

Evergreen Funnel Blueprint

Building the Evergreen Machine

In week 3 I will show you how to setup an automated funnel that gets leads and sales on autopilot. I will walk you through step by step how to set everything up from scratch. All the tools, all the techniques, all the insider strategies for profiting big! Plus you will see how to create campaigns and funnels that convert.

Welcome!

- Soundcheck
- Members area preview
- A few questions from last weeks training:
 - 1. You mentioned having a core offer/flagship product. Can mine be a \$67/month membership academy and not a high-ticket \$1997 course?
 - 2. For the membership academy, I plan to do weekly training videos on FB, then take them down to add to the academy. As I will be adding all the related content to the academy, how can I find something to teach in a high-ticket course? It's like if it's relevant, it will be in the academy, if it's not relevant, why would I offer it?

Sales Pages

Script walkthroughs

[Sale Copy Script](#)

[OTO Script](#)

Evergreen Email Campaigns

Email Campaign Flow

Welcome Email

Content/Relationship

Content/Relationship

Core Offer Campaign

Content/Relationship

Content/Relationship
Offer 2 Campaign
Content/Relationship
Content/Relationship
Offer 3 Campaign

Etc.

Fill In The Blanks Campaign Walkthrough

[Fill In The Blanks Email Campaign Template With Examples](#)

[Fill In The Blanks Email Campaign Template](#)

[DEMO FITB - Email Campaign Template](#)

10 Different ways to promote your products and offers without being spammy!

1. Cheat Sheet

It's been a jam packed day so I'm just now getting this to you! Yesterday I told you I would be emailing you a video and a cheat sheet on the "High Profit Business Model."

I just finished recording the video and putting together the cheatsheet. This video is 20 minutes of pure value sharing with you:

- What a core funnel is and why you absolutely NEED this in your business.
- How to set up an automated email campaign that makes you 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

Head over and watch this training now:

>> [New Video And Cheat Sheet](#)

Also, don't forget to grab the cheat sheet on that page :)

Enjoy,

William Fletcher

Digital Hero Marketing

P.S. In the video I share with you something special that 35 of you will get access to so make sure to watch that!

P.P.S. Also, if you want to get on the notification list I mention in the video to be the first to get one of those 35 spots just reply back to this email and say "35 spots" or just email me now william@digitalheromarketing.com.

2. Blog Post

<http://digitalheromarketing.com/turn-this-plr-package-into-a-mid-ticket-or-high-ticket-offer-bonus-inside/>

3. Tutorial Video

Today I want to share something really cool with you. One of the things I've been sharing a lot with clients lately is setting up an evergreen funnel in their business.

Well today I want to walk you through what that looks like and how to implement it in your business.

In this example I walk you through how I personally use this in my business and why it is so powerful.

Check it out here

Inside you'll see:

How I get thousands and thousands of visitors to my evergreen funnel every month.

What types of price points and products I have in my funnel.

What the email campaigns look like

And a lot more...

Watch the Evergreen Funnel Training here:

<http://digitalheromarketing.com/video-walkthrough-what-an-evergreen-funnel-looks-like/>

4. Q&A About Product Or the Topic

5. Sneak Peek or (Look inside)

Subject: Here's What You Get In The Evergreen Funnel Blueprint Class

Here's what you get when you join me in my new Evergreen Funnel Blueprint Class:

Every Single Step You Need To Build A High Profit Online Business. By the time you complete this program you will have:

- A full funnel ready to deploy and take paying customers.
- An automated sales system and email campaign in place to convert leads into customers.
- Step-by-step instructions on how to get traffic and leads coming into your funnel every single day without spending a dime on traffic!
- How to create evergreen products and offers that will deliver big time paydays for years to come.
- Templates, scripts, and easy to follow along with guides that build off of what is taught in the course for easy implementation.

The training will be delivered over four live calls starting Wednesday April 25th at 8pm. Calls are every week for four weeks and will run anywhere from 1 to 2 hours each or more if needed!

You'll also get lifetime access to the members area where each live call will be placed after it is recorded.

You can bring your questions to the live call and get them answered or email me before the live calls and I will answer your questions directly!

You will also get templates, scripts, and other bonuses not listed here.

And to top it off you will get 8 weeks of email access to someone that actually cares about YOUR success!

Look, this is an amazing opportunity to get an awesome program at an extremely low price. I can't tell you how I'm excited I am to kick off this class and start getting student results!

Secure your spot in the class now:

<http://digitalheromarketing.com/35>

This is going to be fun :)

Thanks!

William Fletcher
Digital Hero Marketing

6. Workbooks (Overviews)

Subject: Evergreen Funnel Blueprint Workbook And Class 1

"I've been working on the content for tomorrows first training in the Evergreen Funnel Blueprint class and let me just say WOW!

I'm so excited to get this training to everyone that has joined. This is going to be an amazing class and I can't wait to see the success stories that come out of this program!

If you haven't joined yet I recommend jumping in now before we close it down a little more than 24 hours from now.

Get in here:

<http://digitalheromarketing.com/35>

In tomorrow's class we will be covering:

- My formula for mapping out a profit pulling funnel that sets you up for long-term success so you can finally stop spinning your wheels and know exactly what to create.

- The 4 types of offers every funnel MUST have and how to create all of them in your business. If you don't have this you're leaving tons of money on the table. You

will see exactly what offers to include and what price points work well for each.

- The single most important factor for a high converting sales funnel. This is vital to your success. Conversions are king...if you can't convert you won't make money. You have to have THIS to convert.

- The ONE secret technique I use to map out every funnel I create. This simple exercise will change the way you create funnels and products!

- How to create your financial blueprint and why this is the key to your success. I'm even going to share with you a spreadsheet you can use to put your goals and targets in and track them every week. I can't wait for you to see this!

- An explosive way to kick off your new high profit business and start earning in week one!

Just imagine having an automated funnel set up earning for you everyday! Does this sound exciting to you?

If so, join now:

<http://digitalheromarketing.com/35>

See you on the inside!

William Fletcher
Digital Hero Marketing

P.S. If you've already joined you should see the class one workbook on the members page before the first class tomorrow. Can't wait to see you on the training!

"

7. Offer A Bonus

<http://digitalheromarketing.com/new-plr-commission-fire-and-my-custom-bonus-package/>

8. Tip And Recommend

9. Templates

10. Teaser Or Sample

Maximizing Profits Inside Your Funnels

Download Pages

Component 10 - Course Customizer Kit

This includes Digital Funnel System Course Customizer Kit. Inside you will find the presentation slides for the training course that you can edit and re-record the course in your voice. It also includes the sales copy and sales video presentation that can be used to recreate the sales materials!

[Click Here To Download The Customizer Kit](#)

Component 11 - PLR License

This includes Digital Funnel System License. Please read all license terms on this file before using.

[Click Here To Download The PLR License](#)

**DONE FOR YOU
PLR SETUP!**

Get this entire PLR Sales Funnel Setup For You!

Only 50 Spots Available!

[Learn More >>](#)

Buyer Campaigns

Individual campaigns for buyers that drip 2 to 3 emails to give them the next step then put them into your evergreen funnel.

Tools For Your Evergreen Funnel

Platform

Wordpress

Clickfunnels

Page Building Software

Having a good page builder is important for building your squeeze pages and sales pages.

OptimizePress

OptimizePress is a page builder plugin and Wordpress theme. It can be used either as a plugin or a theme on any wordpress installation.

Learn more about Optimize Press here: <http://optimizepress.com/>

WP Profit Builder

WP ProfitBuilder is also a Wordpress plugin and theme combo. WP Profit Builder is known for its ease of use when it comes to building pages off all types.

If you're looking for a reasonably priced yet powerful page building tool you can't go wrong with WP ProfitBuilder.

Learn more about WP ProfitBuilder here: <http://wpprofitbuilder.com/>

ClickFunnels

Clickfunnels is extremely versatile and can build just about any page you can imagine. Although Clickfunnels comes with a hefty monthly price its power more than makes up for it.

Learn more about Clickfunnels here: <https://www.clickfunnels.com/>

Divi

A list of page building tools wouldn't be complete without mentioning Divi. If you're looking for that modern design feel than you can't go wrong with the Divi theme/plugin combo.

Divi is a very powerful theme that also can be used as a plugin. Similar to the other page building tools mentioned it can build just about any type of page you might need.

Learn more about Divi here: <https://www.elegantthemes.com/gallery/divi/>

Autoresponder/CRM

Aweber

Get Response

Active Campaign

Payment processor/cart solution/Affiliate Platform

Paypal

Paypal is one of the most popular solutions for taking payment online. It also integrates with most popular cart/affiliate platforms making it a great choice.

Learn more about Paypal here: <https://www.paypal.com/us/home>

Stripe

Stripe is another great payment processing tool that integrates with many affiliate platforms and cart solutions. Stripe can be especially great for those that are looking to use Clickfunnels as an all in one solution.

Learn more about Stripe here: <https://stripe.com/>

Zaxaa

Zaxaa is a very advanced cart solution and affiliate platform. It is designed for serious businesses with the need of advanced capabilities in an easy to use interface.

Learn more about Zaxaa here: <https://www.zaxaa.com/>

Warriorplus

Warriorplus is a payment solution and affiliate platform that integrates with Paypal. Its power is the built in affiliate base. If you're in the make money online niche or internet marketing space it is a great platform for your membership that has loads of affiliates looking for offers to promote.

Learn more about warriorplus here: <https://warriorplus.com/>

JVzoo

JVzoo is a similar tool to the other payment processors with similar functionality. JVzoo is another platform with a great affiliate base that is looking for great offers to promote making it a great choice for membership site owners.

Learn more about JVzoo here: <https://www.jvzoo.com/>

Membership Software/Script

You can use a membership script to protect your members content.

Membersonic

Membersonic is a simple to use yet highly functional membership plugin. It comes loaded with membership features and even includes a guided membership setup that creates all the pages that make your membership work.

Learn more about Membersonic here: <http://www.membersonic.com/>

Wishlist Member

Wishlist Member is a membership plugin for Wordpress. Wishlist is a very common membership plugin used on over 82,000 websites.

Learn more about Wishlist Member here: <https://member.wishlistproducts.com/>

Questions

- Any questions from last weeks training?
- Any questions from this weeks training?