again to buy more from you.

***This can often double or triple your sales volume without any additional traffic or advertising costs!***

The easiest way to add a one click upsell to your offer is with OTO Cart. [Click here](#) to see a demo of it in action.





# Step #3

## After The Sale

This is where most marketers drop the ball and miss out on way more profit and much happier customers. What's sad about it is it's a really easy thing to put in place.

First, for your customers that just bought, put them in an autoresponder so they get a few follow up emails that cover three things:

1. *How to use their new purchase and get support.*
2. *Deliver unannounced bonuses for good will.*
3. *Educate them about new and related offers.*

Contacting existing customers that have had a good experience with buying from you is the easiest and least expensive way to get more sales and higher profits.



Treat your existing customers like gold and implement automation to deliver support, bonuses and related offers.

## Next Steps To Get Started

Visit [www.mikecowles.com/webinar](http://www.mikecowles.com/webinar) to take advantage of our free in depth funnel training. You'll discover the exact tools and process we use to implement all of the steps mentioned in this guide.





If you have any questions or comments just reach out to us at [www.mikecowles.com/contact](http://www.mikecowles.com/contact) and we'll be happy to help you out in any way we can.

Take care,  
Mike Cowles. <><



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