Sales Funnels that Start with a Guest Post

Here's what we'll cover

- 10 different business models
- + 5 extra business examples
- 25 sales funnels that start with a guest post
- 7 considerations to what you should sell

The different business models

- Information products online
- Services globally (online/offline)
- Services locally (online/offline)
- Services + information products online
- E-commerce (physical products)
- E-commerce + info products
- Brick and mortar store
- E-commerce + brick and mortar store
- Software as a service (SaaS)
- Arts
- 5 more examples

Information products online

- Guest post
- Landing page → freebie
- "Thank you" page → freebie delivery in video
- Video → low-price product
- "Thank you" page → mid-price product
- "Thank you" page → up/cross-sell product(s)
- Mid-price product → high-end product
- Emails → low-price, mid-price and high-end products

Information products online

- Post about recording rock drums
- Freebie about recording rock guitar and bass
- After content, freebie video promotes a $17 product about recording a full rock track
- "Thank you" page → $197 product about mixing rock
- "Thank you" page → $97 product about mastering rock
- Mixing product → $997 online course on mixing

Information products online (2)

- Guest post
- Landing page → freebie
- "Thank you" page → share landing page to get another freebie
- Freebie(s) → mid-price product
- Mid-price product → high-end product
- Email → mid-price and high-end products

Information products online (2)

- Post about recording rock drums
- Freebie about recording rock guitar and bass
- "Thank you" page → share landing page to get freebie about recording rock vocals
- Freebie(s) → $197 product about mixing rock
- Mixing product → $997 online course on mixing

Services globally

- Guest post
- Landing page → freebie
- "Thank you" page → freebie delivery in video
- Video → application for free service
- Free service → mid-price service
- Mid-price service → high-end services
- Email → all services

Services globally

- Post about recording rock drums
- Freebie about mixing rock music
- Freebie → application for free mix review
- Mix review → $197 single-track mastering
- Single-track mastering → $1,497 album mastering

Services globally (2)

- Guest post
- Landing page → freebie
- "Thank you" page → share landing page to get another freebie
- Freebie(s) → case study video
- Case study video → free consultation
- Free consultation → suitable service
- Email → all services

Services globally (2)

- Post about recording rock drums
- Freebie about mixing rock music
- "Thank you" page → share landing page to get freebie about recording rock vocals
- Freebie(s) → case study video about how mastering affects the end result of a demo/album
- Case study video → free mix review
- Mix review → demo/album mastering

Services locally

- Guest post
- Landing page → freebie
- "Thank you" page → freebie delivery in video
- Video → invitation to free local event
- Event → suitable services
- Email → event and all services

Services locally

- Post about recording rock drums
- Freebie about mixing rock music
- Video → invitation to free live demonstration of recording rock music
- Event → recording, mixing, and mastering services

Services locally (2)

- Guest post

- Landing page → freebie (delivered via mail)

- "Thank you" page → share landing page to get another freebie

- Freebie → on-location low-price service

- Low-price consultation → suitable service

- Email → all services

Services locally (2)

- Post about recording rock drums
- Freebie about mixing rock music (e.g., DVD)
- "Thank you" page → share landing page to get freebie about recording rock vocals
- Freebie(s) → $97 mix review at the studio
- Mix review → demo/album mastering

Services + info products online

- Guest post
- Landing page → freebie
- "Thank you" page → freebie delivery in a video
- Video → low-cost product
- "Thank you" page → mid-price product
- "Thank you" page → up/cross-sell products/ services
- Mid-price product → high-end product or services

Services + info products online

- Post about recording rock drums
- Freebie about recording rock guitar and bass
- Video → $17 recording a full rock track
- "Thank you" page → $197 mixing rock
- "Thank you" page → $97 setting up a home studio
- Mid-price product(s) → mastering services

Services + info products online (2)

- Guest post
- Landing page → freebie
- "Thank you" page → share landing page to get a free service
- Freebie → mid-price product or free service
- Free service → suitable products or services
- Email → all products and services

Services + info products online (2)

- Post about recording rock drums
- Freebie about recording rock guitar and bass
- "Thank you" page → share to get a free mix review
- Freebie → $197 product about mixing rock
- Free service → products and studio services

E-commerce (physical products)

- Guest post
- Landing page → freebie
- "Thank you" page → freebie delivery in a video
- Video → product that enables what the video teaches
- Checkout page → up-sell product
- "Thank you" page → "one-click" cross-sell products
- Email → all products

E-commerce (physical products)

- Post about recording rock drums
- Freebie about recording a rock band
- Video → microphone set for rock band recording
- Checkout page → mic stands and cables
- "Thank you" page → recording software

E-commerce (physical products) (2)

- Guest post

- Landing page → freebie

- "Thank you" page → one-time discount of a product that relates to the freebie

- Freebie → products that relate to the freebie

- Checkout page → up-sell product

- "Thank you" page → "one-click" cross-sell products

- Email → all products

E-commerce (physical products) (2)

- Post about recording rock drums
- Freebie about recording a rock band
- "Thank you" page → one-time discount of a mic
- Freebie → recording products
- Checkout page → accessories for recording
- "Thank you" page → recording software

E-commerce + info products

- Guest post
- Landing page → freebie
- "Thank you" page → freebie delivery in a video
- Video → product that enables what the video teaches
- Checkout page → up-sell product
- "Thank you" page → "one-click" cross-sell products
- Email → all products

E-commerce + info products

- Post about recording rock drums

- Freebie about recording rock guitar and bass

- Video → mic set

- Checkout page → mic stands and cables

- "Thank you" page → course on recording rock

E-commerce + info products (2)

- Guest post
- Landing page → freebie (delivered via mail)
- "Thank you" page → share landing page to get free shipping to any order (ships with the freebie)
- Freebie → course on a related topic
- "Thank you" page → "one-click" cross-sell products
- Email → all products

E-commerce + info products (2)

- Post about recording rock drums
- Freebie about recording a rock band
- "Thank you" page → share landing page to get free shipping to any order
- Freebie → course on mixing rock music
- "Thank you" page → recording/mixing gear

Brick and mortar store

- Guest post

- Landing page → freebie (delivered via mail)

- "Thank you" page → share landing page to get a discount coupon

- Freebie → products that enable what the freebie teaches

- Email → all products

Brick and mortar store

- Post about recording rock drums
- Freebie about recording a rock band
- "Thank you" page → share landing page to get a discount coupon
- Freebie → recording and mixing gear

Brick and mortar store (2)

- Guest post
- Landing page → freebie
- "Thank you" page → freebie delivery in a video
- Video → products that enable what the freebie teaches
- Video → chance to order related products
- Email → all products

Brick and mortar store (2)

- Post about recording rock drums
- Freebie about recording all rock instruments
- Video → recording and mixing gear
- Video → chance to order the promoted products

E-commerce + brick and mortar store

- Guest post
- Landing page → freebie
- "Thank you" page → share landing page to get a discount coupon
- Freebie → products that enable what the freebie teaches (and links to product pages)
- Checkout page → up-sell products
- "Thank you" page → locals: live event / non-locals: cross-sell
- Email → all products

E-commerce + brick and mortar store

- Post about recording rock drums
- Freebie about recording rock bands
- "Thank you" page → share landing page to get a discount coupon
- Freebie → links to recording gear pages
- Checkout page → up-sell products
- "Thank you" page → locals: live recording workshop / non-locals: mixing gear/software

E-commerce + brick and mortar store (2)

- Guest post
- Landing page → freebie
- "Thank you" page → freebie delivered as a video
- Freebie → promotes live event
- Live event → related products
- Email → all products

E-commerce + brick and mortar store (2)

- Post about recording rock drums
- Freebie about recording rock music
- Freebie → promotes live recording workshop and/or a recording from such a workshop
- Live event → recording gear

Software as a service

- Guest post

- Landing page → freebie

- "Thank you" page → freebie delivered as a video

- Freebie → trial of software

- During trial → 1-on-1 demo with a sales rep

- Demo → paid subscription

- Email → trial (and paid subscription)

Software as a service

- Post about recording rock drums
- Freebie about recording a rock band
- Freebie → trial of recording software
- During trial → 1-on-1 demo with a sales rep
- Demo → paid subscription

Software as a service (2)

- Guest post
- Landing page → freebie
- "Thank you" page → share landing page to get a free trial of software
- Freebie → case study webinar
- During trial → 1-on-1 demo with a sales rep
- Demo/webinar → paid subscription
- Email → trial and webinar (and paid subscription)

Software as a service (2)

- Post about recording rock drums
- Freebie about recording a rock band
- "Thank you" page → share landing page to get a free trial of recording software
- Freebie → webinar detailing how some rock album was recorded
- During trial → 1-on-1 demo with a sales rep
- Demo/webinar → paid subscription

Arts

- Guest post
- Landing page → freebie
- "Thank you" page → share landing page to get another freebie
- Freebie(s) → product (book, music, painting, etc.)
- Email → products

Arts (music album)

- Post about how you recorded drums for your album

- Freebie about how you recorded everything else

- "Thank you" page → share landing page to get a freebie about how you mixed the album

- Freebie(s) → album

Arts (fiction book)

- Post about something you researched for your book

- Freebie that goes deeper into the topic

- "Thank you" page → share landing page to get a freebie about something else you researched

- Freebie(s) → book

- Email → book

Musical daycare

- Article for a local magazine about "musical daycare"
- Landing page → freebie about differences in local daycare centers
- "Thank you" page → freebie delivered as a video
- Freebie → shows how typical issues are handled in your daycare center and invites people to an "open doors" day
- Email → "open doors" day and general enrollment

Nature travel

- Article on nature travel (in your area) for a travel blog
- Landing page → freebie about what you need to remember when you travel in the wild
- "Thank you" page → freebie delivered as a video
- Freebie → shows what kinds of options you offer
- "Thank you" page → let's people book a trip
- Email → travel options

Wedding gowns

- Article about wedding gowns to a wedding magazine
- Landing page → freebie about what it takes to create a "dream wedding"
- "Thank you" page → freebie delivered as a video
- Freebie → shows what kinds of gowns you make
- "Thank you" page → let's people book an appointment
- Email → personal follow-up

Software development

- Article about [what you specialize in] to a magazine aimed for your target customers

- Landing page → freebie about how people can use custom software to reach their goals

- "Thank you" page → "meet us" type video

- Freebie → free consultation

- "Thank you" page → let's people book a consultation

- Email → personal follow-up

Yarn store

- Post about how to pick a yarn for a project
- Landing page → freebie about different yarn types that people can refer back to
- "Thank you" page → "meet us" type video
- Freebie → live event where you tell interesting details about different kinds of yarns
- Live event → suitable products
- Email → products

What you should sell

- It has to solve an urgent problem or enable an important goal.

- It has to be something you can deliver better than most of your competitors.

- It should be an "easy sell" if at all possible.

Your first/next product

- What urgent problem or important goal can you help with?

- What's the least time-consuming way for you to help with it, so that you still make a big impact?

- What piece in your "ideal" sales funnel are you missing?

- What price seems "low" for your target customers given the problem/goal?

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