

Sales Funnel Checklist

Creating an effective sales funnel and supporting marketing system helps you earn profits around the clock. Use this handy checklist with ten key steps to help you identify and complete the essential tasks of a profitable sales funnel.

#1 I've made a list of all the products and services I offer, including their price points and promotional price points. I've created a system to organize my products/services and relevant prices. I've used:

- Spreadsheets
- Mind map
- Flowchart
- Notebook
- Other _____

#2 I've identified the problem solved, the target audience, and the benefit each product or service provides. (I've added this category to my organizational system to keep the information in one easy to access location.)

#3 I've created a content plan that is used to drive traffic and enter my prospects into my sales funnel. It includes:

- Social media posts
- Blog posts
- Guest blog posts
- Free reports/case studies
- Videos
- Interviews
- Other _____

#4 I've created an opt-in offer and squeeze page to build my email list. My opt-in offer is a:

- Report
- Newsletter
- Video series
- Tutorial
- Ebook
- Other _____

#5 I've created automated email messages that follow up with new subscribers with a thank you page and follow up messages to transition them to the first product in my sales funnel.

- I've established a timeline that takes into consideration the most effective time to deliver each message.
- I've identified the format, goal, and call to action for each message.

#6 I've created and scheduled my email messages using my chosen autoresponder technology. For example, AWeber.

#7 Looking at my product/service list, I've identified opportunities to:

- Up-sell – When, during your sales and marketing process can you offer the next higher priced product to your customer?
- Cross sell – When, within the body of your sales funnel can you offer complimentary or supplementary products to your customer?
- Create special promotions – Where in your sales process and funnel can you introduce special promotions to your customers to help them move through your funnel?

#8 I've created my sales page for each offer. It includes:

- Attention grabbing headline
- Compelling benefit driven copy
- Proof
- Motivation to act now, for example a limited number, or a limited time offer
- Call to action

#9 I've tested all elements of the sales funnel process including email links, sales page links, and how each element appears on various browsers. My shopping cart system is integrated into the sales material and emails and everything is working perfectly.

#10 I've implemented a system of analytics and evaluation – I've created systems to collect data about:

- Email messages click through rates
- Links and calls to action on sales pages
- Email open rate
- Squeeze page conversions
- Sales and profits for each customer and offer
and
- I've scheduled a time each week/month/quarter to review the analytics and make any necessary tweaks or changes to my existing sales funnel.