

High Profit Business Model Training



With William Fletcher

This training is for you if:

- You want to set up a high profit business and earn way more than you're currently earning in your business.
- You like the idea of having an automated campaign set up with multiple products that earn for you day in and day out.
- And you're ready to take your business to the next level or start your business and get it setup the right way!

In this training I'm going to give you the 3 core components to creating a High Profit Business and specifically I'm going to cover:

- ✓ What a core funnel is and why you absolutely **NEED** this in your business.
- ✓ How to set up an automated email campaign that makes your profits in your business day in and day out.
- ✓ And how to get thousands of visitors to your sales pages in just a week.

Plus I'm going to show you:

- ✓ The Core Funnel

✓ The Core Campaign

✓ And the traffic System

Core Funnel

Your core funnel is the money maker of your business. Everything that you do in your business should be focused on getting people into your core funnel and purchasing the products inside.

When you have this in place you...

- Keep your business simple! Your entire business is focused on getting people into your core funnel and profiting from it.
- Have an automated system that will make you money everyday whether you work or not.
- Will make a lot more money because you have a back-end system setup!

What is a core funnel?

A core funnel is a series of products you promote on the back-end.

Your core funnel should have at least 2 - 3 products. For example, your funnel might look like this:

\$97 video course

\$197 video course, facebook group, and worksheets.

\$497 6 week coaching class with lessons and videos.

So your funnel would look like this:

\$97 → \$197 → \$497

Here's an example how you could set up a funnel like this using some of our PLR. This is just an example you don't have to use PLR.

\$97 - 21 Day Online Business Launch video course

\$197 - The Digital Funnel System video course with worksheets, and Facebook group for implementation and questions.

\$497 - 4 to 6 week course, live Q &A calls, worksheets, and maybe a few 1 on 1 coaching calls.

Core Campaign

This part is my favorite! Each one of the products in your core funnel will be set up in an automated funnel with an email campaign that promotes each product. Each email campaign will span over 5 - 10 days and make sales day in, day out.

To add to this you might have a couple emails at the beginning for introduction and relationship building.

When you have this in place you:

- Have an automated machine working for your business every single day.
- You can measure what is working and what isn't and make improvements
- You have a rinse and repeat system for earning over and over again

So your campaign would look like this:

- Intro/relationship
- Product 1 campaign
- Product 2 campaign
- Product 3 campaign

Those would all be back to back and automated in your autoresponder.

Intro/Relationship

This campaign serves a few purposes. First it delivers on whatever promise you gave to get them on the list. For example, you might have offered them a free guide, or video, or maybe you even did a product launch and got a buyer on your email list.

So your first email in this campaign delivers on that promise, shows them how to get access, a little about you, and how you can help them.

Product Campaigns

Your product campaigns are a series of 5 to 10 emails each that promote each one of your products. The key with these campaigns is build up excitement, get your subscribers to the sales page, and close out strong.

Traffic system

The last piece of the puzzle is getting people into your core funnel. A lot of people struggle with this but I often find that most people struggle because they don't have steps 1 and 2 setup! It's hard to convert traffic when you don't have products, a funnel, and an email campaign set up.

When you have this in place:

- You can get thousands of visitors to your offers.
- Build a list of customers and subscribers
- And put new people into your funnel every single day

There are lots of ways to get traffic and you only need 1 or 2 that you focus on. If you try to focus on 4 or 5 you will struggle to get good traffic from anyone of them.

Also let me say this...traffic is much easier than you think. A couple of good affiliates alone can get you thousands of visitors to your sales page. Here's a nice little case study to show you the power of this.

In my latest promotion I had about 10 affiliates promoting for me.

In a period of 6 days I got 3,149 visitors to my sales pages! Made 421 sales. And generated \$8,549.95.

Visitors	Sales	Conv Rate	Visitor Value	Total Revenue
3149	421	13%	\$2.72	\$8,549.95

Now there are a few key things you should know about this promotion for full transparency

1. The traffic stats here are a little skewed because this product won deal of the day which brought in a bunch of excess traffic from the Warriorplus network. So a 1,000 or so visits can be contributed to that.
2. Also the majority of the \$8,549.95 generated was paid out to affiliates.

Now there are a few other key things I want to mention here.

On the first couple days of this launch there was only a couple of affiliates promoting it and it brought in about 400 visitors to my sales pages. Day 3 about another 300 visitors. As it picked up momentum a few more affiliates jumped on and the number went up again. And then again.

I say all this to say a handful of good affiliates can get you 1,000 - 2,000 visitors to your sales pages in a very short period of time. In this case just 6 days!

Now you might be saying...*"But William you didn't make much money your affiliates made most of the money"*

You're right, and that's intentional. My goal here was not profit. My goal here was to provide an awesome product, treat my affiliates well, and ultimately **ADD BUYERS TO MY EMAIL LIST.** ← Write that down.

Because of this promotion I've added 200 - 300 BUYER leads to my email list.

Now they will go through my core funnel *where the real money is made.* So do you see how this is all connecting together?

By having a core campaign in place I will most likely triple the amount of money that was made on the launch. Plus some of these people will become diehard fans and buy most of the things I put out in the future.

Now affiliate traffic isn't the only way to get traffic that's just one example. There are lots of ways to get traffic including:

- Facebook
- YouTube
- Blogging

- Podcasting
- Affiliates
- Etc.

So once you have your core funnel and email campaign in place you pick one of these methods and spend your time putting people into the funnel and let the automation do the work for you.

So let me ask you...

How would it change your business to have a core funnel like this in place?

Would it make a difference if you had 1000-2000 visitors to your sales pages in a period of 6 days?

And do you want to learn how to create all this and get it all setup?

If so, I'm opening up **35 Spots** in a brand new Evergreen Funnel Blueprint class where I'm going to teach you all of this step-by-step!

✓ By the time you finish this training you will have a core funnel in place with 2 to 3 products priced anywhere from \$97 to \$497.

✓ You will have an automated email campaign loaded in your autoresponder promoting your products on autopilot.

✓ You will have a system deployed bringing traffic to your sales pages.

And more!

So if you want to get access to this class watch for an email from me at 10am EST. You will want to move fast to make sure you get a spot before they are all gone.

As soon as we hit 35 people we will close it down!

If you want to make sure you get in get on the early notification by emailing me right now: william@digitalheromarketing.com with the subject line "35 spots."

You will be the first to be notified when it goes live.

See you in the class!

A handwritten signature in black ink that reads "William Feltner". The signature is written in a cursive, fluid style with a large initial 'W' and 'F'.