

Funnel Vision: Mastering Back End Thinking

- ☐ I am aware that customers who have graduated from subscriber to paying customer make up my back end... and that this is the easiest and most lucrative segment to sell to
- ☐ I am committed to changing my mindset so that I focus first and foremost on making and retaining back end customers
- ☐ I am aware of and will add some or all of these types of offers into the mix:
 - ☐ Cross-selling
 - ☐ Seasonal offers
 - ☐ Anniversary offers
 - ☐ Membership sites
 - ☐ Affiliate offers
 - ☐ Joint Venture offers with celebrity-status experts
 - ☐ Add-ons
 - ☐ OTOs (one-time offers)
 - ☐ Deluxe physical products
 - ☐ Other _____
- ☐ I am committed to retaining my back end customers by ensuring they experience:
 - ☐ Great prior experiences with my service and products
 - ☐ Rewarding, tangible success with my products or services
 - ☐ A high and well-deserved trust in me and my products and customer service
- ☐ I am aware I need to put serious thought and planning into my back end offerings *before* I ever create that first freebie!
- ☐ I am "trying on" the idea of making the end point of my current funnel (what to me seem like really big ticket prices) the starting point of my next funnel.
- ☐ I am paying attention to how I feel about that "leap".

- ☐ I am aware I can use the sales funnel model as a planning tool to help me maintain an overview (and practice parallel thinking) with other aspects of my business strategies. For example...
 - ☐ Product development
 - ☐ Promotion
 - ☐ Advertising choices
 - ☐ My advertising cycle for each funnel
 - ☐ Customer "life cycle" (psychology)
 - ☐ Social networking
 - ☐ Tracking and analysis
 - ☐ Measuring my actual ROI for that funnel
 - ☐ Sales or Growth projections
 - ☐ Other _____
- ☐ I am aware that all the steps in the Promotion-based funnel serve two main ends: Namely, telling them...
 - ☐ What they need to do next
 - ☐ How to do it
- ☐ When I create Promotion funnels, I can see how various methods accompany various stages of my funnel more efficiently
- ☐ When I place Promotion, Advertising and Customer Life Cycle funnels alongside the main sales funnel, I can see clearly the parallels between the "journeys" down each funnel
- ☐ I am using my Advertising funnels to help me create a viable, cost-effective advertising plan
- ☐ (I have printed out the Worksheet from Lesson Four, of course! In fact, I'm using it to create my practice funnels and do the assignment)
- ☐ I am aware that paying for ads **per impression** (CPM) is strategy better used for:
 - ☐ Branding

- ☐ Exposure
- ☐ Getting your "face" (or your business or product's "face") in front of enough people
- ☐ When I'm brand new
- ☐ I am aware that paying for ads based on **click through** (PPC) is often better used for:
 - ☐ Kick-starting a new campaign
- ☐ I have specified a daily dollar "ceiling", if I've signed up for paid advertising
- ☐ I'm also aware I can pay low rates for niche-targeted, authority e-Zine advertising
- ☐ I have also considered:
 - ☐ Social network advertising (Facebook, Twitter sponsored Tweets, LinkedIn, Google+)
 - ☐ Banner ads
 - ☐ Direct response ads (letters, postcards, flyers)
 - ☐ Offline TV, magazine or newspaper ads
 - ☐ Other _____
- ☐ I am already planning to add group mentoring, membership sites and coaching to my back end offerings
- ☐ I am using a Funnel model to plan my social networking and promotion too, including such venues as:
 - ☐ Facebook
 - ☐ Twitter
 - ☐ Yahoo groups
 - ☐ Article marketing directories
 - ☐ Guest blogging or radio spots
 - ☐ LinkedIn

- ☐ Google+
- ☐ Scribd
- ☐ Other_____
- ☐ I am revisiting exit strategies to turn what could be a negative and money-loser into a positive and money-maker. My strategies now include:
 - ☐ Not being afraid to insert services into my funnel "mix" after initial product sales, once I've determined this would add real value to customers thinking of departing. I understand services can include:
 - ☐ Forums
 - ☐ Clubs providing access to software, *et cetera*
 - ☐ "Elite" groups
 - ☐ Subscriptions
 - ☐ Membership sites (tiered or non-tiered)
 - ☐ Group coaching
 - ☐ Individual coaching
 - ☐ Other _____
 - ☐ Sharing my own methods and secret resources, once my back end clients are firmly hooked. (I understand that paid Membership sites or mastermind forums are great, for that express purpose.)
 - ☐ Hiring other experts, to provide my back end clients with even more value.
 - ☐ Partnering with my back end clients to help them launch their businesses. Supporting them in their own start up efforts. Showing faith in them. Recognizing and acknowledging them. Helping them -- as always -- succeed.
 - ☐ Rewarding them for being faithful customers. Sending special discount coupons; giving them deals on services.
 - ☐ Other_____

- ☐ I am committed to thinking "outside the box", always looking for ways to make my back end customers and clients even more happy!