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GROOVE FAST START MARKETING LAB

08

TYPES OF FUNNELS

Digital Products and Services Strategies
with Mike Filsaime



TYPES OF FUNNELS

with *Mike Filasime* and
co-host *John Cornetta*



So glad you decided to explore this module. This presentation is on offers as we will outline over 15 types of funnels. Answers are provided on the right type of funnel for your product, whether digital or physical. We will explain product launch, evergreen presentation, limited live presentation, regular sales letters, and several others. Let us jump right in!

The first thing that you have to decide is the campaign length. Will this funnel be evergreen? Or is this a limited time offer?

If you choose **evergreen**, that is probably a funnel you will set up with Facebook advertising.

Goal Planning for Funnel

- **Campaign Length**
 - Evergreen or Limited Time
- **Traffic Source**
 - Seo, Affiliates, Advertising
- **Prioritize Outcome Goal**
 - Launching a Brand
 - Windfall Capital
 - Recurring Income
 - Build a Customer List
 - Build an Email List

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You can have a long term affiliate program using a butterfly marketing funnel that certainly would be a hybrid type of launch. This type would be a full on affiliate program with advertising.

However, for the most part, if you will be doing something evergreen, it usually has advertising and automation. Limited time funnels are product launches; they open and close.

Next, your traffic sources will come from SEO (Search Engine Optimization). Are they going to be coming from mainly **Joint Venture Partners** and affiliates? Will this be from advertising like Facebook, Instagram, TikTok, Google pay per click, or YouTube? This will determine the type of funnel to be used.

It would be best if you prioritized the outcome goal of the funnel. What is it that you are looking to achieve? Do we want to attract more customers? Do we want to build a list? Are we looking to make money? Do we want to earn recurring income?

You can either do it to launch a brand and increase visibility in the market. So the goal here is to focus on getting as many affiliates as possible. That could be a prize board that sounds, to attract people, to get everybody for eight to 14 days talking about your product. You could offer a 150 percent commission - or something.

If your goal is not necessarily to make money, it is for you to start getting text messages where everybody starts saying, Dude, where you've been for the last two weeks, all of a sudden, everybody's talking about you, I checked out your product, it's great. That is what we would call **launching a brand**.

Are you seeking **windfall capital**? That is when you are like, Hey, we're a new company.

Again, this is prioritizing. You will put these things in order, and then that is going to determine how you are going to build your funnel. So if you are looking to do windfall capital, that will probably require you to possibly \$497, \$997, or even 1997. Should we take all the products from the upsell, put it in, and maybe create more of a course? Is it going to be more work? Do we have the time to do these things? How is the market going to respond to us at night? Are they going to be upset? Are we going to have a higher refund rate?.

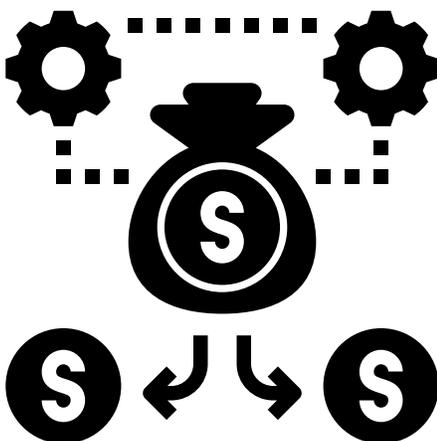
When you push the price points up, not always, but you are increasing your opportunity to get closer to that "million dollar" launch? Now, the math does not always work that way because there are things that will affect conversion, and you are going to need some historical data and experience.



Do you want to have a recurring income? For instance, you might be launching your product, and if you want windfall capital, we will tell you that if you are getting out in the market, you want to launch a brand, maybe you go out with a \$497 lifetime offer. That will allow you to bring in perhaps one to \$1.5 million, which you could use in your company to get some employees such as developers, maybe.



You also could go at \$99 a month, then your first month with the same amount of customers, you are going to bring in 250,000. You may not bring in that much money because what will happen is, if there is a difference between a lifetime offer, compared to I have to pay for this for the rest of my life in perpetuity. Many people have said, we at Groove made a lifetime offer; if we really want that continuity for our business. That is the debate that has to go on. You have to decide how long you sign up for current memberships and current products and continue to pay? Yeah, so we have that conversation all the time here in the company.



When you look at the fallacy of recurring income, we have to look at a couple of things. Number one, how is a perpetuity offer going to compare to a lifetime offer. People will be more willing to jump into something for life and say, at least I will have this, and I will never pay. We have that customer, but for how long? 14 months?

You can say that the conversions might even go down at \$99 right compared to \$1397 and refund. What happens to the customer that canceled after one month? Well, then you need another customer.

We are not advocating that this is better. We are just letting you know that you want to do this, you want to do the math.

These are things that will determine what your funnel is based on, how you probably prioritize the outcome of your goals; prioritize not to pick one. You can first say, I think money is important. We want to build a list. We have no list. Like right now, building a list is not the most important thing that usually starts dropping down to number five now. We have close to half a million people. Those things can be a situation.

The Five Levels of Customer Awareness

- **Most Aware.** These are your best customers – your multi-buyers. They're brand loyal. They're enthusiastic about your products. They attend your customer events, webinars, vip programs.
- **Product Aware.** These prospects know your product, but haven't bought it. They're familiar with your competitors' offerings. They're just not sure if your solution is best for them.
- **Solution Aware.** Solution aware prospects know about solutions like yours, but don't know your specific product or service. If your company isn't well known in their industry, they may not have heard of you.
- **Problem Aware.** Problem aware prospects know they have a problem, and have some idea of what that problem is, but they may not completely understand it. They haven't dealt with this problem before. They're totally unfamiliar with possible solutions.
- **Unaware.** These are prospects who don't realize they have a problem. They simply don't know a better way exists. If you have a new product that addresses a major drawback of previous solutions, most of your prospects may be at this level.




Let's talk about **The Five levels of Customer Awareness**. These concepts are drawn from the book, 'Breakthrough Advertising' by Eugene Schwartz. The highest level customer is most aware, product aware, solution aware, problem aware, and then finally, unaware.

- **1- Most Aware.** These are your best customers, your multi-buyers. They're brand loyal. They're enthusiastic about your products. They attend your customer events, webinars, vip programs.

Examples: YOU - Your purchase of this training lab

Funnels
 Call Center Funnels
 Live Webinar Funnels
 Webinar Replay Funnels
 Invite to Live Events

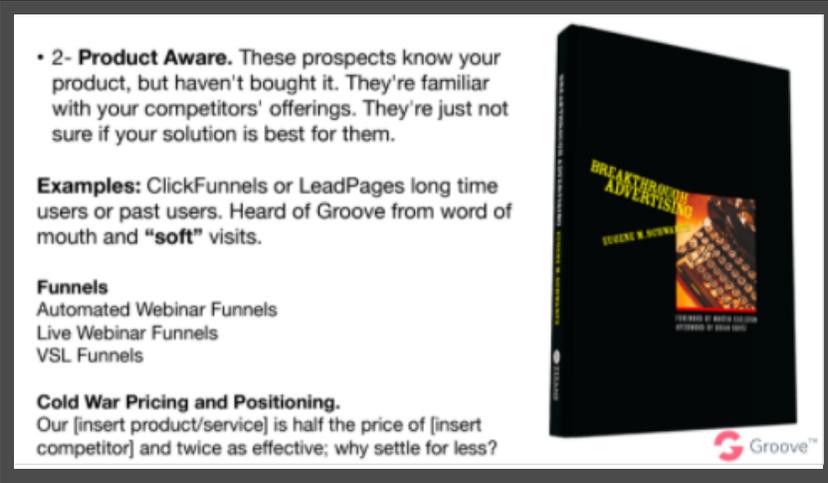
Value Positioning. Not Price




You have to know the level of awareness of the market so that you know how you are going to market. When you are getting ready to make your funnel, if you are going to make a funnel for the most aware people.

Let's talk about who these people are. These are your best customers. They are your multi buyers. They are your brand loyal customers. They attend your customer events, your webinars, and your VIP programs.

Some examples, are you at home. You purchased this training lab. What type of funnels work well for these, obviously, you can do some type of call center funnel; which is usually like a back end, you basically have their phone number, and you can have somebody from your company offer these folks specials.



• **2- Product Aware.** These prospects know your product, but haven't bought it. They're familiar with your competitors' offerings. They're just not sure if your solution is best for them.

Examples: ClickFunnels or LeadPages long time users or past users. Heard of Groove from word of mouth and "soft" visits.

Funnels
Automated Webinar Funnels
Live Webinar Funnels
VSL Funnels

Cold War Pricing and Positioning.
Our [insert product/service] is half the price of [insert competitor] and twice as effective; why settle for less?



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Product aware

These prospects know your product, but they have not bought it yet. They are familiar with your competitors' offerings, they are just not sure if your solution is best for them. An example, there is a click funnel or lead pages user. They have heard of Groove from word of mouth. They have had what I classify as 'soft visits' they are not baked in yet. They clicked on an ad and saw the first two minutes of the video: *Oh, this looks like a clickfunnels competitor. But you know, there's no reason for me to jump in. Or someone told them, hey, you should check this out. Yeah. And they looked at it, they just didn't get baked in.*

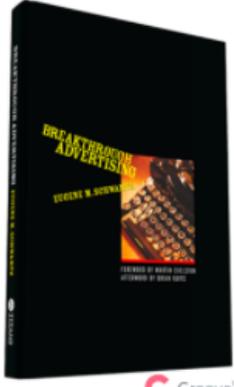
If you are coming into the market right now, where you know that most of your buyers are coming from your competition, because there, there's a leader, there's an 800 pound gorilla in the market. At this point, you want to be using automated webinar funnels, live webinar funnels, video sales letter funnels. The reason for this is you need the time to make the case to do some software demos. You cannot convert this person simply with just a direct sale.

- **3- Solution Aware.** Solution aware prospects know about solutions like yours, but don't know your specific product or service. If your company isn't well known in their industry, they may not have heard of you.

Examples: Hacking systems together. New to market. Open to help. Never heard of Groove.

Funnels
 Automated Webinar Funnels
 Lead Capture to call for Live Demo
 Feature Rich / Media Rich Long form VSL / Sales Letters and Evergreen Launch Funnels

Demo Selling - HOW IT WORKS
 Saving you time, doubles sales.



Groove™

Solution aware

These prospects know about solutions like yours, but they don't know your specific product or service. If your company isn't well known in the industry, they may not even have heard of you.

In the previous example, we sort of have a reputation; we have been around. We have GrooveKart, we have our previous companies, we have created products, we have an expertise in the marketplace. In this particular example, they do not even know about our product. They have never been to the website.

- **4- Problem Aware.** Problem aware prospects know they have a problem, and have some idea of what that problem is, but they may not completely understand it. They haven't dealt with this problem before. They're totally unfamiliar with possible solutions.

Examples: Seeking help. Struggling. Consciously incompetent. Desperate Never heard of Groove.

Funnels
 Automated Webinar Funnels
 Lead Capture to call for Live Demo
 Feature Rich / Media Rich Long form VSL / Sales Letters and Evergreen Launch Funnels

Trust Selling - HOW IT WORKS
 Focus on Testimonials and case studies. Before and After



Groove™

Problem aware

The people do not even know that the solution exists. Here the problem where prospects know they have a problem and they have some idea of what the problem is, but they may not completely understand it. They have not dealt with this problem before. They are unfamiliar with these possible solutions.

- **4- Problem Aware.** Problem aware prospects know they have a problem, and have some idea of what that problem is, but they may not completely understand it. They haven't dealt with this problem before. They're totally unfamiliar with possible solutions.

Examples: Seeking help. Struggling. Consciously incompetent. Desperate Never heard of Groove.

Funnels
 Automated Webinar Funnels
 Lead Capture to call for Live Demo
 Feature Rich / Media Rich Long form VSL / Sales Letters and Evergreen Launch Funnels

Trust Selling - HOW IT WORKS
 Focus on Testimonials and case studies. Before and After



Unaware Prospect

These prospects who do not realize they have a problem, simply do not know that a better way exists. If you have a new product that addresses a major drawback of previous solutions. Most of your prospects may be at this level.

This is actually what I think is one of the most exciting people to be going after. So let's take a look here. It's a new product, something like the iPhone; or our company that we're partners with Travis Stephenson in chatmatic.

Also research...

**The Five Levels of:
Market Sophistication**



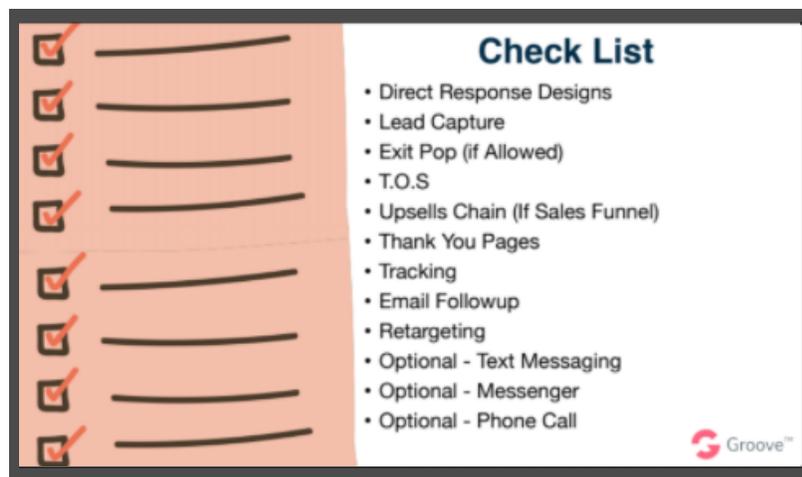
Market Sophistication

The way this goes is it's like the iPhone. Since 2007, the market has become more sophisticated. So the positioning and the pricing changes. They have revolutionized phones. In 2009, it's Android. So the market is now sophisticated. As the market starts getting sophisticated, you have to decide: will you be a price brand? Or, are we going to be a value brand? Apple went with the value and Samsung went with the price.

So, Samsung went on features and specs and Apple went on cool, hip, and state of the art.

Basically what happens is, when you get to level five in market sophistication, your product becomes a commodity. You see that happen all the time. Right? You're the first to the market. You revolutionize something.

Depending on the sophistication of the market, that is going to determine how you are going to build your funnel. If you are going to be the knockoff person, like our people that are doing the watches; I would recommend the 'Blue Ocean' strategy. The Blue Ocean Strategy is when there is a commodity in the marketplace you completely flip.



This is a checklist of things you want to make sure that you are putting into your funnel. Number one, your funnels need to have direct response designs.

Direct response designs are going to have arrows pointing to order buttons. You will sometimes have dashed red lines around the upsells or the order bump. You're going to have big headlines, sub-headlines, countdown timers, things that cause urgency, that make people want to buy, to opt-in urgency, or scarcity.

Lead capture: at some point, either it's squeezing the funnel, they cannot get any content without entering their name and email address. That's always going to be the case on a webinar because they need to register. But are you going to put a squeeze page in front of your tripwire? Are you going to put a squeeze page in front of your dollar trial? Or are you going to put it in front of your product launch? Your evergreen product launch?

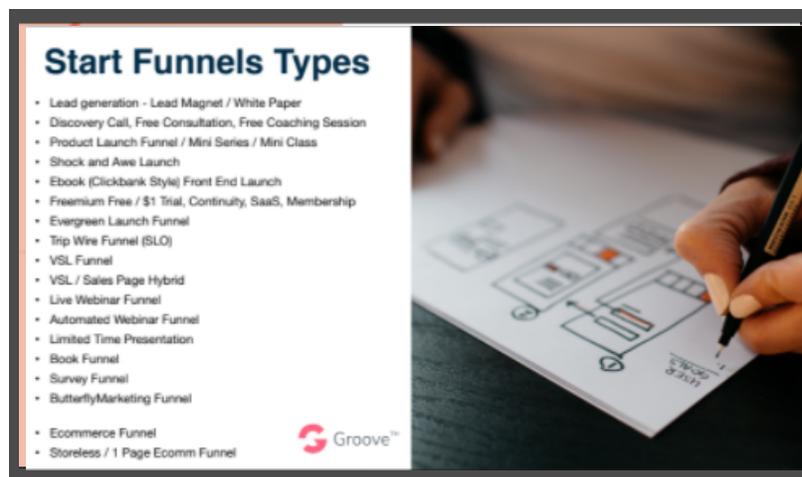
Always use an exit pop when you have joint venture traffic. If you have affiliate Facebook traffic, they're not going to allow it.

You want to make sure that you have your **Terms of Service**. These little things can help when dealing with customers.

An **upsell chain** is important especially if it's a sales funnel, and 99 percent of the time it's going to be a sales funnel.

Our most successful users do these first five things on day one. We've talked about that before, it's getting the people used to use the product right away from the thank you page. The thank-you page is an action step to actually starting to use your product.

You want to have **tracking codes**. Google Analytics, and, or Facebook, tracking pixels from your shopping cart, that handle your affiliate tracking. All those things you want to make sure are on, email follow up. You don't want to launch a funnel unless you have your email follow up and your funnel includes retargeting. It's part of the process. The reason you capture the name and email address is so that you can email them. You can follow up, and bring them through the funnel.



We are going to talk about the different types of funnels.

Lead generation, and a lead magnet, or lead generation funnel, that could be a lead magnet or white paper. Keep in mind, some of these funnels can be combined. You can mix and match some of these funnels, but generally, they will stand alone.

The next type of funnel is called a **discovery call**.

That's the funnel usually given out for a free consultation or coaching session. Generally what happens is the customer goes through the funnel, they often schedule a time, enter their name and email address; to make an appointment to talk to somebody in person.

Developed by Jeff Walker, the **product launch** funnel is sometimes considered a mini-series or class funnel. It is generally used for short minutes of education delivered in email series.

Next are the **shock and awe funnel** and the shotgun. All funnel is a product launch funnel. But it does not use the traditional Jeff Walker PLF style product launch where you're doing video one, video two, video three, and add to cart. You show up, similar to how we launched Groovekart. We told the affiliates that we go live on Tuesday at 12 pm Eastern Time, and you show up and ask people for money that day.

The next one is the **ebook** or what I would refer to as the old school very effective, Clickbank style front end launch. You could call it the, jvzoo or the warrior plus style; but it is generally that mini marketplace style launch and that starts with usually a front end product for around \$47.

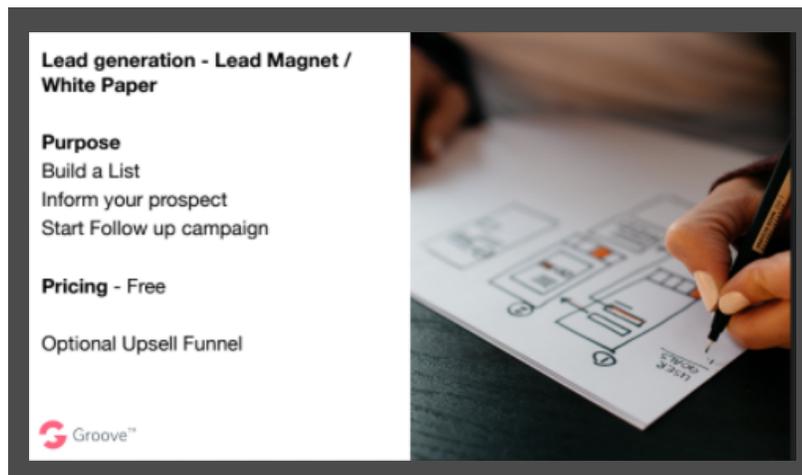
There's the **freemium** or free dollar trial continuity, SAS, or membership type funnel. The Evergreen Launch Funnel, which is a product launch, you are going to turn evergreen. There's a tripwire funnel, which is mostly SLO (Self Liquidating Offer). You're usually trying to do some type of advertising and getting that tripwire to pay for the ad and then all of your money is made later in that funnel.

Then we have the traditional **VSL funnel**, bringing them in and they watch a 1020/3051-hour video sales letter. I wouldn't recommend an hour-long video. We also have the VSL sales page hybrid, and that's when you have the video sales letter plus the supporting sales page underneath.

Live webinar funnel, that's what goes on during a live webinar. Then there's an automated webinar funnel, they are slightly different, especially in what happens with the replays and how they're executed. The limited-time presentation is a new type of funnel that's about two years old.

The **book funnel**, becoming a bestseller; Amazon, New York Times bestselling author. The survey funnel, the **butterfly marketing** funnel. Then for **ecommerce**, there's the ecommerce funnel, which usually happens at the store level. Finally, there's the storeless one page ecomm funnel.

You could say there are more funnels. They are either going to be some version of these, as this list really covers every type of funnel.



Lead generation - Lead Magnet / White Paper

Purpose
Build a List
Inform your prospect
Start Follow up campaign

Pricing - Free

Optional Upsell Funnel

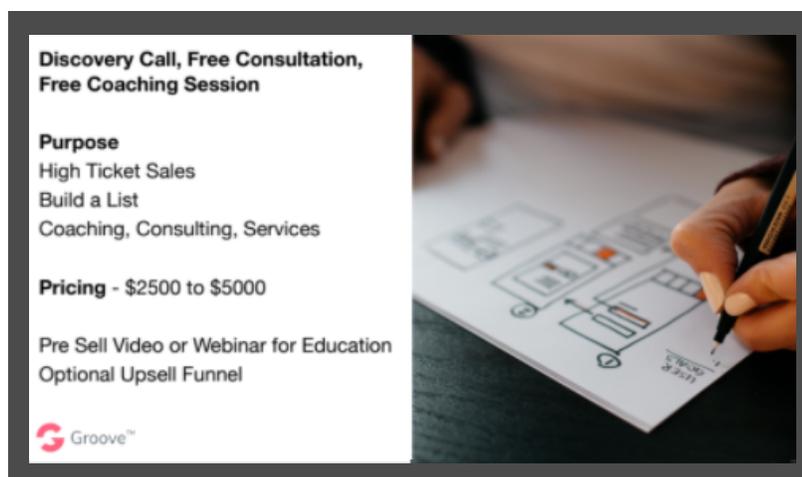
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Lead Generation Funnel

You use a lead magnet or white paper with a video of you offering a product such as a report for free in exchange for name and email address.

The purpose of this is to build a list, inform your prospect, and start a follow up campaign. You can try to make a sale that day but it is normally made after they read the free report. The free report helps them understand the product better. White papers do the same thing, and then sometime after they enter their name and email address within the next three to seven days, you will make a sale.

The pricing is free, and it provides an optional sales funnel. I highly recommend it, that at some point, you have a sales funnel.



Discovery Call, Free Consultation, Free Coaching Session

Purpose
High Ticket Sales
Build a List
Coaching, Consulting, Services

Pricing - \$2500 to \$5000

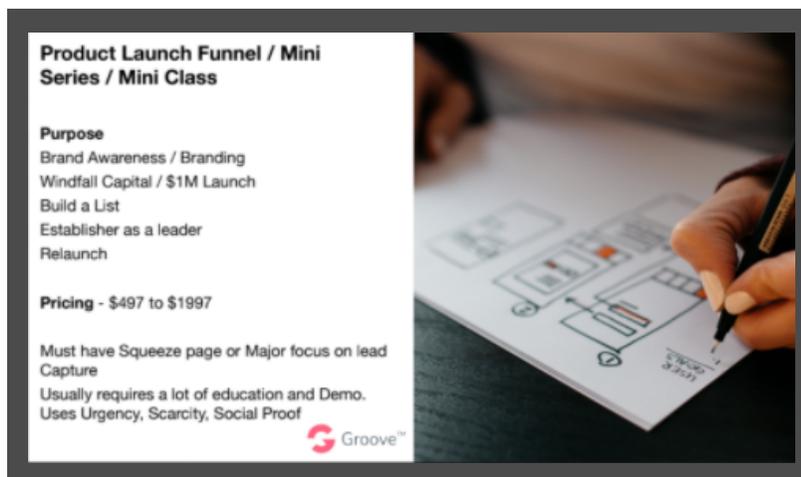
Pre Sell Video or Webinar for Education
Optional Upsell Funnel

 Groove™

Discovery Call, Free Consultation, Free Coaching Session

This is good for high ticket sales, and for building lists. It is also very good for branding, especially if you are establishing yourself as a high ticket coach who is good at coaching, consultancy, and these services.

Normally, you go through a funnel to bring in people. But, to get \$5,000 out of somebody or for them to pay you \$5,000 a month that is generally not going to happen with them putting their credit card in at the website. The type of media you are going to use for this is pre sell videos or a webinar for education. You need to establish yourself as the authority figure, and then you can have an optional sales funnel. But generally that does not happen. You do not want to distract, you are getting those people to schedule a time to have a phone call with you or a qualified person on your team.



Product Launch Funnel (Mini Series/Mini Class)

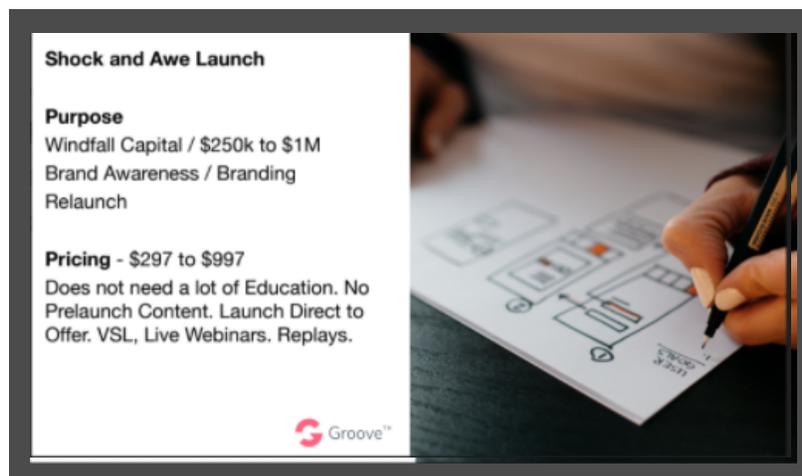
This is one of the most important types of funnels. The purpose of the product launch funnel is to focus on brand awareness and branding, that is the main goal. It is to let the market know that you have arrived, and you plan to be the leader in the marketplace.

Generally, the windfall capital and making a million dollar launches is above that, but these go hand in hand, unless you are doing a relaunch. What you are looking to do is to establish a brand. If you walk away with a million dollars, but then your product does not have legs, and it does not continue, then you really messed up; you went after a money grab. Then you have this brand that after it does a million dollars, it does \$11,000 that you need an echo effect. The purpose of doing this product launch is that seven months later, you are still doing a passive version. That 10 percent of that launch continues every month from now into perpetuity.

If you do a launch for a million dollars, then three months from now you want to be doing \$100,000 a month. Of course, with windfall capital, you must always set a goal. Ask yourself, what is it going to take to do a million-dollar launch? Set your price point and multiply it by the number of customers.

If you are new to the market, product launches come with the help of an affiliate launch. In general, the purpose of this is to get affiliates and make sure you take advantage of the opportunity to build a list. I would really push now more days to do a squeeze for the name and email address. With retargeting, even if they do not enter their name and email address, you can still retarget them. Hash pixels, too, that you could work with some agencies, and data companies; where you put a pixel onto a page, it recognizes the customer, and it gives you their email address. This is used in cart abandoned companies where somebody comes to your page, at checkout, they do not even enter their email address, and if they close the page, 15 minutes later, they get an email with a coupon code to save money at checkout. Yep, crazy stuff.

The price points for product launches, in my opinion, should be \$497. The sweet spot is generally \$497 to \$1997. Can you do a \$97 product launch, people do it all the time. You need sophisticated upsells. If you do a product launch, right; and you do your price points less than 497, you likely left room on the table. You have that many affiliates talking to you, have that much attention, you can get people onto a webinar, or watch your videos; you are generally going to be able to have higher conversions and higher earnings per click for your affiliates.



Shock and Awe Launch

Purpose
Windfall Capital / \$250k to \$1M
Brand Awareness / Branding
Relaunch

Pricing - \$297 to \$997
Does not need a lot of Education. No
Prelaunch Content. Launch Direct to
Offer. VSL, Live Webinars. Replays.

Groove™

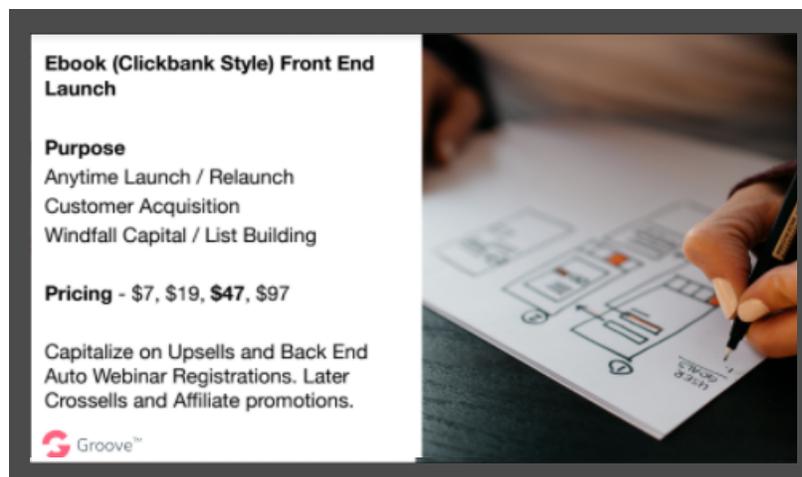
Shock and Awe Launch

This launch is windfall capital. Generally, you are going to be doing 250,000 to a million dollars. Your focus here is on brand awareness. This works very well for a relaunch.

Sometimes it's a money grab: *Hey, let's go out and just email the list that you know that we did six months ago and x asks affiliates to come in.* People know about you because you did a product launch in the past so you do not need to focus on video one, video two, video three. You can show up in the marketplace with an offer. We call these models up offers. When you do that, the pricing for shotgun auto-launch, that works well is \$297 to \$997. It is less than the product launch, which was \$497 to \$1997 as you are going directly to a sale. If you are going straight to the sale, you need to lower the price points for these to be effective.

It is key to note that, when your price points are \$497 and up, especially \$997 and \$1997; you must consider offering payment options at the checkout. That is 100 percent key. There are different philosophies on that, it depends on your bandwidth and your resources, and things like that. Those things are always on the table. The other thing that you want to keep in mind is, to always have an option to do PayPal credit at checkout. You want to always consider anytime you have any price point, to break the price point up into easy ways to pay it.

What type of mediums are you going to use for this launch? You are going to use video sales letters, live webinar funnels, and using replays.



The image shows a screenshot of a product page for 'Ebook (Clickbank Style) Front End Launch' by Groove™. The page is divided into two sections: a white text box on the left and a background image on the right. The text box contains the following information:

- Ebook (Clickbank Style) Front End Launch**
- Purpose**
 - Anytime Launch / Relaunch
 - Customer Acquisition
 - Windfall Capital / List Building
- Pricing - \$7, \$19, \$47, \$97**
- Capitalize on Upsells and Back End Auto Webinar Registrations. Later Crossells and Affiliate promotions.
- Groove™ logo

The background image shows a person's hands holding a pen and pointing at a document with a flowchart or diagram.

Ebook Launch

People who buy through these funnels are usually familiar with it on the webinars. They are literally saying, what upsells obviously, sometimes people are forced to actually show the upsells on the webinar because people know you are giving this software for \$47. Then you will be like, it is too good to be true. You have to buy everything because now that you are committed, you got this thing where it is like, do you want the cartoon pack?

Do you want the color pack? Do you want the entire pack? Then, you end up buying \$450- \$497 worth of products.

Generally, this is a money grab launch. I think this is a wonderful launch. People who do this are in the launch factory business, they are putting out hits quite often. When these folks crush it, they will bring in a million dollars.

What prices work well with these? This is where I say the buyer beware. When you are going to buy something for seven bucks, just be ready to know that to be all in you are going to be somewhere around \$497. I'm not digging on this, it might even be something we do one day. But, there is no way you are going to do this launch without massive upsells in the backend. For this launch to work, you must capitalize on upsells, back end, automated, and so on. Automatically register people for either a live webinar or an automated webinar.

What you are trying to do is build a buyer list, you are building a credit card buyer list. To later use it to become a number one affiliate to promote other products. That is why it is very incestuous that they are launching and launching. No judgment at all. That's business, but it's a business model.

Freemium Free / \$1 Trial, Continuity, SaaS, Membership

Purpose
Customer Acquisition
Monthly Recurring Income
Build a long term Business
Build a business to Sell
Focus on Long Term Growth

Pricing - Free or Trial with Monthly recurring income.

Optional Upsell Funnel

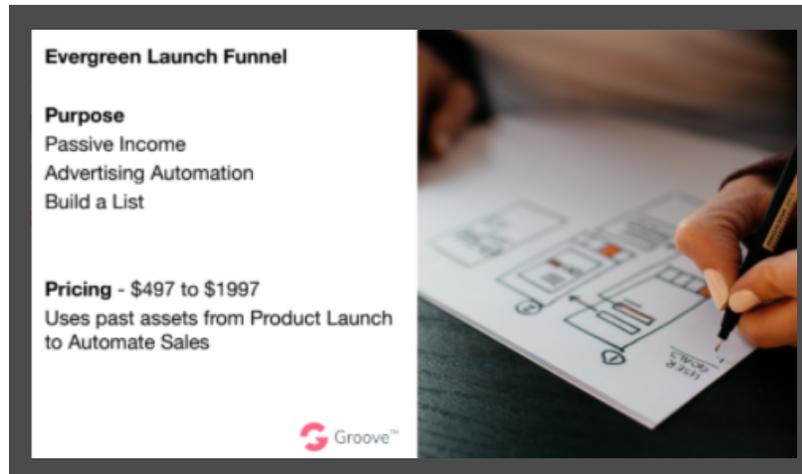
Groove™

Freemium Launch

This is generally ongoing for continuity. You are looking to get the person to pay \$19 a month, \$49 a month, or \$99 a month. Is it a SaaS company? Is it a membership site? The purpose of this customer acquisition? If you are looking for more windfall capital, and you are not as concerned about customer acquisition; you would say: well, let's just do this at \$497 lifetime. As your goal is to get the money.

This particular goal, when you start doing freemium and dollar trial, is to get customer acquisition. You are focused on monthly recurring income. This makes your company more valuable to investors. It is a focus on long term growth strategies.

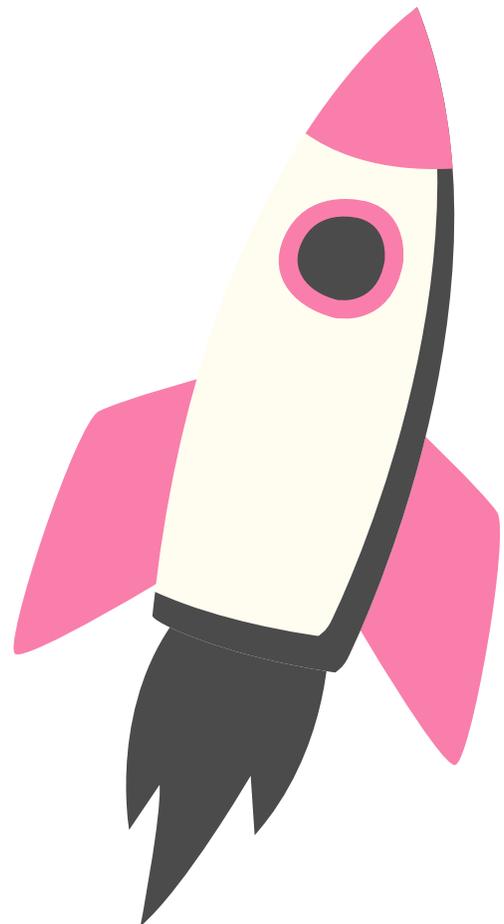
The pricing for this again, it is free or trial, with some type of monthly recurring. The optional upsell funnel for this type of launch, you definitely want to consider if you are putting someone in for a \$1 trial having some type of upsell. Do you want the annual? Do you want the template pack? Do you want the audio pack?

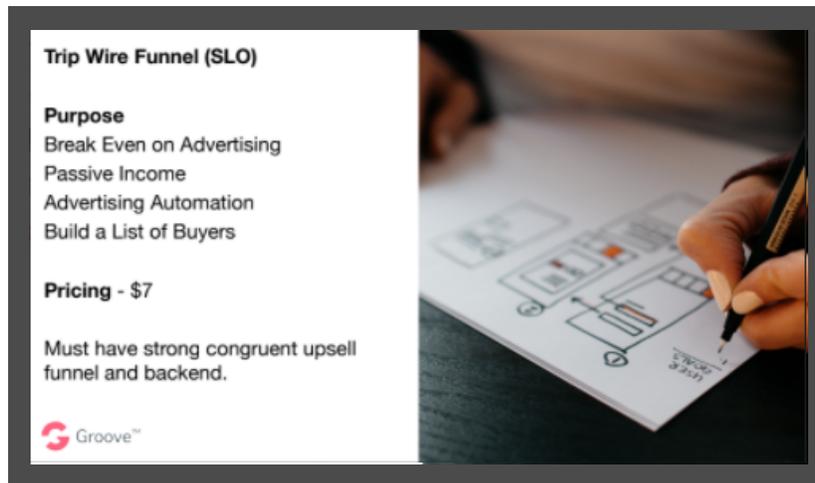


Evergreen Launch

The purpose of this is number one, passive income, advertising automation, and list building. That's it. This is what happens when you do a product launch and you have assets. Video one, video two, video three, your video sales letter, your demo video, your webinar replay, you had all the emails written for follow up, and now you have closed down the launch with your affiliates. It's very simple. What do you do with that? Well, you just automate that to make it look like the launch is happening.

You have a three-part video series that will teach you how to do exactly X, Y, and Z. All they need to do is enter your name and email address. They immediately get video number one, and three days later they get video two. It makes your product launch evergreen so that you could move away now from the affiliate phase, and bring it to the advertising phase. That's all you do.





Trip Wire Launch

Known as a Self Liquidating Offer funnel, the purpose of this is generally, for advertising. What you try to do is some Facebook advertising where your value proposition is so strong upfront for \$7, \$19, or \$47. You are giving away a product of incredible value that people are like: *Wow, this is great that at least it covers your ad spend.*

So if you spent \$1,000 on advertising, and your product was \$10. You sold 100 of them just on the front end, and you brought in \$1,000 in cash to pay for your advertising. You have essentially, at that point, acquired 100 new customers with credit cards. You get about 300 email addresses, you just build a list with 300 people at zero cost. It is a Self Liquidating Offer. What you do with that offer, you can take that person and add them to a slower automated webinar funnel where it is going to take or maybe we get somebody on a call center to call that person.

You are building a list, you are building customers, you can easily monetize that. The point that we are making here is, if you have a back end product, that requires a lot of time to make the sale, maybe consider first doing a self-liquidating offer while you build brand awareness.

The purpose is to break even on advertising, bring in passive income, automate your advertising and build a list of email users and buyers. Generally, you want to start a trip wire somewhere between \$7 and \$19, you must have a very strong congruent upsell funnel. The trip wire is not going to pay for itself, the entire upsell process will help you to break even. Then you use a back end webinar or call center to help you bring it home.



VSL Funnel VSL / Sales Page Hybrid

Purpose
 Build a List
 Inform your prospect
 Start Follow up campaign

Pricing - \$47, **\$97**, 197, \$297, **\$497**

Optional Squeeze Page
 Optional Upsell Funnel Highly Recommended

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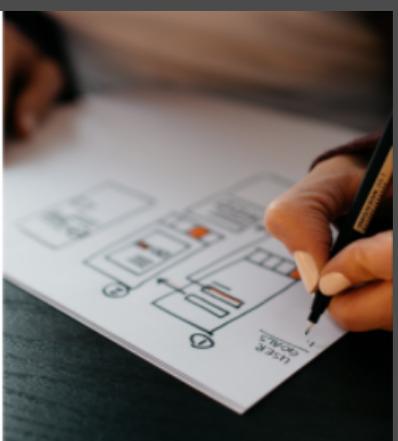
VSL Sales Page Hybrid

This is self-explanatory. Video sales, that is what VSL stands for. Generally, you will not have the player buttons on so that they can fast forward. The add to cart button will be delayed also until they watch the entire video. You want to have a type of tracking system installed too. You should be using GrooveVideo to do behavioral-based email follow up if they bounce out in the first minute or if they only make it halfway through the video and they did not see the price. Or, if they did see the price and they did not buy, you can do behavioral-based email follow up. That is very important for a VSL.

The hybrid VSL is basically the VSL, and then everything that is in the VSL is also right down on the page explained with screenshots and copy. Webinar replays are usually a hybrid of a VSL, you have the webinar page, and a list of all the offers that they get with the product.

Live Webinar Funnel

You have seen this 100 times. You have been on live webinars, or a live stream. The purpose is instant windfall capital. It helps you build a list because generally, webinars are coming from a joint venture partner.



Live Webinar Funnel / Livestream

Purpose
 Instant Windfall Capital
 Build a list
 Make "Pops" with influencers

Pricing - \$297, **\$497**, **\$997**, \$1997

Best with Powerful JV Partners. Requires good sales webinar and education for higher price sales. Also great with current buyers for ascension programs.

Never Fails.
 Groove™

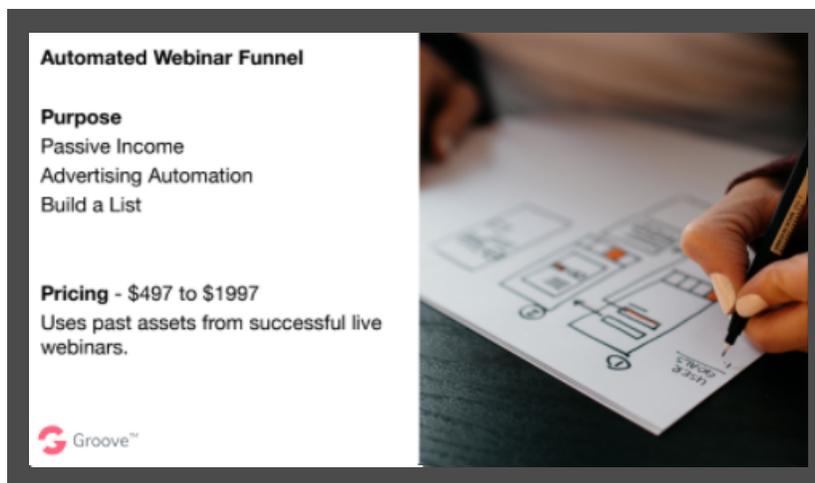
If you are going to be doing a webinar off of traffic, you are going to be doing an automated webinar.

I mean, it would be almost insane to be doing Facebook traffic to live webinars every week. Automate it, where you are doing it seven times a day, 24 hours a day.

It provides an instant windfall capital, it is additional cash flow every single month. You can sell higher-priced items on a live webinar. You are going round-robin to the different influences in the industry. People are constantly hearing about your name and your brand and things like that. It also builds a list.

This must be in every single one of your business models. No matter what business you are in, you definitely need to be doing webinars in your business and having somebody actively recruiting people to be doing webinars. I want to automate everything, it is literally down to fast profits; fun, automated, scalable, and least time for time off. *Doing a webinar is just too good of an opportunity to ever be so foolish to say; I'm not going to take two hours out of my time to bring in \$50,000 to \$100,000.*

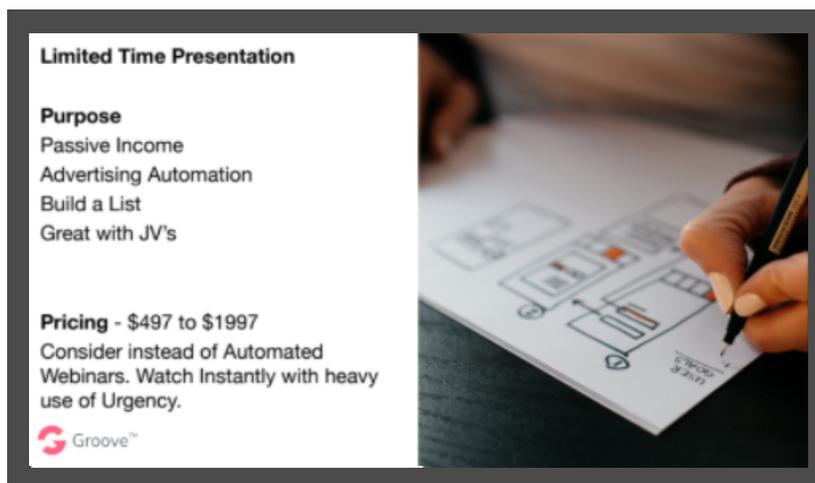
The thing about a webinar is it slows things down. You get to make the case, you get to do proper demos, if it is software, you get to tell stories, you get people fully baked in everything about the offer. They get to ask questions before they buy. This is stuff that you cannot get on a video sales letter. What we are saying is, there is nothing that will convert a visitor to a website, to a higher dollar amount in your shopping cart, than a live webinar.



Automated Webinar Funnel

The purpose of this launch is passive income, advertising automation, and building a list. It is a pre recorded live webinar presentation.

In the video you answer popular questions, or provide any form of information you so desire. You can either make it simulated, or you can just call it an event. You do not have to say that it is live; if you do it once and you do not like the way you did it, you can have it redone. You put that video up, put it into an automated webinar solution; announcing webinars coming soon. At this point it is for advertising.



Limited Time Presentation

The purpose of this funnel is like an automated webinar. It is passive income, advertising automation, builds a list, great for joint ventures, and the pricing is the same as an automated webinar for \$497 to \$1997.

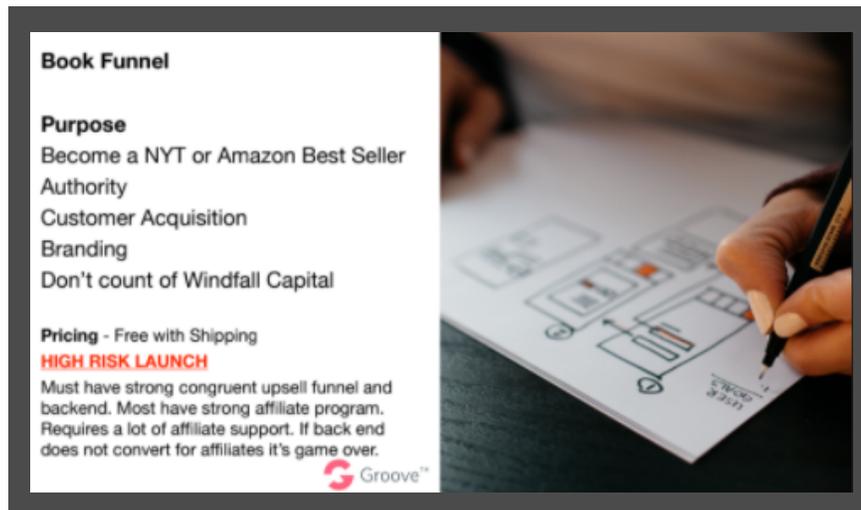
These presentations are usually watched instantly with heavy use of urgency. The way this type of funnel works is instead of inviting people to join a webinar, it is an identical page. You invite them to see a limited-time presentation. So there is a copy like a webinar registration page, and it says something like, we will pretend it is a video:

Hey,

We're doing a Limited Time Presentation. It's something we've been working on. It's a hot secret. Here's the deal, this is only for the next 48 hours. By entering your name and email address, you will have access to this video, you can watch it now. Or, you can watch it anytime within the next 48 hours. Over the next 48 hours, this page will disappear and be gone forever. So enter your name and email address right now.

What is happening is urgency, if we compare this to the automated webinar. It must be effective, and you want to tell people, you can watch it, it is starting in the next 15 minutes.

That person may not be available in the next 15 minutes, so you would be foolish to do an automated webinar and not give them different options. No matter what you do, if they do not watch it now, you are throwing away traffic. If it expires, you send them a we have added another six hours or something like that. I do not think anyone will be upset at you for giving them a second chance. Consider this presentation instead of an automated webinar.



Book Funnel

Purpose
Become a NYT or Amazon Best Seller
Authority
Customer Acquisition
Branding
Don't count on Windfall Capital

Pricing - Free with Shipping
HIGH RISK LAUNCH
Must have strong congruent upsell funnel and backend. Must have strong affiliate program. Requires a lot of affiliate support. If back end does not convert for affiliates it's game over.

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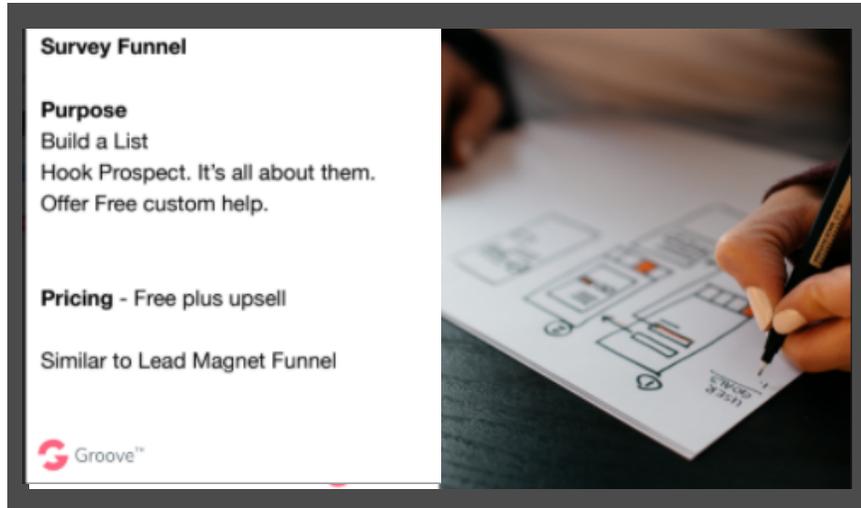
Book Funnel

Become a New York Times best-selling author, an amazon.com best selling author, and be established. There is no better business card than being able to say you are a true New York Times best selling author.

This provides tons of customer acquisition when done right you can get 15 to 25,000. To become a bestseller, you will need that buyer's branding, and do not count on it for windfall capital. The pricing is generally free with shipping.

Major caveats here, Amazon and New York Times, they are moving the goalposts. New York Times has said that if you do this method, legitimately getting tons of people to mail to a page where they buy it, such as at Barnes and Nobles or an Amazon, and they buy it, if they see that there are bonuses that are higher than the value of the actual book, they see this as gaming the system. To become a New York Times bestselling author, or a number one New York Times bestselling author, you must have a great book that is selling well off the shelves, at the airports, and on Amazon. There are other ways to become the best selling author. You can be number one in the category. Amazon is a little bit forgiving, but they do tend to follow the trends of New York Times.

However, you wrote a book and you want the world to know it. If that is the case, get the book out there. If you are doing this launch to get the book out there, just know it generally does not make a lot of money. It is a high risk launch must have a strong congruent upsell funnel and back end. This requires a lot of affiliate support.

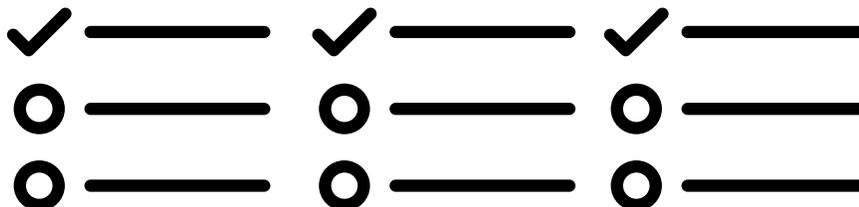


Survey Funnel

The purpose of this funnel is lead generation, it will help you build a list, and it hooks the prospect in as it is all about them. Surveys and they love to take polls.

I love them for everything, for ecommerce as well as for digital marketing, and also because you can direct the actual product to their answers. I think one of the most brilliant ones that I have done was the free IQ test. It was a real IQ test, whatever it was the 20 questions, hard questions. In the end, they scored me and they actually gave me the score for free. Guess what I had to do? I had to pay to see which answers I got wrong. I had no problem with that. I thought it was brilliant marketing. I am not saying that is a survey, but it is a form. It hooks the prospect because it is all about them. The survey is always clicked here to see the results. Even if you do not use that data to make the sale, you are gathering data to find out about your prospects.

It is similar to a lead magnet funnel. Lead Magnet is I have some information that can make your life better. The quiz is to find out how you are so that we can help you better.





ButterflyMarketing Funnel

Purpose
 Build a HUGE MASSIVE List
 Autopilot after launch
 Goes Viral for Years
 Passive income from Upsells
 Set and Forget Business

Pricing - Free plus upsells.

See Stand Alone bonus Training coming soon.

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Butterfly Marketing Funnel

The purpose of this funnel is to build a huge massive list on autopilot during the launch, and put it on complete evergreen that goes viral for years. It allows you to create passive income through upsells and it is a set and forget funnel business model. This is the funnel we use at Groove.

The pricing starts with free and then has upsells.



Ecommerce Funnel

Purpose
 Maximize Average order Cart Value
 Difference between stores success or failure.
 Optimize and Scale

Pricing - \$15 to \$50 Front end

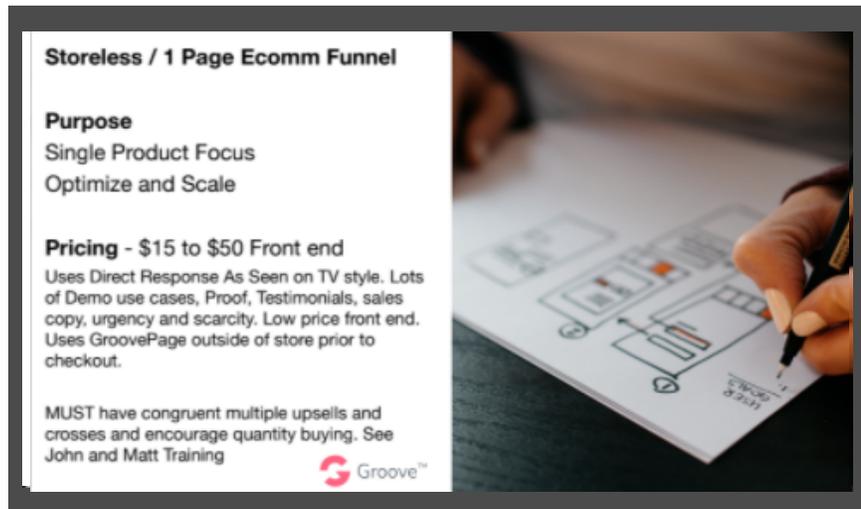
MUST have congruent multiple upsells and crosses and encourage quantity buying. See John and Matt Training

 Groove™

Ecommerce Funnel

The purpose is to maximize average order cart value. The difference between this, it is the difference between your store success or failure. The ecommerce funnel is to continuously optimize all of the upsells from the time of purchase, and then scale the living hell out of that. Ecommerce is easier to scale than digital marketing.

It is more broad, and it is easier to get the advertising for it. It is to maximize the average cart value. So an ecommerce funnel starts many different ways. There are different things at the website, like spin the wheel to get a coupon, to get their email address as that is really key. Even though it is a digital product, you have a heavy focus on getting an email address.



Storeless/1 Page Ecomm Funnel

This funnel is used when selling a single product. What you are looking to do is optimize this entire funnel so that you can scale it.

This uses major direct response, as seen on TV style. The people in ecommerce who have the most success for this actually came from digital marketing. It uses direct response, lots of demo cases, proof testimonials, sales, copy, urgency, and scarcity. It also has a very low price front end product.

Q & A

Question: Dan Feliciano

Does Groovecart generate sales reports to reconcile with your accountant?

Yes, and there are sales reports built within Kart that you can export. I believe you can export CSV files, and then go ahead and have your accountant correlate that to your QuickBooks account or anything else; but there is a built in accounting and Groove card.

It will show you your sales for the day, your sales for the month, or we take your product cost and those types of things. It is not a full blown accounting program so it is not going to show you if you had outside labor costs or things like that. But it is going to get you the information on the sales that take place in GrooveKart. You can export that out and hand it to your accountant.

Question: Alan Goldberg

Can you use GrooveKart for the direct response and lop off the shopping cart? Or would GroovePages be better to use?

Yes. If it is an information product, you are going to want to use GroovePages while GrooveKart excels in physical products. The reason for that is a digital product might be getting an email address, or you might be getting a PayPal payment. Then, you are giving them that digital product where with a physical product is just a little bit more to it, you are going to actually be shipping something to the customer. You need that piece of software that not only takes into the sales process but collects tax on the physical product when they purchase it. Remember, if it is a physical product; it ships it to them, tracks, the shipping notifies the person that the product has been sent. All of those types of things are better handled in GrooveKart. If you have a product that is actually going to end up being put in the mail and sent to the customer, you want to use it, use GrooveKart. If it is something that you are going to be downloading or giving them access to like a membership site or a coaching program, or software use GroovePages.

Donna Fox

If you had a product that was a digital product that was related to some item that you are selling in GrooveKart, then you could put a digital product in there. We tend to think about digital products in terms of direct response marketing funnels. But if you are planning on having a digital product in your GrooveKart; because when you sell some kitchen items, for instance, that are being dropped, shipped, you might want to upsell your recipe book. That is absolutely kind of a valid thing to do in GrooveKart. So I just wanted to make sure that I know we have a couple of users setting up digital products in GrooveKart.

Mike Filsaime

Yeah, if you are a digital marketer, selling an information course, you would never use GrooveKart, you would put that into GrooveSell.

Certainly, if you have a funnel where you are selling a physical product, and you do want to sell like your recipe book or a warranty and it is delivered digitally, you would then do the digital-related product related to your physical product with GrooveKart. Thanks, Donna.

Question: Lesley Craine

What is an exit pop up?

Question: Maxcell Graves

What is EPC?

An exit pop is a piece of code. What it basically is, if you have been on a website, and you go to leave the page or take some other action, and something pops up and says anything like: But wait, don't leave and not put your name and email here. That is an exit pop, the person's intent is to exit the page and this pop comes up. It tries to keep them there; offer them a discount, join our club. You can place those on ecommerce pages, digital marketing pages, and you can use them for all types of things.

Then an EPC is 'Earning Per Click'. If you are in the business of sending traffic or buying traffic, traffic is a unique click. If you send in an email to your list, and 1,000 people open it, it is meaningless. If 100 people click on it, you had 100 clicks and if you earned \$100 on that promotion, your EPC would be \$1 per click. That is what an EPC is.

Question: Unknown User

What kind of funnel would you use for a mobile app?

Good question. I would think that generally, a mobile app is something that does not require a funnel, it just requires a download. The funnel would be advertising to mobile devices. If you have an Android and iPhone app, then you would advertise to all devices, you would have an ad, whatever that ad would be describing your app. Then when they click on it, redirect, they are redirected directly to the app store. They just download the app.

