



By Bastian Ernst

NEED A SALES FUNNEL FOR YOUR ONLINE BUSINESS?

THE COMPLETE GUIDE

WILDAUDIENCE.COM

Quick Summary

I always provide a quick summary at the beginning of my ebooks so that you can decide if this ebook is for you or not

Follow these steps in this particular order ..

- 1)** Write a blog post, which is highly related to your paid product/service.
- 2)** Promote this blog post with a couple of promotion techniques (which I explain below) to get people to read it.
- 3)** Convert readers into email subscribers through content upgrades.
- 4)** Retarget everyone with Facebook Ads who don't convert through your content upgrade. Offer a lead magnet (like an ebook)
- 5)** Use a Relationship Builder Sequence (RBS) to send 7-10 free lessons to new email subscribers. The goal of the RBS is to build trust and establish a relationship with new leads.
- 6)** Once trust & relationship is created, send them to your sales page and sell your product/service.
- 7)** Include upsells to increase your customer lifetime value.
- 8)** Use Facebook ads to retarget email subscribers who read your sales page but haven't purchased yet.

Do you want the step-by-step instructions to implement this funnel?

Cool :)

Let's jump right into the good stuff. This is for three kinds of entrepreneurs ..

1. **For people who run online businesses**
2. **For people who sell (or want to sell) online courses, coaching services, ebooks and other digital products & real books**
3. **For people who sell SaaS software, products through an ecommerce store or done-for-you services**

Is that you?

Good.

Because you're at the right place, my friend ..

The Relationship Funnel

The Relationship Funnel is the funnel I'm going to walk you through today ..

Step-by-step.

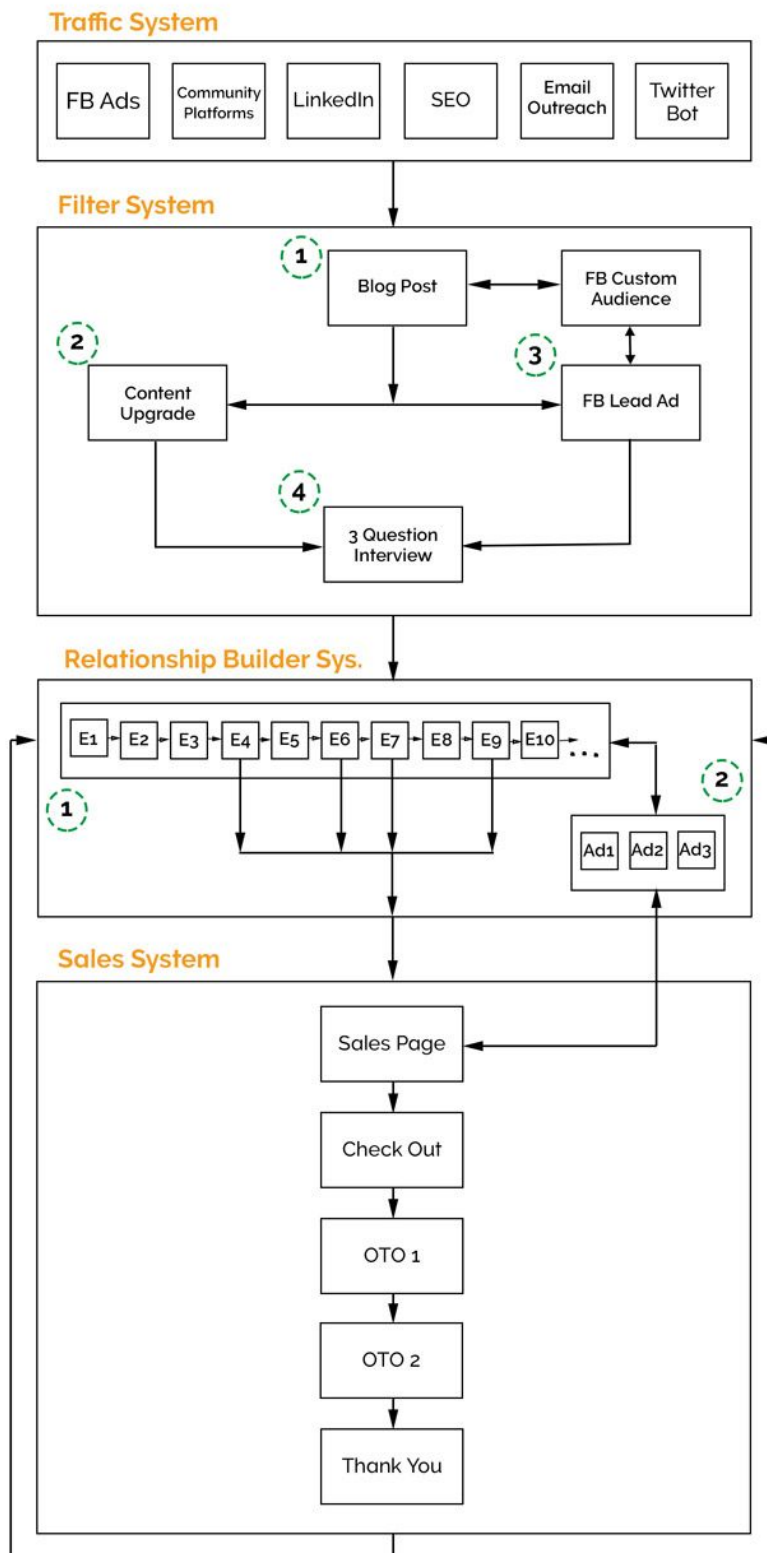
It's the funnel I personally use to pull new leads into my sphere of influence and sell my products.

Notice that the Relationship Funnel is an **evergreen funnel**. It's **not** a launch-based funnel ala [PLF](#).

After you're done reading this article, you'll have new inspiration & instructions on ***how to replicate a Relationship Funnel for your own online business.***

Sound like a good deal?

Here we go ..



The Relationship Funnel.

Do you know what the cool thing about this funnel is ..? It's evergreen. You set it up once. You make sure everything works. And it runs on autopilot.

I'll now zoom in and dive into the details of this **4-system (& 7 step) funnel** and show you how you can build the same sales funnel for your own business.

1) Write a Blog Post to Pull new Leads into your Funnel

Promise me something first ..

Your goal is to provide value right up front. Before money has changed hands. Before the reader has opted-in with her email address ..

Just pure educational awesomeness ..

OK?

[This is called the Strategy of Preeminence by Jay Abraham.](#)

It's how I run my entire business :)

I tell you more about it and why this is important a bit later.

Let's talk about content marketing now ..

Why not use Facebook ads, Google Ads and other promotion techniques to drive tons of traffic to your landing page and make sales from there?

You could do that ..

But it might be expensive.

“The mistake most advertisers make is to target one audience that doesn't know you to build leads or sell stuff.” - [Jon Loomer](#)

That is why I always provide value right up front through educational content (like this ebook). My goal is to **start** a relationship with people who don't know me yet.

If you have a small relationship with new readers, it's much easier (& cheaper) to convert them into email subscribers later on ..

This is how I do it ..

I write a blog post (which is super duper related to my paid offer) to pull the **right** people into my sphere of influence.

My blog post serves as a filter to attract only the best kind of people into my funnel. If someone clicks on my article and reads it, I know that this person is interested in what I have to offer (since the blog post is pretty much a very light version of my paid product/service).

Make sense?

My blog posts are usually between 3,000 - 10,000 words long and are packed with awesomeness. It's always about actionable advice and step-by-step instructions. And I always include screenshots, graphics and **content upgrades** (more about this later).

I follow the [80/20 rule of content promotion](#) by Derek Halpern. I spend 20% of my time creating new content and 80% of my time promoting it. I go for quality than quantity. This results in about one new blog post every 3 weeks.

2) Promote your Blog Post to Attract Readers

I call this part Promotion Madness :)

In this ebook, I will walk you through 3 strategies I'm using to promote my content.

2.1) Facebook Groups

As you know there is **paid and earned traffic**. To promote a blog post, I will use one paid traffic strategy (Facebook ads) and two earned traffic strategies (read below..).

I like Facebook groups for two reasons ..

1. You *can* receive super helpful feedback from fellow group members.
2. The obvious one: Get people to read your blog article.


In 2016 I joined a group called "[The Content Marketing Lounge](#)" by [Nathan Collier](#). It's my favorite group :)

When I posted into Nathan's group, people were super helpful and provided feedback.

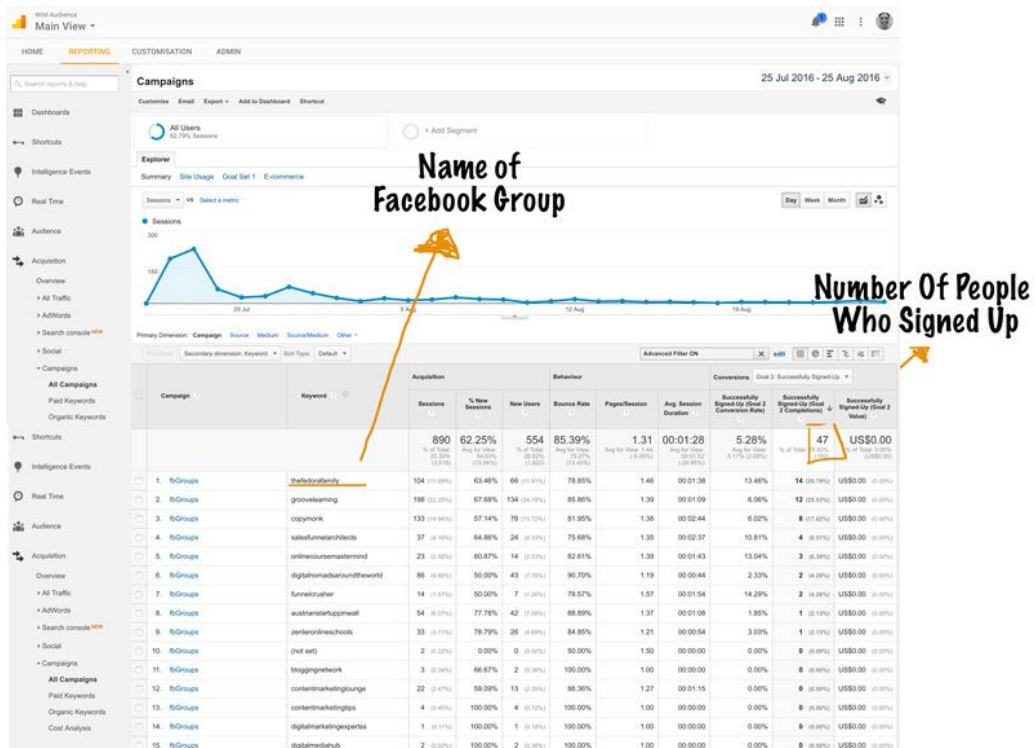
Nathan, who is an expert content writer, provided extremely detailed feedback (if you read this Nathan - THANKS SO MUCH).

Benji from [Grow & Convert](#) really took the time to draft a super helpful answer too. I benefited a lot from these guy's feedback.

As of traffic, Facebook groups are currently in **position 5** on my **Google Analytics dashboard** ..

<input type="checkbox"/>	Campaign ?	Source/Medium ?
<input type="checkbox"/>	1. launch	facebook / social
<input type="checkbox"/>	2. bastiFBLaunch	facebook / social
<input type="checkbox"/>	3. friendsFBLaunch	facebook / social
<input type="checkbox"/>	4. inboundOrgLaunch	inboundOrg / Community
	5. fbGroups	facebook / social

I recently promoted one of my blog posts through Facebook groups and got **47 people to sign up within 1 month**. I worked **6 hours** on it in total.



How do you get traffic from Facebook groups?

Never just join a group and drop a link to your blog post. You won't get much engagement.

But instead, follow these 12 steps ..

1. Get your hands on my Google Spreadsheet below (to manage your FB groups outreach ..)
2. Research 1 FB group in your niche
3. Join the group
4. Use the "Related Groups" feature in Facebook to find more groups
5. Find another 10 groups and join them
6. Wait until you get approved to join the groups
7. Research the FB group admin (you'll find him/her under members)
8. Reach out to the admin and ask for approval to share your blog post in the group
9. If yes, post your blog post link + **educational text**
10. If no, move on
11. Repeat the process until you reach around 100 groups on your spreadsheet
12. Focus on the best-performing groups (**top 15**) in the future (once you have figured out which work and which don't ..)

That was the quick run down ..

To make this outreach as efficient as possible, **feel free to get access to my Google Sheet [here](#)** (File -> Make a copy).

If there would exist a CRM for Facebook Groups ..

This spreadsheet would be it ..

lol.

And to make it really easy for you, [open this Google document](#) to get my pre-written templates.

You can use them to reach out to admins and to post into Fb groups ..

Pay attention to how I structure my Facebook group post ..

- Mention the admin
- Always **(always, always)** focus on value (education)
- Share lessons learned, actionable advice, results

I hope this helps :)

2.2) Community Platforms

As you saw in the Google Analytics screenshot above, Community Platforms (especially [Inbound.org](#)) is the fourth best performing traffic source for [Wild Audience](#). All the traffic came from only one post on InboundOrg.

I'm talking about this [post](#).

It was the **most upvoted & commented** post of the day and stayed in the trending section for around 1 week!

The screenshot shows a blog post on the Inbound.org website. The post title is "I'm building an engaged Audience First before starting my Company - And Why you Should too" by Bastian Ernst, dated May 23, 2016. The post has 78 upvotes and 1295 views. The content includes a quote from Seth Godin: "Marketing is the first thing we do, not the last." and a discussion about building multiple companies to succeed. The post is highlighted with orange circles around the upvote count (78), the view count (1295 views), and the engagement icons (78 upvotes and 55 comments) at the bottom.

inbound.org ADD NEW CONTENT MEMBERS JOBS TOP

Home / I'm building an engaged Audience First before starting my Company - And Why you Should too

78 I'm building an engaged Audience First before starting my Company - And Why you Should too wildaudience.com

May 23 2016 from Bastian Ernst in BLOGGING ENTREPRENEURSHIP STARTUP MARKETING 1295 views Edit Flag

Seth Godin says "Marketing is the first thing we do, not the last."

..

If everyone ziggs..

..You have to zag.

Remember?

Many of my friends start companies but fail.

The CEO of Dropbox, Drew Houston, once said..

..You need to build 10 companies to get one big hit.

DISCUSS Share 78 55

My lessons learned - How do you post in Community Platforms?

I don't think there is a one-solution-fits-all approach ..

And there all kind of community platforms out there for every industry. Since I happen to play my game in the marketing industry, I'm going to share my experience with marketing community platforms like InboundOrg.

This is how I did it ..

After I signed up for InboundOrg, I joined the conversation. I answered questions and made sure I got upvotes. Here's an example ..

Someone asked "How do you segment your email list?" in [this InboundOrg post](#) ..

Since I'm mega passionate about advanced email automation, I knew a thing or two about email segmentation. I provided value by sharing a few of my tips and I managed to get the most upvoted & commented answer.

When I say "I made sure I got upvotes" .. I actually invited 1-2 of my email marketing friends to also comment on this question & upvote my answer.

Next ..

- I posted my blog post on a Monday morning EST.
- I asked 1-2 of my marketing friends to join the conversation.
- I researched a similar submission (topic overlap) on InboundOrg and found [this one](#). This post received 73 comments.
- I went through each comment and looked for the person on twitter.
- I sent the person a tweet with a question + a link to my InboundOrg submission.

Here's the tweet ..



And after someone upvoted, I showed my appreciation and thanked them ..



Bastian Ernst @bastian_ernst · May 24

@PateJohnC just want to say Thank You for up-voting my @inboundorg submission ("Audience First. Startup Second") have a great day! :-)



That was my whole process :) If you're not in the marketing industry like I am, just use this approach for your industry community platform.

2.3) Facebook Ads

I'm using Facebook ads to drive cold traffic to blog posts. I'll first show you the **math behind my paid acquisition** and then share a screenshot of **the actual ad** and some of my settings with you.

Sound good? :)

I'll use myself and my paid training as an example ..

To make the math easy, I'll only calculate the costs & profit for people who sign up straight through my content upgrade (and not through a second Facebook ad).

Let's assume, I offer a paid training program for \$200. Let's say I spend \$300 in one week for Facebook ads.

And for the \$300 I spend for Facebook ads, let's say **I get 100 people** to sign up through my content upgrade. This means I spend \$3 to get a new lead on board ($\$300/100 \text{ leads} = \3).

Still with me?

Cool :)

Let's assume 10 out of 100 people buy my paid training for \$200 (conversion rate would be 10% in this case).

10 sales at \$200 each = \$2000. Because I spend \$300 in Facebook ads, my profit is \$1700.

This is the math behind my Facebook ads. Nothing too complicated.

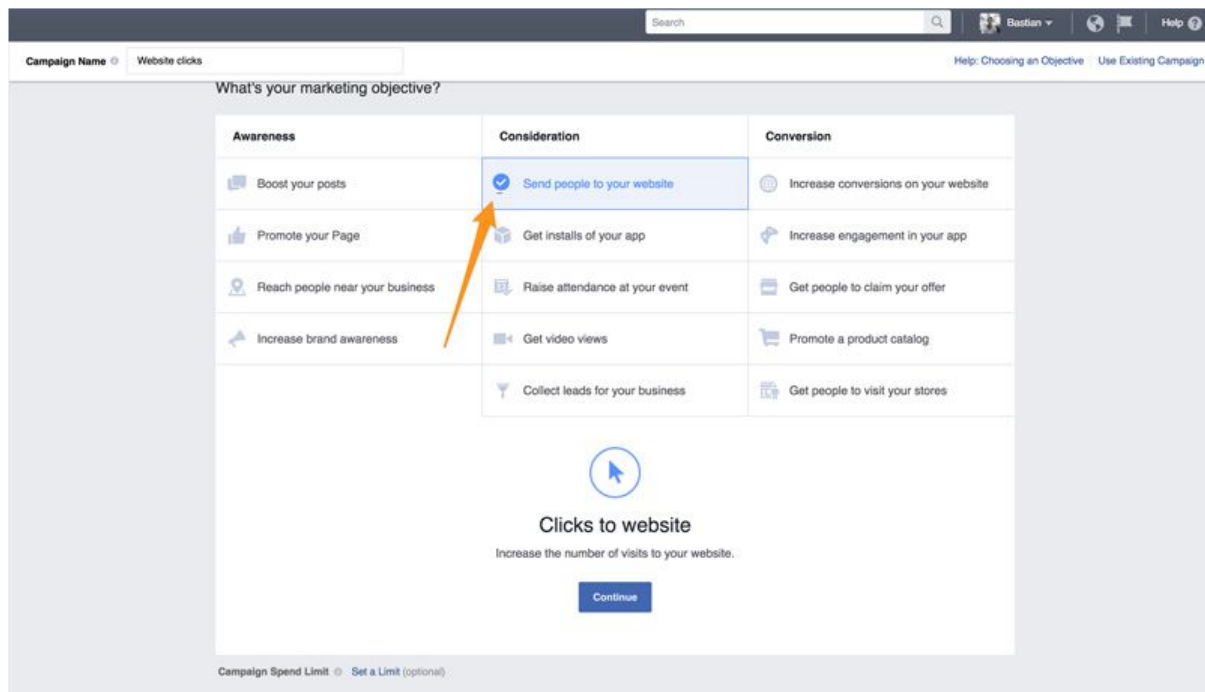
Now, onto something else ..

Let's look behind the scenes of my Facebook ads to drive traffic to blog posts. I'll also share the targeting settings with you ..

Ready. Set. Go.

Let's start off by creating a new campaign in the Facebook Power Editor.

I use a CTW (Clicks to Website) objective.



Why?

Well, I want to send people from my Facebook ad to my blog post.

My primary goal is NOT to get them to sign up. I want them to **read** my blog post **first**.

Why?

This has to benefits ..

1. It acts as a filter to filter out low-quality leads, which will decrease my ad spend later on (more about this in a bit)
2. I build my custom audience (more about this in a bit)

Some people, who read my blog post, will sign up through my content upgrade. But the majority will not.

That's just how it is ..

But this is an opportunity for me to get these people to sign up for less money ..

Why? Well, they already read my blog post. They are kind of familiar with my content, my business and myself (they are not cold anymore ..).

This will decrease the costs when I show them another Facebook ad later on.

Anyhow, let's move on..

The next step is to create an **Ad Set** and **define the audience I would like to attract**.

I always **exclude** my email list, my customers and the people who already signed up in the last 180 days (180 days is the maximum you can go back in time).

By excluding these custom audiences, I can decrease waste (waste = show ads to people who are email subscribers already).

See how I exclude my people in the screenshot below ..

Add Custom Audiences or Lookalike Audiences

EXCLUDE people who are in at least **ONE** of the following

Customer List

All Email Subscribers Wild Audience 6th Nov 2016

Website

Became A Customer In The Last 180 days

People who signed up in the last 180 days

Add Custom Audiences or Lookalike Audiences

Create New ▼

Locations ⓘ

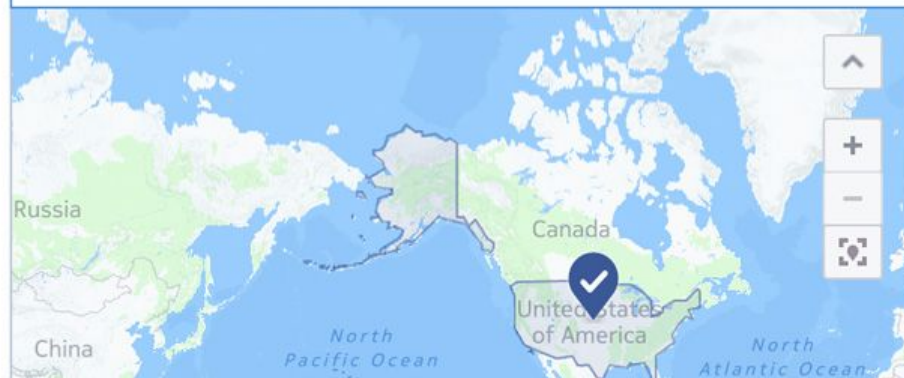
Everyone in this location ▼

United States

×

📍 **United States**

📍 Include ▼ | Add locations



If you're just starting out with Facebook ads, choose a first world country to begin with (to test the waters ..).

I leave gender, language settings and age blank.

Let's talk about targeting now ..

There are a few different ways how you can target the right people with Facebook ads. I'm going to explain how to do it, if you're pretty new to Facebook advertising.

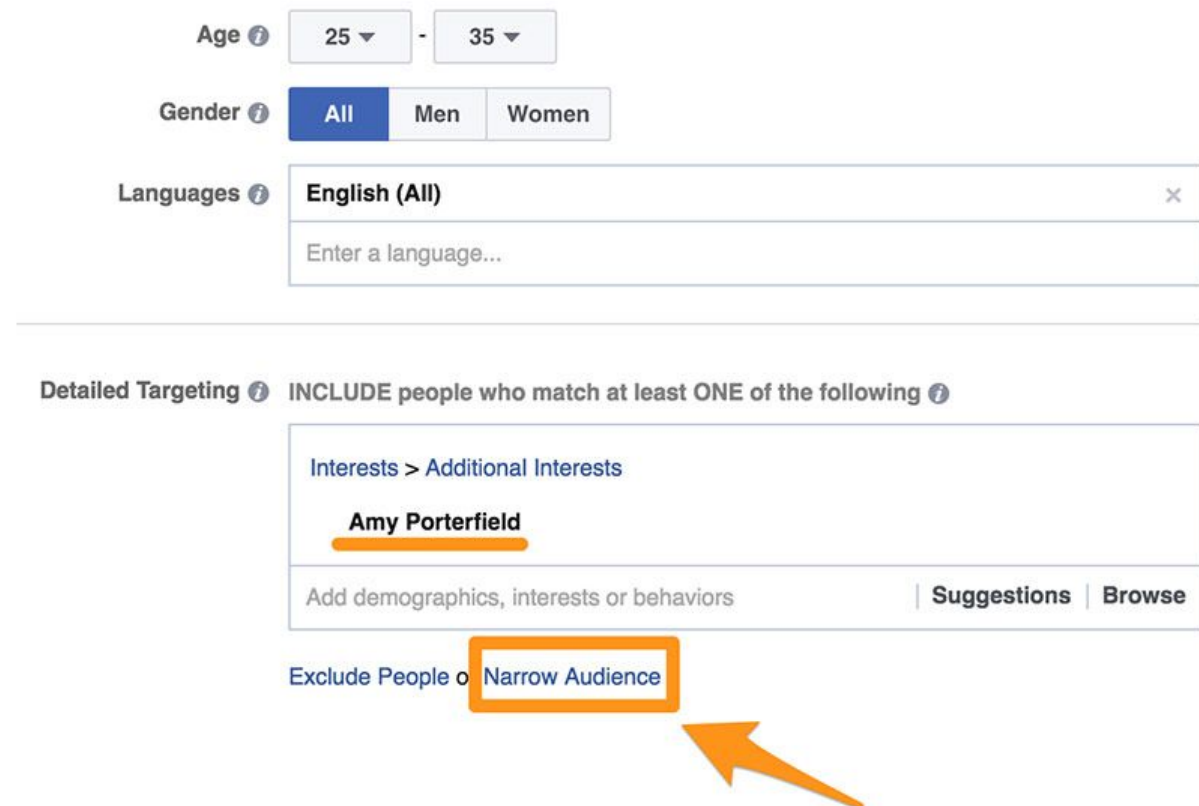
Ok ..?

If you're new, you need to start with interest targeting. If you have around 30 email signups tracked by your Facebook pixel, you can move away from interest targeting.

To explain why this is the case, I would need to write a whole new blog article ..

When I first started out with Facebook ads, it took me a whole weekend to really understand which interests I would like to target on Facebook.

Make sure you use [Facebook Audience Insights](#) to find the right interests for your own business.



The image shows a screenshot of the Facebook ad targeting interface. At the top, there are three sections: 'Age' with dropdowns for '25' and '35', 'Gender' with buttons for 'All', 'Men', and 'Women', and 'Languages' with a dropdown for 'English (All)'. Below these is a horizontal line. Underneath the line, there is a section titled 'Detailed Targeting' with a sub-header 'INCLUDE people who match at least ONE of the following'. A box contains the text 'Interests > Additional Interests' and 'Amy Porterfield' which is underlined in orange. Below this box are the options 'Add demographics, interests or behaviors', 'Suggestions', and 'Browse'. At the bottom, there is a section 'Exclude People of' with a dropdown menu set to 'Narrow Audience', which is highlighted with an orange box and an orange arrow pointing to it.

After hours of research, I decided to show my ads to people who are interested in "Amy Porterfield" and "Russell Brunson". These are two successful marketers with similar audiences.

I try to narrow down my audience as targeted as possible. That is why I only show my ad to people who are interested in **BOTH** marketers. This can be done with the "Narrow Audience" option.

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

Amy Porterfield

Add demographics, interests or behaviors | Suggestions | Browse

and **MUST ALSO** match at least ONE of the following ⓘ

Interests > Additional Interests

Russell Brunson

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People or Narrow Further

Connections ⓘ Add a connection type ▾

Save this audience

My personal experiments showed that targeting mobile devices is cheaper than desktop. But you need to test this for yourself.

How?

Create one campaign with two ad sets. One for mobile only. Then just duplicate this ad set and target desktop devices.

Wild Audience (10208183701482832) ▾

+ Create Ad Set ▾ Duplicate ▾ Edit Quick Edits ▾ ↻ 🗑️ 👤 ↔ 📄

🔍 Search ▾ ⚙️ Filters ▾ Always show new items 📧 Campaigns: (1) × 📄 Ad Sets: (1) ⌵ Apply

<input checked="" type="checkbox"/> 1	📄 Ad Sets							
<input type="checkbox"/>	Ad Set Name		↑	⚠️	Status			
<input checked="" type="checkbox"/>	2nd BP 1MIN FLASH - WC - DESKTOP	✎	↑		🔴			
<input type="checkbox"/>	2nd BP 1MIN FLASH - WC - MOBILE				🔴			

Let both ad sets run for at least 3 days and then drop the worse performing one ..

And how does my ad look like ..?

Voila ..

Bastian from Wild Audience
Sponsored (demo) · 🌐

hey 😊 I saw you're interested in Marketing Funnels!
I wrote a blog post about how to build a Marketing Funnel for your Blog & Online Course.
I walk you through my funnel step-by-step and show you how to replicate it. sounds good?

I Build Marketing Funnels for a Living. And this is my Personal Funnel.

A crazy Marketing Funnel for Online Courses!
Do you sell OR want to sell Online Courses?
WILDAUDIENCE.COM | BY BASTIAN ERNST [Learn More](#)

👍❤️ 161 2 Comments 2 Shares 🗨️

👍 Like 💬 Comment ➦ Share

I don't want to come across as some corporate company. Or marketer. Or business person. **But like a friend.**

Why? Because people on Facebook check out what their friends and family are up to.

No business suit. Not much fancy marketing language.

Just as I would post on my own Facebook profile ..

I use [UTM parameters](#) to see the visits/conversions of this Facebook ad campaign in my Google Analytics dashboard (just to double check the numbers ..).

That's it :)

This is the ad I use to pull new readers into my funnel. Once in my funnel ..

Well.

Read on to see what's happening next :)

3) Convert Readers into Email Subscribers with Content Upgrades

Listen up ..

This is a key paragraph.

Why is it important to get people onto your email list?

Well.

Everyone who puts themselves on your email list is part of your tribe. And your email list is like **the home of your tribe**. That's the place where everyone hangs out.

:)

And that's the place where you can create **trust** with new leads and establish a **relationship**. That's your only focus before you make a sale. Your job is to become the **trusted advisor** of your tribe.

And once someone is on your email list, you get the chance to become this trusted advisor.

But ..

How do you get readers on your email list?

I use two strategies to convert people from readers into email subscribers.

- **First:** Content Upgrades.
- **Second:** Everyone who doesn't become an email subscriber through the content upgrade, will be retargeted with a Facebook ad.

Let me explain ..

How does a Content Upgrade work?

You can check out [this blog article of mine \(444 shares as I write this\)](#) where I use two content upgrades (look for the 2 black rectangles ..).

A content upgrade is like a bonus.

If you write a blog post about *"How to do SEO Keyword Research"*, you could offer your own Keyword Research, which you did for your own blog, as a content upgrade (that's super helpful & actionable stuff!).

A content upgrade is **100% related to the content of your blog post**. A content upgrade is an extension of your blog post.

And only the people who are interested in the topic of your blog article will take advantage of the content upgrade. And since your blog post & content upgrade are highly related to your paid product/service, **you have a hyper-targeted potential customer on your email list :)**

Make sense, right?

Good.

But here is the thing ..

Not everyone who reads your blog post will sign up to get the bonuses.

This is a problem.

But I have a solution, my friend ..

:)

4) Retarget Everyone with Facebook Ads who don't Convert through your Content Upgrade

In this chapter, I'll discuss how to convert everyone who reads your blog post but doesn't become an email subscriber.

I retarget these people with a Website Conversion (WC) FB ad.

Why?

Because my goal is to get them to sign up (convert ..).

Here's what I do ..

First of all, I create a Facebook custom audience. If you don't know what this is, you can read [this](#) and [this](#) article.

Why do I want a Facebook custom audience?

Because I want to track who reads my blog post but doesn't sign up through my content upgrade. **Why is that important?** Because I would like to show a Facebook WC ad to exactly these people.

Let me walk you through how to create a custom audience ..

Go to your [Facebook Power Editor](#) and select "Audiences" in the top left corner. Hit "Create Audience", choose "Custom Audience" and select "Website Traffic" ..

Account: Wild Audience (██████████) ▾

Ad Account: ██████████

Audiences

Create Audience ▾ Filters ▾ Customize Columns ▾ Create Ad Actions ▾

- Custom Audience
- Lookalike Audience
- Saved Audience

	Type
<input type="checkbox"/>	Saved Audience
<input type="checkbox"/> Social Triggers	Saved Audience
<input type="checkbox"/> People who signed up in the last 10 days	Custom Audience Website

Create a Custom Audience

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

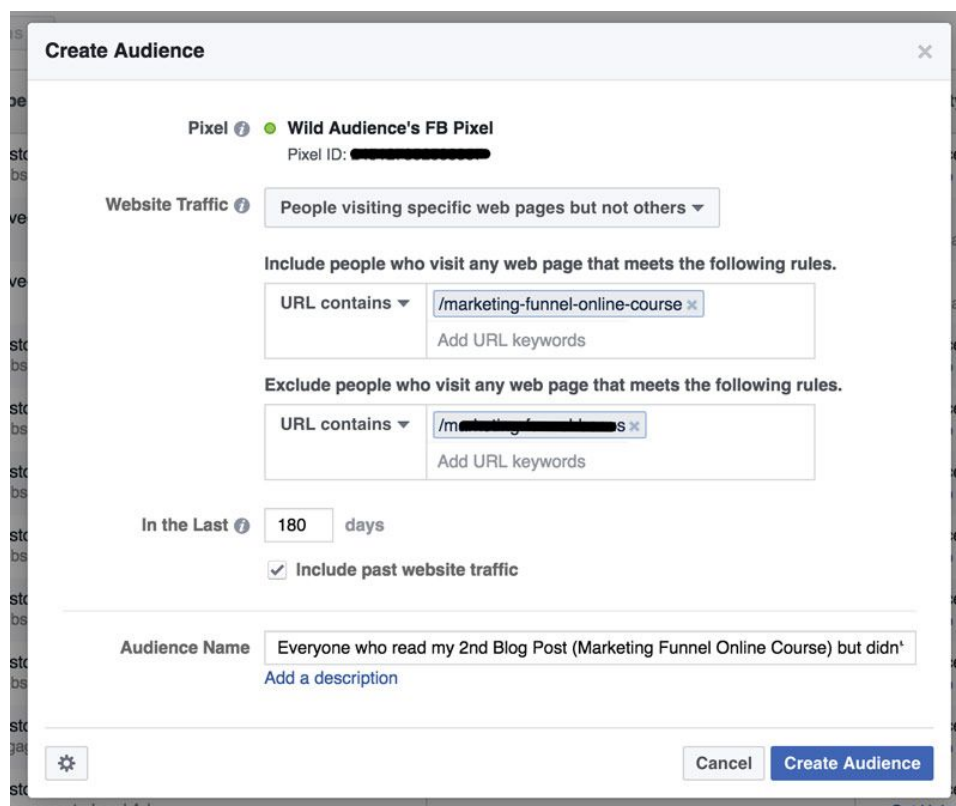
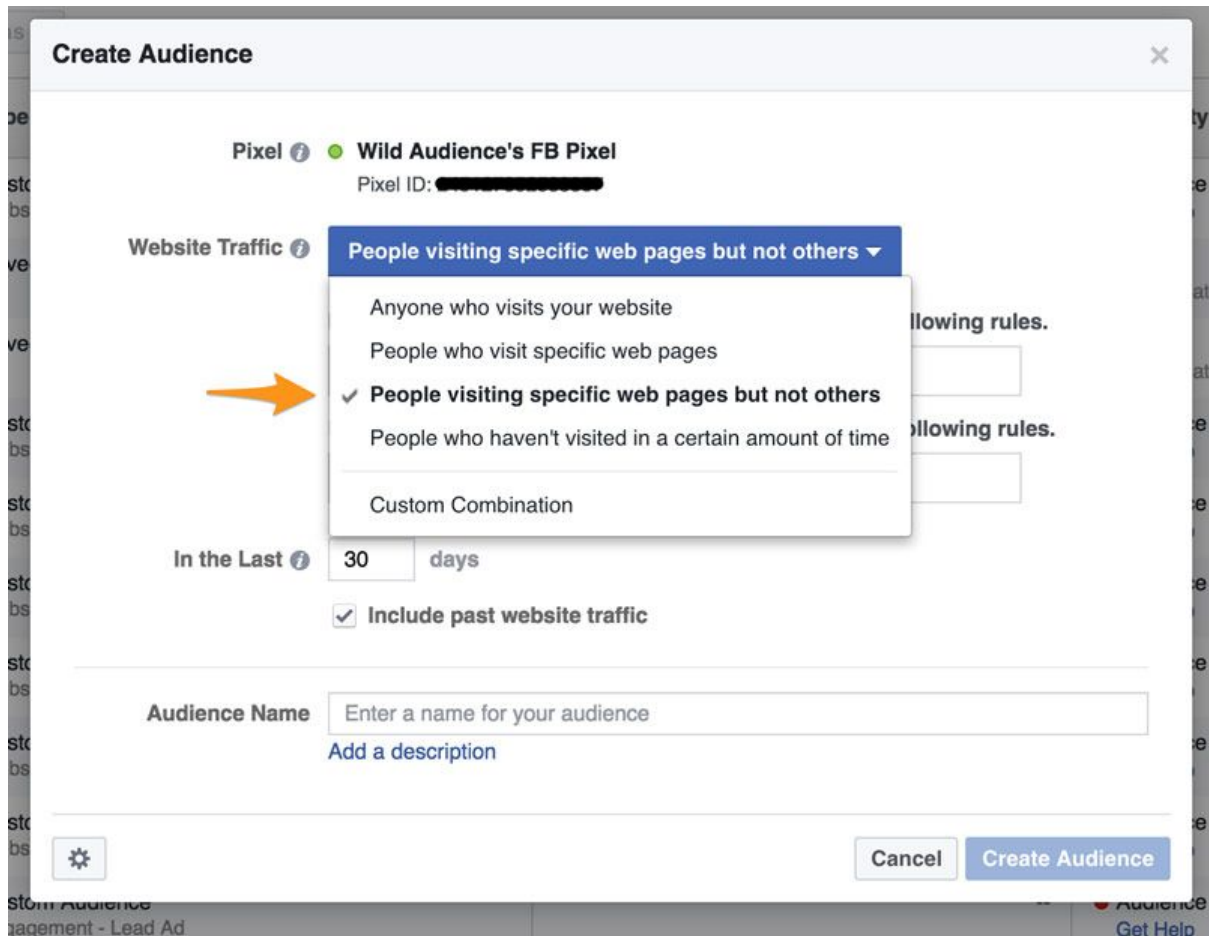
- Customer File**
Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.
- Website Traffic** ←
Create a list of people who visit your website or view specific web pages
- App Activity**
Create a list of people who have taken a specific action in your app or game
- Engagement on Facebook** NEW
Create a list of people who have engaged with your content on Facebook

This process is secure and the details about your customers will be kept private.

Cancel

Remember: I want to track who reads my blog post but doesn't sign up through my content upgrade.

Follow the instructions of the next two screenshots to achieve exactly that ..



I'd suggest choosing "URL contains" (rather than "URL equals") in this case because you might use UTM parameters for tracking purposes and then the whole thing doesn't work.

I put the URL of the blog post in the first box and the URL of the bonus area or thank-you page (example: /your-bonus) in the second box. The **second URL is the place where people arrive after they sign up** with their email address.

I want to exclude the people, who arrive on the second URL, from my Facebook ad. Because they already signed up.

Does that make sense?

Good :)

You now have your custom audience on Facebook.

Great job!

Let's move on ..

I use a Facebook WC ad to talk to people **who ALREADY read my blog post but DIDN'T sign up through the content upgrade.**

Every time someone reads my blog post but doesn't sign up via my content upgrade, the person will be added to my custom audience on Facebook.

Once the person is added to my custom audience (this happens automatically) ..

.. Facebook will show this person my ad.

Pretty cool, huh?

But ..

Why is this so powerful?

Well.

To attract cold leads with Facebook ads may get expensive.

It's cheaper to get people onto your email list with Facebook ads, **who already know you and your brand.**

They already read your blog post ..

Right?

So they know you.

Which means it's much easier to get that person to give you their email address in exchange for an ebook, a 7-day challenge, email course or boot camp.

Do you agree?

Cool.

What kind of Facebook ad could you create?

This is up to you.

The ad needs to be related to your blog post ..

I'll give you an example ..

Let's assume the ebook you're reading right now would be a blog post and is called ..

"Need a Sales Funnel for your Online Business? Try this."

There will be an opportunity for you to take advantage of my bonus (content upgrade) and enter your email address.

A lot of people will do this ..

:)

But some won't.

That's the way it is ..

And all the readers with a Facebook profile, ***who don't sign up***, will see an ad on their Facebook Newsfeed probably the next day. The could say something like this ..

"Download my **free ebook** to learn how to build a Sales Funnels for your online business ..".



Bastian from Wild Audience

5 hrs · 🌐

How much did your Online Course make yesterday?

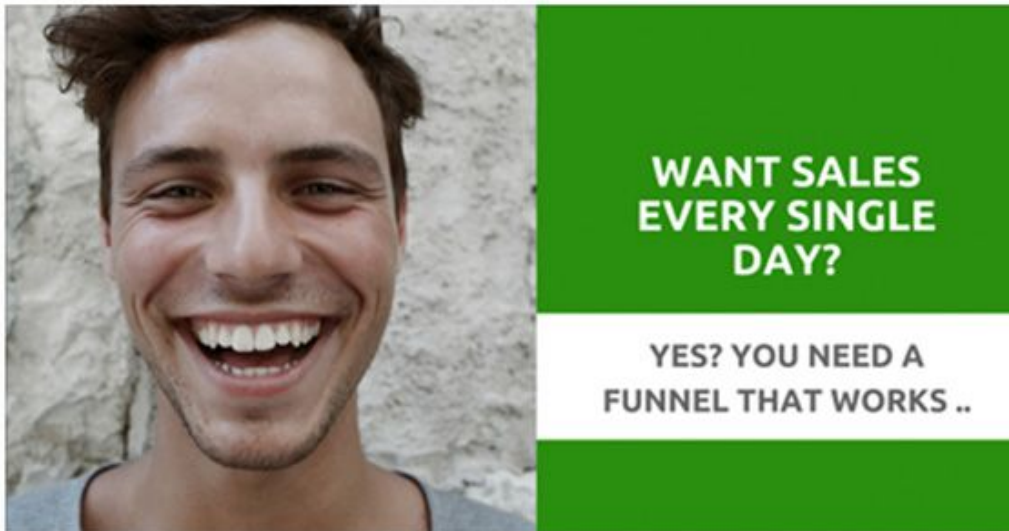
I put together an Ebook (42 pages) to show you exactly how to create a Sales Funnel for your Online Course.

How awesome would it be to make sales every single day ..? 😊

This is what you will learn:

- Facebook Ads Funnel (Paid Traffic)
- Facebook Groups Outreach System
- How to build a Relationship Builder Email Automation to turn a cold audience into a warm audience
- The simplest technique to boost your customer lifetime value

You Can SignUp Here: <https://wildaudience.com/lp/fb-ebook/>



Need A Sales Funnel For Your Online Course?

Make Sales Every Day. Learn How On The Next Page.

GET A FREE EBOOK | BY **BASTIAN ERNST**

[Learn More](#)

👍 Like 💬 Comment ➦ Share 📄 Buffer

This is the structure of my ad ..

1. Ask a question? (to get attention)
2. Tell the user exactly what she will get
3. More details
4. CTA & Link For SignUp

If they click the ad, they will land on [my landing page](#). (this is just a copy of the real one, don't worry ;))

The landing page has a video and looks like this ..

NEED A **SALES FUNNEL** FOR YOUR ONLINE COURSE?



HOW TO ACCESS THE EBOOK ?

FREE DOWNLOAD: 'HOW TO BUILD AN ADVANCED MARKETING FUNNEL FOR ONLINE COURSES'

Please sign up with your personal email address.
(let's become friends, no?)

[GET ACCESS NOW](#)

Re: funnel automation #2 (part 7 of 9) [Inbox](#) *That one made me Smile :-)*

Pam Prior
to me
8:06 AM (3 minutes ago)

Perfect. PS - in all of my research of late, you are, by far, the most awesome marketer I've come across. I honestly didn't think I'd succumb to your funnel, but you made me laugh out loud and trust you at the same time. Nice work.

It's About Trust ..

(no subject) [Inbox](#)

Landon Porter
to me
5:09 PM (2 hours ago)

Hey man, the last email I got was the day before yesterday... 3of9... Clicked the link that takes me to your website page that says "you'll definitely be receiving the next email..." I didn't get one yesterday and all the emails I've received so far in this automation came around 8-50 minutes... Seriously, I checked my email like 30 times yesterday waiting for the next one and even went back through the last email to make sure I didn't miss anything, even clicked the link again, reread the page.

Just making sure it's not broken... And some feedback that I wish that next email came yesterday... Hoping it still comes today :)

This, this way that I can't wait to get more is exactly how I want our tribe to feel.

It's How You Get Your Email Subscribers To Wait For Your Next Email ..

My chance to convert people who already know my blog post is much higher now. One of the Facebook advertisers I learned a ton from is [Jon Loomer](#).

"I'll say it over and over again, but the number one reason that advertisers fail with Facebook ads is targeting. They go straight for the jugular by targeting people who don't know them to get the lead or sale."

- Jon Loomer

And this exactly what we try to avoid ..

Let's recap for a second ..

- **First:** Write a killer blog post and promote it through Facebook ads (*don't ask for a sale! just pure value first!*) and other promotion techniques to get people to read your blog post.
- **Second:** Convert readers into email subscribers with a content upgrade.
- **Third:** Retarget everyone with a Facebook ad who reads your blog post but haven't become an email subscriber yet.

5) Create Trust and Establish a Relationship with an Email Sequence

This is my favorite part.

My absolute favorite part.

.. Bonding with new leads through email automation.

And I'm telling you ..

It's extremely powerful.

:)

If you know how to do it right ..

And today ..

I'll share with you how to write emails that build trust and establish relationships with new leads.

You do this by creating an email sequence.

I call this the ***Relationship Builder Sequence*** or RBS.

An RBS is a sequence of emails you send out automatically.

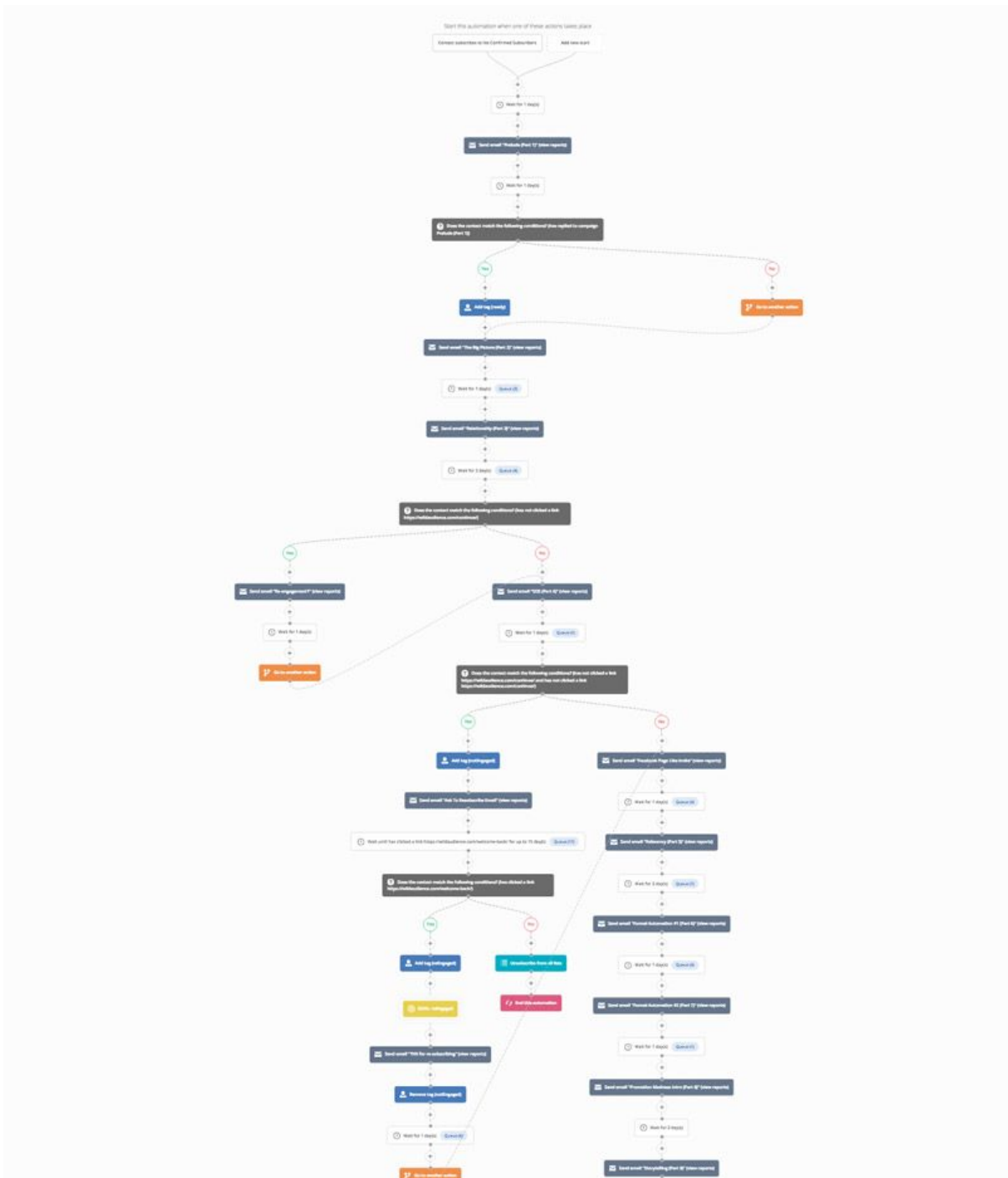
Yes, on autopilot.

:)

You don't send them manually!

You use an ESP (Email Service Provider) like ConvertKit, InfusionSoft or [ActiveCampaign](#) (the one I use and love).

Take a look at my RBS ..



A screenshot of my zoomed out RBS.

Pretty cool, huh?

That's the email sequence I use to build trust and establish a relationship with new leads. It's a series of 9 lessons **to teach new leads the basics of sales funnels for online businesses.**

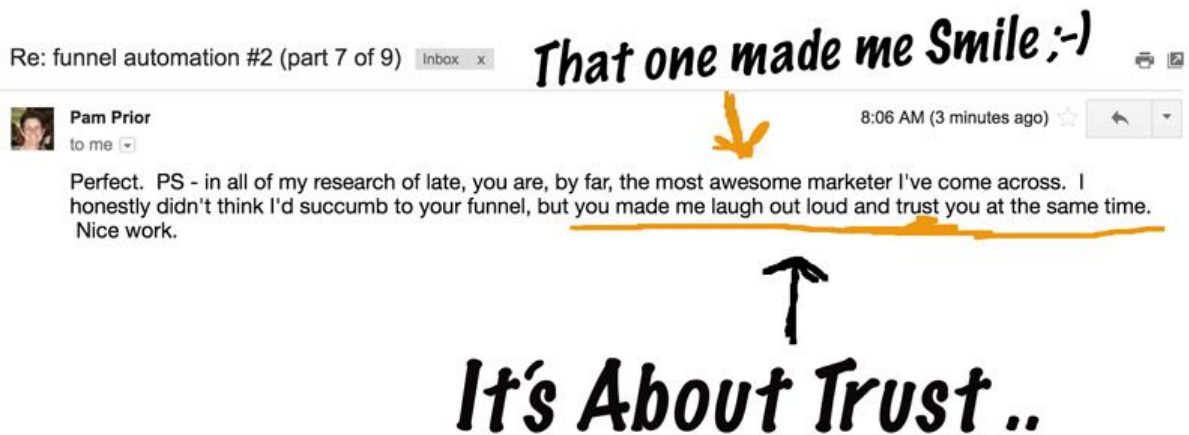
It is designed to deliver as much value as possible to my new email subscribers.

I give away some of my secrets but never all of them.

Never.

My goal is to teach, advise, help and guide my new tribe members to help solve their problems.

I want to become their trusted advisor ..



And sometimes I tease them :)

- I activate people in the first email (you could sign up to see how I do it ;)) ..
- I ask them to click specific links in order to get the next email ..
- I use engagement techniques like Open Loops, Nested Loops and Cliffhangers to make them wait for future emails ..

Seriously, this stuff is super duper awesome.

But too advanced to cover in this ebook ..

If you're seriously interested though ..

I created a summary of the most important engagement techniques for email marketing.

[You can access here ..](#)

And it works like magic ..

If you use cliffhangers right you get people to respond to your emails like that .. :)

RE: storytelling? (part9) Inbox x 🖨️ 📧

 **Clara** 3:19 PM (6 minutes ago) ☆ ↩️ ⌵

to me ⌵

hey basti,


I still don't know what Warren Buffett and Bill Gates said 😊
your emails drive me crazy !!

Clara


goal accomplished :-)

Or this one is even better :)

(no subject) Inbox x 🖨️ 📧

 **Landon Porter** 5:09 PM (2 hours ago) ☆ ↩️ ⌵

to me ⌵

Hey man, the last email I got was the day before yesterday... 3of9... Clicked the link that takes me to your website page that says "you'll definitely be receiving the next email..." I didn't get one yesterday and all the emails I've received so far in this automation came around 8:50 my time... Seriously, I checked my email like 30 times yesterday waiting for the next one and even went back through the last email to make sure I didn't miss anything, even clicked the link again, reread the page.

Just making sure it's not broken... And some feedback that I wish that next email came yesterday... Hoping it still comes today :(

This, this way that I can't wait to get more is exactly how I want our tribe to feel.


***It's How You Get Your
Email Subscribers To
Wait For Your Next Email ..***

Anyways ..

I hope all of this makes sense ..

Because it's time for ..

6) Story-sell your Product/Service

At this point in time, you have already created trust and established a relationship with your email subscribers.

It's time to offer your email subscribers the opportunity to step up their game ..

Or in other words ..

It's time to make the sale.

Let me show you how I do this ..

In my RBS I place **a few links to my sales page** in the PS section of my emails. It looks like this ..

You're in my sphere of influence now.

*Where I get to **connect with you on a far deeper & more personal level.***

And there's a good chance that, if not now, at some point you'll become a valued customer of mine.

It's almost inevitable.

This is the result of many years of hard work ..

If you like what I have shared with you so far ..

You'll absolutely love this ..

<https://wildaudience.com/> 

The screenshot above is from lesson 5 where I place a "hard-pitch" in the PS section of my email. If the email subscriber clicks the links (*I track this btw!*), he will land on my sales page, which can only be found if you're a Wild Audience tribe member.

There's a lot more to story-selling your product/service .. but I already hit the 4000 words mark. It's time to wrap things up.

7) Include Upsells to Increase your Customer Lifetime Value

What is CLV?

Customer Lifetime Value (CLV) is the total sales you earn over the lifetime relationship with a customer.

Higher CLV means you can spend more to acquire a customer. Increase your CLV and have a more profitable business.

Simple as that.

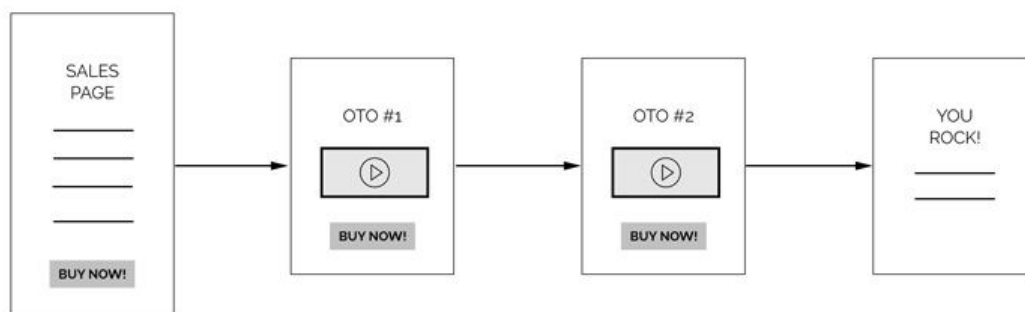
According to [Brian Moran](#), websites which use just a single 1-Click Upsell increase their average customer value by +78%.

That's pretty powerful. I think ;)

That is why I include a 1-click upsell (a product upgrade) immediately after someone purchases my paid product/service.

Instead of sending a new customer to a THANK-YOU page, send her to an OTO page (one-time offer). You could offer a special price for your upsell in this one-time offer.

Checkout my upsell funnel ..



Not a lot of tools can do that .. I use [SamCart](#) to get the job done ..

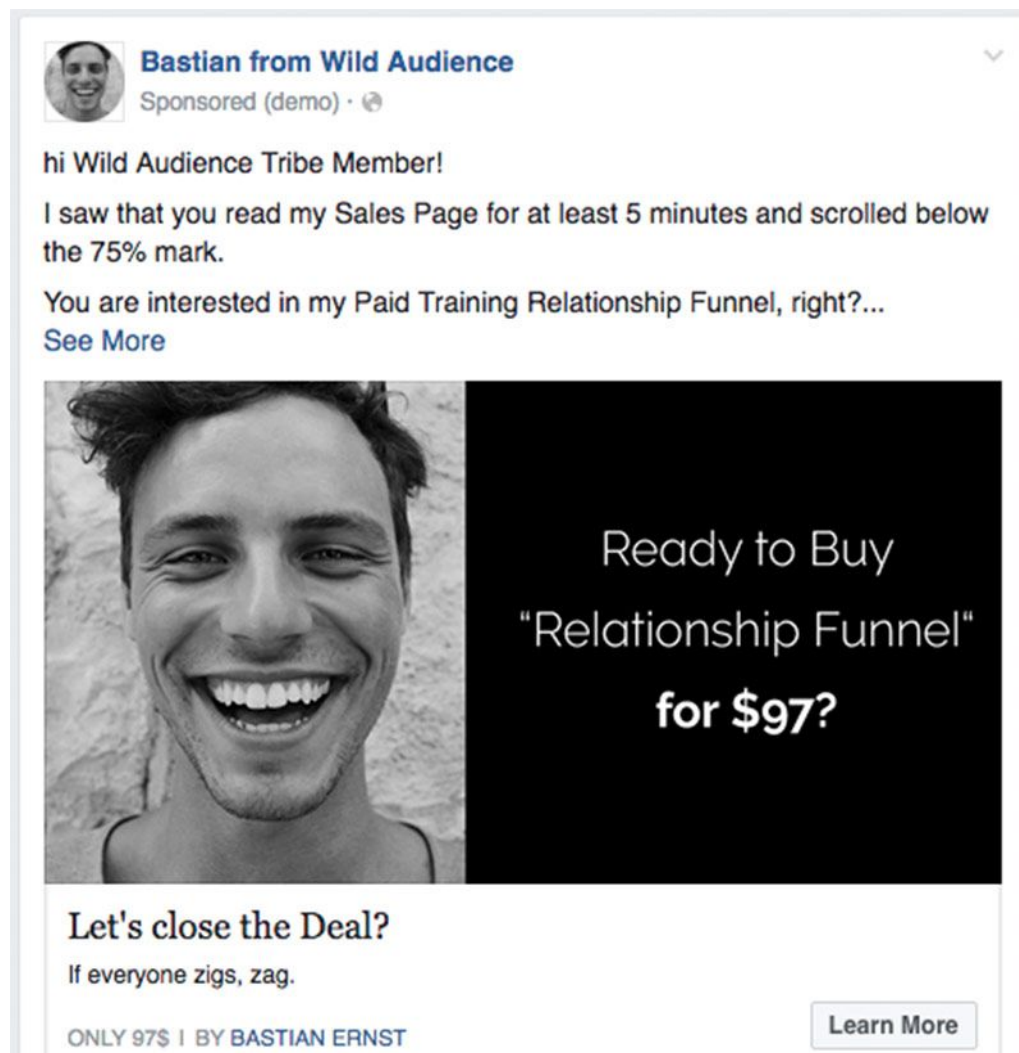
8) Retarget Everyone who Reads your Sales Page but hasn't become a Customer yet

Your Relationship Builder Sequence (email sequence) includes a few links to your sales page. You position these links either strategically in your email body or in the PS section of your emails.

And I like to take it a step further ..

Instead of relying only on email, I also use Facebook ads to leverage a second communication channel.

I "go-after" the people who read my sales page but haven't become a customer yet. This is how my ad looks like ..



A screenshot of a Facebook advertisement. At the top left is a profile picture of a man and the name "Bastian from Wild Audience" in blue. Below the name is "Sponsored (demo)" with a small globe icon. The main text of the ad reads: "hi Wild Audience Tribe Member! I saw that you read my Sales Page for at least 5 minutes and scrolled below the 75% mark. You are interested in my Paid Training Relationship Funnel, right?... See More". Below the text is a large image split into two parts: on the left, a black and white close-up of the same man smiling broadly; on the right, a black background with white text that says "Ready to Buy 'Relationship Funnel' for \$97?". At the bottom left of the ad, it says "Let's close the Deal? If everyone zigs, zag." and "ONLY 97\$ | BY BASTIAN ERNST". At the bottom right is a button that says "Learn More".

Bastian from Wild Audience
Sponsored (demo) · 🌐

hi Wild Audience Tribe Member!
I saw that you read my Sales Page for at least 5 minutes and scrolled below the 75% mark.
You are interested in my Paid Training Relationship Funnel, right?...
[See More](#)

Ready to Buy
"Relationship Funnel"
for \$97?

Let's close the Deal?
If everyone zigs, zag.
ONLY 97\$ | BY BASTIAN ERNST

[Learn More](#)

Remember, the people who see this ad ..

- Read at least 1 blog post.
- Open the majority of my emails.
- Check out my sales page.

These people are hyper-relevant potential customers, who know me, my brand and my paid product.

But they have not yet purchased my paid product for some reason.

I included the price in my Facebook ad to **only** attract people who are willing to pay for my product. People who don't want to spend the money probably won't click.

Your Next Steps ..

I hope you enjoyed this ebook ..

And learned a thing or two ..

This was my goal :)

Let me ask you something ..

Do you run an online business?

If yes ..

Do you have a funnel in place that generates sales every single day ..?

Every single day ..?

Think about it ..

If you feel like upgrading your "game" ..

Make sure to pay attention to the email lessons I'm going to send over to you in the next couple of days ..

If you liked this ebook, you will absolutely LOVE my free course ..

And promise me to take action.

Take what you learned in this ebook and apply it to your online business.

It's time for action. Baby :-)

Thanks, You rock!



Bastian :-)