

**Leanne Scott:** Hello, and welcome to this presentation today. We're going to be talking about five different types of passive income funnels that will help you to boost your sales every day so that you can be making income in between those launches and flash sales. Firstly, if we've not met before, a little bit about me. My name's Leanne. I'm based in the Cotswolds in the UK. I used to be a doctor and I was struggling a lot with burnout and working really long hours, so I wanted a job that gave me more work-life balance, which is why initially I started doing some travel writing and I set up a successful travel blog, and then later I turned to becoming a passive income strategist and teaching other people how to generate more passive income in their online businesses as well. Topics I love teaching about, affiliate marketing, digital products, email marketing, evergreen funnels, basically anything that helps you to regain some work-life balance. Through this, I have become the founder of Passive Income Superstars. What are we going to be covering today? Well, we're going to be covering, like I said, five different types of set and forget funnels. Those funnels that we're going to be covering are some that you might be familiar with and a few others that you might be less familiar with. The first two are the most common ones that we hear about, which are tripwire funnels and evergreen email funnels.

I'm also going to be talking about trigger funnels, affiliate funnels, and sales page funnels as well. Hopefully, that's going to be something that's a little bit new to you today to give you some food for thought about how you can potentially earn more money in between your own launches. Firstly, what is a funnel? A funnel is basically a journey that you're going to take somebody on, you're going to guide your potential customers through. It starts with warming your lead up so that they know and trust you and start to see you as an expert that they trust. Then, it usually ends with a specific call to action. Now, in this case, we're talking about sales funnels, so that call to action is presenting that person with a paid offer, but funnels can be created for all different purposes. It doesn't have to necessarily end with a sale, but for the purpose of this presentation, we are going to be focusing on sales funnels. Then, evergreen sales funnels are those that you set and forget and they're just going to work away in the background. They're going to generate you passive income without you having to do very much to keep them going. Obviously, this is a summit about how to run your business when you're neurodivergent. How are funnels great if you fall under one of those categories? Often I find that neurodivergent business owners are really great at coming up with new creative ideas. We want to be able to run with them straight away.

I don't know about you, but I suffer with a lot of hyperfocus. Once I've got an idea, that's it, that's all I can think about, all I can do. I don't want to do all the boring stuff in my business, I just want to focus on creating something new. Funnels, they basically give us the space to be able to do that because if you've got funnels set up for your existing products, then you're going to be generating passive income, which means that you don't need to worry about putting everything else aside and just playing, experimenting, and creating new things in your business. Before we get started, I just want to talk a little bit about urgency because I will be mentioning it several times throughout this presentation, and I know it can be one of those things that people have a love-hate relationship with. Some people find that urgency is a little bit icky, other people love

urgency. I'm somebody who personally as a customer really appreciates urgency and it helps me to take action. It is important to note that you might make some sales without urgency. You don't have to have urgency in every single funnel, but of course, you are always going to make more if you give somebody a reason to buy now because it just really focuses them, it helps them to prioritize the decision, and it avoids those long drawn out periods of indecision. I know as somebody who struggles with decision making myself, that that can cause me quite a lot of stress.

If I know something's hanging over me, I've got it in the back of my mind that I want something, but I'm giving it some thought, I'm not 100%, and it just drags on for ages unless there's a reason for me to be like, I have to make a decision now, it drags on for such a long time, and that weighs on me. Personally, I love a countdown timer because it gives me that safe space to make a decision. If I don't make a decision in that time, then it probably wasn't right for me and I move on. I think a lot of the time, this dislike of using urgency comes from those people who are using it in a way that is perhaps less ethical. For example, fake countdown timers that restart again as soon as you reach zero and people who use really pushy bro-marketer tactics where they're trying to run their product down your throat and persuade you to buy even if it's something that you don't need. If you're not using those methods and you're giving people a fair amount of time to be able to make an informed decision and you're communicating that with them clearly, then urgency can actually be really, really beneficial, especially if you also have a lot of neurodivergent people in your audience as well because in general, decisions tend to be something that we do just struggle with sometimes. If you do have an audience of neurodivergent people, then you're probably going to find the urgency really does help to boost your conversion rates.

The first one I want to talk about is a tripwire funnel. A tripwire funnel is essentially an offer that's delivered on a thank you page. Now, usually that would be because somebody's joined your email list, but you can have thank you pages in other places, for example, when somebody opts in for your product, if you're contributing to a bundle, you can have a tripwire there as well. Now, the thing with tripwires is because it's quite early at the start of the journey when somebody's just getting to know you, so they're not usually going to be willing to spend a lot of money with you at this stage. They're just dipping their toe into your world. You need to make sure that your product and your offer is something that's a really easy yes. That usually means that it's a product that's not too expensive, usually heavily discounted. I tend to find the best range of prices is usually somewhere between about \$15 and about \$47. Anything over that \$50 mark, and it's a bit more of an investment, people have to think about it for a little bit longer, and if you're using a short countdown timer, which tends to be really effective, then sometimes people need a little bit longer than that, especially if they don't know you very well yet. I tend to find offers underneath the \$50 threshold, and obviously, they need to have a really good reason to buy it now, so that's where your urgency is going to come in really important. Tend to find discounts for around about the 50% tend to work really, really well.

It's also important that your tripwire offer is going to appeal to the same person that opted into your freebie. Now, contrary to popular belief, it doesn't have to be something that's directly related to your freebie. It can be. That's not a problem, as long as it's clearly different but related, that's fine. What you don't want to be doing is offering something that seems very, very similar and people are confused, they're like, "Haven't I just opted in for that for free? Why do I now want to pay for it?" That's going to confuse people. It needs to be something that's clearly different. It can either be related to the product, or it can just be something that's going to appeal to the same audience, the same type of person. When you're creating these, don't create them from scratch. You've probably already got sales pages for these products already. Just duplicate those sales pages, add a countdown timer. There is a free plugin if you're using WordPress called Hurry Timer. If you're using the pro version of Elementor, then they have a built-in countdown timer. If you're using Thrivecart, they also have a built-in countdown timer. There are more advanced tools such as Deadline Funnel, which offer some really great stats. I do love using them for tripwires, but if you are only generating a tripwire, you do not need fancy tech like Deadline Funnel or Convert Box, but they do have lots of other benefits. I'm not saying don't get them, but if your only purpose is to create a tripwire, then you don't need them.

The next one is evergreen email funnels. These are longer funnels. They tend to run over several days or even a couple of weeks. They tend to take a little bit longer to warm that lead up so that they're nice and warm by the time that you deliver your sales emails. Usually, you would start by attracting somebody with a lead magnet that's going to appeal to the same person as the offer that you're eventually going to present them with. You then send them into this warmup sequence, and then finally, you send them into a sales email sequence. That can be repurposed from your launch emails. Setting up an evergreen email funnel doesn't need to be this big thing that takes you weeks and weeks to do. You can set them up very quickly as long as you've launched a product and you've got a sales page and sales emails to basically repurpose. Now, these types of funnels work best when you have a time sensitive discount or special offer. For example, it might be an expiring bonus if you didn't want to offer a discount. Now, the important thing with evergreen email funnels is they're different to tripwire funnels because tripwire funnels get triggered when somebody lands on the page and they've got a certain amount of time to make a decision, whereas evergreen email funnels have to be triggered externally. Usually, they're triggered by either somebody signing up to your email list, or they're triggered by a tag being added to your subscriber at some point in the funnel.

Because of that, you need to use special tools to make sure that everything syncs well. It needs to sync. Timers need to sync between the sales emails, between the sales page, and also the cart checkout so that no matter which device, whether it's their mobile or desktop, when they click through, they're always going to see the same countdown timer, and if they click the next day, then they're going to see 24 hours less than they saw the day before. The tool I recommend using is Deadline Funnel. There are a couple of alternatives but not very many. The other main one is Thrive Ultimatum. It's not my favorite tool. I have used it. I've had much better conversion rates with

Deadline Funnel. That's the one that I usually recommend. Below you can see an example of how well these sorts of funnels convert. Because you are really spending that time to warm somebody up, then you tend to find that the conversion rates are fairly good, perhaps not quite as high as your launch conversion rates because then, of course, people are seeing things on social media, there's a lot of buzz, other people are joining at the same time, and so it creates that sense of buzz. You might not find that you get quite the same conversion rates, but you can still get some really good conversion rates.

Here was a funnel that I didn't promote. It was completely organic. People were landing on some blog posts, seeing a freebie, signing up to it, going through my funnel, and I didn't even promote the freebie, I didn't mention it at all. It was just working in the background, and I had 192 people go through that funnel that month. That generated seven sales at a price of \$297, and that generated revenue of \$2,079. You can see this can be quite lucrative. It's very, very hands-off, and it's one of my favorite type of funnels. The next one we've got is affiliate funnels. Funnels don't have to always promote your own products. If you don't have very many products yet, then you can promote other people's products and then earn a commission on the sale. If somebody clicks on your link, purchases through your link, then you are going to earn a commission on that sale if you've joined that affiliate program. Now, when you're going to do this, I would recommend always focusing on your higher commission programs or those where you get recurring commission because there's quite a lot of work that goes into this and you're not going to want to do it if you're only going to get a couple of dollars for a sale. I would stick to the type of affiliate programs where you're going to be earning quite a significant amount for every commission that you make or you're going to be earning the same amount every month.

For example, if you're re promoting somebody's membership,

then you might earn a commission for every month that that person stays inside the membership. It could be that they're in that membership for two years, and so you're going to earn commission every single month and it's really going to add up. Now, here you would do something very similar as if you were setting up an evergreen funnel for your own sales product. You would create a lead magnet that's going to attract the same audience. You're going to put that lead magnet on blog posts that perhaps are focused on promoting those

products. It might be that you've got a product review or a product comparison or a buying guide or a how to guide or something like that which you know that anybody reading those blog posts is going to be interested in this product that you're going to be promoting. You're going to be advertising your lead magnet on any of those blog posts. You're then going to send people through some warmup emails. The difference is here, you're not just warming people up to you as a person and as an expert on your topic, you're also warming them up to the idea of the product and or the related topic at the same time, so you might give some insight into what products are available. Then, you're going to go into your sales emails.

Here, you can do pretty much like you would do for your own product. You might share case studies, so what results did you get when you bought a particular product or a course or invested in a tool. You can do a comparison where you compare it to another popular product or tool or course or whatever it is that you're promoting. You can address the FAQs or common objections. Basically, very similar to promoting your own product. Now, when it comes down to urgency, it is definitely harder to create for affiliate funnels. It's not Impossible. There are ways to do it. It's definitely a more advanced strategy. If you're just getting started, then you don't need this. If you do want to add that sense of urgency, there are ways to do it. One way is to say if you buy within a certain amount of time, then you can have an extra bonus, and then you deliver that bonus if you can see that they've purchased within a short timeframe after you've sent the email that you can set, and you can look back through and see what emails people have had and when to be able to work out whether or not to award that bonus. You could refer people to a freebie that locks your affiliate cookie. Lots of affiliate programs, particularly those in the digital space, will offer freebies as an affiliate link. What happens there is you refer somebody to the freebie, and then if they go ahead and purchase somewhere in their funnel, you're going to still earn the commission because the cookie period covers that funnel period. That could be a good way of doing it.

If you're somebody that's got a really good relationship with a brand or company and you've managed to refer them lots and lots of sales, then you could talk to them about having some kind of a discount code or bonus specifically for your audience and then potentially setting up a time-sensitive offer directly with them. That's a lot of work on their side of things. They would potentially need to set up a page for you, a sales page. They'd have to duplicate one of their sales page, attach a coupon and a countdown timer. There's certainly some work involved, and it's not something that you're going to be doing routinely for all of your affiliates. I think it's one of those things that if you are performing really, really well for an affiliate, you could potentially reach out to them about doing some more bespoke collaborations together. The next one we have is trigger funnels. This is where you can basically send people into funnels once they're already subscribed to your email list based on their behavior. When you're sending a newsletter, you're probably going to be randomly mentioning products throughout those newsletters, and when you do, you can link to them. Now, when somebody clicks on these links, you can add a tag 'interested in X', so whichever product it is or topic. These tags can then send them into mini funnels. You can create an automation that's triggered by the tag, and then it goes into a few emails to promote that offer.

It might be that you have a bonus that you want to promote. It might be that you want to send some more information about the product or you want to send a case study about your results with the product. You basically send them through a few emails designed to really focus them on their decision about whether or not they want to purchase a product. Now, for your own offers, you could consider using Deadline Funnel again, and this will help you to add that sense of urgency. It's essentially going to work the same as an evergreen email funnel, but rather than sending them through a warmup phase into the funnel, you're adding people that have shown an interest in that topic already. That is something that you couldn't necessarily do quite as easily for affiliate products, but

you don't always need to have urgency. Like I said before, you can generate some sales without urgency. One thing I would recommend if you're going to do this is have a 'do not disturb' tag, and you can add it when somebody goes into this funnel and then remove it when they finish this funnel. That just means that you know not to be sending them newsletters or any other emails whilst they're in this little mini funnel because what you don't want to be doing is sending people like a hundred emails a day. You want to make it just one email a day so that they don't get too overwhelmed. The 'do not disturb' tag could be really helpful.

Finally, we've got the sales page funnels. Sorry, that should read number five. We've got sales page funnels. These are mini funnels that work a little bit like tripwires. People will visit your sales page organically, they might click on a link from one of your emails, they might be browsing your website, but they end up visiting your sales page, and once they're on the sales page, they see a pop-up offering a discount. Now, this pop-up asks them to opt into your email list in order to secure that discount.

Then, there's a few different ways that you can deliver the discount to them. You could set up a tripwire page with a short time to decide. That might be say up to a day. You can even follow them up with an email that gets sent an hour after they join your email list reminding them or even later on in the day when the timer is about to time out. You can definitely set something like that up. You could just send them a coupon code in your email. It's probably the easiest way to do it, but there is no urgency. Remember, if there's no urgency, you will see lower conversion rates. The third way is if you have Deadline Funnel, then again, you could set something up that sends somebody into a proper funnel with the discount code from the start. You will need some tools for creating these funnels. Now, it depends what type of funnel that you're creating as to how much you need to spend on tools.

Deadline Funnel is definitely the best for adding urgency to longer funnels. If you've got evergreen email funnels, trigger funnels, things like that, Deadline Funnel can be really, really useful. It is a little bit of an investment, but it does tend to pay for itself many, many times over. Most people that I know who use Deadline Funnel actually say it was the best thing that they've ever invested in. It's a great one, but probably only for if you are selling products of a reasonable price, a few \$100 at least, then it can be really, really useful. If you were just starting out and you've got lower ticket products and you don't want to invest into a tool like Deadline Funnel, then Hurry Timer is a free countdown plugin, and it works on WordPress sites. As long as you're hosting your sales page on WordPress, then you can use Hurry Timer, and that works really well for things like tripwire pages. You'll obviously need an email service provider, the one I recommend is ConvertKit. The reason for that is it's just really great for setting up automations. It just is really nice workflow. There's a lot of things that you can do to create these nice automations that just easily flow one to the other.

If you're using tools like Elementor or Thrivecart, then they have inbuilt countdown timers for tripwires. I think, with Elementor, you have to be on the pro version in order to get the countdown timers, but if you're using one of those, then you may have it already

built in. That's going to work for your things like your tripwires, it's not going to work for things like evergreen email funnels because it needs to sync with your emails and with your cart checkouts. It's not going to work for those bigger funnels, but it will work for your tripwires. Finally, ConvertBox is really great for those sales page discounts, so they're really nice-looking popups that are non-obtrusive. You've got a lot of control about when they show, who they show to, and you can offer people discounts if they sign up using that tool. Which funnel should you use? Well, part of that will depend on what tools you have and what budget you've got to buy those tools. In general, I would say low-ticket products, I think you should be focusing more on tripwires and setting up some simple trigger funnels. If you have high ticket products, products that are worth at least a couple of hundred dollars, then it's definitely worthwhile thinking about setting up an evergreen email funnel because when something's a little bit more expensive, we need a little bit longer to nurture somebody into that sale. Evergreen email funnels work really, really well for products that have a slightly higher price tag.

If you're talking about a program that's perhaps four figures or more, then you definitely need to be thinking about an evergreen email funnel, that's something that's probably not going to sell on a tripwire page. The other types of things that you could think about are the sales page funnels, the trigger funnels. If you're doing the trigger funnels, again, if it's got a higher price tag, then I would be thinking about adding urgency with a tool like Deadline Funnel. Then, if you've got other people's products, then usually, you would either focus on the affiliate funnels or also setting up a trigger funnel. I hope that you've enjoyed this presentation today. I hope you've learned something new and you've got some ideas about how you can generate a bit more passive income in your business. I'd love to share a free gift with you as well. If you head to [passiveincomesuperstars.com/income](https://passiveincomesuperstars.com/income), then you'll be able to download 30 creative ideas to earn more passive income in your online business. It will cover the five that we've talked about today, but also another 25 ideas in more detail as well, and it's not just a list of ideas, there's lots of tips and strategies. It's an 18-page guide, so it's got quite a lot of juicy information in there. Hopefully, you'll find that helpful and give you some new ideas to be able to go ahead and regain a bit of work-life balance. Thank you so much for listening today, and if you've got any questions, then I would love to answer them for you.

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