

# SIX-FIGURE FUNNEL CHEATSHEET



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### **AIDA [ATTENTION, INTEREST, DECISION, ACTION]**

The six-figure funnel broadly follows the AIDA model: Attention, Interest, Decision, Action.

At the top of the funnel (TOFU), is where attracting the ideal customer and relationship-building happens (Attention & Interest).

At the bottom of the funnel (BOFU) is where six-figure businesses are built (Decision, Action).

### **RECOMMENDED TOOLS**

Email marketing provider - I recommend [ConvertKit](#)

Page builder - I recommend [Elementor](#) or [Thrive Architect](#)

List building plugin - I recommend [Thrive Leads](#)

Checkout software - I recommend [ThriveCart](#) or [SendOwl](#)

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### **ATTENTION - GET THEM TO NOTICE YOU**

In this stage, you're looking for exposure for your brand. A great way of attracting attention is to create free content and promote it.

Here are some ways to create awareness and gain exposure.

#### **1. BE ACTIVE ON SOCIAL MEDIA**

This stage is all about getting attention. Post on social media and begin building your tribe.

Use your social channels to help others & to share your knowledge.

#### **2. CREATE A YOUTUBE CHANNEL**

If you want more attention, you need to be present where your audience is.

And since there are over 2 billion users on YouTube, that's a good place to start.

#### **3. START A PODCAST**

You need to be where your audience is seeking help. Those places are search engines, social media, YouTube, and yes, podcasts.

In the US alone, 50% of households are podcast listeners. This source of attention may have been easy to ignore in the past, but not anymore.

#### **4. BECOME A GUEST BLOGGER**

One way to "level up" and become known as an authority in your niche is to guest post on popular websites in your niche.

If you're new, start guest blogging with smaller sites. Use that to build examples to include in your pitches to larger websites in your niche.

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### 5. GET FOUND ON GOOGLE SEARCH

Being found on Google is the best way to gain attention for your brand, but it's also the hardest.

Your content is what will make or break the entire six-figure funnel - so it needs to be awesome.

Focus on creating a smaller amount of epic content rather than building a large library of blog posts. Quality wins over quantity here.

To increase your authority, you need to build a name for yourself in your niche. This is achieved by doing the previous 4 steps.

### INTEREST - GET THEIR EMAIL ADDRESS

If you've created great content (whether it's written, video or audio) the next step is to have the user express an interest in your business.

But rather than ask for money at this stage, we're going to build a relationship first.

### 6. START AN EMAIL LIST

To build the relationship we're going to move the conversation from your blog or social media to a more personal setting: email.

An email list is where you can build a tribe of loyal fans who will hopefully do nothing but throw piles of cash at you.

### 7. CREATE A LEAD MAGNET

In order to convince someone to give up their email address you're going to need to offer them an incentive, also called a lead magnet.

Lead magnet examples include ebooks, checklists, cheatsheets, courses, or printables.

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### 8. DESIGN AN OPT-IN FORM

While ConvertKit lets you add an opt-in form, you should be using a plugin like Thrive Leads to build your forms.

Aside from A/B split testing and templates, the other reason to use it is to build something better than a generic opt-in form like welcome mats, exit intent forms, slide-in widgets, etc.

### 9. BUILD A LANDING PAGE

A landing page is simply a page that has your opt-in form and nothing else.

On this page, present your freebie, describe why they need it, and add an opt-in form so they can sign up.

## DECISION - MAKE YOUR OFFER

The email sequence is where you can build that relationship with the reader and offer them a solution to their problem.

### 10. THE THANK YOU PAGE

After a successful opt-in, redirect the user to a thank you page. But don't just say thank you, this is a perfect opportunity to make your first offer.

This offer, sometimes called a tripwire, offers a low-cost product or a higher-cost one at a heavily discounted price.

### 11. WELCOME EMAIL

This email will have the highest open rate of any of your emails, so it's important to not mess this up.

The welcome email serves two purposes: deliver the freebie and to get them to open the next email.

In your welcome email state who you are, what you do & why it matters to you. Then present them with their freebie & tell them what to expect going forward.

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### **12. BUILD THE RELATIONSHIP**

This step is perhaps the most important one. It is via the next series of email that you can build the relationship required to make money with your list.

### **13. MAKE YOUR OFFER**

At this stage, if they're still on your email list, you know two things: they want to hear from you and they need help with a problem.

After you have built the relationship up enough by sharing your story and showing your authority in this niche, the next step is to present your offer.

Create a sales page and clearly present your offer, making sure to focus on the benefits more so than the features of your product.

### **14. BE PRESENT**

Invite your subscribers to reply to your emails with any questions or for them to share their opinions.

The more you make this a two-way conversation, the better. You need to show them you're not a robot and this isn't a fully automated system.

### **15. OFFER A DISCOUNT**

If they haven't taken your desired action just yet, the next step in the six-figure funnel is to offer a time-limited discount.

The discount offers an extra incentive to buy while the time limit adds a sense of urgency.

### **16. THE CHECKOUT PAGE**

Use a checkout provider like ThriveCart or SendOwl to create your checkout page.

The purpose of your checkout page isn't just to make a sale, but to try and make an additional sale during this process.

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### **ACTION - TURN CUSTOMERS INTO ADVOCATES**

The last part of the funnel is where the magic happens.

If you've done a phenomenal job of over-delivering on your content and your product, your customers will become advocates for your brand.

#### **17. POST-SALE EMAIL SERIES**

Once a purchase has been made you're going to want to stop sending sales emails to them. However, the conversation shouldn't end there.

It is much easier (and cheaper) to convince an existing customer to buy something else from you.

Follow up with buyers with a post-sale email series designed to offer support and recommend additional products down the line.

#### **18. TURN YOUR BUYERS INTO AFFILIATES**

If you've created an ebook for example, why not invite your audience to share your ebook for a cut of the profits?

You can set up an affiliate program with ThriveCart or with SendOwl.