

BUILD YOUR FIRST SALES Funnel

ONE OF THE FIRST STEPS TO TAKE WHEN STARTING A BUSINESS



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In this guide, we'll cover everything from the basics to optimization, helping you set up a funnel that makes it easy to generate revenue for your digital marketing campaigns. Here is the table of contents that shows you how the guide is organized.

I would recommend going through it in order, and clicking on the links provided to obtain additional information. To keep this guide from being super long, we provided links to detailed information and other tutorials you might need to build your funnel.

Please note that there is information that you'll need to set this up so that it works well for you. Be aware that if you skip over sections, you may miss something that makes your sales funnel amazing!

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You've started a business and you want to know the first thing you should do to improve your chances of success. To have a thriving successful business, you need an audience of people who are looking for what you

sell. So for that reason, the first thing you should do is build a sales funnel. Going through the sales funnel process will enable you to learn a lot.

Building a sales funnel will prompt you to learn about an audience of potential customers that you hope to work with. It will require you to understand the challenges faced by your ideal customers, the people who will be the best fit for your products and services.

You'll find that the more you know about their needs, wants and the things they dream of doing, the better you'll be at helping them. The better you are at helping your audience, the more you can potentially earn.

Starting a new business is not for the faint of heart, but it also not as hard as one might think. In this process, you'll learn a lot about yourself, in terms of your ability to problem solve, communicate and learn new things. These days, we're all using technology in some way or another. Why not use it to build something that can make our lives better? And that's something we can help with.

Read this guide to build your first funnel and most importantly, build an audience of people who know, like and trust you. That's the first step to promoting and selling products and services on a global stage.

Getting Started

You might be wondering what a sales funnel is. A sales funnel focuses on creating a smooth buyer's journey for your customers from their first click to the final purchase.

But most new business owners struggle to build one on their own, because they feel they don't have enough design or marketing knowledge. The great news is you don't need to be an expert sales rep or marketing strategy whiz to build a successful sales funnel.

You don't have to be a tech guru or know how to code or any of that stuff to build an amazing funnel that can help you reach your sales and marketing goals.

And you'll see that in this tutorial.

Keep reading to learn a straightforward, step-by-step guide on building a **complete** sales funnel. Be sure to **click on the links** in each section to gain additional details about the subject being covered.

Who Are Your Ideal Customers?

Building a sales funnel involves taking your customers through a buying process. And to do that, it's important to know a little about them, so that you can build a process that attracts them to your business and motivates them to take the next step in the buying journey.

Contrary to popular belief, everyone is not your customer. There will be people who are an excellent fit for your products and services. Those are the people you want to work with. There are also people who might be a good fit for what you have to offer in the future. You want to work with people in both groups.

There are also people who will probably never buy what you have to offer. Notice the operative word probably. This means there's a slight chance that they may change their minds. And while you want to be available to them in the event that something changes, you really want to place your focus on people who know they need your products and services. Take a moment to read about your [ideal customers](#), and keep them in mind when you're building your sales funnel. You will also want to create [buyer](#)

[personas](#), to make this create a sales funnel that really connects with the right people.

A Sales Funnel vs a Lead-Gen Funnel: What's the Difference?

We've come across new entrepreneurs who tend to confuse lead generation funnels and sales funnels. Both are important for the overall sales process, but the difference between the two is quite clear.

A Lead Generation Funnel

Think of a lead generation funnel as the first step in a customer's journey as you focus on creating and building a relationship with potential customers.

This is where you attract potential customers, gathering key info, like names and email addresses from people who are interested in (and actively looking for) products like yours.

The key word here is **interested**.

There will be a number of people who are interested in your products, services and business in general, but they're not ready to buy. And even though they are not ready to buy today, because of their interest they have the potential to (1) buy, (2) share your content or (3) make a referral in the future. They may be at the beginning stages of the buying process and may need more information before making a purchase.

You can appeal to this person by offering a valuable free offer in return for their contact information. You might offer an eBook, mini course, webinar, consultation etc. Anything of value to your potential customers.

[Generating leads](#) is one of the most important things you can do to build your business.

A Sales Funnel

A sales funnel is the next step in the process.

Once you've gathered a [list of leads](#), the sales funnel is where you nurture and convert them into paying customers. The sales funnel is more about persuasion and guiding prospective customers through the decision-making process.

It involves detailed presentations of your products or services, highlighting solutions to specific pain points, addressing objections, and ultimately leading to a sale.

The sales funnel is where you transform interest in your product or service into action, turning those initial leads into customers.

[Email](#) can be your best friend during this stage of the buying process.

Connecting, educating, informing and handling objections will be your main focus during this stage of the buying process. Read the next chapter to discover email works to help you convert more leads into customers.

Quick Tutorial: Stages of the Sales Funnel

Your sales funnel is split into three different stages — awareness, interest, and decision (conversion).

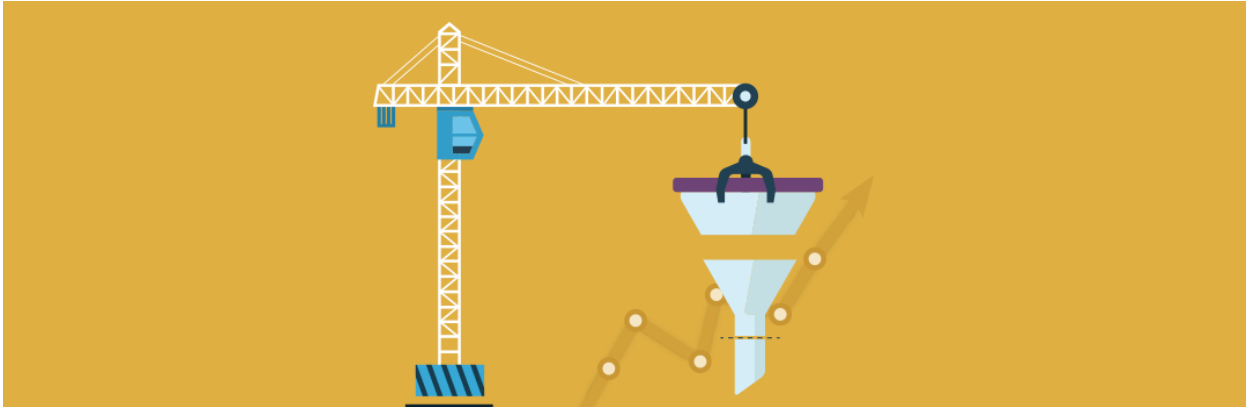


These stages of the sales pipeline are also known as top of the funnel (TOFU), middle of the funnel (MOFU), and bottom of the funnel (BOFU).

- **Brand Awareness** stage (TOFU): Your target audience has just discovered your business (through a social media post, Facebook ad or search engine results page) and wants to learn more. This is where you offer a lead magnet to convert them into leads.
- **Interest stage** (MOFU): Your audience is aware of their problem or need, and are still trying to determine if you can help them. This is where you'll use email and provide more educational content to build trust and boost your leads' interest in your products.
- **Decision stage** (BOFU): At this stage, your [qualified leads](#) are ready to buy and need a push in that direction. Offering an incentive like a coupon or special discount could help accelerate the sales process.

This tutorial focuses on the decision stage of the funnel, where you turn your leads into customers.

Important Elements of a Successful Sales Funnel



Elements Needed for Your Sales Funnel:

- ☐ **Sales Offer:** This is the product or service your audience will purchase
- ☐ **Sales Page:** A landing page focused on outlining your products' benefits and directing your visitors/leads to take action.
- ☐ **Order Form/Checkout Page:** This is where your potential customers submit their order details and initiate the process
- ☐ **Payment Processing Tool:** This tool should integrate seamlessly with your website and support various payment methods like credit cards, PayPal, etc., ensuring a smooth checkout experience for customers.

- ❑ **Upsell and Downsell Pages:** These are optional but highly recommended. After the initial purchase, you can offer additional products or services (upsells) or lower-priced alternatives (downsells).
- ❑ **Confirmation Page:** After the purchase, direct customers to a confirmation page. This page should thank them for their purchase, confirm that their order is being processed, and provide any additional information or next steps (like how to access the purchased product).
- ❑ **Confirmation Email:** This is a critical follow-up that reassures customers their purchase was successful. It should include details of the order, contact information for customer service, and any next steps. It's also a great opportunity to build a relationship with new buyers and turn them into loyal customers.

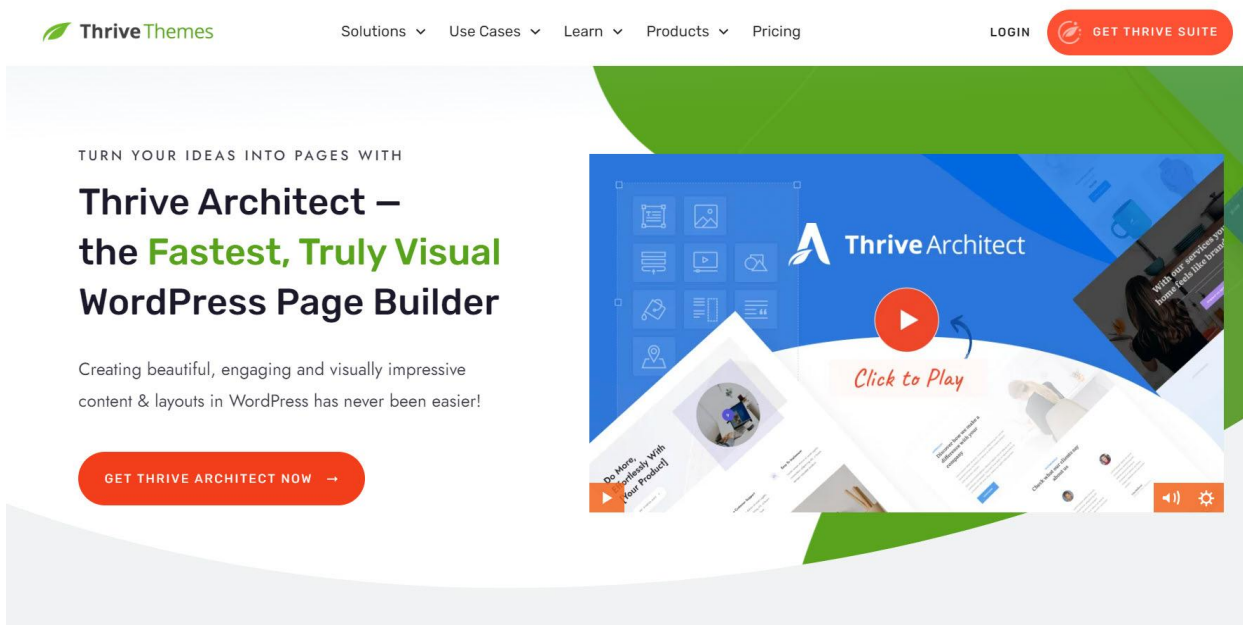
Every component in your sales funnel plays a key role in turning your prospects into paying customers.

You need to make sure every element is well-crafted and seamlessly integrated.

How to Set Up an Effective Sales Funnel (Step-By-Step)

You don't need to be techy or have a team of expert salespeople to create a sales funnel that gets results — and this tutorial will show you just that.

Step 1: Download and Install Thrive Architect



Thrive Architect is the [best landing page plugin](#) for WordPress users. It's the landing page plugin we use for Making It Remotely.

This plugin provides you with a large selection of high-quality, customizable page templates and a drag-and-drop editor to tailor them to match your branding.

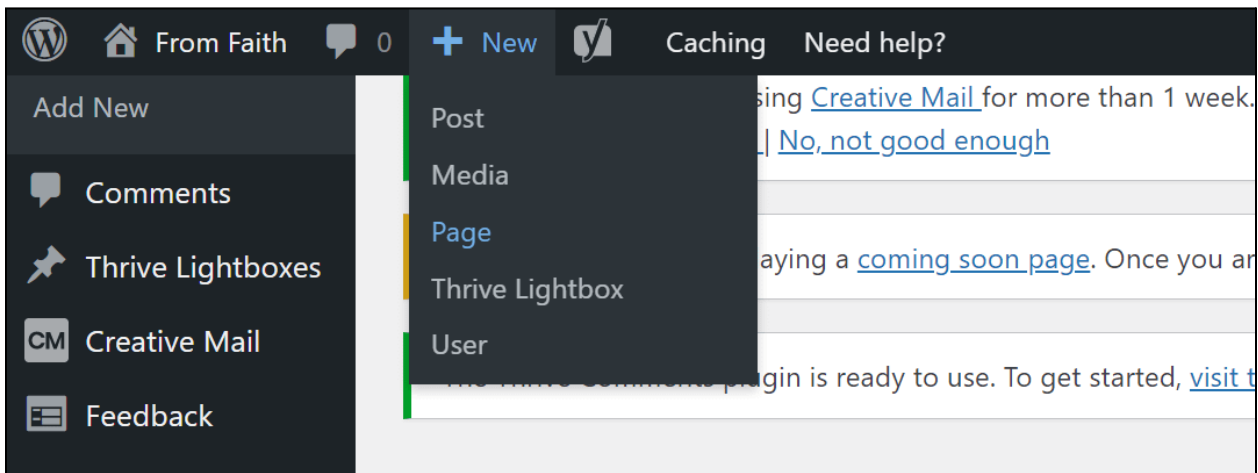
Thrive Architect was built with ease of use and convenience in mind, making it an ideal option for both beginners and advanced WordPress users.

Other Key Features in Thrive Architect:

- Simple drag-and-drop functionality
- Flexible column layouts
- Total font customization
- Illustrated lists to showcase your products or services' key features and benefits
- [Testimonial blocks](#) to highlight glowing customer reviews and win your audience's trust
- [Call-to-action](#) (CTA) blocks to make your site visitors take immediate action

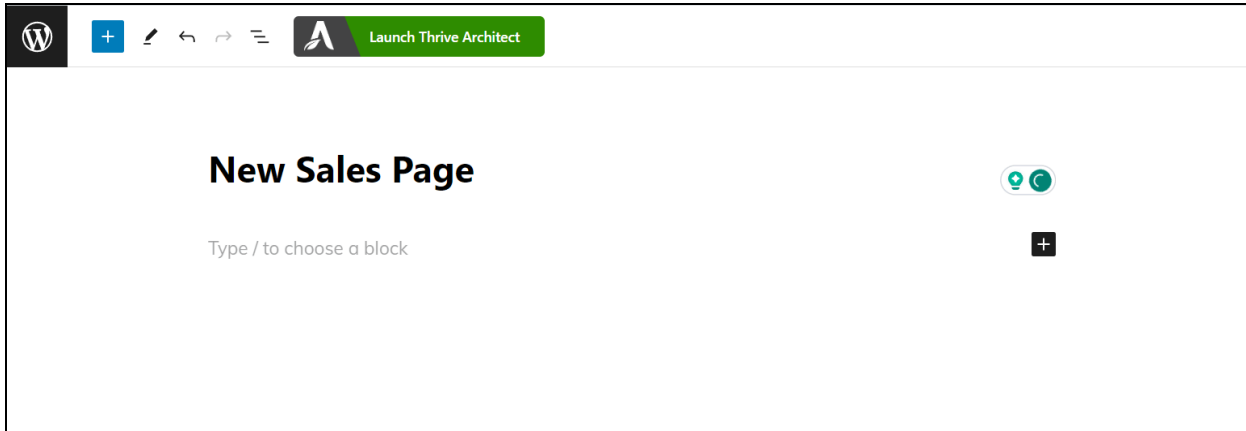
- [Smart pricing tables](#) to impress your visitors and convince them why your products or services are worth the money
...and so much more

Step 2: Create and Customize Your Sales Page

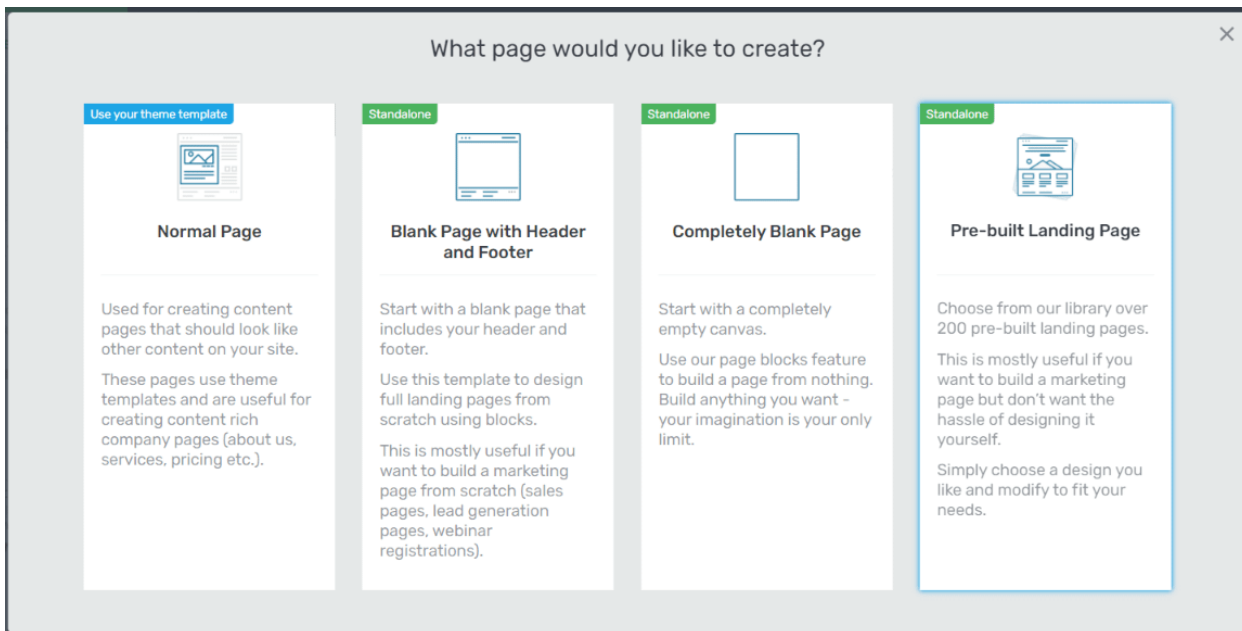


In the WordPress dashboard, click “Add New” and select “Page”.

Name your page, save it and click the green “Launch Thrive Architect” button.



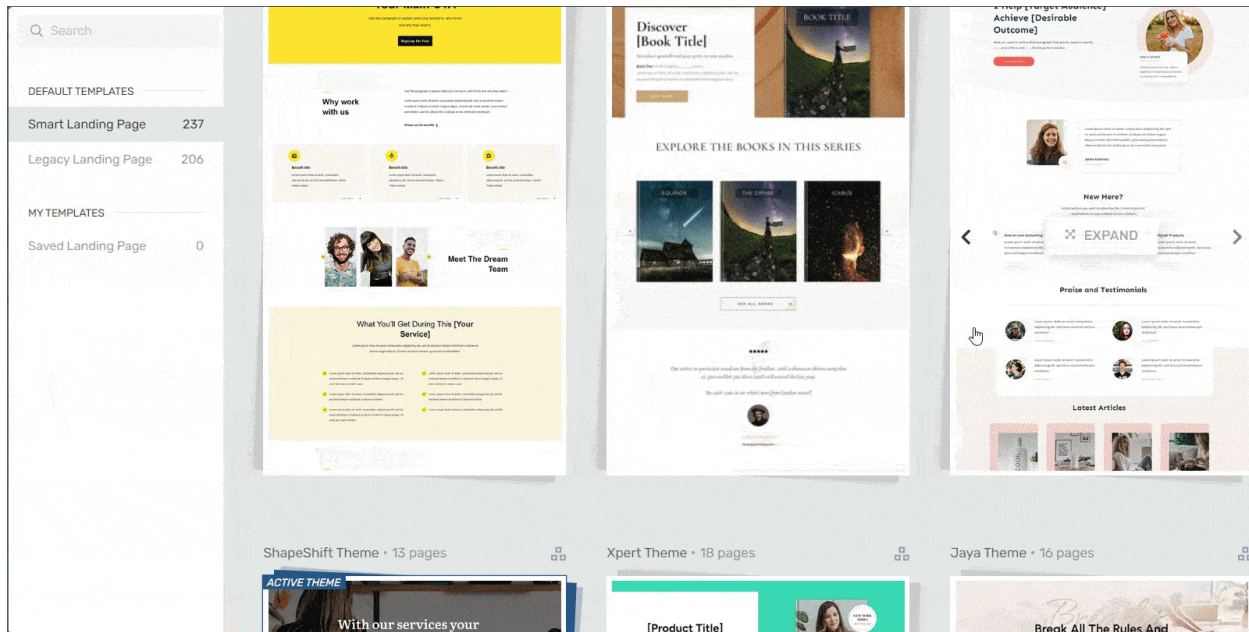
Thrive Architect will provide you with four options:



1. Normal Page
2. Blank Page with Header and Footer
3. Completely Blank Page
4. Pre-built Landing Pages

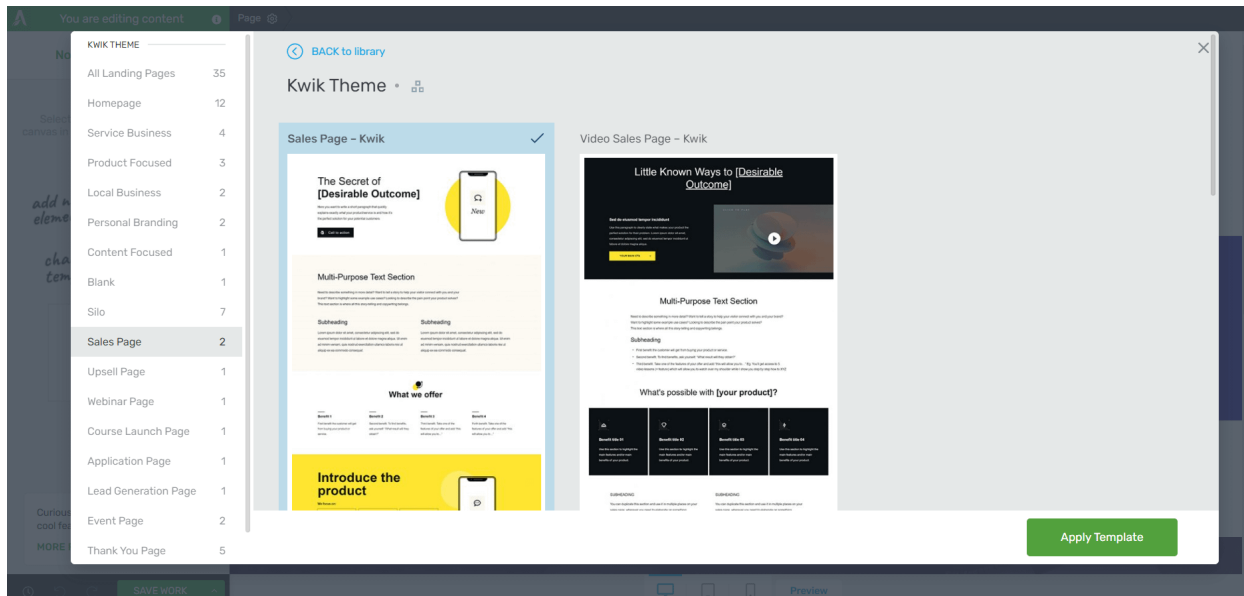
We recommend choosing the "Pre-built Landing Page" option.

In the Landing Page Library, browse through our template sets and select the one you like the best.



Landing page template sets in Thrive Architect

Each set comes with page templates that serve specific purposes. There are also niche specific templates as well. Find a template that best suits what you're looking for and click it.



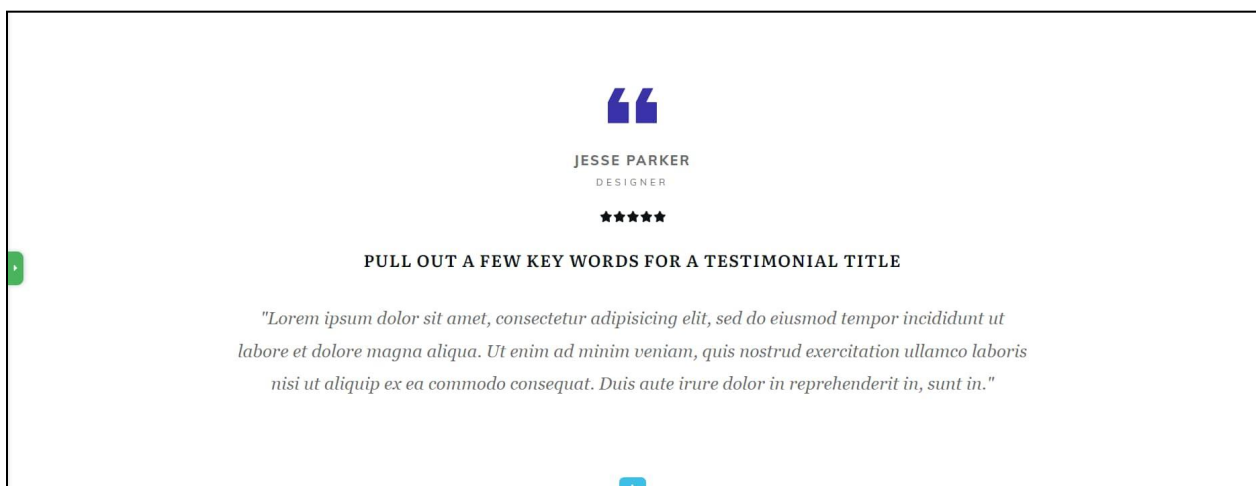
We'll be customizing a sales page template from "[Kwik](#)", one of our landing page sets.

All our landing page templates have everything you need to effectively promote your sales offer:

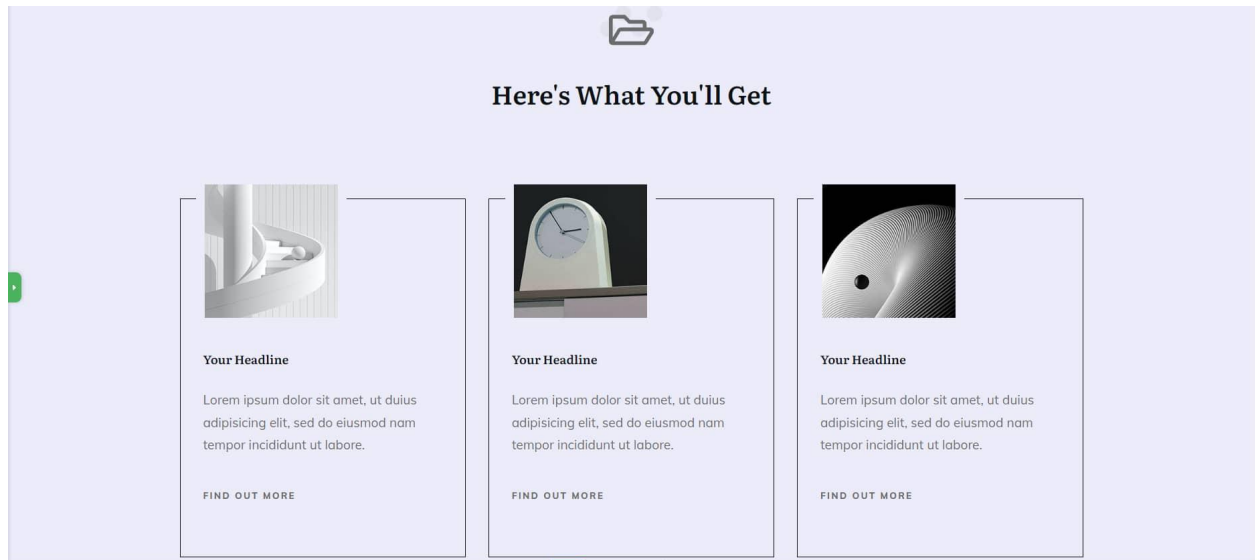
1. An attention-grabbing headline and space to add supporting, persuasive copy.



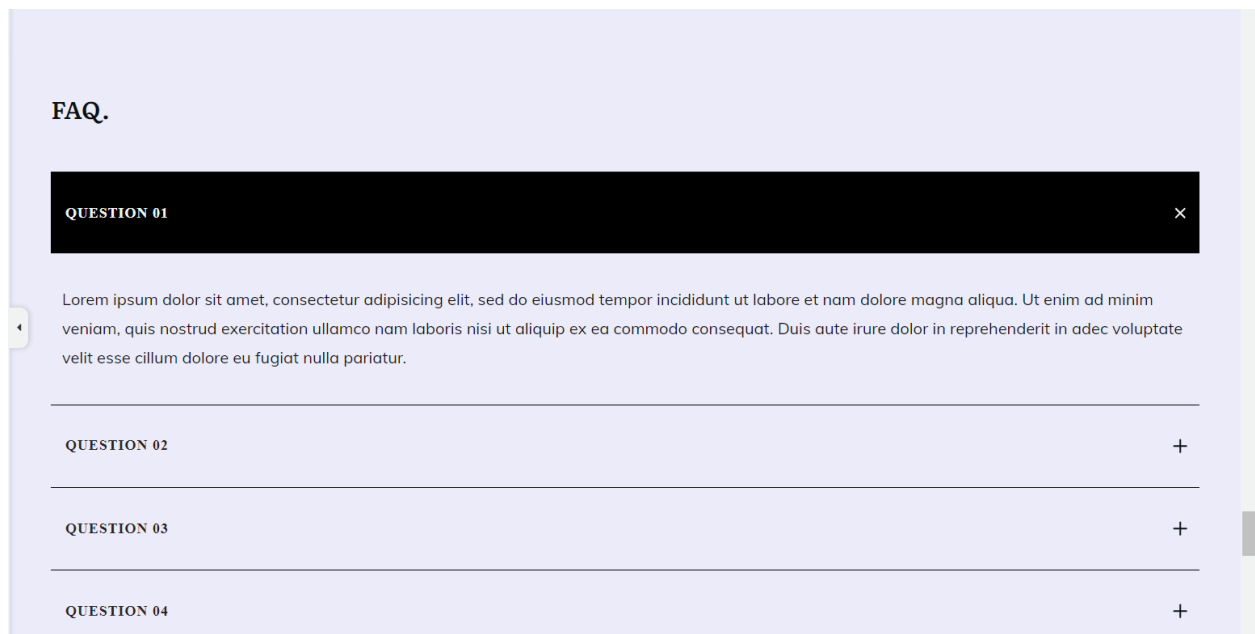
2. A social proof section to add testimonials, case studies, or success stories from people who love your products and services.



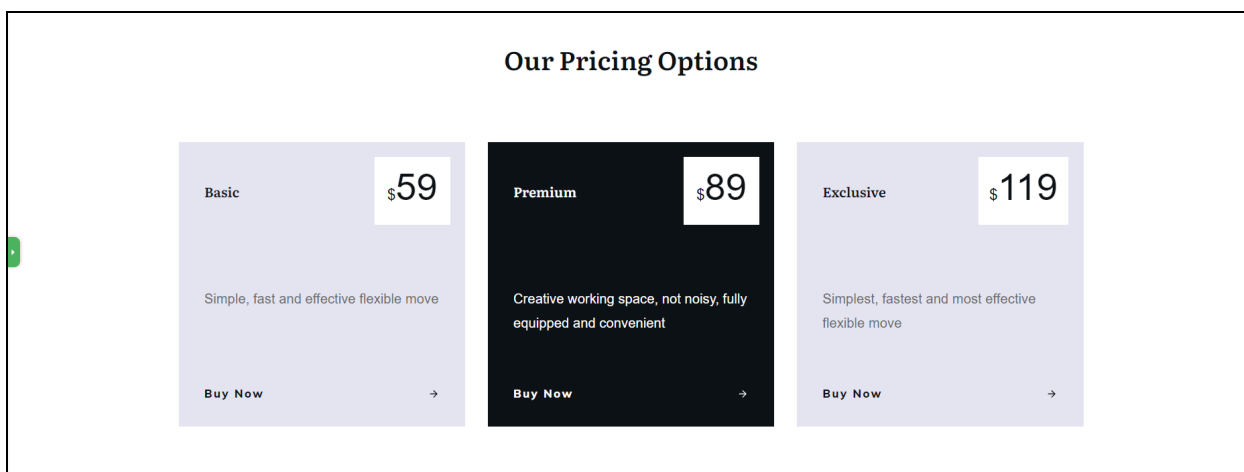
3. A well-crafted “Benefits” section to give your audience an idea of what to expect from your sales offer.



4. A FAQs section to proactively address your potential customers' questions (and possible objections) about your products or services.



5. Pricing tables to clearly depict what your customer can expect when they purchase a product.



Every template comes with helper text, to show you where to add copy and the message it should convey.

So, go through your template and replace the placeholder text and images with your own content.

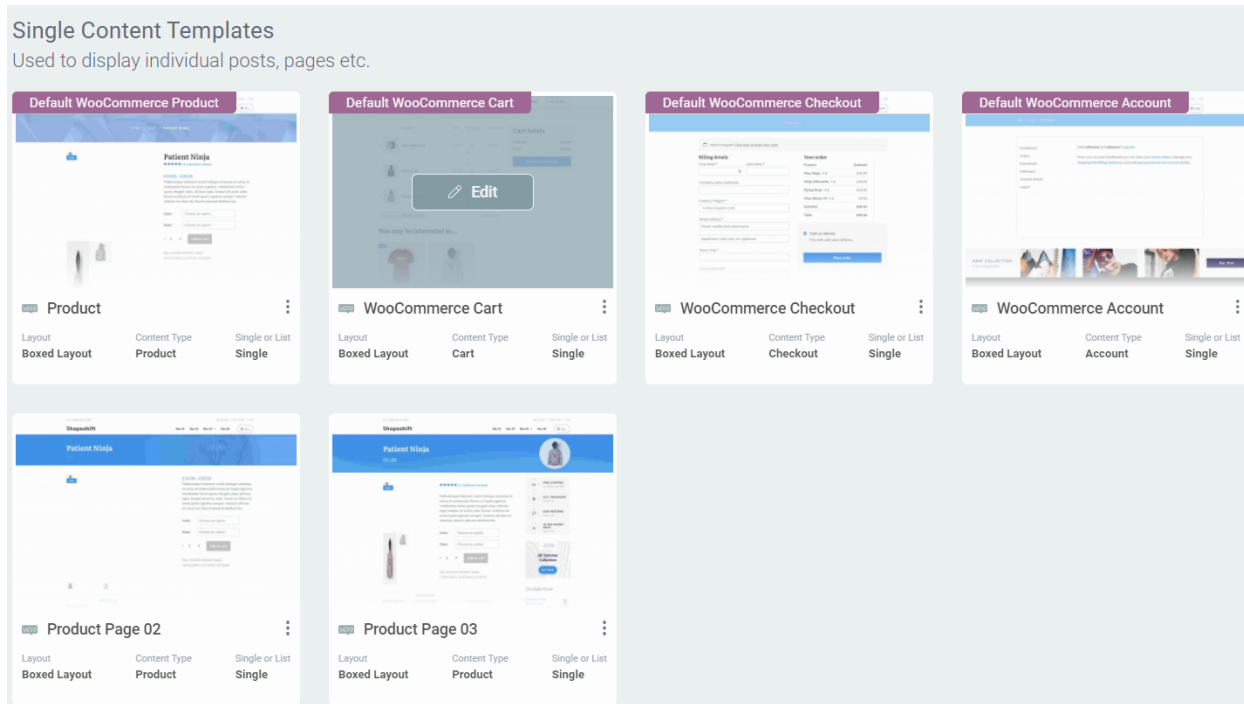
Don't forget to save your landing page design.

Step 3: Create Your Checkout Page

Your checkout process will depend on your [payment plugin of choice](#).

If you're using WooCommerce to sell your products, you can use Thrive Theme Builder and Thrive Architect to [customize the default](#)

[WooCommerce checkout page](#) and connect it to your email marketing service, too.



WooCommerce Templates in Thrive Theme Builder

But other third-party tools like [ThriveCart](#), [WP Simple Pay](#), and others may require you to design a checkout page from within the respective app.

Once you've created your checkout page, add the link to the call-to-action buttons on your sales page.

Create Upsells, Cross-Sells, and Downsells (Optional)

This step is optional but you'll find most top sales funnel examples include at least one upsell, cross-sell or downsell.

Setting them up will depend on your checkout tool.

Some tools, like ThriveCart, have in-built upsell, cross-sell, and downsell functionality.

But if you're using an eCommerce plugin like WooCommerce, you'll need to install or purchase a [separate WooCommerce upsell plugin](#).

Regardless, upsells, cross-sells, and downsells are a great way to increase your average order value and gain maximum revenue from each customer transaction.

Step 4: Design a Thank You Page

Create another page in WordPress, save it and launch Thrive Architect.

Select a "Thank You" page template from your landing page set of choice.

Tip: to have a consistent look and feel for your pages, use the same landing page set for all your pages. For this example, we are using the “Kwik” page set.

Use Thrive Architect to customize the placeholder text and images. Once you're happy with your changes, save your page.

Now you have all the pages you need in the funnel, time to set everything up.

Step 5: Configure Your Confirmation Email

You'll need to configure your email provider so that a confirmation email is sent and when clicking on the link in the email your subscribers are redirected to the download page.

This is different for every email provider, but a quick Google search should help you out.

Example: “How to create a confirmation email in ActiveCampaign”

Be sure to create a [follow-up email sequence](#) to engage your new customers and build a relationship with them. This strategy is a key part of customer retention.

Step 6: Test Your Funnel

Once you’ve connected all parts of your funnel, you should:

- Test the checkout process
- Ensure all links work as they should
- Ensure a confirmation email is sent after purchase and the customer is directed to the next stage correctly

We recommend [running regular A/B tests](#) to find the most conversion-focused version of your sales pages.

You should also [install an analytics tool](#) to track important metrics to assess the effectiveness of your sales funnel strategy.

Next Steps: Start Driving Traffic to Your Landing Page

Once you've set up your sales funnel it's time to get it in front of the right eyes. This means sharing the link to your (landing page) funnel with people in your network and the audiences you have on social media.

You might start by sharing your link with your friends, family and associates, introducing them to your company and asking them to share it with anyone who might benefit from it.

This is the best way to share a new business with your friends and family because it (1) tells what your business does and how you help people. (2) allows your family to learn more if they are interested (3) shows them that you're a true professional who knows what you're doing (4) doesn't come off as salesy. If they are interested, they will approach you with questions (instead of the other way around) and because you're not running them

down or trying to get them to buy something, it doesn't have to be awkward. It's amazing how that works!

As you share your landing page (funnel) with the rest of the world, on social media, through email, and even via SEO, you need to make sure you're targeting the right people.

Here are 4 free resources to help you drive the right traffic to your website:

[8 Content Marketing Hacks to Grow Your Online Business](#)

[How to Get Your Business Noticed & Grow Your Audience](#)

[7 Keyword Research Tips for the Busy Entrepreneur](#)

[How to Create SEO-Friendly Blog Posts Users and Bots Will Love
\(14 Tips\)](#)

How to Build a Sales Funnel: Final Words

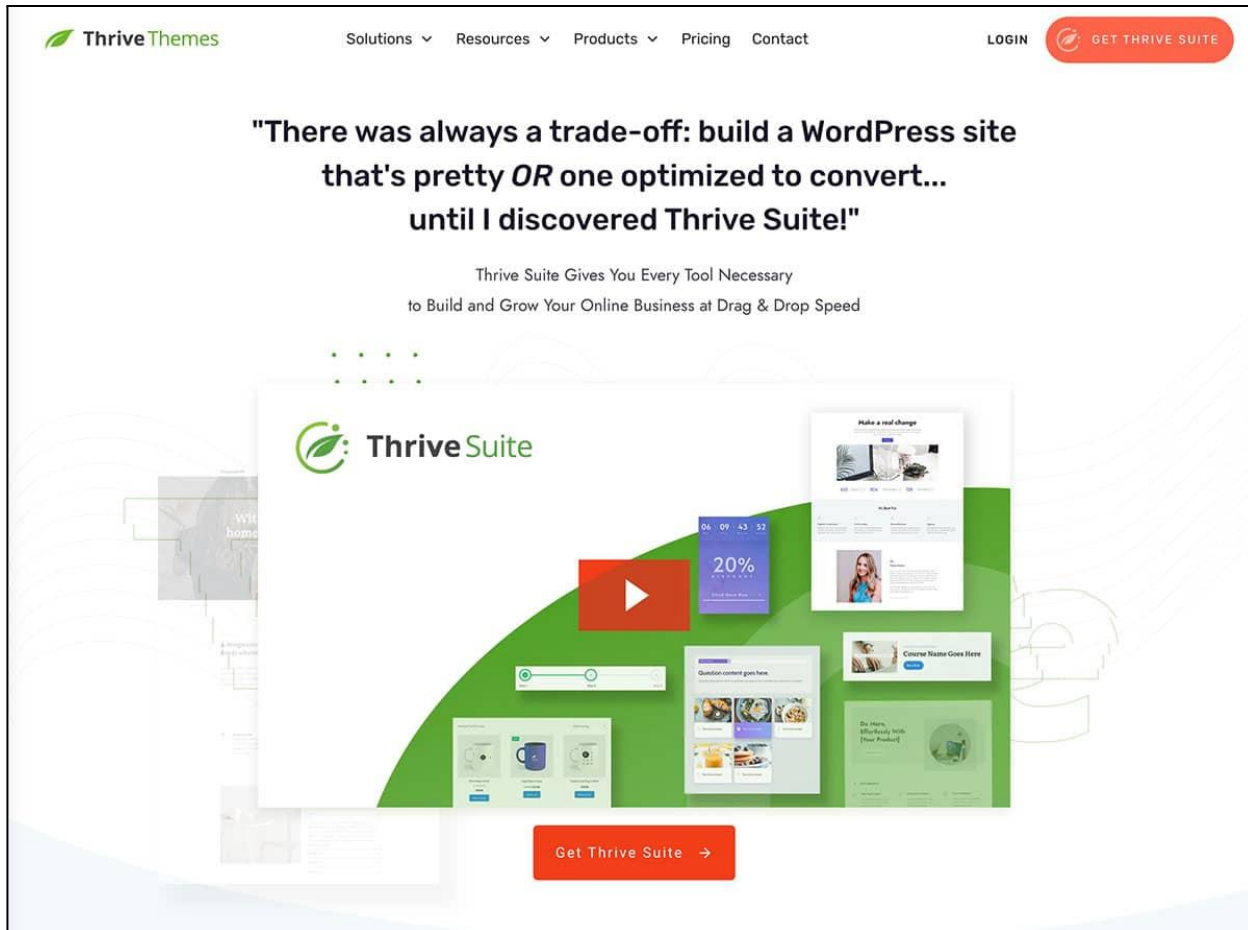
And there you have it!

With this tutorial, you can easily build your own sales funnel to turn your marketing efforts into profitable results.

The best part? You don't need an expert sales team to make this happen.

[Thrive Architect](#) is a powerful funnel-building tool that provides you with everything you need to create stunning landing pages.

But if you want to take your funnels to the next level and boost your conversion rates and grow your customer base, you need [Thrive Suite](#).



When you purchase Thrive Suite, you get access to additional premium plugins to enhance your funnels and engage with your audience.

With these tools you can:

- [Easily grow your email list](#) with advanced targeting and eye-catching lead generation form templates
- Boost audience engagement with [interactive online quizzes](#)

- Tap into word-of-mouth marketing through seamlessly collecting and [managing all customer reviews and social proof](#)
- Connect your WordPress site to a variety of CRM, scheduling, and other tools to optimize your marketing funnel with our [free automation plugin](#)

... and so much more.

Thrive Suite could be the key to creating a memorable customer experience that'll have people returning your business to buy more.

But don't just take our word for it.

[Give Thrive Suite a try today and prepare to be amazed!](#)

Sales Funnel Checklist

These elements will be needed to set up your sales funnel.

- ☐ **Sales Offer:** This is the product or service your audience will purchase.
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