

# *Funnel Marketing Essentials for Direct & Affiliate Marketers*

How to Build a Sustainable, Passive Income Using  
Funnel Marketing and Social Media



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## How to Build a Sustainable Passive Income Using Funnel Marketing and Social Media



### *About the Author:*

Glenn Bolton is a computer geek, web developer and network marketer with over 25 years of online and offline marketing experience. Glenn's skills as a sales and marketing professional have been used by a number of affiliate, network and direct marketing companies. Glenn has run education and training seminars (both live and online) and sold videos and audios of them throughout the world. Over the years Glenn has developed a swag of unique sales, marketing and tracking tools and resource materials to make your business life simpler. These tools are still being used by thousands of marketers across the world. Using these resources Glenn also lives an idyllic lifestyle earning a good full-time income from a part time involvement.

### *About SupaClix:*

Founded by Glenn Bolton, SupaClix is a suite of professional online marketing & business automation tools, business coaching and global income opportunity. Using the latest techniques and technology, SupaClix is perfect for Direct, Affiliate & Network Marketers wanting to automate their business, reduce effort and maximize returns!

# Sales, Marketing, Advertising

The purpose of business is to **make sales**.

Marketing is actions to **find prospects** and convert them into **customers** (make sales) and/or **increase the value of those sales**.

Good marketing should **minimize costs of time, money, and resources**.

Advertising **attracts** or **informs** a larger market than what you can with personal contact and to get the viewer/listener to contact you.

## Products & Services

**Physical** products must be manufactured from raw materials and require remanufacturing every time. This limits profit and potential because of fashions or trends.

**Digital** products can be stored or provisioned electronically and delivered instantly by email, download, stream, or website. They can be made once and sold unlimited times, thereby maximizing profit.

A **service** is a **product** with no physical item to deliver (e.g. travel, electricity, gas, telephone, or internet account).

In many cases it is easier to sell a service than a product as there is often nothing to manufacture and delivery can be instant.



# AIDA

**AIDA** is a long-used acronym governing the laws of marketing and sales.

- **ATTENTION:** Your **product** (or service) needs to be **attractive** to grab their **attention**.
- **INTEREST:** Demonstrate **value** and **benefits** so you create a **prospect**.
- **DESIRE:** Create **desire** so they decide to purchase and become a **customer**.
- **ACTION:** A good business converts **customers** into **marketers** (word of mouth) to generate more **sales**.



# Ten Stages of Qualification

- **Suspect:** Someone in your target market or profile
- **Lead:** Someone who shows interest in your marketing
- **Prospect:** When a lead responds to your marketing
- **Contact:** When you have the prospect's details
- **Customer:** They buy something from you
- **Client:** They buy more than once from you
- **Champion:** They refer others to your products
- **Affiliate:** They earn money for their referrals
- **Associate:** They repeatedly earn affiliate income
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## Create Champions and Associates

If you have been engaged in any form of marketing for a while then you will probably already have **Contacts, Customers, Clients, Champions, Affiliates, Associate** and maybe even **Leaders**.

These are the ones you need to **talk to first**.

Everyone knows it is **easier** to sell more to an established **customer** than it is to convert and sell to a new **prospect** or **contact**.

They already know and **trust** you. You have an investment in them and them in you.

DO NOT start looking for **Suspects, Leads, and Prospects**, until you have exhausted your current lists of **Contacts, Customers, and Clients**.

## Your Friends are Already Contacts

Your **Friends** fall into the **Contacts** category or higher because you already have many of their personal details.

These details are what you can pay a fortune for when marketing and advertising. So **why waste money** unnecessarily?

Besides their **email** and **phone number** you probably **know their family**, their habits, what they like, how they live and what sort of **financial** and **lifestyle goals** they have.

And your friends ARE your friends, because they do, like or purchase similar things to you.



# Marketing Guidelines

- Initially, everyone is a suspect. **People you know** and **people you don't** (yet) know.
- All marketing is **prospecting for new or more business**.
- Real marketing reaches out to **find interested people**.
- Use ALL forms of communication. **Phone, email, text, social media** and even **snail mail**.
- The more people in your target market, the **greater your chance** of success.
- The better you are at **converting each stage** (above) the more successful you will be.
- The **more you sell to each customer** the easier it will be to make money.
- **Enlist your champions** to help find more prospects, leads and customers.
- **Track everything** so you know if it is working (or not). This is called **analytics** and **metrics**.
- Expect nothing to come to you from a **search engine**.



## Warm Marketing

Your **WARM list** is the people you currently know. You have profiled them to determine which of those people have a need or desire for your product.

This was to **Inform** and **Qualify**. To find out **what level of interest** they might have.

The responses you would have received were from "**No Way**" all the way to "**This is My Life's Purpose**".

That's great. Don't get caught up on who said what.

The purpose of that exercise was to find the ones who **DO have an interest** in **making money** or **buying your product** (or both)

**And the ones who DON'T**. So you don't have to talk to them again.

The best part is that you found a **bunch of people** who are committed to **making money** and/or **making a difference**.

And your team has jumped in numbers.

All you have to do is keep this process up for a while until a few more are doing what you are doing, without your input.

That's the beauty of networking. Some won't stop even if you do.





# Cold Marketing

Only **after you have exhausted your WARM list** (people you know or are in your target profile), then you can start working on your **COLD list** (the people you DO NOT know or the ones that didn't meet your target profile).

Go back to your warm list now and check you have not forgotten someone or not followed up.

It is **100 times easier** to convert a **warm prospect** or current customer than a **cold lead**.

Cold marketing (advertising) is part **ART** and a LOT of **SCIENCE**.

It can take a lifetime of experience to market to these people.

Some very skilled people do this for a living and make a fortune.

Others spend a fortune, get poor results and “lose their shirt”.

Do not attempt cold marketing, unless you know what you are doing.

Buying “cold leads” is fraught with pitfalls because you usually have no idea how they were acquired.



# Types of Marketing & Advertising

**Physical** Marketing is difficult to track success rates (metrics)

- Fliers
- Newspapers
- Radio
- Television
- Billboards

**Digital** Marketing can be tracked to fine detail

- Websites, Blogs
- Landing/Sales Pages
- Social Media
- Video/Audio Streams

**Free advertising** consumes time so it is **essentially never free**.

**Paid advertising** can be **highly targeted** and effective but you **must be skilled** if you want to make more money than you spend.

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*"Half the money I spend on advertising is wasted, and the problem is I do not know which half". -  
(Lord Leverhulme, 1851-1925, founder of Unilever).*

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# Business & Marketing Types

## JOB (Just Over Broke)

- Work for someone on an hourly basis
- Get told what to do
- Get days off and paid vacations
- Get paid for sick days
- Capped income
- Limited advancement
- The business owns and controls YOU
- Virtual Slavery

## Self Employed (or Commissioned Agent)

- Sell your own product or someone else's
- A job where you are the employee AND the boss
- Requires you to sell before you get paid
- Uncapped potential income or commissions
- Limited by your available time
- The money stops when you are not working
- No health or sickness benefits
- Unpaid vacations



## Your Own Business

- Convert a hobby into a business
- Make stuff and hope people want or need it
- Build that 'widget' and try to sell it
- Huge income potential (if you get it right)
- Huge failure rate (50% in 2 years, 82% in 5 years)
- Work from home
- Tax benefits
- Hard to get holidays or time off

## Small Business

- Location Dependent
- Capped Income
- Employ your family & friends
- Always working, no time for family
- Hard to take holidays
- Demographically Challenged
- Sell to people in your local area



## Big Business

- Huge startup and ongoing costs
- Huge financial, timing and marketing risks
- Huge income potential if the trends are in your favour
- Employees are just an adult day care centre
- Hard to get holidays or time off
- Work long hours (& then die young)

## Franchising

- Duplicate someone else's (supposedly proven) business model
- Promoted as predictable success and profits
- HUGE potential for failure too
- You are building someone else's business. You never own it.
- Pay a huge setup and training fee (can be over a million dollars)
- Continue paying a percentage of your business income forever
- Just a super-expensive, stressful, risky job



## Online, Social Media Marketing

- Facebook, Twitter, YouTube, LinkedIn etc.
- Effective for ALL business types
- Local or global reach
- Demographic profiling (e.g. male, 30-40, football fan)
- On FREE Social media sites, YOU are the product
- Time consuming and always changing
- Requires lots of skill and expertise to be effective

## Word of Mouth Marketing

- Trust marketing, friend recommended
- The highest-ranked form of marketing
- Get happy customers to tell their friends to buy your product
- A great story (testimonial) on how the product satisfied them
- We trust our friends more than we trust an advertisement



## Affiliate Marketing

- Get paid to sell someone else's product
- Low startup costs. Usually free to Join.
- Typically, low income, low profit margins
- Earn open ended commission
- Have to keep finding more customers to keep earning
- Can recruit other affiliates and earn percentage of their sales
- Examples: Amazon, Shopify, drop-shipping

## High Ticket Affiliate Marketing (HTAM)

- High commissions from high-priced digital products
- Usually “Pay-to-Play” (You must buy it to participate)
- Company-driven sales and coaching
- Promoted as an alternative to franchising
- Usually overpriced, low value “Info” products
- Extreme customer acquisition (advertising) costs
- Hard-core sales tactics are used to get higher priced sales
- MANY such companies have been shut by regulators



## Multi-Level (Network) Marketing (MLM)

- Expensive Starter Pack required
- Expensive Monthly Auto-ship required
- Earn an income from sales to your own customers
- Find and teach others (teams) to get their own customers
- Make override income from sales made by your teams
- Typically (incorrectly) called “Pyramid Selling”
- Hyped up potential incomes usually overrides logic
- MOST network marketers do not make enough each month to pay for their Monthly Auto-ship





## Leveraged Affiliate Marketing (LAM)

- All the benefits of MLM and Affiliate Marketing
- Get the MOST Leverage with none of the negatives.
- Free to Join. Earn while you learn.
- NO Expensive Starter Pack or Monthly Auto-ship
- Earn an income from sales to your own customers
- Find and teach others (team) to get their own customers
- Earn commission overrides on your Affiliate Team Sales
- Global, Digital & Subscription products
- Lots of FREE training from systems and mentors
- Done-For-You (DFY) Marketing, Sales & Support
- Do-It-Yourself (DIY) or Done-With-You (DWY) options
- Work from home or anywhere, anytime
- Unlimited passive income potential



# Funnel Marketing

Everyone knows what a funnel looks like. Wide at the top and narrow and restricted at the bottom.

Try pouring a **bucket of water into a bottle** without a funnel. You'll get a **horrible mess!**

When you use a funnel, you **capture** the water at top and **guide it into the bottle.**

Funnel marketing follows the **same fundamentals** as pouring liquid in a funnel.

It "**captures**" **leads** in the top of the funnel and **flows customers** (associates, leaders, etc.) into your business.

Those who are not interested will "leak" out or remain in the funnel until they are ready.



# Sift and Sort

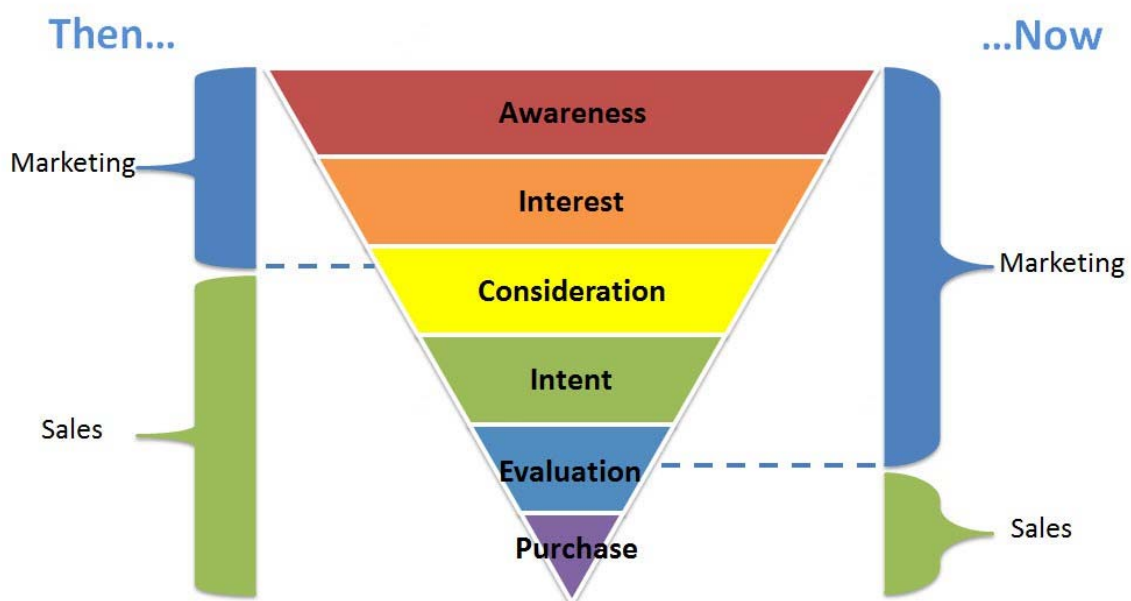
## Remembering **Ten Stages of Qualification...**

- **Suspect:** Someone in your target market or profile
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A marketing **funnel effectively sorts leads** into prospects, contacts, customers, clients etc.

There will always be **more prospects than customers** and **more associates than leaders**. That's just the numbers pan out.

## The New Marketing & Sales Funnel



## Warmer is Easier

**COLD** marketing begins with **suspects and leads**. You **create lists** of people who **MIGHT be interested** in your product.

You **place advertisements** and **hope people respond**. Some do. They become **prospects**. Some of those prospects become contacts and leads. An even smaller number might become customers or better.

There are **MANY more suspects than contacts or leads**. Hundreds or even thousands of times more.

**WARM** marketing begins with **Contacts**. These are the people you know and you already know a bit (or a lot) about.

Most of your **friends are Contacts** or higher. You have things in common and you know personal stuff about them. That's why they are friends. They are the **easiest ones to talk to** about your product (or business) and you probably have their details in your phone.

Someone who you only **occasionally see or talk to** is more likely to be a **Lead**. Because you don't know as much about them. They might be people you see at work, church or the farmer's market. And you will have to ask them for their contact details.



## Work the Numbers

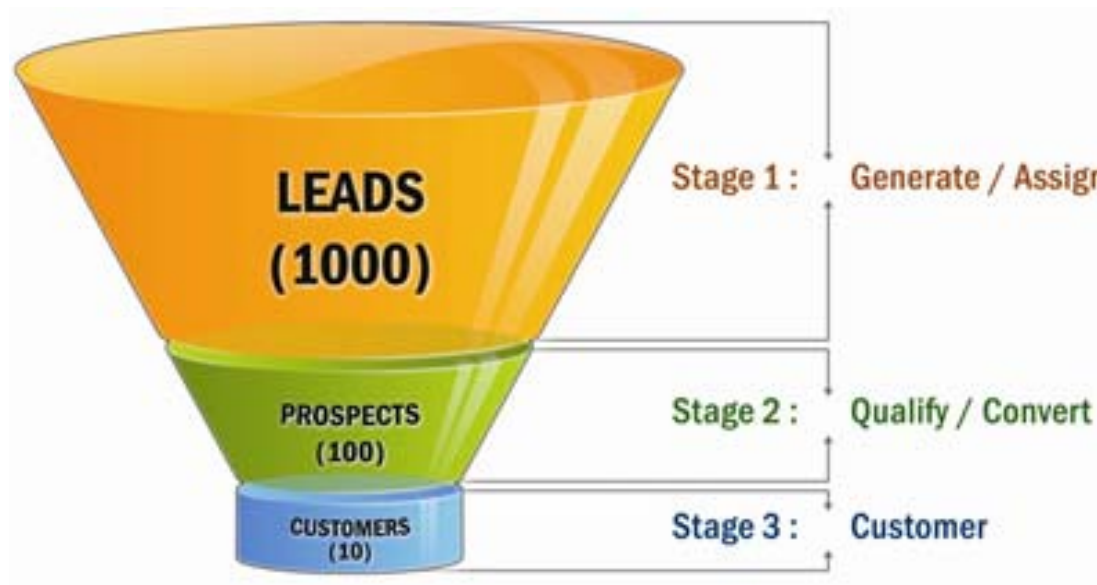
Here is a **sample funnel**, showing the **ten stages of qualification** and how some of the numbers might interrelate.

- 10,000 Suspects
- 1,000 Leads
- 100 Prospects
- 50 Contacts
- 20 Customers
- 10 Clients
- 5 Champions
- 3 Affiliates
- 2 Associates
- 1 Leader

In network marketing businesses, **Champions often become Affiliates and Associates.**

So, in the example above, to get 5 Champions or 2 Associates, you could either start with 1,000 Leads or 50 Contacts.

Can you now see why network marketers suggest you contact your friends first? It is actually easier AND less work.



## Which Would YOU Prefer?

- Scan through **10,000 suspects** from an internet spam list
- Spend **thousands of dollars** advertising for leads
- Waste **hundreds of hours** trying to contact them
- Creating your base of **customers**
- Hunting for few of those elusive **leaders**?

## OR...?

- Look through your **phone contacts** (usually 500+)
- Scan your **Facebook friends** (probably over 500)
- **Contact 50 people** you already know and like
- **Send them some info** that they will probably review
- **Have a chat** with them about life, the universe...
- **Register 5-10 of them** into your business
- **Build Leaders** and lasting business with your friends
- **Go on holidays** with them when you are successful



## Lead Generation on Social Media

If you are not on social media today, then you must be hiding under a rock, away from the world.

Modern marketing requires you to be **active on social media**. Not just for promotion, but also for **learning and getting updates**.

Facebook now commands **nearly 50% of all social media traffic** with over 20% of the western world now connecting on a daily basis.

Social media is simply the **BEST way to announce** that you have started your business and **essential for creating fans** and educating **teams of active associates**.

If you have run out of people to show your business to, then I suggest you take our **social media marketing course**.



# Funnel Marketing Guidelines

- **Science and numbers** win out over guesswork.
- The goal is to **maximize each stage** of the process.
- **Small increases** in each step can multiply into **huge gains**.
- Use proven **systems and processes**.
- The more leads you put through it the **better your stats**.
- Don't fret about the "**ones that got away**".
- Use **multiple funnels** with different messages.
- Vary your funnel for different **target markets**.
- Use business, product, and **generic funnels**
- Send your leads to **differing messages** over time
- **Track everything** (analytics & metrics)





## Analytics & Metrics

With the advent of **computers**, you can now see whether your marketing is **actually working**.

- Send an **email** and see if it **arrived**, got **opened** and which **link** got **clicked**.
- **A/B test** which **headline** or **colour** got **more clicks**
- Analyze your **funnel** and see when a visitor **watched** the video and **subscribed** on your page.
- Watch which pages they **visited** and how long they **stayed** there.
- There is now even software that tracks the **movement** of a **visitor's mouse** over your page.
- Lastly, they are testing **software** that **tracks** where your **visitor's eyes** went on your page.

Of course, you **may not need** or want to pay for all that information right now.

But when your business grows big enough it may be just what you need.

And you will know whether it is **paying for itself** because you have tracked the **investment against the return**.



# Track Everything

Do NOT start marketing without **tracking** your results.

List and **track as much as possible** so you can determine what is **viable or not**.

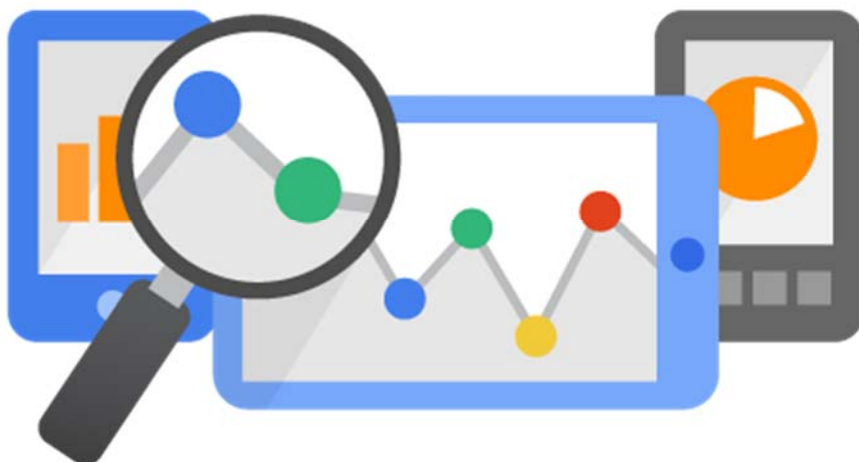
- Suspects => Leads => Prospects => Contacts => Customers => Associates => Leaders
- Emails Delivered => Emails Opened => Links Clicked
- Funnel Subscriptions => Associates Converted
- Phone Dials => Connects => Voicemails => Yes => No
- Active Time => Admin Time => Income => Effective Hourly Rate
- Work Time => Leisure Time => Family Time => Holidays

How else will you know whether **what you are doing is working?**

Metrics are useful when trying to decide **what NOT to do**.

**Share your metrics** with your team leader or manager so they can help you improve your **hit and closure rates**.

**Learn from your results** and **teach them to others** and you can make a **lot more money** and have a lot of fun.



## Earn Trust

**Without trust** you have a very poor business.

**Friends** are usually friends BECAUSE they trust you. If they don't trust you then they are probably NOT your friend.

Lots of **Facebook 'Friends'** are just acquaintances (maybe Leads)

**Customers** who buy from you keep doing so because they trust you (for value or service).

The **more you disclose** about yourself, the more people trust you.

That includes **putting your details online**, such as phone, email and address.

**Never lie or exaggerate anything.** It will eventually come back to haunt you and possibly destroy your business.

Your trust level can disappear in the “blink of an eye” with just one bad video, comment, tweet, or post.

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*"87% per cent of Australians would refuse to buy from a company they do not trust, and 93% said they chose to buy product or services from companies they trust. "*  
*(Trevor Young – PR Warrior)*

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## Are You Ready for a Change?

If you are **looking to change your lifestyle** and spend more time with the **people that matter** instead of the people at work, then you need to **change the way you earn your income**.

We will show you, step-by-step, how to successfully start and operate your own **profitable home-based business**, and take control of your finances, time, location, health, and future.

**Making money from home** (or the beach) is well within your reach.

**So... NOW is the time to take the next step...**

Contact the person who got you to look at this information and ask them to **get you started right away**.



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