

DIGITAL  PROSPERITY

# PROFIT PROCESS CHECKLIST



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## Introduction

If you're a beginner trying to sell digital products and services online to start – and grow – an online business, it can be tough to make a profit. People have no idea who you are, why your solution is the best and zero relationship with you at that point, so why should they buy from you?

That's where the *Profit Process* comes in. It automatically guides your prospects through a series of web pages designed to get them to know, like and trust you enough to build your email newsletter AND buy from you at the same time, while maximizing your return on investment (ROI) from any paid traffic sources.

This Profit Process concept is covered extensively within the *Ignition* book, but I created this checklist to help you remember which pages are actually important and profitable in the long-term. Just be sure to follow the steps before your competitors do.

Oh, and this is by no means a list of ALL the things you can have on your website. It's just a small selection of the most important elements that have worked well for me and my coaching clients.

## The Profit Process Checklist

- ☑ **Website Visitors/"Traffic"** – What you put into your online business is often what you get out. So if you're using a low-quality traffic source (i.e. ad swaps, traffic exchanges, etc) to attract people who don't take action, then you'll often get low-quality results too. Whereas if you get high-quality, targeted traffic (i.e. Facebook ads, solo ads, etc), then you'll get the best results you've ever seen. Plus even though paid traffic has a price, the entire point is to make back more money than you invest – otherwise you don't have a business.

To do this, you need to follow the next steps correctly...

- ☑ **Squeeze Page** – This simple page persuades people to opt-in to your email newsletter/"list" in exchange for some valuable free content. The awesome thing about this is you don't need any subscribers on your list to start doing this, as sending traffic to your squeeze page is *how* you build an email list from zero.

Once they opt-in, they move onto the next step in your Profit Process...

- ☑ **Hybrid Download / Sales Page** – Some marketers like to call this an “OTO” page, but the issue with that approach is the prospect is left wondering what happened to their free content. So by giving them the free content at the top of the page (a short recap and a link to download it will often be perfect), then delivering your sales message on the same page, it closes one loop and opens another – allowing them to focus on their next steps moving forward. The details on exactly what to say to transition one into the other are covered inside the *Ignition* book.

But of course, if they aren’t interested in making a buying decision yet, they’ll often go through your...

- ☑ **Free Content** – The free content itself can be a PDF report, video or anything similar, and it needs to do three things: introduce your new subscriber to you and your way of thinking, deliver some valuable advice related to a big problem in your niche, and recommend a high-quality paid offer related to what you’ve just talked about that will *actually* help them. This way, they will start to know who you are, like you, and trust you – meaning they’ll open your emails in the future and actually pay attention to your recommendations (instead of seeing you as some kind of spammer!).

Whether your prospects fully consume the free content or not, they will often willingly move on to the next step in this proven process...

- ☑ **Sales Page For Your Main Paid Product (\$)** – Now your free content has generated the desire for your subscriber to fix a problem they’re having in your niche, they will actually WANT to check out your paid offer – whether it’s your own product OR an affiliate offer. This paid offer’s sales page needs to sell/“convert” well, deliver on the promise it sets, and give people a good experience so they’ll want to buy a lot more stuff from you. After all, if you recommend something that sucks, they won’t buy from you ever again.

Once they buy this main paid product, they move on to the next step...

- ☑ **Order Form** – Most beginner marketers neglect this page, thinking it only needs to be functional enough to process the customer’s order. But in fact, a large percentage of people (sometimes up to 80%!) will visit an order form and never complete their order. So this page should not only

include a way for the customer to process their order in the most frictionless way possible, but it should also solidify their decision to buy by re-selling them on it. This is easily done by giving a recap of what they're going to get either above the order form (some people prefer this) or the right-hand sidebar (my preference), along with testimonials from previous customers, and finally some trust-building elements like a quick recap of your guarantee policy and some security graphics. As I love over-delivering, I actually provide a full breakdown of our best converting order form of all time inside the *Ignition* book.

Once people place their order on the order form, they are sent immediately to...

- ☑ **Sales Pages For Optional Upgrades/“Upsells”** – If they've just bought something on a specific topic, it means they're desperate for help in that area. So at this point, you should offer them more paid products to help them further while they're still in the buying mindset. I'd recommend a maximum of three upsells to maximize your profit per customer and also minimize customer dissatisfaction which comes about when you have too many upsells. These optional upgrades/upsells shouldn't be a “missing piece of the puzzle” required for the original system to work (otherwise you'll have a ton of refunds), but instead should help your customer to make faster and/or easier progress, or get better results overall – or maybe all three! If you're selling an affiliate offer, most good offers already come with this process in place. But if you're selling your own product, these optional upgrades are CRITICAL to making a profit from your sales funnel.

After the upsell process, you should send people to an...

- ☑ **Order Confirmation Page** – This page gives people a recap of what they've purchased, and also explains their next steps to access their purchased products/solutions. [ClickFunnels](#) does an amazing job at this, as it dynamically lists the products they purchased, meaning you only need one confirmation page for all the different combinations of products they could have purchased. But the most important thing is to ease the tension they may have felt during the buying process and guide them into accessing their purchases. Make them feel like they've made a good decision! There's also a strategy for creating recurring revenue “under the radar” from this page, explained within the *Ignition* book.

Once we had this entire order process set up correctly, we more than tripled our results by implementing the next step...

- ☑ **Follow-Up Sequence** – Whether your prospects buy your paid offer or not, you can improve your sales by following up with them via an automated email sequence. With this being automated, it allows you to set up the campaign once and let the system do all the work for you. If they've bought *your* product (i.e. not someone else's product you recommended as an affiliate), you should recommend your optional upgrades to them. Then offer them higher-priced products which contain even more value. That's how we turn our struggling customers who originally spend \$27 with us into successful customers who go on to happily spend thousands of dollars with us. However if they didn't buy, you should provide a mix of valuable free content and other valuable, related paid offers to them. Most beginners do this completely wrong and send a barrage of paid offers to their subscribers over and over again, which kills off their list within a few weeks. But when you do this correctly, your list looks forward to your emails and buys from your recommendations for many years to come. Plus, there's one thing which affects everything in this process so far...
- ☑ **Your Authority Status (Branding, Positioning, Persuasion & Value-Giving)** – How you're perceived by your prospects and customers is everything. In fact, you don't even have to BE an expert to be perceived as one, as it all comes down to the way you communicate with your audience. Just by helping people with ONE tiny thing they may not know yet, it establishes you as the expert in their eyes – even if you don't think you are. In the same way that I don't consider myself as an expert in business compared to Richard Branson or Bill Gates, it's all relative!

Once you have these basic elements in place, you're ready to launch your new Profit Process and start making sales!

## **“So How Do You *Create* These Elements And Make A Huge Profit In ANY Niche?”**

Although you'll now know which pages to put on your new website, your next steps are to **create these pages, then drive high-quality targeted traffic to them.**

Because after all, it's not enough to simply know WHAT you need to do, but you also need to know HOW to create these elements in the correct way – and what to write on the pages themselves – to start making sales.

If you'd like some help with this, you can learn more about **being coached by me personally** to build a six figure online business in any niche – *without* feeling overwhelmed or frustrated – by clicking the big button below now...

**CLICK HERE NOW TO LEARN MORE**

See you there!



James Francis.

*Founder & CEO, Digital Prosperity.*