Raising the Bar for Business in New Mexico

IDSP Business Academy

ABQ LEAP Enterprise Mastery

League of Enterprise Accredited Professionals

16-Week Program

• Funnel Build-out

1) Start in Website view
2) Select Content from upper right Menu; New Page
3) Name your free gift Opt-in Page (optional – opt-in box can be on any page)
4) Uncheck the Add page in menu box if you do not want your Opt-in Page on your Menu
   Note: Make your page names short and easy to remember; make note in a handy spot of all hidden pages
5) Click Continue
6) Build your Opt-in Page (Include newsletter subscription box and select your auto responder sequence list from previous worksheet)
7) Repeat steps 2 thru 6 for Confirmation Page (While on the Confirmation Page, Duplicate your tab and continue to step 8), Value Delivery Page (Include your free gift on the Value Delivery Page) & Sales Page (Include a link to your product)
8) In a new tab, Select Mass Mailing from the Menu
9) Select Mailing Lists from the left Menu
10) Select your Opt-in Mailing List
11) Click Edit
12) Switch to the tab with your Confirmation Page; highlight and copy the URL
13) Switch back to your Email List tab and paste the URL into the Website Popup Redirect URL box
14) Click Save
15) Still in the new tab, Select Mass Mailings and scroll to the right to find your campaign column
16) Click on the card for the Start Mail; click Edit
17) Go back to first tab and open your Value Delivery Page
18) Highlight and copy the URL, switch back to new tab and paste the URL in the body of your mail
19) Click Save

A basic funnel includes:
1. Opt-in Page
2. Confirmation Page
3. Value Delivery Page
4. Sales Page
5. Product, Program or Service to Sell
6. Auto Responder

Your funnel is the experience you are giving the visitors to your website. Make the journey as engaging as possible.

Follow the problem-solution path in a basic 4-step automated email sequence.

Be clear on what your are going to deliver and the value of your offer

Mail Sequence Outline:
Mail #1: Opportunity
Mail #2 Transformation
Mail #3 Ownership
Mail #4 Call to Action