The Sales Funnel Checklist

1. I have a way to visually represent my entire sales funnel flow (webpages + email sequences).

- ☐ Mindmap Software
- ☐ Notebook
- ☐ Whiteboard
- ☐ Spreadsheet
- ☐ Other

2. I have created a free "lead magnet" or low-priced tripwire offer (optional).

3. I've created automated email messages that follow up with new lead magnet signups with a thank you page and follow up messages to transition them to the first product in my sales funnel.

- ☐ I've established a VISUAL (easy to see) timeline that takes into consideration the most effective time to deliver each message and what the topic is for each.

- ☐ I've identified the format, goal, and call to action for each message.

4. I have created the frontend product offer.

5. I have created my upsell offers
- ☐ Upsell #1
- ☐ Upsell #2
- ☐ Upsell #3

6. I've created my sales page for each offer. It includes:
- ☐ Attention grabbing headline
- ☐ Compelling benefit driven copy
- ☐ Proof
- ☐ Motivation to act now, for example a limited number, or a limited time offer
- ☐ Multiple call to action buttons (i.e. buy button)

7. I have added my products in PayKickstart and Customized my checkout page accordingly.

8. I am using one-click upsells.

9. I have created my sales funnel in the visual funnel builder within PayKickstart.

10. I have integrated my email autoresponder so when a customer purchases, they are properly added to the correct list.

11. I have created a short follow-up series for new customers.

12. I have created a backend offer (preferably higher-ticket item), promoted via email sequence after customers purchase and/or within a members area where customers access purchases.

13. I've tested all elements of my sales funnel process including sales page links, email links, and product delivery.

14. I'm tracking analytics for each webpage and email in my funnel.

☐ Email open rate
☐ Email click through rate
☐ Sales page visitors
☐ Sales page call-to-action clicks (i.e. conversion of visitor to checkout page)
☐ Checkout page conversion percentage(s)
☐ Upsell page conversion percentage(s)
☐ Revenue per customer (lifetime value)

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