How to Turn Blog Readers Into Customers

With Products You Own.

JULIE STOIAN

MARKETING | FUNNELS | STRATEGY | LIFE

The Unique Power Of The *Blogger*

Your leverage over MOST other entrepreneurs...

Which happens to be your kryptonite too!

A Bit About Me

Creating Your
Own Products...

In Three Phases.

1 **Product Ideation**
Determining what kind of products work best for your readers (and will sell).

2 **Funnel Building**
The types of funnels that work well with bloggers, for low, mid, or high priced products.

3 **Making Money**
Using your blog to generate the traffic you need to make money!

click funnels

Phase #1

Product Ideation

Determining what kind of products **work best** for your readers (and will sell).

The Big Question....

"If I can make people believe that _____ *1*_____ is the key to _____ *2*_____ and is only attainable through ____ *3*_____, then all other objections will become irrelevant and they have to give me money."

- Russell Brunson, Expert Secrets

Your 1, 2, & 3

1 | **The Opportunity**

2 | **The Result**

3 | **The Product**

Your Customer *False Beliefs* Are Your Biggest Hurdle. You Must Know Them, Understand Them, And Crush Them....Nicely. ;)

Bonuses to Match The Objections

I Don't Have Time | **Time Crushing Bonus**

It Won't Work For Me Because (excuse) | **Excuse Crushing Bonus**

I've Tried Before & Failed | **Mindset Crushing Bonus**

Bonuses to Match The Objections

Dani Meyer crushed every possible false belief in her best-selling course FBE

TOTAL VALUE = $20,364

FBE Academy $997

3 PAYMENT PLAN & PAYPAL CREDIT OPTIONS AVAILABLE!

The Blog Accelerator Formula 8+ Module Training (Value: $5997)

The Bulk Shoot Formula System ($997)

1 Year Access to FBE NETWORK (Value: $3,997)

Private Facebook Group

Live Weekly Q & A Hour

The Align Planning System & Guided Planning Calls ($497)

******BONUSES*******

Artificial Light Mastery (Value: $497)

Mastering The Sales Process Course (Value: $997)

Professional Food Blogger Sponsored Post Contract (Value: $497)

In Camera Workflow Course (Value: $297)

Lightroom Masterclass (Value: $297)

Photoshop Masterclass (Value: $297)

Fast Action Viral Video Training (Value: $997)

********BETA ACCESS********

Food Blogger Sales Funnel Bootcamp (Value: $3997)

The Paid Traffic Crash Course (Value: $997)
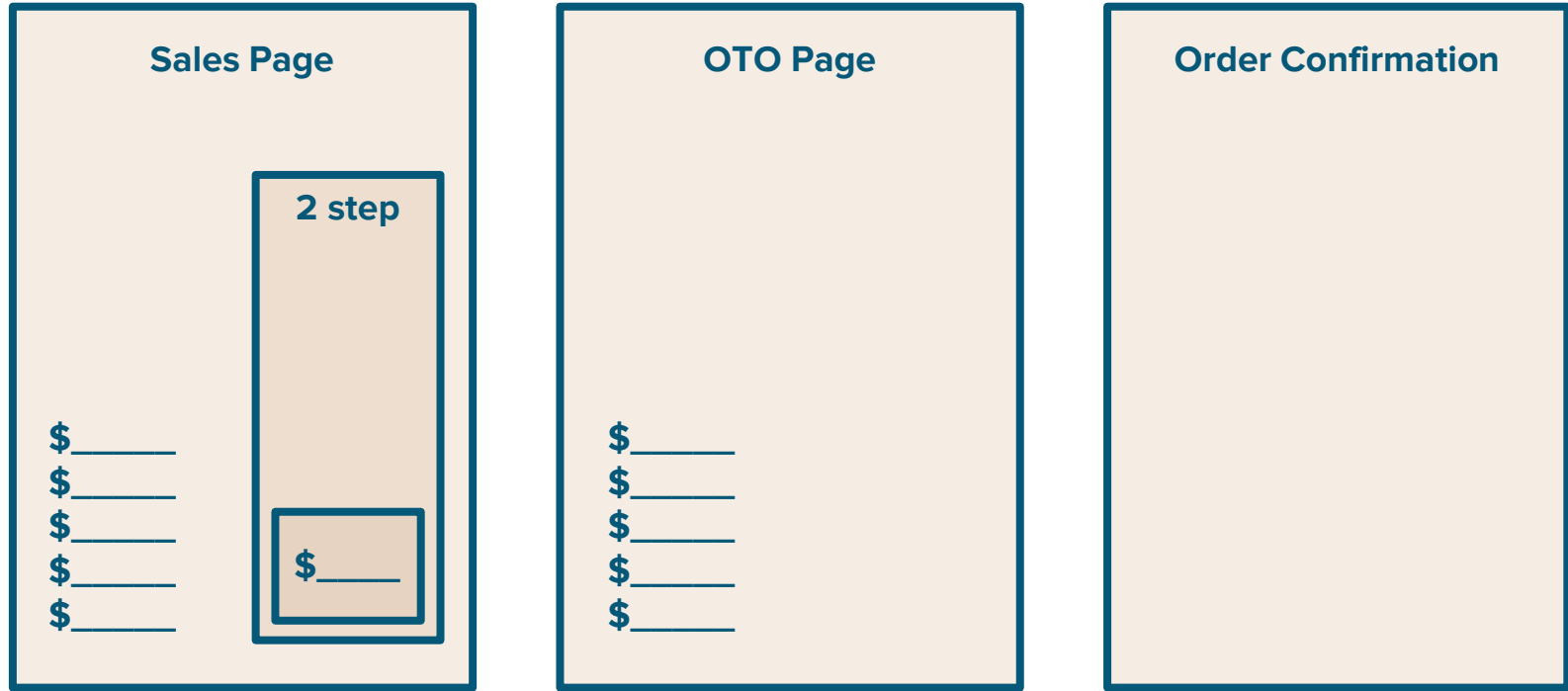
BONUS TRAININGS WITH NETWORK EXPERTS:

Messenger Bots 101
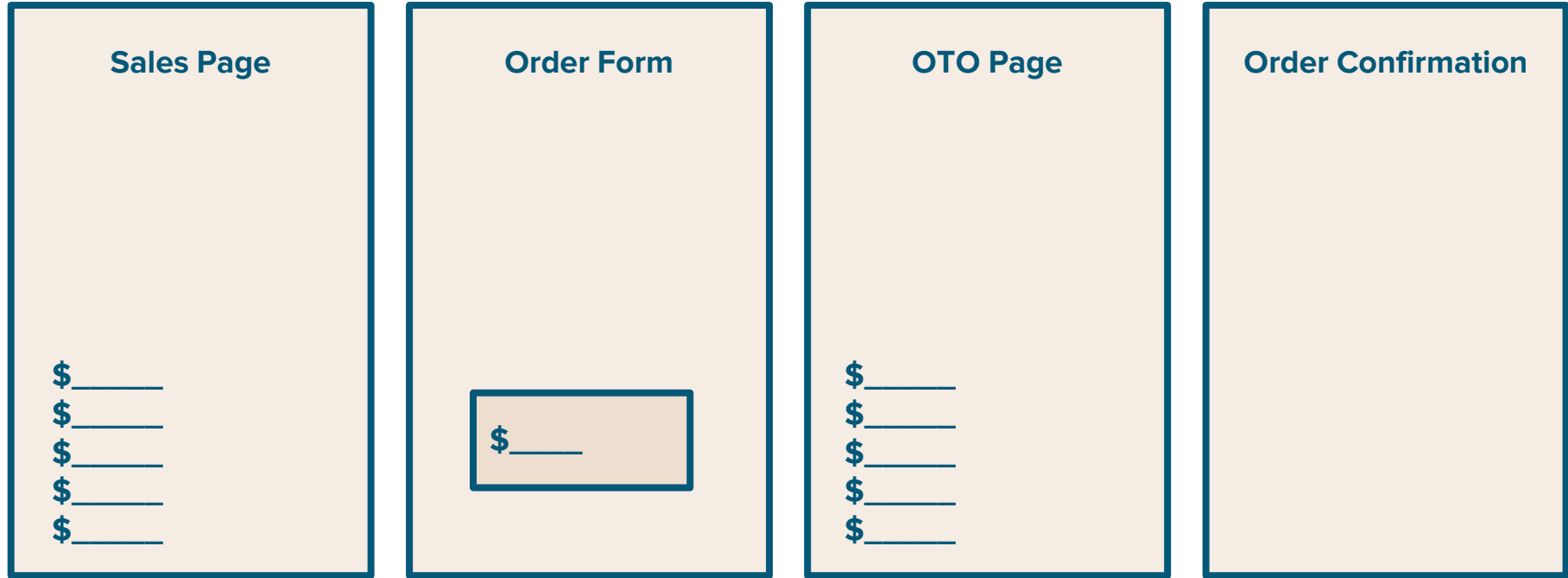
Phase #2

Funnel Building

The type of funnel that works well with bloggers just starting out with their own product!

Traditional Funnel (aka 2 step) or....

Sales Page

2 step

$_____

$_____
$_____
$_____
$_____
$_____

OTO Page

$_____
$_____
$_____
$_____
$_____

Order Confirmation

click funnels

Traditional Funnel (without 2 Step)

Sales Page	Order Form	OTO Page	Order Confirmation
$_____	$_____	$_____	
$_____		$_____	
$_____		$_____	
$_____		$_____	
$_____		$_____	

click funnels

Your Sales Page Checklist

❑ As seen on logos
❑ Super big headline

Your Sales Page Checklist

- ❏ As seen on logos
- ❏ Super big headline
- ❏ Sexy names for all your sessions and modules
- ❏ At a minimum - 3 bonuses

Bonus 1: Beyond The Drag & Drop Masterclass (Value $497)

This masterclass is an introduction and education in the world of CSS (don't panic - it's allll goood). We'll show you how to use a little somethin' somethin' called coding to break out of the confines of drag and drop editors to create something truly unique.

Also, inside of the Beyond Drag & Drop Masterclass are a bunch of copy + paste codes so you can "pretend" your coding. ;)

Bonus 2: FunnelGorgeous™ Beauty Pack Add-On (Vol. 1) (Value $297)

Inspired by our long 6-hour rabbit trail visits to Etsy and Creative Market for cool elements, we're going to include the first FunnelGorgeous™ Add-On Pack filled with backgrounds, arrows, lines, shapes, and accents you can use...royalty free!

Bonus 3: Over the Shoulder Funnel Design (Value $497)

Funnel Designed LIVE - Cathy pulls back the curtain and shows you behind the screen, as she designs one of her own sales pages...live. There's something incredibly valuable about watching the process unfold live and in real time, because it's often way messier than we think.

Cathy is not a wizard, she's simply an expert who has done the time...and now you will have a chance to watch her process. No edits, no time lapse, just real time design by one of the most talented designers on the Internet today!

SPECIAL BONUSES

Bonus 4: Funnel Design Audits Training With Julie & Cathy (Value PRICELESS)

A 90 minute training where we gave advice, critique, and design strategy to 8 students. In this class, you will learn WHY things feel or look beautiful, and you will gain priceless insight into the mind of two designers...so that you can replicate it for yourself later!

Your Sales Page Checklist

❏ As seen on logos
❏ Super big headline
❏ Sexy names for all your sessions and modules
❏ At a minimum - 3 bonuses
❏ Stack image
❏ Product mock up shots

Your Sales Page Checklist

- ❏ As seen on logos
- ❏ Super big headline
- ❏ Sexy names for all your sessions and modules
- ❏ At a minimum - 3 bonuses
- ❏ Stack image
- ❏ Product mock up shots
- ❏ Security icons, CC, images, trust
- ❏ Strong CTA on all buttons

Credit Card Number:

Card number

CVC Code:

CVC

Expiry Month:

01

Expiry Year:

2019

VISA MasterCard AMERICAN EXPRESS DISCOVER

🔒 All orders processed over a secure network.

Item	amount
Inspired Inner Circle Member	$197/mo

🛒 **COMPLETE PURCHASE**
I'm Ready for the Next Level!

Your Sales Page Checklist

- ❏ As seen on logos
- ❏ Super big headline
- ❏ Sexy names for all your sessions and modules
- ❏ At a minimum - 3 bonuses
- ❏ Stack image
- ❏ Product mock up shots
- ❏ Security icons, CC, images, trust
- ❏ Strong CTA on all buttons
- ❏ Guarantee
- ❏ Testimonials

"You're opening doors for folks that didn't exist before..."

-Reese, Colleague

WE PROMISE THAT YOU CAN DO THIS. BUT THE BEST PART IS...

You don't even have to believe us!

If you're not 100% satisfied with the the templates, or the extras after 14 days, we will offer you a full refund, no questions asked.

★ ★ ★ ★ ★

Your Sales Page Checklist

- ❏ As seen on logos
- ❏ Super big headline
- ❏ Sexy names for all your sessions and modules
- ❏ At a minimum - 3 bonuses
- ❏ Stack image
- ❏ Product mock up shots
- ❏ Security icons, CC, images, trust
- ❏ Strong CTA on all buttons
- ❏ Guarantee
- ❏ Testimonials
- ❏ Credible footer
- ❏ Start adding buttons to scroll to the stack if page is long

Webinar Funnel

Registration	Countdown	Watch	Order	Order Confirmation
		$_____		
		$_____		
		$_____		
		$_____		
		$_____		
		$_____		
		$_____		
		$_____		

click funnels

Phase #3

Making Money!

Using your blog to generate the traffic you need to make money!

Three Traffic Drivers

✓ Optimizing Your Blog

✓ Launches & Your List

✓ Perfect Pixeling

Conversion Benchmarks

✓ Sales Page Numbers 1-5%

✓ Order Bump Numbers 20% +

✓ OTO Numbers 3-10% +

js. click funnels

JULIE STOIAN

MARKETING | FUNNELS | STRATEGY | LIFE