



6-FIGURE FUNNEL TESTING

journal

After your funnel is built and launched, the only reason a funnel doesn't work (besides the niche and offer) is that there isn't enough testing done to scale it to 6-figures and beyond.

This testing journal is designed to keep you on track and organized so that you are testing and optimizing your funnel every single week. Plan to use 30 to 60 minutes of your "working on your business" time in your 10 hour schedule for this after your funnel is built and launched.

HERE IS THE 5 STEP 6-FIGURE FUNNEL TESTING PROCESS YOU WILL USE EACH WEEK:

1. Collect and analyze your data.
2. Choose a bucket of your funnel to focus on. (See appendix for 6-Figure Funnel Blueprint.)
3. Choose a metric in that bucket and your target for that metric.
4. Decide what test you will do.
5. Complete the test. (You won't know the effect of this test until there is enough data - 100 to 1,000 people who have been through it.)

week one

1. Bucket I am testing this week: (Check Bucket 1, 2, or 3.)



2. Metric I will focus my test on in this bucket and the target I am trying to achieve. (Refer to your 6-Figure Funnel Blueprint and the 6-Figure Funnel Cheatsheet in the appendix for the metrics that matter in this bucket.)

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3. What test will I do for this metric? (Ex: Swap out email headlines, change ad graphics or copy, change the messaging on the sales page, change the name of my 1:1 call/webinar or the promise of it.)

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Appendix

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B L U E P R I N T



6-FIGURE FUNNEL BLUEPRINT

Want to build a 6-figure coaching business in 10 hours a week that doesn't require you to do a lot of selling?

All you need is a sales funnel. Use this guide to lay out your own 6-Figure Funnel Blueprint in just 15 minutes.

BY

NEILL WILLIAMS

neill williams





YOU'VE GOT THIS

A sales funnel is just a fancy online business term for a system that does your marketing for you.

As a busy coach, you have to get 40 hours of work done in a fraction of the time. The thing that makes that possible is systems because they leverage your time.

Your sales funnel is your best employee because it will work for you 24/7, which means you can be building your business while you sleep, take care of your kiddos, do your 9 to 5 and live your life.

Let's get started on your 6-Figure Funnel.



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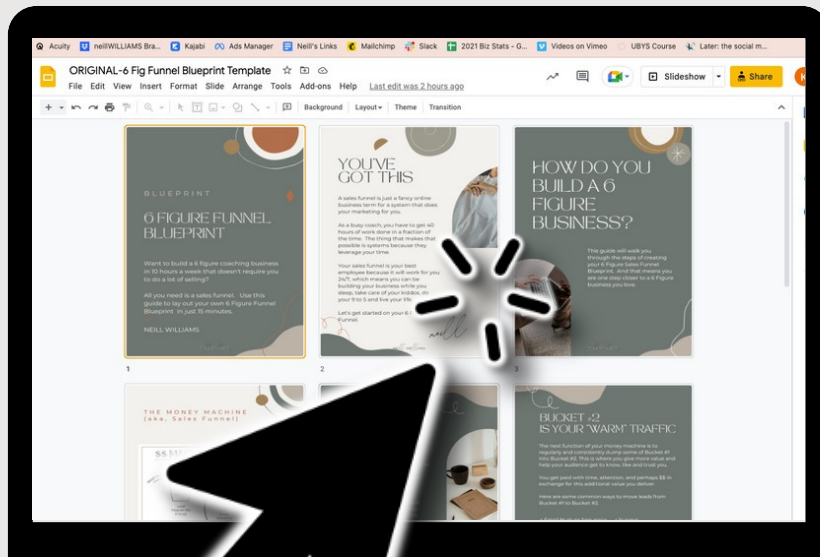
HOW DO YOU BUILD A 6-FIGURE BUSINESS?

This guide will walk you through the steps of creating your 6-Figure Sales Funnel Blueprint. And that means you are one step closer to a 6-Figure business you love.



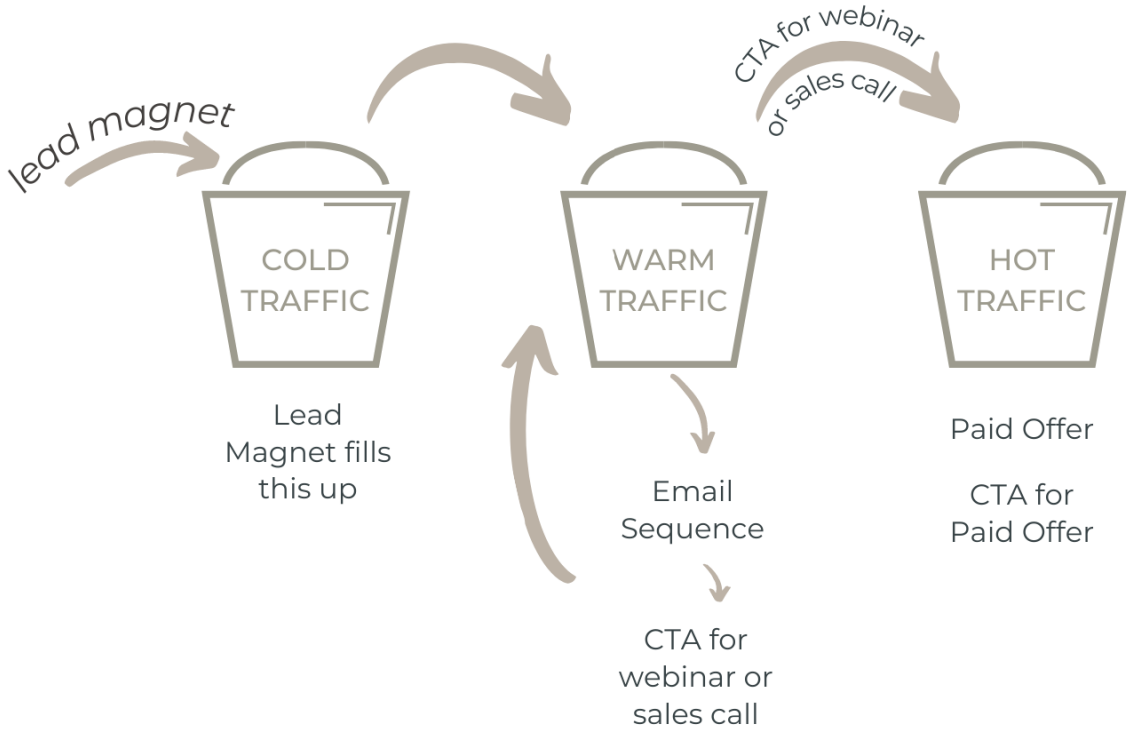
NEILL WILLIAMS

WANT A DIGITAL VERSION OF THIS? CLICK THE COMPUTER.



EXAMPLE 6-FIGURE FUNNEL BLUEPRINT

6-FIGURE FUNNEL BLUEPRINT



neill williams

BUCKET #1 IS YOUR "COLD" TRAFFIC

This is full of people who are new to you and your business. The first function of your funnel is to consistently fill Bucket #1 for you. You get paid in email addresses in this bucket.

What can you offer your potential lead that would be so good, they would want to pay you for it with their email address, time and attention?

(Hint: If you struggle with the answer to this, use my 4 Steps To A Killer Lead Magnet Cheatsheet to make this easier on yourself.)

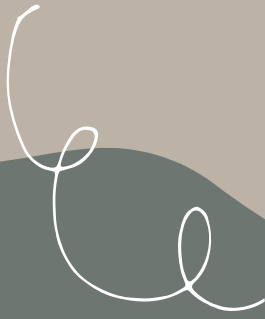


How I will fill Bucket #1: (Insert the name of your Lead Magnet):



BUCKET #1 TECH/PLATFORMS

- ✓ **Facebook Ads Manager** (must have Business Manager set up.)
- ✓ **Canva** - for building your lead magnet and designing ad graphics.
- ✓ **Website or Web Page Builder**- for landing page and Thank you page for the lead magnet.
- ✓ **Email CRM** - to collect email addresses and deliver your nurture sequence.
- * **[CLICK HERE](#)** to get my 'Easy Platforms for Non-Techy Coaches' Software Cheatsheet to get started.



BUCKET #2 IS YOUR "WARM" TRAFFIC

The next function of your money machine is to regularly and consistently dump some of Bucket #1 into Bucket #2. This is where you give more value and help your audience get to know, like and trust you.

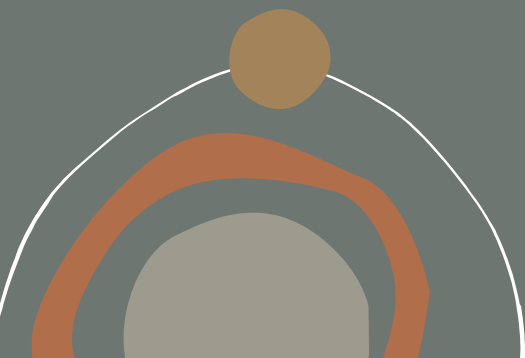
You get paid with time, attention, and perhaps \$\$ in exchange for this additional value you deliver.

Here are some common ways to move leads from Bucket #1 to Bucket #2.

- + Email Nurture Sequence
- + Podcast episodes
- + Small offers - (think \$7, \$27, \$47 level)
- + Videos
- + Social Media
- + Surveys
- + Segment Freebies (these are just additional value for your leads and designed to give you information about who is on your list.)

Now it's your turn.

How I will fill Bucket #2: (Insert what you will test first):





BUCKET #2 TECH/PLATFORMS

- ✓ **Email CRM** - to deliver value added emails and your pitch sequence to the next step.
- ✓ ****Optional:** Podcast, Social Media (Facebook, Instagram, YouTube, Tik Tok, Pinterest)
- ✓ For podcasts, [CLICK HERE](#) to get my “How To Start A Podcast On A Budget” Cheatsheet.
- ✓ **Video Software** - Consider adding video into your email nurture sequence to turn your leads into raving fans quickly. We suggest recording video using your iphone, Zoom or Screenflow (for mac).



BUCKET #3 IS YOUR "HOT" TRAFFIC

The next function of your money machines is to regularly and consistently dump some of Bucket #2 into Bucket #3. This is where your lead takes the next step in their journey with you and your business.

The exchange in this bucket is you giving them a higher level of value for more of their time, attention and money. This bucket is designed to give you an opportunity to invite your audience to your paid program offer.

Here are some common ways to move leads from Bucket #2 to Bucket #3.:

1:1 Sales Call

Live group Sales Call - webinar, workshop or

Masterclass

Pre-recorded group sales call - webinar, workshop or Masterclass

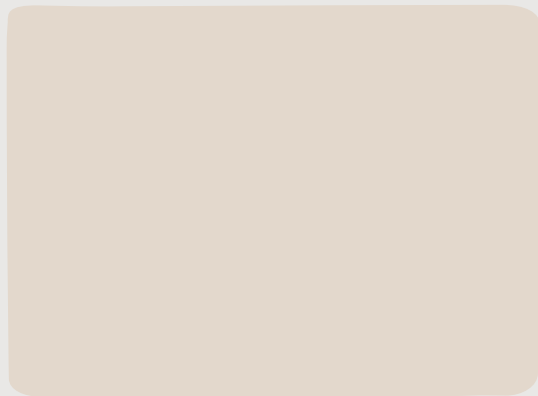
Email pitch sequence

How I will fill Bucket #3: (Insert what you will test first)

BUCKET #3 TECH/PLATFORMS

- ✓ **Email CRM** - to deliver a pitch sequence to your paid program offer.
- ✓ **Zoom** for 1:1 sales calls or webinar/workshop delivery.
- ✓ **Call Scheduling Software** - for prospects to book your 1:1 call or webinar/workshop. We suggest Acuity.
- ✓ **Website** - the sales page for your paid program and a landing page and Thank you page for webinar registration (if you choose to do a webinar).
- ✓ **Payment Processor** - to take payments from clients. We suggest Stripe, Paypal or Square.
- ✓ **Kajabi** for course or content delivery. (May also be used for landing pages, thank you pages, and sales pages, as well as an email CRM.) [CLICK HERE](#) for more information.

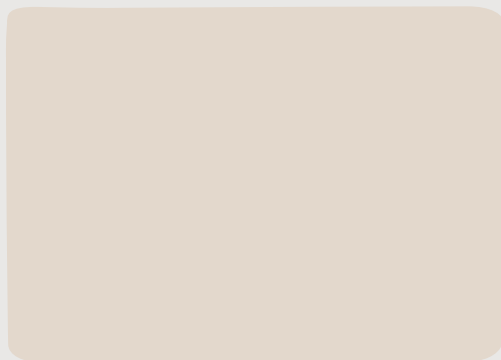
YOUR 6-FIGURE SALES FUNNEL BLUEPRINT



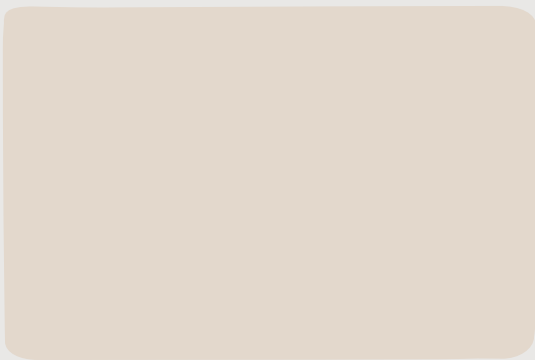
Lead Magnet Name



Lead Magnet fills this up



What I'm testing to fill bucket #2



What I'm testing to fill bucket #3



NEED MORE HELP?

THE \$100K FUNNEL COURSE IS YOUR ANSWER

Build and launch your 6-Figure Sales
Funnel and profitable Facebook Ad
Campaign in 30 days.

CLICK OR SCAN
TO ENROLL NOW!



SALES FUNNEL TROUBLESHOOTING *Cheatsheet*

THE GOAL OF YOUR SALES FUNNEL IS THAT IT CONVERTS AT THE RATE YOU WANT IT TO FOR EACH BUCKET. BELOW ARE SOME COMMON METRIC GOALS AND SUGGESTIONS FOR HOW TO INCREASE CONVERSIONS FOR EACH.

BUCKET #1 TROUBLESHOOTING:

BUCKET #1 METRIC	GOAL	SUGGESTED EXPERIMENTS
COST PER LEAD	< \$10	+ CHANGE HEADLINE + CHANGE GRAPHIC
LANDING PAGE CONVERSION RATE	AT LEAST 20%	+ CHANGE HEADLINE ON LANDING PAGE + CHANGE COPY ON LANDING PAGE + MAKE SURE FB AD AND LANDING PAGE LOOK AND FEEL THE SAME
LINK CLICK THRU RATE (CTR):	AT LEAST 1%	+ TARGET A DIFFERENT AUDIENCE + MAKE YOUR OFFER (LEAD MAGNET) MORE COMPELLING + CHANGE THE GRAPHIC + CHANGE THE OFFER/LEAD MAGNET OR THE HEADLINE/NAME OF THE LEAD MAGNET

BUCKET #2 TROUBLESHOOTING:

BUCKET #2 METRIC	GOAL	SUGGESTED EXPERIMENTS
EMAIL OPEN RATES	> 20%	+ CHANGE HEADLINES
EMAIL CLICK RATES	1 - 3%	+ CHANGE CALL TO ACTION IN EMAIL + WRITE DIFFERENT EMAIL COPY LEADING TO CALL TO ACTION

BUCKET #3 TROUBLESHOOTING:

BUCKET #3 METRIC	GOAL	SUGGESTED EXPERIMENTS
# SALES CALLS BOOKED	INDIVIDUAL	+ CHANGE NAME OF CALL + USE THE ANSWER THE QUESTION: WHY WOULD SOMEONE WANT TO SHOW UP ON THE CALL? AND INCLUDE THIS IN THE INVITATION TO THE CALL. (MAKE IT SOMETHING THAT SOMEONE WANTS TO SHOW UP FOR.)
SALES CALL SHOW UP RATE	>80%	+ CHARGE FOR THE CALL.
SALES CALL CONVERSION RATE	>20%	+ UNDERSTAND THE REASON FOR THE NO'S ° IS IT THE RIGHT PERSON FOR THIS OFFER? IF YES, WHY DID THEY SAY NO? USE THIS TO TWEAK YOUR OFFER TO OVERCOME THE OBJECTION. ° IF THIS WASN'T THE RIGHT PERSON, THEN CONSIDER HOW YOU CAN CHANGE THE OFFER FOR THE CALL TO MAKE SURE YOU ARE GETTING QUALIFIED PEOPLE ON THE CALL. FOR EXAMPLE, CONSIDER ADDING COPY ON WHO THIS CALL IS FOR. + FOR THE MAYBE'S, USE THE SOLVE FOR MAYBE'S CHEATSHEET.
# WEBINAR REGISTRATIONS	INDIVIDUAL	

continued on next page...

BUCKET #3 TROUBLESHOOTING:

BUCKET #3 METRIC	GOAL	SUGGESTED EXPERIMENTS
WEBINAR REGISTRATION SHOW UP RATE	>20 - 30%	<ul style="list-style-type: none">+ CHARGE FOR THE WEBINAR.+ OFFER COMPELLING BONUSES FOR THE WEBINAR THAT THEY ONLY GET IF THEY SHOW UP LIVE.+ DELIVER SOMETHING ON THE WEBINAR THAT THEY WOULD WANT TO SHOW UP FOR.
WEBINAR CONVERSION RATE	>10%	<ul style="list-style-type: none">+ CONSIDER AN EMAIL FOLLOW UP SEQUENCE TO HELP INCREASE CONVERSION.+ CONSIDER OFFERING A 1:1 CALL FOR THOSE WHO ARE STILL UNDECIDED.+ USE THE SOLVE FOR MAYBES CHEATSHEET FOR THE UNDECIDEDS.+ CREATE URGENCY OR A DEADLINE FOR SIGNING UP OR GETTING A BONUS FOR SIGNING UP.

30 TESTS WE DID TO GET A FUNNEL FROM \$0 TO \$100K *in 93 days*

1. Break out ad sets into separate campaigns.
2. Remove the requirement to have watched last video in email sequence before getting the pitch sequence. (Allowed way more data to flow through)
3. Add Trip wire.
4. Change promise on sales page - more specific and compelling.
5. Add \$500 discount to pitch sequence.
6. After 10 sales, reduced the \$500 discount to \$250.
7. After 20 sales, remove discount of \$250.
8. Add expiring bonus of \$250 of Free Facebook Ads with purchase.
9. Add testimonials to sales page.
10. Add testimonials to email sequence.
11. Add Rick's video on endorsement to sales page and email sequence.
12. Offer 48 hour option to binge on FB module free.
13. Offer 48 hour option for 12-pay.
14. Change the headline on 3 emails with open rates less than 30%.

15. Add more buttons to enroll in every email of pitch sequence with CTR < 3%.
16. Add hyperlinked calls to action in the pitch sequence.
17. Open audience up in ads campaign (scale horizontally)
18. New graphics for ad campaign.
19. New headlines for ad campaign.
20. Record videos on FAQs and include them in pitch sequence.
21. Write one email specifically directed at FB ads for pitch sequence.
22. Do one week Live launch with \$100k Funnel Planning week workshop.
23. Offer for one time option to have my team build your funnel for you in launch.
24. Bonus on last day of planning workshop to get my team to build your funnel for you - FREE (for first 3 people to enroll).
25. Survey launch group to see why they didn't buy.
26. Update FAQs on sales page from what I learned about why launch group didn't buy.
27. Add order bump/one time offer to those who buy the trip wire.
28. Add buttons to enroll in \$100k funnel course to get the worksheets, workbooks, swipe files and Advanced FB ads training for those who "try it" for 48 hours.
29. Update sales page - "what we will accomplish together" with more copy on Facebook Ads.
30. Update bonuses on Sales page.