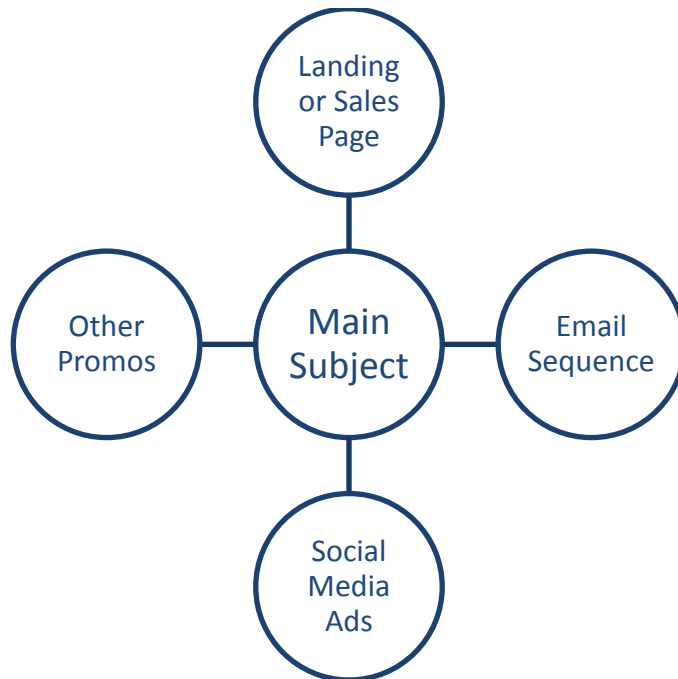


STEP ONE: MAP OUT YOUR HIGH-CONVERTING “FOREVER” FUNNEL

Exercise: Create a mind map of your evergreen sales funnel. Consider using a mind map platform, such as Mind Meister. You’ll find hundreds of free and paid options.



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Exercise: Look at your funnel on paper. What pieces do you already have from your live launch? What new content will you need to create to fill in the gaps?

Current Inventory	Pieces I Still Need
Landing page <ul style="list-style-type: none">• Graphics• Sales copy• Email provider/opt-in code• Lead magnet• Other:	
Sales page <ul style="list-style-type: none">• Graphics• Sales copy• Competitive pricing• Shopping cart• Payment options• One time offers (OTOs)• Other:	
Social media posts + promos <ul style="list-style-type: none">• Engaging copy• Branded graphics• Advertising budget• Other:	

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Email sequence(s): <ul style="list-style-type: none">• Welcome email (prospects)• Thank you email (buyers)• Reminders to view other offers• Affiliate offers (if relevant)• Reminders about expiring deadlines• Other:	
Other promotions: <ul style="list-style-type: none">• Cross promotions on other social platforms• Podcast interviews• Guest blogging opportunities• Email marketing• Live videos• Affiliate program• Real life networking• Other:	

Exercise: Create a survey for non-buyers to find out why they didn't purchase.

Sample Questions
What caught your eye and made you click on the link to the sales page?
What about this product/service interests you?
What was your first impression about the sales page?
Did the copy 'speak to you'? Why or why not?
Why did you click away from this page without making a purchase?
Do you think the pricing is fair?
Would you have purchased if there were payment options?
Would you still consider making this purchase at a later date?

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