



Coaching Offer Roadmap

INTRODUCTION:

Years ago when I was just getting started with funnel and digital marketing as a whole I had been given a backseat on one of the first funnel buildouts I was ever a part of.

We put together a free virtual event funnel that led into a sales funnel where the coaching product was priced at \$997.

I had heard stories of people making absurd amounts of money from their sales funnels and wondered what sorts of dirty tricks they had all used to do so. I imagined they all had industry secrets hidden up their sleeves that only the elite and seasoned marketers knew about and that they refused to share.

I remember looking at the plan we had laid out for our funnels and thinking to myself:

“This is way too simple. There is no way this is going to work.”

We began marketing our live virtual event and the leads came in slowly, but surely.

We had around 250 people show up to the event and I nervously waited for the end of the event where our resident coach would pitch our \$997 offer.

The pitch came and within minutes of our coach closing out the event the sales began coming through.

I will never forget how shocked and amazed I felt as I watched sale after sale come in.

Within about 90 minutes of our virtual event ending we brought in a total of 22 sales that night.

In a matter of just a couple of hours we had captured over \$20,000 in sales and were now sitting on a massive list of leads to follow up with.

We didn't use any magical, secret strategies.

We didn't manipulate or guilt anyone into buying.

Shoot, I didn't even see a single "insider secret" or "hack" in play whatsoever to make this happen.

We simply followed a few basic rules of marketing, built it out into a couple of funnels, and then launched.

Since this eye opening experience I have personally built and helped launch many funnels in this exact same format.

In fact, one of my personal clients reached a 7 figure income in his coaching business *from the virtual event funnel and core offer funnel alone* by simply building, launching, refining, and relaunching the funnels over and over again.

It's the roadmap to these 2 funnels that I want to show you in this guide:

1. The Virtual Event Funnel (lead gen)
2. The Core Offer Funnel (sales funnel)

Let's do this.

FUNNEL #1: The Virtual Event Funnel

This funnel is a very powerful and effective way to get people onto your email list, warm them up, and get them in front of a paid offer.

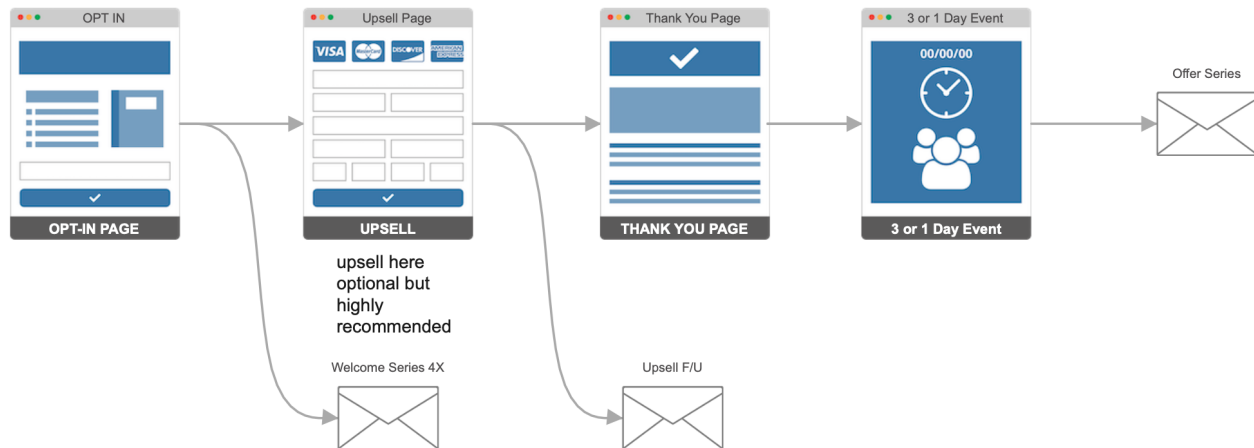
We get people to sign up (for free) to a virtual event that's either 1 session or multiple sessions long.

It is at the end of this virtual event that you present your paid core offer (the *next* funnel).

This is how we setup a virtual event funnel:

1. Opt in Page
2. VIP Upsell Page
3. Confirmation Page

Here's the template for what the virtual event funnel looks like from a bird's eye view:



FUNNEL #2: Core Offer Funnel

This is what you will present at the end of your virtual event. It's that simple.

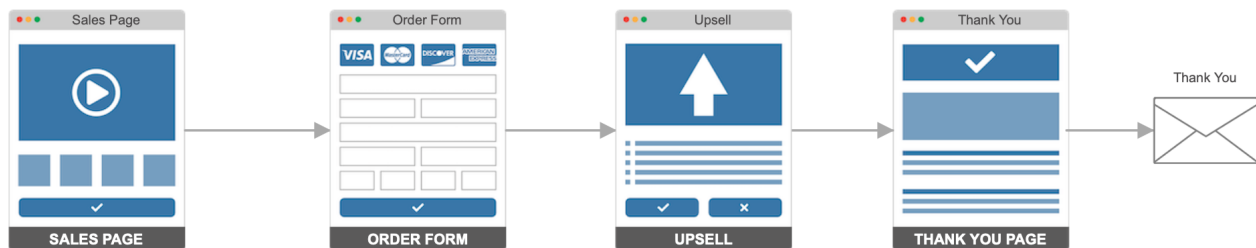
Offer either a LIVE multi-session course OR a pre-recorded e-learning course priced somewhere around \$500-\$2,500

If at all possible, provide relevant bonuses (pre recorded content, PDF guide/workbook, tools, a community, etc.) to make the overall value of your entire offer worth at least 5-10x higher than your actual asking price.

This is how we setup a core offer funnel:

1. Sales Page + Order Form
2. Upsell
3. Thank You + Confirmation

Here's the template for what the core offer funnel looks like from a bird's eye view:



THE STRATEGY

Run your free+vip virtual event multiple times until your messaging and your offer are clear, simple, and converting to sales consistently.

Once one event is wrapped up, clone or edit your virtual event funnel to reflect new times and dates for the next round and keep running fresh traffic (paid or organic) to the funnel.

If your VIP upsell offer is solid and compelling, it is possible that it could cover your ads costs, if not offset them significantly.

Pay close attention to the questions people are asking about the topic of your event. If people are looking for the answers to the same questions repeatedly, then you could mention that in the promotional copy for your event and get even better leads moving forward.

Also keep an eye on the data across your funnels. If very few people are opting in and your ads cost is too high, then take another look at your copy and messaging on the very first page of your funnel. If you get a lot of opt ins, but too few upsell buyers, then adjust the messaging or the offer for your upsell. Things like this will continually squeeze better and better results from your funnels and the leads you fill them with.

There are many types of funnels and endless ways to set them all up for your offers. Stay focused. Don't let the new shiny thing that someone else is doing tempt you away from what's in front of you until you are getting consistent and replicable results first.

Conclusion

Once your funnels are in place you're ready to test them and then send traffic to them.

With these two funnels in your arsenal you have more than enough to generate a multiple 6 or 7 figure income with your coaching business.

Take action and keep it simple. You can do this!

-Steven Robbins

<https://www.SellYourOffer.com/>