



CREATE YOUR SALES FUNNEL

A DETAILED WALKTHROUGH
By Catia Pistore

Introduction

A sales funnel represents the path a potential customer takes, from their first encounter with your brand to making a purchase. To ensure your sales process runs smoothly, it's crucial to perfect your marketing funnel—the system that turns visitors into paying customers. I've outlined five simple steps to help you build your sales funnel for your online business. Just follow along, and you'll be set!



Here's what a well built sales funnel can do for you

- >>> Engages and builds trust
- >>> Guides through a sales experience
- >>> Invites to purchase in an non-salesy way
- >>> Runs even when you're busy doing other things

BUILD YOUR SALES FUNNEL

Step by step



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Step 1: Build your sales funnel

What's your goal

The first step in building a successful sales funnel is defining your end goal. Every funnel needs a clear objective, and this step is crucial for success. If you're unsure of what you're offering, your customers won't have a compelling reason to continue. So, ask yourself: What do you want them to buy? Make sure your end goal is crystal clear!



Your goals

BUSINESS GOALS

You aim to increase your online product sales.

Aspiring Aspirations

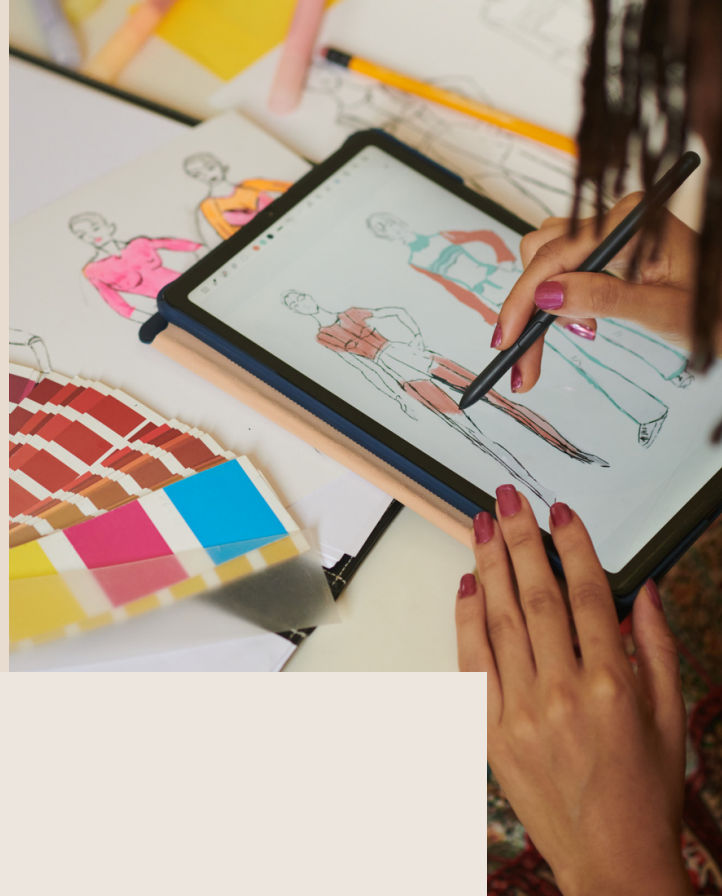
Cultivating an Audience and Building a Community

MEANINGFUL OBJECTIVES

I wish to contribute and make a positive impact.

Your ultimate GOAL

For instance, if your freebie is an e-book on healthy meal planning, your final offer could be a comprehensive online course that dives deeper into nutrition and advanced meal prep techniques. This way, your subscriber sees a clear and valuable progression from the initial free content to the paid offering, making it more appealing. Additionally, ensure your offer is presented in a compelling manner, highlighting the benefits and unique aspects that differentiate it from other available options. Remember, a well-crafted offer not only enhances the subscriber's journey but also builds trust and credibility in your brand.



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Step 2 Build your freebie

Your freebie

Develop a freebie that aligns with the offer you've chosen in step one. By providing something at no cost, you prepare the recipient to consider a more valuable purchase in the near future — that's where significant profits can be generated. Consider it a sample; showcase your capabilities, and they'll feel more assured that you can fulfill your promises when you present your offer.

YOUR FREEBIE

Select a freebie that aligns with the paid offer you've chosen for this funnel in step one.

What is the name of the freebie?

What is the description of the freebie?

WHO IS THIS FREE RESOURCE INTENDED FOR?

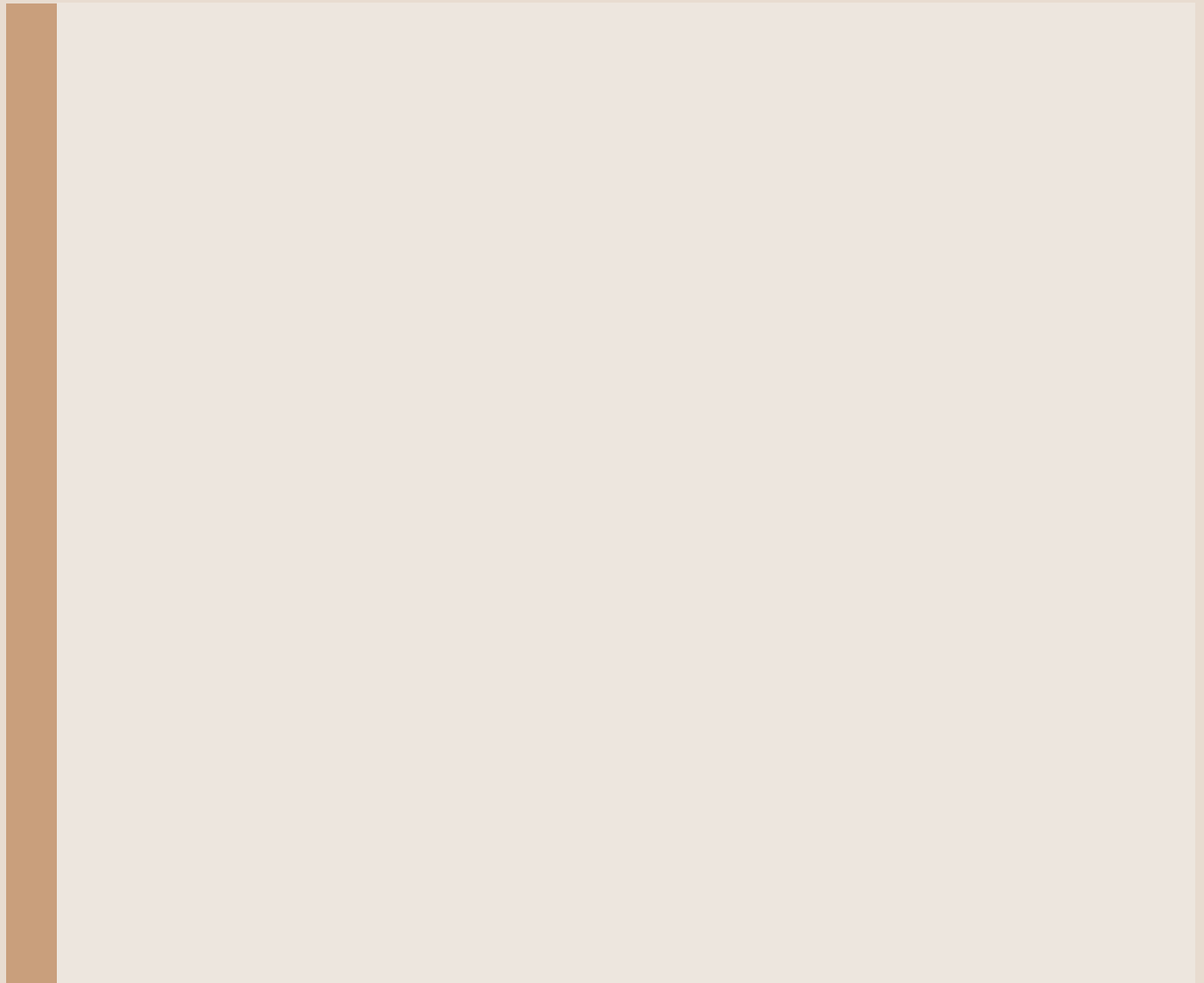
What features does your freebie offer?

What are the best ways for someone to fully take advantage of this freebie?

YOUR FREEBIE

Select a complimentary freebie that connects with the paid offer you chose in step one for this funnel.

NOTES:



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Step 3: Promote your freebie

Promote your Freebie

If you don't share your freebie, people won't discover it. It's essential to promote your offer everywhere! Spread the word!

Awareness

Interest

Decision

Action

Promote your freebie

When it comes to building and expanding your email list, offering an amazing freebie alone won't suffice! You must actively PROMOTE it endlessly.

Here' a few tips on where and how to promote!

- Place it all over your blog
- Sharing via Instagram and Instagram Stories
- Pin your freebie
- Use Tailwind tribes to promote your freebie
- Create a Facebook ad pointing to your freebie Post into your Facebook groups
- Start a new Facebook group
- Ask Other Influencer to Share it
- Run a Giveaway Promote your freebie on Twitter Being a guest on the virtual summit Guest posting on high traffic websites
- Push it to your email list



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Step 4: Your Upsell page

Create an "upsell" page

Transform Your Freebie Thank You Page into a Sales Opportunity
Convert the Thank You page of your freebie into a sales page. Start by expressing gratitude for their sign-up, then inform them of a special offer while they wait. This strategy is known as an upsell, which highlights the importance of ensuring your freebie is related to your offer. While you might generate some sales here, the primary goal is to familiarize them with the offer so they are already aware when you present it later.

CREATE AN "UPSELL" PAGE

Closing a sale is an art in itself. One effective strategy is to create a dedicated sales page. This page is designed with a single purpose: to persuade your audience to purchase what you're offering. There are four key elements that every sales page should include:

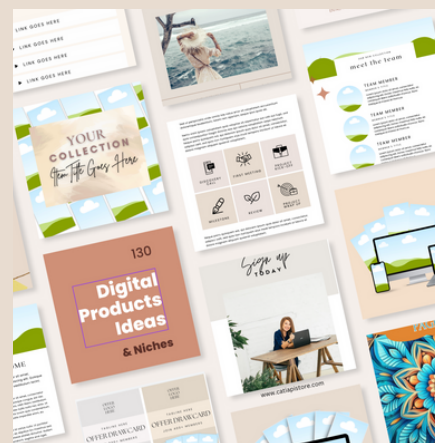
1. Who you're selling to
2. What you're selling
3. Testimonials from past or current customers
4. Your "Buy now" button or CTA

Establishing a sales funnel is one of the wisest choices you can make for your business. It allows you to design your sales process with empathy, as you must step into the shoes of your potential customers and guide them toward making a purchasing decision.

systeme.io

Systeme.io

Systeme.io is an all in one platform where you can build your website, blog, funnel, salespages, landing pages and email marketing

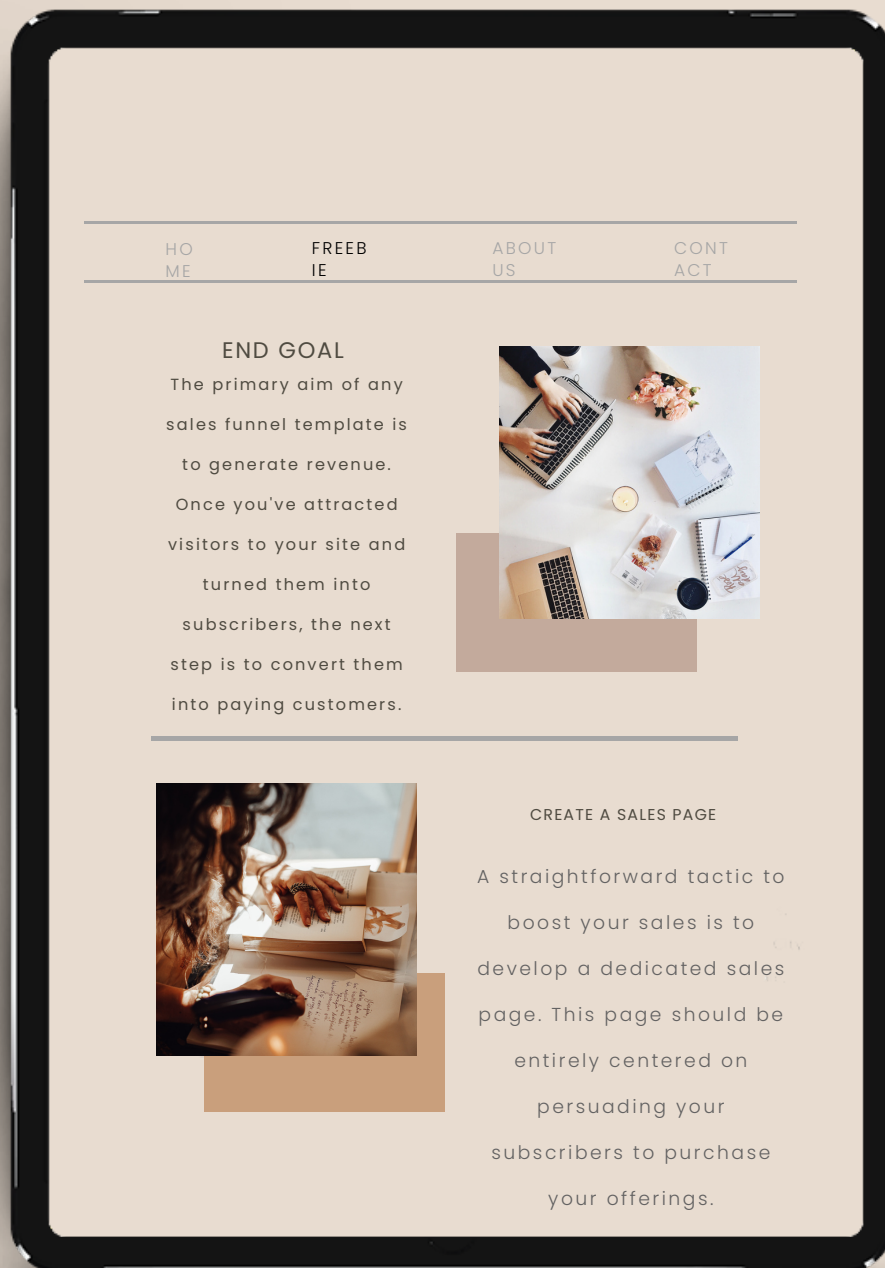


Canva

My collection of templates and mockups for all you need to build your freebie, sales bundles, sales pages, newsletters and more

catia.pistore

A sales funnel is a step-by-step process that allows you to bring your potential customer one step closer to your offer.





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Step 5: Welcome sequence

Create a email welcome series

Use this email sequence to build trust and establish authority before presenting your offer in the final email. In the first two emails, focus on delivering the freebie and introducing yourself, giving your audience a sense of who you are and how you can help them. Emails 3 and 4 should address their pain points, showing that you understand their challenges and positioning your business as a solution. Finally, in the last email, confidently present your offer, explaining how it can solve their problems or meet their needs.

my suggestion

Set Up Automated Email Delivery

After completing the design phase, the next step is to establish automated delivery for your freebie. Most email service providers make this process simple.

Create your welcome email and connect your subscription form to your email service provider. This way, once someone subscribes to your list, they will receive your freebie within minutes.

I highly recommend [Systeme.io](#) where you can have it for FREE up to 2000 subscribers!

Why do I choose Systeme.io over any other?

I'm a huge fan of [Systeme.io](#)—it's the all-in-one platform where I run my entire online business.

From sales funnels to email marketing and even hosting my website, it's the tool that keeps everything running smoothly.

Thank you for reading!