PROFITABLE CONTENT CREATORS

PROFITCOPILOT.COM

Making a profit is hard.

But not impossible.

You probably already know that most of the people who visit your website won't buy from you straight away.

We can't expect someone who doesn't know you to hand over their money to a stranger. So that's why we need a sales funnel; to re-engage all the people who decided not to buy from you and turn the 'no' into a 'yes'.

Here's the sequence that moves somebody through the different stages, from not knowing who you are, to knowing that they can trust you.

Stage one:
Planting the seed

So let's start with the seeding stage, this is where we start planting ideas, start planting seeds, that will growing and will produce something can harvest later on.

And this is really for cold traffic, these are website visitors who've never heard of you, they don't know anything about you. The might not even know they have a problem, so there's a sequence you have to take them through to get to the bottom of your funnel, which is them buying your stuff.

And this is especially true if you're selling big-ticket items, more expensive things that require more thought, more consideration, so the more money that's involved, the more time they'll need to think about it.

So at this stage, you're just making people aware of the problem and your solution, and let's be honest, not everybody who comes into your funnel is going to stick around. People are going to exit and that's ok, it's perfectly normal. Your stuff isn't going to be for everybody, nor should it be. Maybe they don't need the content you're providing, maybe they've already solved the problem on their own, maybe they don't like your style, hey maybe they don't like your haircut, who knows.

Stage two:
The appraisal

Not everybody is going to want whatever you've got, so don't let that get you down. But other people will stick around and they'll move down into the appraisal stage of the funnel.

So at this stage, they're starting to realize there's a problem, or they're thinking about ways to solve it, so they start looking at what their options are, they start to desire a solution, and they start evaluating potential solutions.

They could be looking at your solution, they could be looking at your competitors and remember, they always have the option to just do nothing.

A lot of people will choose to do nothing, there's a lot of people out there who don't want to deal with their problems or face them and find a solution, for whatever reasons, so a high percentage of people will exit your funnel at this point, and that's ok, it's perfectly normal.

Maybe they'll go to a competitor, maybe they'll keep looking for a solution.

Stage three:
Conversion

So the people who stay, they now move down to the bottom of your funnel, the conversion stage. So this is the point of sale. This is where we harvest the seeds we planted at the top of the funnel.

You've taken them from seeding, to appraisal, right down to conversion, and this is the last stage of the funnel. And this is where we see people spending more money, they'll be more likely to buy high ticket items, buy things that have more risk involved, and things like that.

So as a content creator, we have to understand how the content we make can move people through all three of these stages. So we have the top of the funnel, which is seeding, we have the middle of the funnel, which is the appraisal stage, and then we have the bottom of the funnel which is conversion.

And each one of these stages has a set of goals attached to it, and each one has a specific type of content you can use for that specific stage. I'll give you a quick overview.

Top of the funnel

Content types to use for the top of the funnel include:

- **Blog posts**
- **Social media updates**
- **Podcasts**
- **Videos**
- **Photographs**
- **Newsletters**

Metrics you should be aware of include:

- **Inbound links**
- **Demographics**
- **Traffic stats**

Middle of the funnel

Content types to use for the middle of the funnel include:

- **Surveys**
- **Quizzes**
- **Resources**

Metrics you should be aware of include:

- **Opt-in rate**
- **Email open rate**
- **Click through rate**
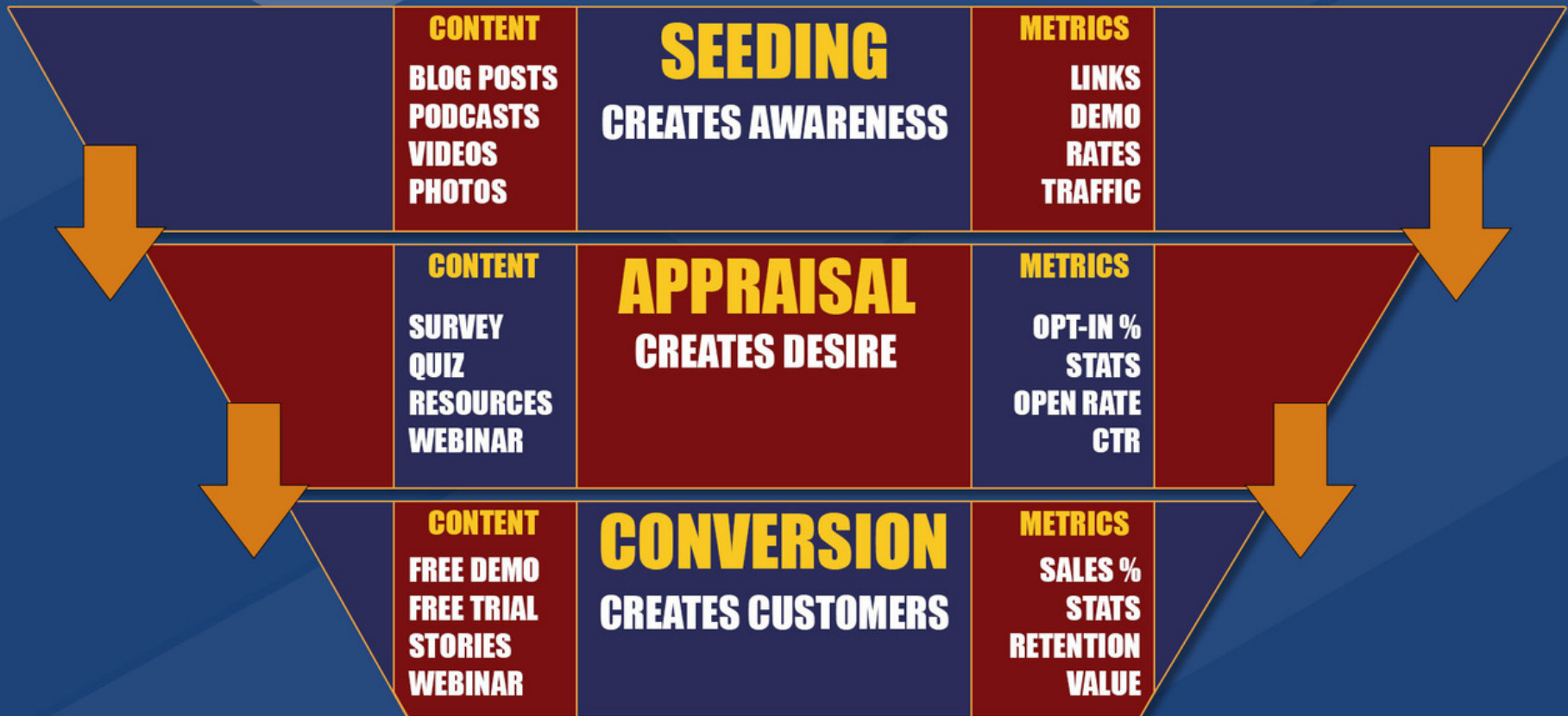
Bottom of the funnel

Content types to use for the bottom of the funnel include:

- **Free demonstrations**
- **Free trials**
- **Customer story**
- **Webinar**

Metrics you should be aware of include:

- **Inbound links**
- **Demographics**
- **Traffic stats**

Handy Handout

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