EasyeCommerceWins

eCommerce Sales Funnel Swipe File

Thanks very much for downloading our eCommerce Sales Funnel Swipe File.

If you already own at least one eCommerce business, you already have a basic sales funnel setup. It looks like this;

TRAFFIC ———> WEBSITE — — —> SALES

This is everyone's starting point and it works. But if this is all you are doing then you are definitely leaving money on the table.

You will not be making the most of your traffic and your business will not be making as many sales as it should be.

In today's competitive market you need to be doing more to...

- Grow your audience
- Educate your customers
- Increase your value per customer
- Increase your profitability.

What would it mean to you to increase your conversion rate from 1% to 3%, or 0.5% to 2%? Think about it…

These sound like modest increases but they are the difference between breaking even and making a profit.

Expanding upon our basic sales funnel is one of the key levers you can pull to make these increases.

This isn't about getting more traffic.

It's about making more from the traffic that you have.

This in turn will allow you to scale and reach more customers.

This swipe file will help you expand your basic funnel using a combination of email and landing pages.

These are the next level funnels that all eCommerce businesses should use.

If you are starting out and haven't built your business yet, plan to implement these from the start.

You'll be giving yourself a true head start.

This document includes the following...

- Process maps
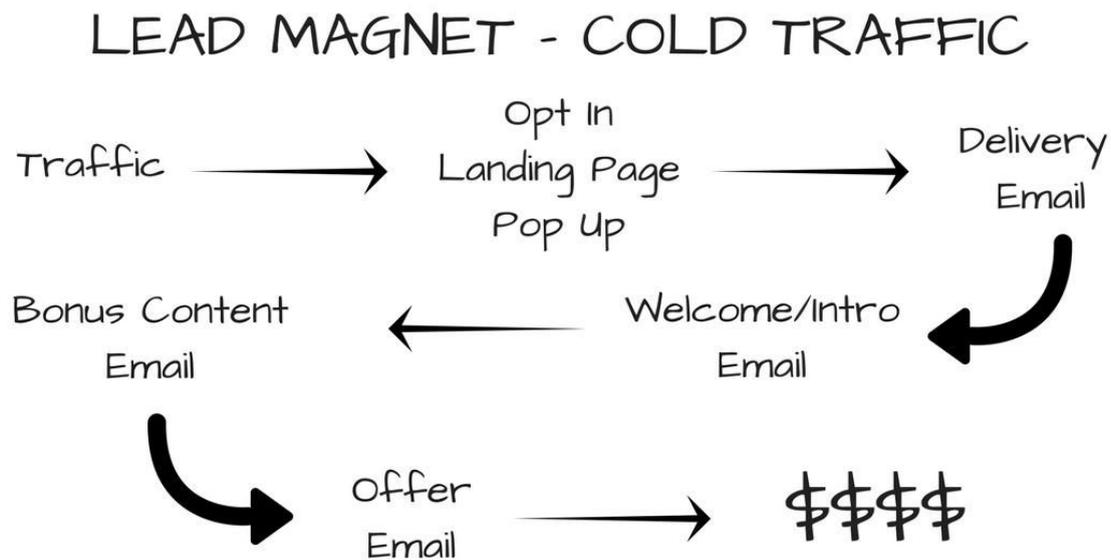- Email templates
- Landing page templates

and that's everything you need to get started!

You will need to customize these to fit your business, your style and your personality.

The best thing about building out sales funnels is that it costs very little other than time.

Keep testing until you find the message that works for your business.

Funnel #1: Lead Magnet to Cold Traffic

LEAD MAGNET - COLD TRAFFIC

Traffic → Opt In Landing Page Pop Up → Delivery Email

Bonus Content Email ← Welcome/Intro Email

→ Offer Email → $$$$

Cold traffic is the lifeblood of any eCommerce business.

This is especially true in the beginning.

The difficulty with cold traffic is that direct sales pitches can be expensive and have a lower conversion rates.

Conversion rates can be even lower if you are selling higher ticket items.

The goal of this funnel is the following...

- Introduce the cold traffic to your brand.
- Provide value to the customer for free.
- Pre-frame the customer for the sale.
- Turn them into a warm prospect before making your offer.

This funnel is largely conducted by email with a landing page/popup at the start and your website product offer page at the end.

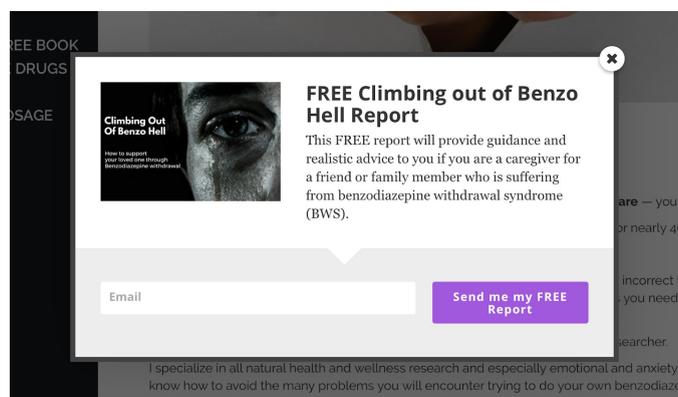The goal of the free lead magnet is to attract the prospect to your site and collect their email address.

This gives you the ability to start marketing to them directly.

Traffic Sources: Search Engine Organic, Adwords, Paid & Organic Social Media, Forums

Landing Page/Pop Up

Here is an example of a landing page and matching onsite pop-up that we run for a client.

Our client sells books to a particular group of people. This has consistently run with a 30% opt-in rate.

Email #1 [Send Immediately]

Note: Never deliver lead magnets as an attachment. This will quickly get you listed as spam by most email providers. Upload your file to your website or email autoresponder and link to it in your email.

From: {insert email address you would like replies to go to}

Subject: Your {insert name of lead magnet}

Hi {Insert Name}

Thanks very much for requesting {insert lead magnet name}.

As promised you can access your {insert type of lead magnet. e.g. "Report"} by clicking the following button/link.

We hope this helps you with {insert main value that lead magnet provides} and we'd love to get your feedback.

When you get a chance just hit "Reply" to this email and let us know what you thought of {insert lead magnet name}.

Cheers!

{Insert common business name/contact name}

Email #2 [Send after 12 hours]

Note: This email is where you start to inject your business personality into the funnel. This is an example but you need to shape it to suit your circumstances.

From: {insert your personal business email address, not the generic one}

Subject: I just wanted to say Hi!…and Thanks

Hey {insert first name},

I'm the Founder/CEO/Owner or {insert business name} and I just wanted to touch base today to say Hi and welcome.

So…Hi!

We're really excited to have you here and we look forward to helping you {insert whatever it is you do/offer/sell that is **relevant to the lead magnet**. E.g. "find the perfect bird cage for your feathered friends"}

One of the things that I really noticed about {insert your market} is that {insert one of the top problems that people would experience when shopping in your category/niche/online}.

That's why I decided to start {insert business name}.

I wanted to see a business that {insert your unique selling proposition, can be a list}.

I hope we are able to live up to this for you. If you ever have a question or feel that we could be better please feel free to drop me an email and let me know (you can reply to this email).

In the meantime, there's a couple of things you can do for me so that we can stay in touch…

Join our online community by following us on your fav social network {insert links to your Facebook page/group etc}

I would also recommend that you whitelist our email, this will help to ensure that we don't accidentally slip into your Spam folder. That would make me sad :-(

Check out our easy to follow whitelist instructions here {insert link to a page on your website with the instructions for different email providers. Just Google "email whitelist instructions" for plenty of great examples"}. It will only take you 1 minute to do this.

Thanks for your time and let's stay in touch,

{insert your first name}

P.S Keep an eye on your inbox tomorrow we've got some great {insert hint about your bonus content} coming your way.

Email #3 [send after 24 - 36 hours]

Note: There's no need to spend hours re-inventing the wheel here. You just want to deliver some additional value past what we originally requested. This could be a different but related lead magnet, it could be a bundle of your best blog posts or even a private video that you've recorded to help in some way. Just make sure it is helpful, no selling!

From: {insert your usual business contact email address}

Subject: Here's a sneaky bonus just for you…

Hi {insert first name},

We hope you enjoyed {insert original lead magnet name}.

Our customers regularly tell us that they experience {insert common problem(s) associated with your market/products}.

So we've put together some helpful info that helps to address {insert common problem(s) and we really wanted to share that with you.

You can access this special information here (insert button or link to content).

Let us know if this raises any questions for you, just hit reply to this email. We'd be only too happy to help.

Cheers,

{insert usual business contact name}

P.S. Look out for an email from us tomorrow, we're preparing an awesome (and secret) offer for you. You don't want to miss this…

Email #4 [send after 72 hours]

Note: This is where you make your first offer. Make it a good one, offer a discount(s), special discounted product bundle, product + service offer etc that isn't normally on offer. You goal is to make this person a customer, do it profitably as possible but make it as irresistible as you can. If it's not a WOW it isn't good enough. It doesn't have to be a big money sale, it just needs to be a great offer. If possible leave room for upsells/rebuys later.

From: {insert your personal business email address}

Subject: I must be crazy…But

Hey {insert first name},

I don't do this often, in fact I probably won't do this again.

I've got to be honest with you and I don't want to waste your time.

We would love for you to become a customer of {insert business name}. Timmy our store man just hasn't been the same since he found out you weren't a customer yet…

I can't stand to see Timmy upset.

So I stayed up late last night racking my brains to try and think of how we can help you become a {insert business name} customer.

This is what I came up with…

{insert offer details. Prices, Product Images, Descriptions, Benefits, Buy Now Buttons etc}

What do you think?

I can only really make this offer once, it's difficult for us to make. So I'll leave it open for you for 72 hours.

As always, if you have any questions at all please feel free to reach out.

Thanks for your time,

{insert your name}

Email #5 [send 36 hours after Email #4 if no purchase has been made]

From: {insert your personal business email}

Subject: Timmy is really sad now…Let's make him happy

Hey {insert first name},

I don't know what to do.

Timmy is inconsolable since he found out you didn't take up our special offer…

Let's fix this together.

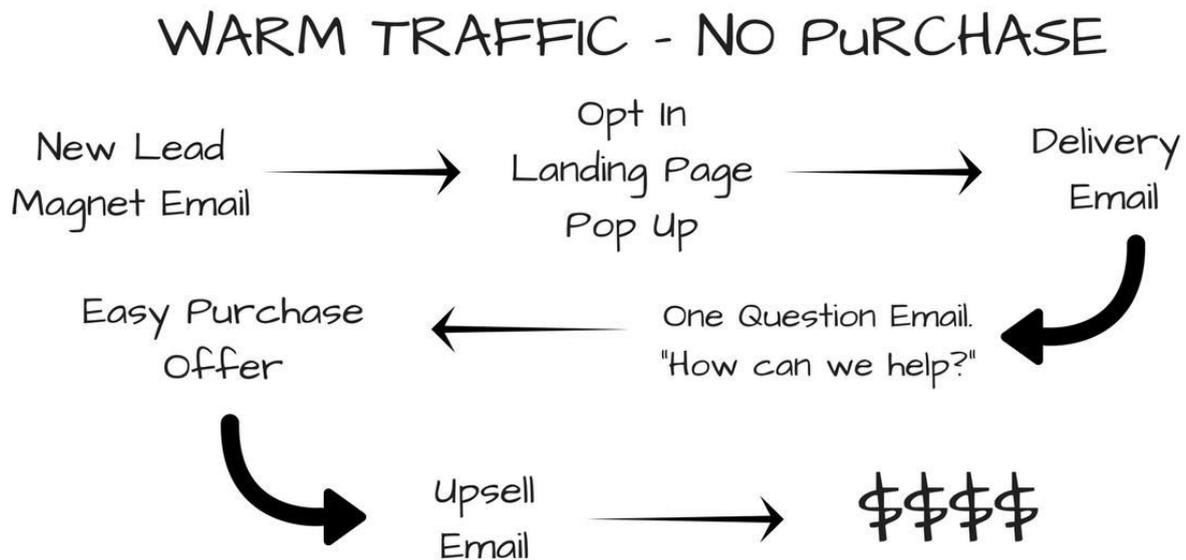I've got the answer {insert details and link to offer} it's still good until {insert day/time}

All you need to do is push the Go button on this.

I look forward to hearing from you soon.

Regards,

Funnel #2: Warm Traffic - No Purchase

You will no doubt experience traffic that has already been exposed to your brand.

For one reason or another they haven't made a purchase.

Don't leave it to chance that they will come back to buy from you.

This funnel would pick up now warm traffic that has made it through Funnel #1 without purchasing.

We are assuming here that you already have their email address.

In this scenario the sequence would start 1 - 2 weeks after the last email in Funnel #1.

You could have as many of these funnels as you like running and operating together like a giant funnel.

Every month warm traffic goes from one to the other, trying different angles until you find the one that turns them into a customer.

Alternatively, this funnel can be used for warm traffic that you don't have an email address for.

Substitute Email #1 for a Google or Facebook retargeting ad that advertises the new lead magnet.

Now insert the Welcome Email #1 from Funnel #1 as an extra step after the delivery email (Email #2) and push everything after that back by 12 hours.

You want people to re-opt in to get the lead magnet even if you already have their email.

This gets them involved and active in the process and will make it more likely that they read the rest of the funnel.

Email #1

From: {insert your usual business contact email}

Subject: {insert subject line that highlights lead magnet} 52 Killer Kitchen Design Ideas

Hey {insert first name}

We've just put together this awesome look book of 52 Killer Kitchen Design Ideas and we wanted to share it with you.

It a fantastic resource if you a planning a new kitchen or remodel but need a bit of inspiration to tie down exactly what you are doing.

{insert image of the cover of the resource or screenshot of video etc}

This eBook will help you;

• Catch up on the latest styles
• Help you select the right kitchen fittings
• Plan your kitchen layout

You can download the eBook here {insert button or link to landing page}

Thanks!

{insert business contact name}

Landing Page #1

No template for this one. Keep it super simple. Your landing page should include the following and nothing more;

• Title that matches the name of the lead magnet and/or retargeting ad
• Tagline that highlights the number one benefit
• Image of the front cover, same as in the email or retargeting ad
• Email capture form. You just need name and email. Phone optional if useful.
• Up to 5 dot points highlighting the benefits of the lead magnet.

Email #2 [send immediately]

From: {insert usual business contact email}

Subject: {insert lead magnet name} is ready for you

Hi {Insert Name}

Thanks very much for requesting {insert lead magnet name}.

As promised you can access your {insert type of lead magnet. e.g. "Report"} by clicking the following button/link.

We hope this helps you with {insert main value that lead magnet provides} and we'd love to get your feedback.

When you get a chance just hit "Reply" to this email and let us know what you thought of {insert lead magnet name}.

Cheers!

{Insert common business name/contact name}

Email #3 [send 24 hours after email #2]

Note: The purpose of this email is to get responses. So make sure that you have a plan to respond in a timely manner. The idea is to get people into a discussion where you can provide super relevant help and move them towards a sale independently of the funnel. This email should also provide future lead magnet/bait ideas.

From: {insert the best email for you or your team to field responses from}

Subject: How can we help?

Hi {insert first name},

Thanks for checking out our 52 Killer Kitchen Ideas cookbook, we hope you enjoyed it.

Designing and planning a new kitchen can be really tough. I remember the first time I had to do it (before I owned this business), I was just lost with the amount of choice available. I wish I had someone to help me through that to quickly find the right option for me.

We know it can be tough and we want to help, so we want to know..

What is your #1 problem or sticking point with designing your new kitchen?

Seriously, let us know. We want to help and we will respond to every email we receive.

Talk soon,

{insert business contact name}

Email #4 [send 24 hours after email #3]

Note: You want to make an offer on a product or products that directly relate to the lead magnet that people signed up for. You could offer a discount, bundle or just a low value product to turn the warm visitor into a customer. Remember, the longer someone goes without being your customer the harder it will get to turn them into one.

From: {insert your normal business contact email}

Subject: Killer Kitchen Deal just for you

Hi {insert first name}

Here's the deal. We've managed to work out some awesome deals on some of our most popular kitchen fittings.

Thing is, we can only offer these prices for a limited time/while stocks last so we're sending them to you first to help you get your kitchen sorted.

We'll keep this deal open for you for {insert timeframe}.

Even if you aren't planning on fitting your kitchen out for a month or two it still makes sense to take advantage of this deal as we won't be able to offer it again for some time.

{insert details of deal. Product images, prices, deal details, buy now button}

If you happen to have your eye on any of our other products as well let us know by replying to this email or calling us on {insert phone number}. We'll do our best to fit it into one of our deals as well.

Cheers,

{insert business contact name}

Upsell Landing Page/Email #5

Note: This upsell offer can be delivered as a landing page just before/after checkout for the deal in Email #4 or it could be offered as an email sent immediately after purchase of the deal in Email #4. The content should be more or less the same either way.

From: {insert your usual business contact email}

Subject: A special deal to say Thanks!

Hi {insert name},

Thanks for your purchase or {insert product name}, it's a great buy. We know you will love it.

We just wanted to let you know about a special offer we have just for you.

If you buy now we are able to offer you {insert offer, related product, price etc}.

This offer is not available anywhere else on our site.

This great product/offer will complement your purchase by {insert up to 3 top benefits}.

If you complete your order for this special offer now we will be able to include this product in the shipping with your original order at no extra cost for you.

Have a great day,

{insert business contact name}

Funnel #3: Abandoned Cart

ABANDONDED CART

Forgot Cart Email - Instant → Reminder Email - 6 hours → Welcome+ Can we help email - 24 hours

Helpful Content + Buyers Guide Email - 48 hours ← Discount Offer Email Timed - 36 hours

Discount Expiry Email 24 hours left - 72 hours → $$$ + Upsell

The ability to save abandoned carts is a huge benefit for any eCommerce business.

Yet I still see so many eCommerce business owners who have no plan for saving abandoned carts.

If you are sending a solitary stock email, you aren't doing enough.

Don't be scared of the number of emails in this funnel, you need to push it.

People don't convert by magic and they don't read every email sent to them.

This funnel doesn't replace calling the abandoner. If you get their phone number you should call them asap.

But having a well developed funnel as a backup is key.

Be sure to include a trigger at each email step in your autoresponder to drop the customer out of the funnel if they make a purchase.

A good autoresponder will allow this.

There is so much scope to add personality that is appropriate to your store to these emails. Please do so.

If a customer converts at any stage of this funnel move them directly into Funnel #4.

Email #1 [send immediately]

From: {insert business contact email}

Subject: Let me take you back to your Cart. It's lonely…

Hi,

It looks like you left some lovely products in your cart. You separated them from their brother and sisters and now they are lonely and scared…they need you.

Here's who you left behind.

{insert product info including images and prices etc}

The good news is that it's never too late. You can literally click any image, link or button in this email and you will be instantly returned to your checkout.

Thanks for shopping with us!

{insert business contact name}

Email #2 [send after 6 hours]

From: {insert business contact email}

Subject: REMINDER: Let me take you back to your Cart. It's lonely…

Hi,

We just wanted to give you a gentle reminder in case you missed our last email.

It looks like you left some lovely products in your cart. You separated them from their brother and sisters and now they are lonely and scared…they need you.

Here's who you left behind.

{insert product info including images and prices etc}

The good news is that it's never too late. You can literally click any image, link or button in this email and you will be instantly returned to your checkout.

Thanks for shopping with us!

{insert business contact name}

Email #3 [send after 24 hours]

From: {insert your personal business email}

Subject: Welcome to {insert business name}

I'm the Founder/CEO/Owner or {insert business name} and I just wanted to touch base today to say Hi and welcome.

Thanks for shopping with us at {insert business name}

We're really excited to have you here and we look forward to helping you {insert whatever it is you do/offer/sell. E.g. "find the perfect bird cage for your feathered friends"}

My team has let me know that we have an incomplete checkout for you. I understand that there are many reasons why you order might be incomplete but I do want to help in any way that I can.

So, what can I do to help you complete your order?

Just hit reply to this email and let me know, I read all of my emails and will be happy to help in any way that I can.

Just to recap, here's what we have waiting for you;

{insert details of products, images, prices etc}

Thanks for your time and let's stay in touch,

{insert your first name}

Email #4 [send after 36 hours]

From: {insert your personal email}

Subject: {insert first name}, Do you want to make a deal?

I understand. We aren't selling peanuts here. This is an investment and people get cold feet.

Here's the deal, you almost complete an order for the following;

{insert product info, same as previous emails}

I've got a deal to offer you…

Return to your checkout {insert link} and use discount code {insert code} to get {insert discount percentage/dollar figure} off your order total.

This deal is available to you for the next 60 hours.

{insert button or link back to cart}

Just as a reminder, we stand by our products 100%. We {insert product guarantee detail}. You also get the following;

{insert details of relevant USP points. E.g. Free Shipping, 24 hour phone support etc}
Cheers!

{insert business contact name}

Email #5 [send after 48 hours]

From: {insert business contact name}

Subject: Help is here!

Hi {insert customer first name}

People often have a range of questions when they are buying {insert product details} online.

Luckily we have developed some killer {insert details of content. E.g. buyers guide etc} to help you through the buying process.

You can get an instant download of {insert content details} by clicking here {insert link/button to content}

We hope this will help you move forward to completing your current order with us for;

{insert order details}

You can return to your checkout at anytime by clicking here {insert link/button}

Thanks,

{insert business contact name}

Email #6 [send after 72 hours]

From: {insert business contact email}

Subject: {insert customer first name}, just 24 hours left on your deal

Hi,

Just a friendly reminder that your {insert discount offer details} expires in 24 hours.

Just think of the goodness you will be missing out on if you pass this deal up.

Here's a quick recap of what we are holding in your cart for you;
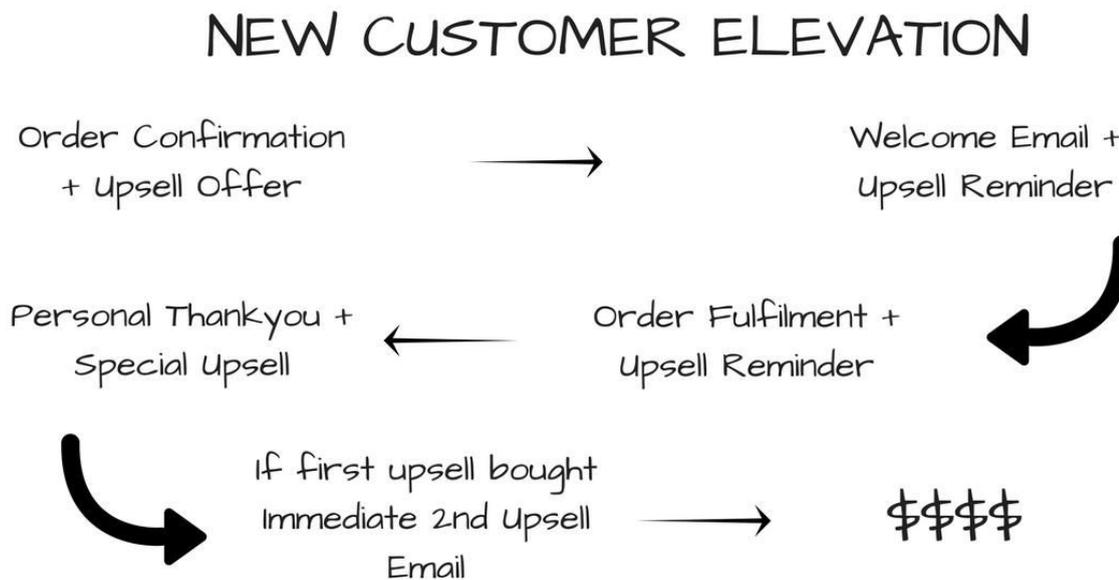
{insert product details}

{insert button/link back to checkout}

We look forward to sending you and order confirmation email soon!

Thanks for your time,

{insert business contact name}

Funnel #4: New Customer Elevation

NEW CUSTOMER ELEVATION

Order Confirmation + Upsell Offer → Welcome Email + Upsell Reminder

Personal Thankyou + Special Upsell ← Order Fulfilment + Upsell Reminder

If first upsell bought Immediate 2nd Upsell Email → $$$

It almost goes without saying that you should make up-sell offers to new customers.

A new customer is at the peak of their positive feelings towards you.

That means it's the perfect time to maximize the amount of value you can get from that customer.

There are also a certain percentage of buyers who are referred to as "hyper buyers".

These are people who will buy anything you put in front of them once they make an initial purchase.

I know I'm like this with tech purchases.

I've never bought a laptop or camera without buying 3-4 other accessories.

I generally don't need these accessories but they do deliver value to the original purchase.

That's the key.

If possible you should have these upsells also made onsite.

The reason I include an email funnel to offer upsells is because of the nature of the following customer emails...

- Your Order Confirmation
- Order Fulfillment
- Delivery Confirmation

These emails will have the highest open and read rates of any emails you ever send.

Usually in the region of 70% - 80% open rate.

It's the perfect place to make additional offers.

Don't miss the opportunity.

But there is a balance to strike here.

You still need to provide the important information about the order and shipment.

The Upsell comes second.

If you are using a hosted shopping cart like Shopify these emails are already templated and sent for you.

Avoid using the standard emails, customize them.

If a customer purchases an upsell at any point, have triggers set to move them to the next appropriate stage.

Email #1 [send immediately]

From: {insert normal business contact email}

Subject: BOOM. Order {insert order number} confirmed!

Hi, {insert customer name}

You're pretty awesome.

You've just given the {insert business name} team a reason to party…and we love to party.

This exciting email is to confirm a few things (other than your awesomeness ;-)).

Your order number is {insert order number}

You lovingly packed box of goodies will contain;

{insert order details including products, prices, tax. The standard stuff}

Once the party dies down at {insert business name} HQ our ninja warehouse team will carefully pack and dispatch your order.

We'll even send you another email to let you know when it ships.

Can you feel the anticipation building already?

It doesn't stop there. Because you are so awesome we'd like to let you in a few super secret deals;

{insert upsell offers}

If you get in on any of these super secret deals our ninjas will be able to pack them in with your existing order before it ships.

Till we meet again,

{insert business contact name}

P.S You can contact us anytime on {insert phone number} or {insert contact email}. We'd love to chat and help with anything you need.

Email #2 [send after 12 hours]

Note: This email is where you start to inject your business personality into the funnel. This is an example but you need to shape it to suit your circumstances.

From: {insert your personal business email address, not the generic one}

Subject: I just wanted to say Hi!

Hey {insert first name},

I'm the Founder/CEO/Owner or {insert business name} and I just wanted to touch base today to say Hi and welcome.

So…Hi!

And thanks very much for placing your first order with us. It means so much to me that you've decided to place your trust in us, we will be sure to respect that.

One of the things that I really noticed about {insert your market} is that {insert one of the top problems that people would experience when shopping in your category/niche/online}.

That's why I decided to start {insert business name}.

I wanted to see a business that {insert your unique selling proposition, can be a list}.

I hope we are able to live up to this for you. If you ever have a question or feel that we could be better please feel free to drop me an email and let me know (you can reply to this email).

In the meantime, there's a couple of things you can do for me so that we can stay in touch…

Join our online community by following us on your fav social network {insert links to your Facebook page/group etc}

I would also recommend that you whitelist our email, this will help to ensure that we don't accidentally slip into your Spam folder. That would make me sad :-(

Check out our easy to follow whitelist instructions here {insert link to a page on your website with the instructions for different email providers. Just Google "email whitelist instructions" for plenty of great examples"}. It will only take you 1 minute to do this.

Lastly, I just wanted to give you a quick reminder about the super secret deals we offered in our last email.

{insert upsell offer details}

We've still go time to get these on board with your original order.

Thanks for your time and let's stay in touch,

{insert your name}

Email #3 [Order fulfilment so send when appropriate. Hopefully 24 - 48 hours]

From: {insert business contact email}

Subject: Success…the Unicorns have just left

That's right…unicorns.

Regular shipping companies are too slow for us so we've employed a crack team of flying unicorns to deliver your order.

And our warehouse ninjas have just informed us that your order has now left! We hope you didn't wear out the edge of your seat…

Ok, so the unicorns will be disguised as delivery people from {insert name of shipping company}. Unicorns aren't supposed to exist remember? We have to keep it a secret.

Here's what they are bringing you;

{insert ordered product details}

While you've missed the unicorn boat we would still like to offer you the following super secret deals for the next 48 hours.

{insert upsell details}

If you get in on these deals in the next 48 hours we'll even resend the unicorn team back to you for FREE. No shipping charges.

Yours in unicorns 🦄,

{insert business contact name}

Email #4 [send 24 hours after Email #3]

From: {insert your personal business email}

Subject: From me to you. Thanks.

Hi {insert customer's first name}

Now that our unico…I mean delivery team are on their way I just wanted to touch base and say thanks.

Thanks for placing your trust in me and the {insert business name} team to deliver on the promises made by our website.

We won't let you down but if you ever feel like you need help with anything related to your order just reach out.

As part of my thanks I'd like to make you an improved super secret offer;

{insert a super upsell deal}

This super secret offer will complement your first order by:

{insert key benefits of upsell offer}

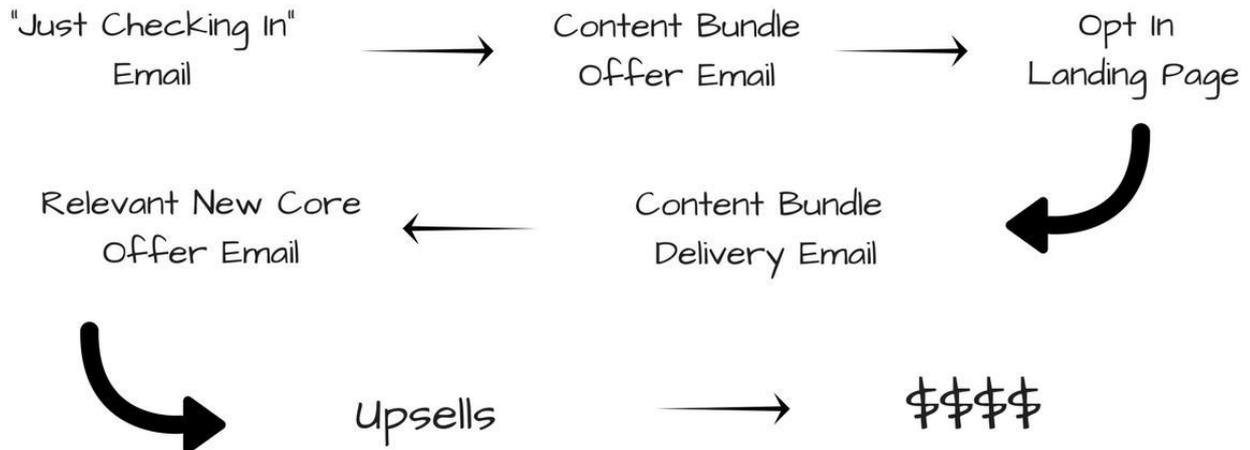You can get right to this super secret offer by clicking here {insert button/link}.

I look forward to hearing from you soon.

Sincerely,

{insert your name and title}

Funnel #5: Existing Customer Re-Engagement

EXISTING CUSTOMER RE-ENGAGEMENT

"Just Checking In" Email → Content Bundle Offer Email → Opt In Landing Page

Relevant New Core Offer Email ← Content Bundle Delivery Email

Upsells → $$$$

Selling to existing customers is much easier than selling to cold traffic.

It's also cheaper since you aren't paying to acquire the customer.

Grabbing an extra sale from existing customers who haven't bought in awhile will boost your bottom line.

I run funnels like this to existing customers at intervals of...

- 30 days
- 60 days
- 120 days

This funnel isn't a great deal of work.

You can reuse whatever content you are using in your other funnels.

Just be sure it is reasonably fresh and useful.

We send the existing customer to an opt-in page to reinvigorate them and get them invested in the process.

Depending on the outcome of this funnel, they may move into other funnels following this.

Email #1

From: {insert your personal business email}

Subject: Just checking in…

Hi {insert customer first name}

I hope you are doing well.

We're doing great here at {insert business name}. We haven't heard from you in a while and I just wanted to touch base to see how you are and whether there is some way we can be of assistance at the moment?

Let me know.

As always I'd love to help in any way possible.

Sincerely,

{insert your name and title}

P.S. We've got a little surprise coming your way tomorrow that I think you'll find interesting. Keep an eye on your inbox.

Email #2 [send 24 hours after Email #1]

Note: This email could be to offer a bundle of recent content pieces or it could be a new standalone lead magnet like an ebook, how to guide etc. You could be using the same one in your cold traffic funnels.

From: {insert normal business contact details}

Subject: {insert subject related to your content} E.g. How to Remodel your Bathroom in a Weekend

Hi {insert customer's first name},

We've just put together a new guide that we thought you would be interested in. We want you to have first access to it before we make it available on our site.

{insert details of content}

You can grab your copy by clicking here {insert button or link to landing page}

When you've had a chance to look over it we'd love to hear your feedback. Just reply to this email when you get a chance.

Talk soon,

{insert business contact name}

Landing Page

No template for this one. Keep it super simple. Your landing page should include the following and nothing more;

• Title that matches the name of the lead magnet and/or retargeting ad
• Tagline that highlights the number one benefit
• Image of the front cover, same as in the email or retargeting ad
• Email capture form. You just need name and email. Phone optional if useful.
• Up to 5 dot points highlighting the benefits of the lead magnet.

Email #3 [send immediately]

Note: Never deliver lead magnets as an attachment. This will quickly get you listed as spam by most email providers. Upload your file to your website or email autoresponder and link to it in your email.

From: {insert email address you would like replies to go to}

Subject: Your {insert name of lead magnet}

Hi {Insert Name}

Thanks very much for requesting {insert lead magnet name}.

As promised you can access your {insert type of lead magnet. e.g. "Report"} by clicking the following button/link.

We hope this helps you with {insert main value that lead magnet provides} and we'd love to get your feedback.

When you get a chance just hit "Reply" to this email and let us know what you thought of {insert lead magnet name}.

Cheers!

{Insert common business name/contact name}

Email #4 [send 24 hours after Email #3]

From: {insert normal business contact email}

Subject: Customers are going crazy for these

Hey {insert customer first name}

We hope you enjoyed {insert lead magnet/content name}. We're getting a lot of feedback that people are finding it helpful to {insert what problem it solved}.

We've got some great new products in store now that you might not have seen yet. These products are super popular with our customers at the moment, especially people that loved {insert lead magnet name}.

These products help {insert what problem they solve from lead magnet}
As a returning customer we'd like to make you a special offer of {insert discount, free shipping etc}. Just use code {insert code} when you checkout with any of these items.

{insert details of 1 - 3 products that you would like to sell that are relevant to the lead magnet. This is key}

{insert product reviews from other customers of the product(s)}

{insert buy now buttons and links}

Thanks,

{insert business contact name}

Email #5 [sent to customers who convert on Email #4]

Surprise, there is no email here. Customers would actually move into a new funnel at this point that is a near duplicate of Funnel #4 except slightly tweaked to an existing customer rather than a customer making their first purchase. You'll work it out!

Bonus Funnel: Free + Shipping Offer

The Free + Shipping Offer funnel is an oldie but a goodie. In my view every eCommerce business should have a go at this. It's a favorite amongst the Aliexpress dropshipper/importer set. If you nail it there are some unique advantages for your business.

• The right Free + Shipping offer can inject a huge amount of new customers + email addresses into your system. Yes they bought something very cheap but you now have the ability to market to a "hot" customer on your higher ticket items. This is easier than marketing to cold traffic.

• Free + Shipping offers have a tendency to have viral characteristics on social media. This feeds into point 1 but can also generate your business a lot of exposure, following and traffic in a very short space of time for very little money.

Essentially the idea here is that you buy very cheap items, for example $2 - $3 USD each. You then sell these for free but the customer pays say $10 - $12 shipping. So you make a

profit which can be used to pay for any ad costs. So ideally the system pays for itself and sometimes with a little extra on the side.

You then continue marketing to these new customers and make more profit on your backend offers as you don't have to pay marketing costs again (except for the small cost of email marketing and retargeting possibly).

Setting up a funnel like this does take some experimentation and you need to be super across and in control of your customer acquisition costs (ad spend). But nevertheless I believe it is worth trying.

Landing Page #1

This is actually just like a normal product page that you direct traffic to. You can use both cold and warm traffic to this page. Ideally though the focus would be on cold traffic as that takes best advantage of this sort of funnel.

How you set this page up will differ based on your website platform. You can also do it for products that you would usually sell with a more normal price.

If you use Shopify for example you would just create a duplicate product page with the word FREE added to the product name. Change the price to $0 but exclude the page from all of your onsite collections so that it isn't visible to all visitors. You can still however direct traffic to it.

Upsell Page

With a Free + Shipping offer it's always best to offer on page upsells. Depending on your platform you can do this as an order bump on the checkout page or as a standalone page either before the checkout page or after it.

Email #1 [send immediately after order]

> **From:** {insert normal business contact email}
>
> **Subject:** BOOM. Order {insert order number} confirmed!
>
> Hi, {insert customer name}
>
> You're pretty awesome.
>
> You've just given the {insert business name} team a reason to party…and we love to party.

This exciting email is to confirm a few things (other than your awesomeness ;-)).

Your order number is {insert order number}

You lovingly packed box of goodies will contain;

{insert order details including products, prices, tax. The standard stuff}

Once the party dies down at {insert business name} HQ our ninja warehouse team will carefully pack and dispatch your order.

We'll even send you another email to let you know when it ships.

Can you feel the anticipation building already?

It doesn't stop there. Because you are so awesome we'd like to let you in a few super secret deals;

{insert upsell offers}

If you get in on any of these super secret deals our ninjas will be able to pack them in with your existing order before is ships.

Till we meet again,

{insert business contact name}

P.S You can contact us anytime on {insert phone number} or {insert contact email}. We'd love to chat and help with anything you need.

Email #2 [send 12 hours after Email #1]

Note: This email is where you start to inject your business personality into the funnel. This is an example but you need to shape it to suit your circumstances.

From: {insert your personal business email address, not the generic one}

Subject: I just wanted to say Hi!

Hey {insert first name},

I'm the Founder/CEO/Owner or {insert business name} and I just wanted to touch base today to say Hi and welcome.

So…Hi!

And thanks very much for placing your first order with us. It means so much to me that you've decided to place your trust in us, we will be sure to respect that.

One of the things that I really noticed about {insert your market} is that {insert one of the top problems that people would experience when shopping in your category/niche/online}.

That's why I decided to start {insert business name}.

I wanted to see a business that {insert your unique selling proposition, can be a list}.

I hope we are able to live up to this for you. If you ever have a question or feel that we could be better please feel free to drop me an email and let me know (you can reply to this email).

In the meantime, there's a couple of things you can do for me so that we can stay in touch…

Join our online community by following us on your fav social network {insert links to your Facebook page/group etc}

I would also recommend that you whitelist our email, this will help to ensure that we don't accidentally slip into your Spam folder. That would make me sad :-(

Check out our easy to follow whitelist instructions here {insert link to a page on your website with the instructions for different email providers. Just Google "email whitelist instructions" for plenty of great examples"}. It will only take you 1 minute to do this.

Lastly, I just wanted to give you a quick reminder about the super secret deals we offered in our last email.

{insert upsell offer details}

We've still go time to get these on board with your original order.

Thanks for your time and let's stay in touch,

{insert your name}

Email #3 [Order fulfilment so send when appropriate. Hopefully 24 - 48 hours]

From: {insert business contact email}

Subject: Success…the Unicorns have just left

That's right…unicorns.

Regular shipping companies are too slow for us so we've employed a crack team of flying unicorns to deliver your order.

And our warehouse ninjas have just informed us that your order has now left! We hope you didn't wear out the edge of your seat…

Ok, so the unicorns will be disguised as delivery people from {insert name of shipping company}. Unicorns aren't supposed to exist remember? We have to keep it a secret.

Here's what they are bringing you;

{insert ordered product details}

While you've missed the unicorn boat we would still like to offer you the following super secret deals for the next 48 hours.

{insert upsell details}

If you get in on these deals in the next 48 hours we'll even resend the unicorn team back to you for FREE. No shipping charges.

Yours in unicorns 🦄,

{insert business contact name}