



The 5 Types of Offers You Need in Your Sales Funnel – Cheat Sheet

An effective sales funnel primes potential customers to purchase
It guides them to your core offer through a series of supporting offers

How Does a Sales Funnel Work?

A sales funnel illustrates each step a prospect has to take to become your customer
A sales funnel is wide at the top (the entry point) and narrows at the bottom (the point of purchase)

At the wide end, you're pulling in traffic from all over the web

As they move through the funnel, you present them with more offers

With each offer, you determine whether the lead meets the requirements to purchase your core offer

If they don't bite, this may indicate that they're not a serious buyer

An effective offer...

Attracts serious buyers and weeds out time wasters

Nurtures and primes leads for your core offer

Helps build a relationship with potential buyers

Provides the buyer with a valuable product and builds trust

While it's called a funnel, your prospects won't always follow a straight path

Even if they don't buy now, continue cultivating this valuable relationship

You need a variety of offers to move people through your sales funnel
You'll learn about 5 of the key offers to include in your funnel.

Lead Magnets

A lead magnet is the first piece of content that draws people in
Provide a high-value item for free in exchange for their name and email address
Make it easily digestible and valuable

It is often the first impression your prospects will have of you

It should set the stage for your core offer

It can help them take the first step towards it

Some lead magnet ideas include:

eBooks

Checklists

Videos

Mini-courses

A challenge

Think of a free digital product that you can offer that won't cost you money to create.

Next Steps:

What digital product do you already have that you offer for free? Which ones could be adapted into a lead magnet related to your core offer?

If you don't have an existing digital product, brainstorm ideas for a high-value lead magnet that could be created quickly.

Low-Ticket Offers

A low-ticket offer is usually found at the front end of your sales funnel

At this stage, prospects need to learn more about you

Low-ticket items are often digital products that can be created quickly

This time you'll be charging for it

There are many leads who will take you up on free offers

Charging helps you separate the freebie seekers from the buyers

A low-ticket offer can range from \$2 to \$50

Make sure it solves a problem that is unique to your target audience

Your low-ticket offer has to be more valuable than your freebies

Choose anything that will give your audience a quick win with little commitment.

Next Steps:

What items do you currently offer at a low price? What content do you currently give away for free that could easily be a low-ticket offer?

Brainstorm more options for low-ticket offers that would appeal to your audience.

Subscription Offers

Your customers pay a small fee on a recurring basis in return for a valuable product or service

The primary goal is not income but directing people to your core offer

A person willing to pay for your subscription is more likely to purchase your core offer

Services like Netflix, and Apple Music use this business model

You can use subscription offers anywhere in your funnel, but they work best in the middle

At this point, they know you and regularly consuming your content

Next Steps:

What product do you have that could be offered as a low-priced – but profitable – subscription product?

Brainstorm other subscription products or memberships that you could quickly create.

One-Time Offers & Upsells

An OTO is available for a limited time or in limited quantities

They add a sense of urgency

If the customer doesn't buy now, they'll lose the chance forever

Nudge a hesitant prospect off the fence and motivate them to buy

OTOs can be standalone offers, but they're often used as upsells

When used as an upsell to another offer, your OTO should be something more expensive

Another way to add urgency is to limit the number of units available

Next Steps:

What items do you currently offer that could be used as a one-time-offer, either on its own or added as an upsell to an existing offer?

Brainstorm more options for one-time offers, keeping in mind your target audience and your core offer.

Order Bumps

An order bump is an additional product presented to buyers at checkout

It is usually presented as a single-click check box to add a complementary lower-priced product

They have a high conversion rate and increase the value of your core offer

People appreciate order bumps that complement their purchase

Order bumps work because the customer is ready to buy

And order bumps are easy because you can automate the process

Next Steps:

What items or products do you currently offer that could be used as an order bump?

Brainstorm ideas for order bumps that can be created quickly, appeal to your target audience, and complement your core offer.

What to Do Next

The key is to offer the right thing at the right time

Observe which offers your audience purchase and which ones they decline, you can use this feedback and adjust

Want to learn more about how you can set a sales funnel? Head over here:

