

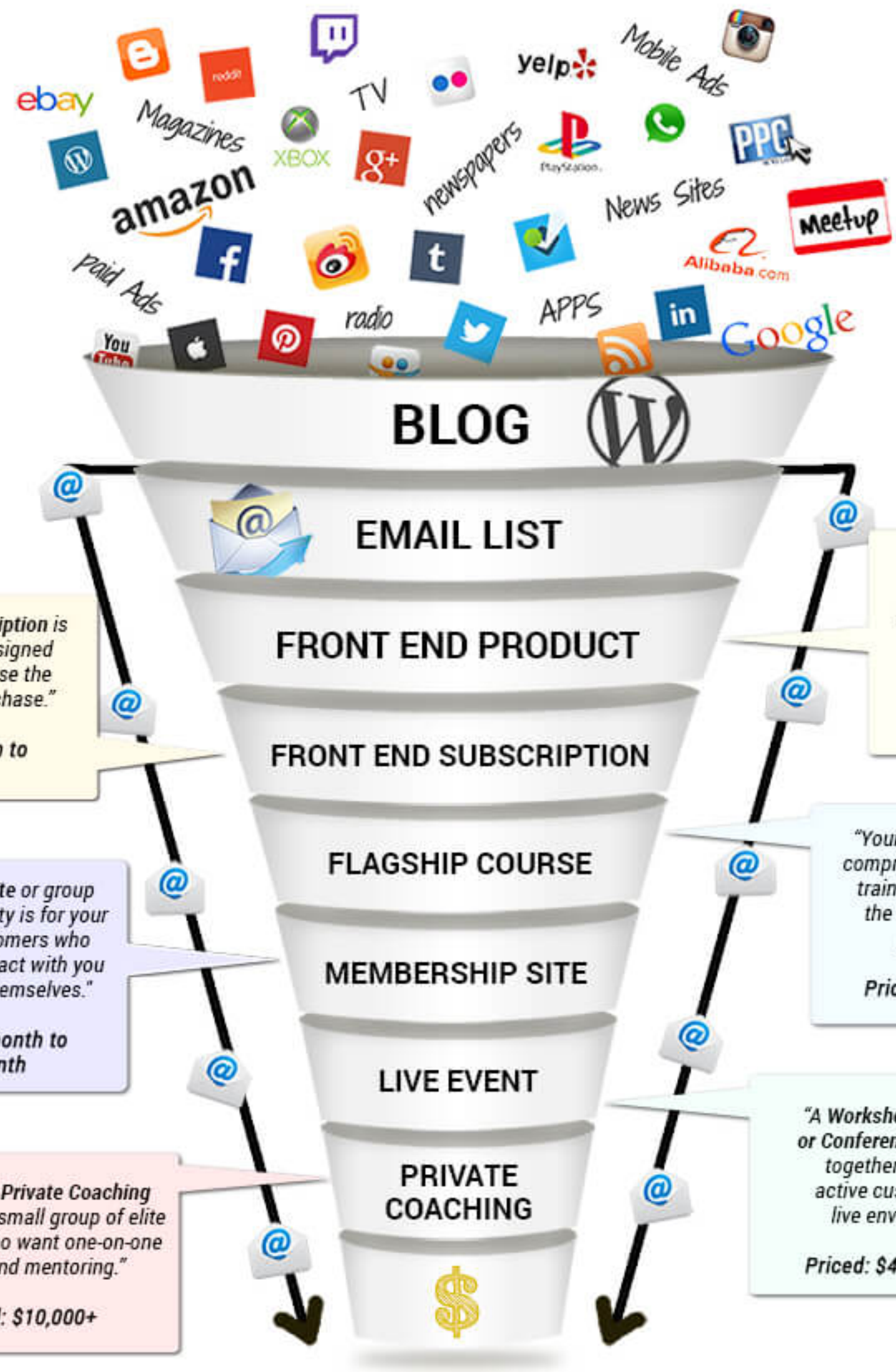
The Front End

Customer Acquisition

The front end of the funnel focuses on using content to presell via a niche blog and problem solving email sequence.

These two resources are designed to sell an entry level, low priced, high value product, with a series of upsells behind it.

The front end is about building an audience, establishing trust and acquiring customers. It is however, not your source of profit.



"The Front End Subscription is a strategic upsell designed specifically to increase the value of the first purchase."

Priced: \$9/month to \$49/month

"The Front End Product is an entry-level, high-quality item priced around the same cost of a dinner meal."

Priced: \$19 to \$99

"A Membership Site or group coaching community is for your most active customers who want ongoing contact with you and others like themselves."

Priced: \$49/month to \$299/month

"Your Flagship Course is a comprehensive, step-by-step training program, to meet the number one need of your audience."

Priced: \$299 to \$2,999

"A long term Private Coaching program for a small group of elite customers who want one-on-one support and mentoring."

Priced: \$10,000+

"A Workshop, Bootcamp or Conference, that brings together your most active customers in a live environment."

Priced: \$499 to \$4,999

Profit Center

The back end of the funnel delivers a series of escalating offers at higher prices.

Email automates the selling process, guiding your most responsive customers to your highest priced offers. These customers are best positioned to benefit from what you offer, and thus spend more money with your business.

Although you have a smaller customer base in the back end, it is these customers who provide your profit.

The Back End

The **Blog Sales Funnel** is a strategy where you use your blog to attract an audience and then deliver more targeted information via a segmented email list.

Through the blog and email sequence, you deliver educational content to build trust, then offer a front end low priced product with upsell offers. You then continue to follow up with your customers, offering higher priced products and services.

As the funnel continues down, only your most responsive customers remain, who buy your highest priced offers. This small group of "raving fans" benefit significantly from your support and are the source of your business profits.

EJ Entrepreneurs-Journey.com

For Full Details:
www.TheBlogSalesFunnel.com

Created by Yaro Starak

