

“How To Put Together A Quick & Effective Mini-Funnel Using Paid Mailings”

By Tony Shepherd

Tony Shepherd © All Rights Reserved

This report is for personal use only. You're not allowed to distribute or copy any of it in any way.



OK so this is a bit like a cake recipe.

It's just a guide. You *can* follow it step by step and it's very effective, but if you want to throw your own pages and tweaks in that's cool.

Here's what it does:

Setting up mini-funnels allow you to build your list and profit at the point of entry (when they opt-in) without having any of your own products or any traffic.

It's VERY simple but it works.

Ingredients (you'll need)

1. \$100 or so to buy a paid mailing, or some of your own traffic
2. An Autoresponder account (I use Aweber)
3. Some PLR or a report or other product you're allowed to give away (or you can create something – an interview or write a report) as 'bait' for a squeeze page.
4. An HTML editor or other webpage creator.
5. A squeeze page (or the ability to make one) or the one I use currently costs \$7 from <http://www.jobhaters.com/squeeze/>
6. A Google Analytics or Statcounter account – both free – to check your stats. Or you can do this using Cpanel stats in your hosting account.
7. A hosting account

So what's were going to do is to chuck some traffic at a squeeze page to get some new subscribers onto our list, and hopefully make some sales using an affiliate upsell offer to at least cover costs or hopefully to make a profit.

Step 1.

Set up a new list in your Autoresponder. You can call it anything you like as long as it's not taken already. I make most of my squeeze pages *single opt-in* lists these days (so new subscribers instantly added to the list and they don't have to click on a link in a confirmation email). I do it this way because I found I could lose up to a third of potential opt-ins who didn't respond to or receive the confirmation email. It's a personal choice.

Step 2. You need 'bait' for your squeeze page. This can be some decent PLR, or for best results, something unique you've created yourself like a report, interview or blueprint.

Step 3. You need a squeeze page. Here's one of mine from:

<http://www.jobhaters.com/list>



The image shows a screenshot of a squeeze page for 'List Building Explosion'. The page has a dark red header with the title 'List Building Explosion' and the subtitle 'Build A List In 30 Days'. Below the header, there is a white box containing the following text:

FREE! How To Attract Hundreds Of Subscribers In Just 30 Days!

List Explosion! Fast Effective List Building Methods

"YOU Know The Money Is In The List, WE Show You How To Get The List!"

Here are some of the things you will be able to do...

- A simple free technique that will get people flooding into your list!
- The secret techniques the gurus use to build a new list **any time they want**
- Why your own list is 'money in the bank!'

Enter In Your Information In The Form Below To Get Instant Access!

Just Enter In Your First Name & Main Email Address Into The Form Below Now To Get Instant Access...

A \$47 Value Yours For Free - Signup Below!

I'm using unique PLR as the optin bait. I created it (or my team did) so I have unrestricted rights.

The site looks pretty cool I think you'll agree, and **the template cost just \$7 for unlimited use**, requires no technical skills at all to use, and is available from <http://www.jobhaters.com/squeeze/>

You'll find I'm recommending this a lot in this report because I think it's a great buy and at time of writing it's converting really well.

You can always build your own squeeze page of course using Frontpage or Dreamweaver or buy a different template.

Step 4.

You need to source an upsell offer.

This is a product that will monetize your funnel at the point of sale. The aim is to either cover the costs of any paid solo mailings you buy (making it free to build your list), or to make a profit.

When I'm building funnels I often use affiliate products rather than my own because it's easier and results are usually just as good. Especially with the increase of 100% commission offers these days. They're also done a lot of the work for you – tweaking salespages, tracking conversion rates and doing all customer support.

Next you need a page that redirects to your affiliate link.

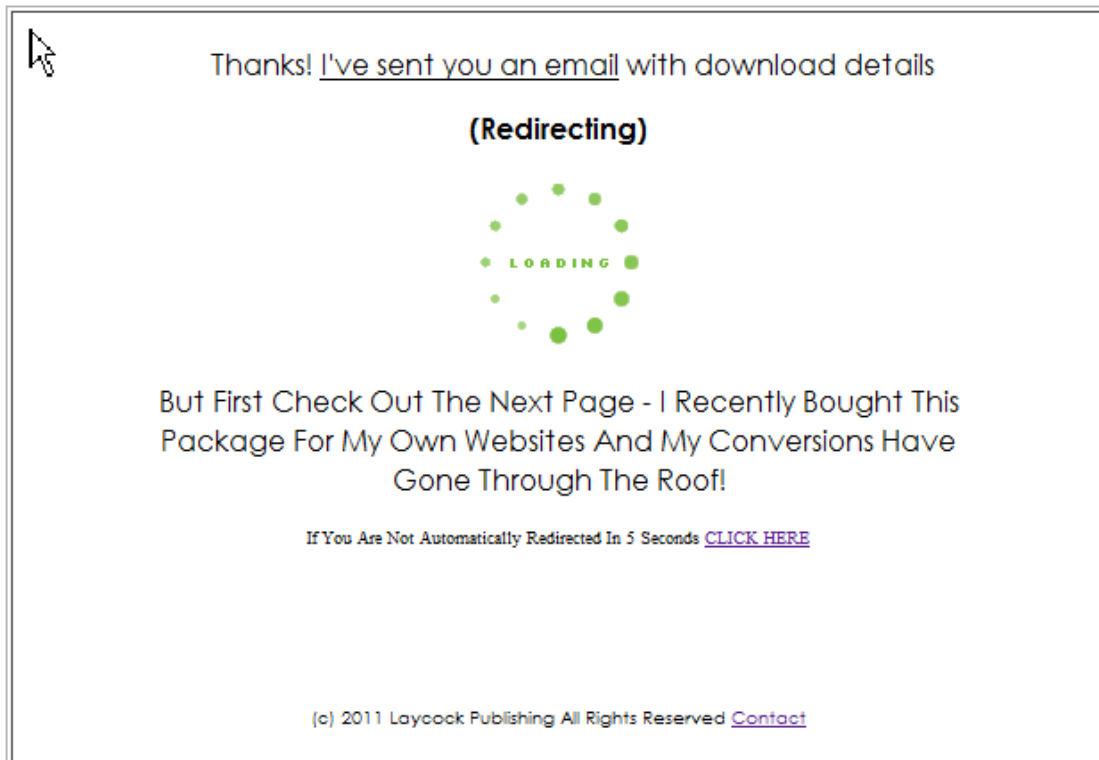
I build a blank page using Dreamweaver or Facebook and upload it to my server.

Kompozer is free if you don't already have an HTML editor. I put the following code somewhere after the <body> tag.

```
<script type="text/JavaScript">
<!--setTimeout("location.href = 'youraffiliateLink';",5550);-->
</script>
```

This bit of code simply redirects the visitors to your affiliate link automatically after about 7 seconds. This gives them time to read the message I also include on the page (as below).

The message is just plain text and the 'loading' symbol just an image. Nothing fancy.



Including a message like the one above simply 'introduces' the fact that they're going to see an offer you recommend. You can do this in any way you want. By adding the bit of code above it'll redirect automatically after 7 seconds so they visitor needs do nothing. Put the above onto your hosting account and give it any name (e.g. www.yourserver.com/your_redirect_page)

Step 5. You need to get them from pressing the 'submit' button on your squeeze page your affiliate offer, via the redirect page above. Seems complex but it's actually quite easy. Here's how to do it:

Once you've created your redirect page as above, you simply place that URL in the 'thankyou' field in your opt-in form in Aweber or whatever autoresponder you use.

This tells the form to take visitors to that URL immediately they click the 'submit' button. You *could* place your affiliate link directly into this field and take them straight to the offer without the hassle of creating a timed redirect, but I've had better results using the timed redirect and introducing the offer.

Basic Settings Customize your web form properties.

Form Name*:

Thank You Page:

Open this in a new window

Already Subscribed Page:

YOUR URL!

So the process goes like this:

- The visitor enters his name in your squeeze page web form to get the 'bait'
- He clicks the 'submit' button and is taken to your redirect page where you tell him you're redirecting him to an offer you highly recommend.
- He arrives at the offer via your affiliate link and you collect any commissions.

If you've used single opt-in the new subscriber is now added to your list without any confirmation page.

2 Require Opt-In on Web Forms We strongly recommend leaving confirmed opt-in ON.

ON OFF

Confirmed Opt-In is a process used to ensure that only people who want to receive your emails are subscribed to your list.

It works by sending new subscribers an initial message asking them to confirm that they want to receive your email. Subscribers confirm by clicking on a link in the email.

If you prefer, you can disable Confirmed Opt-In for people who sign up using a [web form](#) that you create and place on your site.

However, **we strongly encourage you to use Confirmed Opt-In for your web forms.**

[Why You Should Use Confirmed Opt-In](#)

Make sure confirmed opt in status is turned OFF in your autoresponder account to get single opt in's enabled.

Before your squeeze page goes live you need to set up the first follow up message in your autoresponder that delivers the free 'bait' to your new subscriber. This is delivered immediately and just needs to include the URL of the 'bait' download and any additional offers or information you want to include.

That's basically it. Squeeze page with an upsell of an offer.

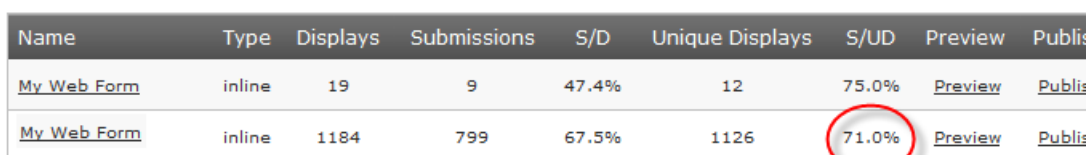
Step 6. Sign up for a Google Analytics account or Statcounter account (both free) and put tracking code on your squeeze page. This isn't strictly necessary as your opt-in for will do the basic tracking you need for conversion rates, but it's good to know *where* your traffic is coming from. Essential I'd say.

Now here's the fun part – getting subscribers and making money.

At this point I buy some solo mailings.

I pay around \$100 for 250 guaranteed clicks by going to the JV section of the Warrior Forum or [Safe Swaps](#)

Once I get my 250 clicks I do a couple of simple sums. It costs me \$100 for my paid mailing. I just need to know how much money I made back from my affiliate promo, and how many new subscribers I signed up.



Name	Type	Displays	Submissions	S/D	Unique Displays	S/UD	Preview	Public
My Web Form	inline	19	9	47.4%	12	75.0%	Preview	Public
My Web Form	inline	1184	799	67.5%	1126	71.0%	Preview	Public

Note: Statistics are delayed 10 minutes.

Create A New Web Form

You can see from the screenshot above that the bottom webform is converting at 71% which I'm very happy with. Above that I'm testing a second squeeze page which seems to be doing even better at 75%, although after only 19 displays it's too soon to tell.

So that means that based on the webform stats, of the 250 clicks I receive from my paid mailing, 177 of them opt in to my free offer and see my upsell page.

If my upsell page is converting at 5% and sells for \$17 I'll make \$136, which pays for my mailing, leaves me with \$36 in profit and 177 new subscribers.

So then I'll scale things up and buy 10 mailings. This will leave me with around (your stats will fluctuate somewhat) \$360 profit and 1770 new subscribers.

Now we're starting to see the power of my simple system using paid mailings!

But what if my offer is only \$7, or it only converts at 3% rather than 5%?

Well then I'll start to make less than the cost of the mailing.

This is where advanced tracking comes in.

If I can get an idea of how much (on average) each new subscriber is worth to me, I might decide it's well worth continuing to buy paid mailings because I'll more than profit from visitor value. For example if I know on average each new subscriber is worth \$1 to me it's well worth spending \$100 to get 177 new subscribers.

A new subscriber might not buy from me initially but might buy from one of my autoresponder sequences or broadcasts in the future. Tracking this can be tricky and I'm not going into it here, but the more stats you know about your subscribers the better.

There are other tweaks you can make to this mini funnel to increase your point of sale profit.

For example you could use an exit splash on your squeeze page, using your affiliate offer. That way you'll still grab one or two sales from people who decide not to opt in to your squeeze page.

Or you could add an additional offer to your autoresponder first message so that when they receive their free download link there's also another offer in there for a separate product.

This is a basic sales funnel, but it works.

If you can get your figures to stack you can build a big list and make a good profit using paid mailings. I'm always happy if I can get my funnels to cover my costs. That way I'm building a list for free that I know will bring me a profit in the future.

A handful of paid mailings should give you some decent stats to go off. I always like to have 500 visitors and then my stats seem to stay pretty constant.

Free traffic methods are great, but they're hard work.

Once you get your head around paid traffic you'll take a big leap forward in your online business. Get your metrics right too, and you'll essentially be able to scale up your operation and your profit in a very small amount of time.

Best of luck

Tony Shepherd

Here are the resources mentioned in this report.

<http://www.jobhatters.com/squeeze> - Squeeze page template

[Aweber](#) Autoresponder

<http://www.statcounter.com>

[Safe Swaps](#) for paid solo mailings

Some of the links above are affiliate links. It's how I make my living 😊