



## Rick Ostler

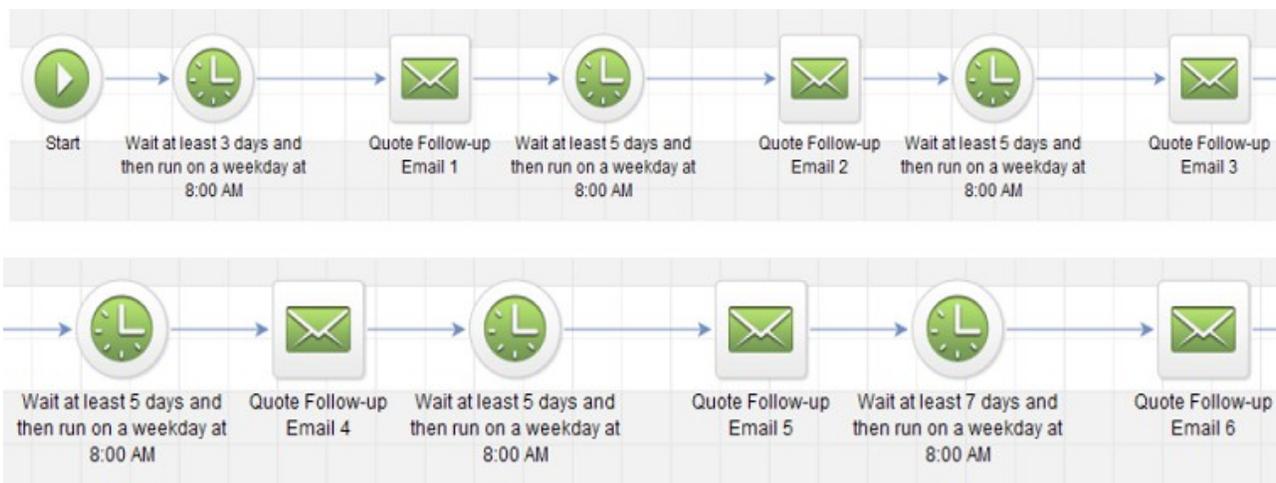
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### *Rick Ostler's Marketing Minute*

Hello Everyone,

First off, thanks to everyone for requesting a copy of my 6 Part Email Follow-up Sequence. I really appreciate all the kind words you gave me.

If your new here and would like a copy my 6 Part Email Follow-up Sequence, fire off an email to me and I will send you a copy right away. I can guaranty this will really improve your follow-up emails to your customers.



**6 Part Email Follow-up Sequence**

Email Marketing has always been one of my passions and I have worked hard over for more than a decade now to get it right.

Things change whether it be the economy, new trends, good and bad news throughout the world today can all have a bearing on how you present your marketing efforts using email.

And things can and will change quickly – So I'm always staying on top of what's working with marketing and sharing it with my friends here.

Seeing as though I started with email marketing – Let's stay with it this week.

Once you send out an email quote, whether they are an existing customer or new prospect, you then need to move them into your Email Follow-up Sequence. [I provided you my 6 Part Email Follow-up Sequence].

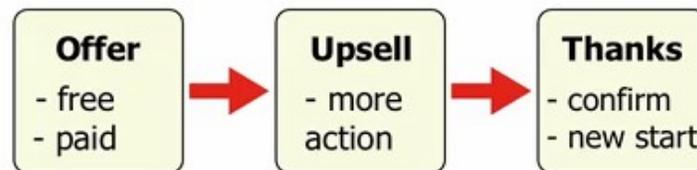
However a lot needs to be done before your quote goes out, especially to a new prospect.

The point of this training is to talk about taking proven selling strategies, that have worked traditionally in the offline world - and how to take those concepts and make them work online.

In order to do that you need a Framework that I use online.

What I mean by a Framework is an overall structure to use that will result in the most effective online selling situations.

## The Basic Sales Funnel



Now when you sell online, it doesn't matter what your selling, everything always begins and ends with a basic sales funnel.

We can talk all day about buying traffic on LinkedIn or Facebook or pay-per-click on Google or setting up blogs, you name it.

We can talk all about these different strategies to people to see your stuff.

But until you have a proper Sales Funnel in place - None of the above strategies matter.

You want to make sure you get your sales funnel concept down first.

The Sales Funnel is how you communicate your value, how you communicate your offer to your perspective buyers.

The better you build your Sales Funnels and the more effective you use them....

The more success you will have online.

So I want to start here and were going to build outwards from there.

Traditional sales funnel starts with an offer;

Now the offer can be free or it can be paid.

The offer can be something as simple as.....

Sign up and I'm going to give you some free tips to improve your life or to improve your business or some research you did that will really help your prospect.

## **Or it can be an offer to buy something from you;**

- Could be a physical product you made.
- Or a down-loadable product such as an Ebook
- Or a training course you created.

Whatever it is, that first offer is the very first piece of communication where you ask a prospect or customer to take some kind of action.

Assuming they do, you now move them to the second step of the sales funnel.

If the first step was free offer, this would be your first opportunity to sell to your customer.

You want your first paid offer related to the free offer you gave them. Why? Because you already know they have an interest in that product.

If the first step was a paid offer then you would to present an upsell.

This would be your second opportunity to sell to your customer. Maybe you have a more advanced product or training course.

Upsells can have many parts and can be done over the course of months, even years.

Whatever it is, you want the customer to take more action.

Once they take you up on your offer whether it be free or paid, you now move them to the third step of your sales funnel, the Thank you page.

The thank you page is a place where you take your customer to welcome them and thank them for taking action. An confirm that they did receive everything they were promised.

The thank you page is also a new start conversation. Ultimately it can be the beginning of a new sales funnel.

So that what a basic sales funnel looks like.

If you don't have any idea how to implement this right now with what you plan on selling, whether it be products, services, events etc - Then there is really nothing else you need to do yet.

This is where you need to start - How do you take what would be a normal conversation face to face, maybe over a coffee meeting and turn it into a Sales Funnel like this.

What you're really doing is simulating the virtual world and putting that into your online world. This is where all selling online begins.

**You want start branding yourself and your business and there are many ways to this;**

You could do paid advertising or building up a blog where you create content about you, your topic and your business.

People start following you whether it be on LinkedIn, Facebook, Twitter or Google+. Maybe you start doing Podcasts, and Google Hangouts and Google Helpouts.

All these different things you can do to brand yourself outside of that funnel but ultimately all that branding leads people to an entry point which is the first step in your sales funnel, the first offer, that's the way it works.

As customers go through your funnel and reach that Thank You Page, then there are a number of other things you can do....

Maybe you offer some kind of continuity program, more free stuff, more tips and advice.

Always over deliver make sure they get lots of value on what they have already taken action on.

Ultimately if you do a really good job of this - You can lead your customer to more sales funnels.

This now gives you a picture of how sales funnel fits into the overall selling process online.

Now.....what I do want to point out here is that a sales funnel can have many variations, this is a basic example.

**So let's look at the most common basic sales funnel...**

**First Step** - Sign up to get your free offer

**Second Step** - Leads to your thank you page where they get your free offer and you thank them.

**Third Step** - They are now on your email list where you can follow up with them over and over again.

That is really basic sales funnel - Hopefully over time you can sell to them.

Now obviously you can get much more complicated than that as well.

For me I always like to think of myself in a "buyers shoes" I do this all the time.

**Let's say I go to Amazon and look for a book I want to buy.....**

For an example I have chosen the topic NHL Hockey seeing as though I'm a big hockey fan.

The link below is a book on the NHL.

### **[The NHL: 100 Years of On-Ice Action and Boardroom Battles](#)**

And low and behold what do I see on the Sales Page – 2 Upsells.

The first upsell they call “Frequently Bought Together” where they bundle the book with other related books about the NHL.

The second upsell they call “Customers Who Bought This Item Also Bought” that has 7 more NHL books on the sales page and more if you move through the pages.

#### **If you add a book to their shopping cart, that leads you to 6 MORE UPSELLS....**

- Recommended for You Based on The NHL: 100 Years of On-Ice Action...
- Customers Who Shopped for The NHL: 100 Years of On-Ice Action... Also Shopped For
- Customers Who Bought Items in Your Cart Also Bought
- Customers Who Bought The NHL: 100 Years of On-Ice Action... Also Bought
- Your Recently Viewed Items and Featured Recommendations
- Continue Shopping: Customers Who Bought Items in Your Recent History Also Bought

That is Amazon's variation of a great Upsell in their sales funnel.

So they say hey, you purchased this book on NHL Hockey - Would you like some of these other products on NHL Hockey.

This is the same kind of thing, just from a different kind of angle.

Honestly, many times I have taken Amazon up on those types of offers and gone from a \$24. customer to a \$75. customer.

#### **No one does Upsells better than Amazon!**

This can work for many selling situations - And that's what you want your customers to do as well.

Why not create multiple sales funnels so this can happen for your business.

Let me show more on how I use [Sales Funnels for your Marketing](#).

**Again, the variations of this can go all over the map.**

There can be upsells or there can be downsells. We have not discussed downsells yet.

## **Downsells....**

This is where the customer does not take your upsell, maybe they want something a little less than that.

This is where you want to offer a smaller product on the same topic.

You can see where I'm going here - You can create multiple sales funnels to increase your revenues.

The main point of all this is - The sale funnel we have discussed is just one conversation in an ongoing dialog.

When you create a sales funnel, you are creating a conversation with a perspective buyer where your addressing a single problem and your providing a single solution.

Now again I'm simplifying things. Their single problem could have multiple steps and your single solution could be a multi-part course.

You get the idea here.....

It's s single conversation about a topic and you may have many conversations with that customer.

I have customers that have been with me online for 10 plus years.

So your going to have over time, dozens and dozens of sales funnels.

They will allow you to simulate what would be in the traditional selling world;

Coffee meetings, boardroom meetings, meeting up at a conference and talking to your customers in person.

Your doing the same thing online using sales funnels to simulate those offline conversations. So it's a conversation and a ongoing dialog.

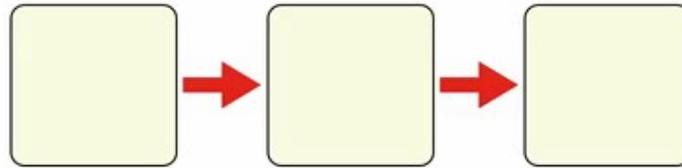
## **If you keep that in mind when you develop your sales funnels...**

You will be able to build a much more realistic experience for your customers and your prospects as well.

So when they go through that sales funnel their going to feel much more understood and feel like they know you and like you and trust you.

Which is some stuff we are going to get into in upcoming marketing minutes. But that's key to all of this.

# Complete Exercise



## Brainstorming Your Funnels

So having said that, I want you to consider doing this exercise....

What I want you to do is basically go through and brainstorm some potential sales funnels that you can implement in your business.

Think about that whole concept of having a conversation in an ongoing dialog.

What are some offers and potential upsells and thank you page messages you can create for your prospects, customers and buyers that creates a very positive, long lasting high value and long lasting relationship?

### **Brainstorm funnels that you can be working on immediately....**

- Could be free offers to a one time offer for something that people buy.
- Then also think about the Thank You Page - What do you say there?

Do you lead them to something else?

Or something you want to send to them in the future?

How are you going to follow up with them?

Maybe you have a 6-7 part auto responder after they sign up, with different tips or or different thank you messages.

Or reminders of things they could be doing over an above what you have already recommended in the first funnel, this first conversation.

So when you take some time to really brainstorm the funnels that you could be building, now you put these conversations into motion.

Instead of having to go to out and pound the pavement like offline sales people would traditionally do....

Your doing the same thing but now your creating sales funnels online using

web pages, social media and many other areas of traffic generation you can get into.

So that's the exercise for today - will see you in the next marketing minute.

What I have shared with you today is a discussion I have had many times with individual clients and groups.

One of my mentors taught me this concept when I was first starting out in business for myself online.

It has made a huge difference in my life and I know if you follow suit will make a big difference in your life and in business as well.

When I first started out, all sales were done in person. The offline way.

Now you can do sales calls online without the sales person being there in room.

However keep in mind - the same principles of successful selling still apply online the same way they applied offline.

The concept of a "Sales Funnel" will make a lot more sense when you understand that a sales funnel is really just being an online "simulation" of a real-life.

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**I always like to mix a little fun with work - Couple of funny quotes.....**

*When I get caught for whispering in a meeting : Boss: "Would you like to share that with the whole staff?" Me: "No, that's why I whispered it duh"*

*My grandmother started walking five miles a day when she was sixty. She's ninety-seven now, and we don't know where the hell she is - Ellen DeGeneres*

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My 6 Email Follow-up Sequence is a small part of my email marketing campaign.

Next week - I will dig deeper into the life cycle of prospects and share with you how they enter one my sales funnels and become paid customers.

Let me know if you have any questions on the 6 Part Email Follow-up Sequence I sent you. I'm always willing to help others succeed.

Enjoy your weekend and make lots of money next week!

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