

Funnel Vision: What Mistakes Can Teach You

- ☐ I am aware of -- and ready to learn from -- the top ten sales funnel mistakes people most commonly make. Namely...
 - ☐ Not pre-qualifying
 - ☐ Trying to be all things to all people
 - ☐ Not providing real and irresistible value in their sign up (and subsequent) offers
 - ☐ Not planning for the back end (for the customers who have already paid money for at least one of my products?)
 - ☐ Not understanding one needs:
 - ☐ A target market
 - ☐ A list of qualified subscribers
 - ☐ An internet service provider, to host one's landing page, websites and blogs
 - ☐ An optimized domain name for one's products
 - ☐ A blog and/or website
 - ☐ An autoresponder
 - ☐ An assistant to populate it, if doing it one's self drains too much energy or sabotages time from actual money-making activities
 - ☐ Knowledge of HTML or WordPress (or a good web designer!)
 - ☐ Focused, fascinating content
 - ☐ Reliable outsourcing contractors lined up, to take over tasks that drain energy and money
 - ☐ A payment processor or shopping cart
 - ☐ Specific, long-term goals
- ☐ I am aware that not planning to have -- or providing resources for -- affiliates is a big mistake!

- ☐ I won't make the mistake of not considering JV partners (in fact, I'll even consider my customers, when they graduate from my funnel!)
- ☐ I am aware that everything has a natural life cycle, including customer journeys and sales funnels. I will use that knowledge to better my customer's experience and stop premature exits from my sales funnel.
- ☐ I will provide a place to go for my customers, when their cycle in my funnel ends
- ☐ I am aware that sales funnels are all about list-building... and that I should be segmenting my customers to different autoresponder lists, once they buy.
- ☐ I won't make the mistake of forgetting to maximize every sales funnel opportunity -- including:
 - ☐ Feedback
 - ☐ Testimonials
 - ☐ Referrals
 - ☐ Affiliate signups
 - ☐ Lead generation for new campaigns (new sales funnel entries)
 - ☐ Other _____
- ☐ I am aware of the dangers of:
 - ☐ Getting over-focused on details
 - ☐ Not understanding business well enough to know what components I need
- ☐ I know that gaps in my knowledge, over-focus on isolated details and rushing to complete things can result in bottlenecks. I realize these bottlenecks will dangerously slow or stop my customer on his "slide" through my funnel.
- ☐ I understand that bottlenecks are not only bad for the client, but they can also:
 - ☐ Make me look unprofessional
 - ☐ Harm my reputation
 - ☐ Prematurely lose me subscribers
 - ☐ Stop sales cold

- ☐ I know there are two steps to take, in order to quickly clear bottlenecks:
 - ☐ Identify customers who are really "done" with my funnel, but don't know where to go next -- then provide them with an exit that feels good to them (and is rewarding to me)
 - ☐ Analyze, probe, ask, to see what's holding up the remainder.
 - ☐ I have fixed the problem!
- ☐ I have noted what percentage of clients exit prematurely from my funnel, and I have looked for the following causes:
 - ☐ I've misidentified my target customer
 - ☐ My offer was misleading or ambiguous
 - ☐ I promised, and didn't deliver
 - ☐ My content was poor quality, repetitive and containing nothing new
 - ☐ I promised one thing and delivered another
 - ☐ They're not a group that spends money. They like all their information for free.
 - ☐ They love I you say... they just don't have the income to spend on my paid offerings
 - ☐ I fell into the trap of making assumptions about this group, instead of checking them out carefully and doing my homework
 - ☐ I rushed them, and got the timing wrong on a funnel component
- ☐ I have looked at all my headlines, to make sure they are not ambiguous or misleading
- ☐ I am now aware that my client will change throughout her journey (just as I will). I am prepared to adjust and adapt to new needs and goals.
- ☐ I am aware that strategies for retaining clients who have changed to the point of exit include:
 - ☐ Offering free or paid "lifetime memberships" that allow them to access my old content any time

- ☐ Creating a forum for them to enjoy, so they become largely self-helping and self-sustaining within that group
- ☐ Directing them to someone else who can effectively cater to their unique needs (collecting my affiliate commission as you wave bye-bye)
- ☐ Outsourcing maintenance of that segment to an employee, assistant or contractor, so that the niche is served in my name, but I actually invest little to zero time dealing with a sector whose interests no longer match my own
- ☐ Selling that particular business (if I've had the forethought to set it up on an independent website, with its own branding.) And I'm going to enhance its value by helping the new owner be accepted by my loyal but no-longer-relevant fans
- ☐ I am aware that common traps repeat themselves, so I will never assume I won't fall into them. Instead, I will be alert and aware.
- ☐ I will re-evaluate all my sales funnel strategies periodically and regularly, to make sure they're still valid
- ☐ I will be on the alert to ensure I don't leave money on the table by missing opportunities
- ☐ I will be on the alert to ensure I don't waste time on non-money-making tasks I could be outsourcing.
- ☐ I am aware that not planning to outsource is also a common mistake!