



5 Funnels That **EVERY** Course Creator **NEEDS**

*Cut to the chase and lead your prospects
with these surefire golden funnels!*

BY BRITTANY DARRINGTON

B.

WELCOME TO THE FIRST TRAIL, CORPORATE MISFIT!

It's high time that you finally join the golden race of Sales Funnels! Brittany here, and honestly, let me tell you straight on that if it were up to me, this trail better be short and straightforward.

That in just a snap, voila! You're at the finish line with tons of sales! *sigh*

In a perfect world, indeed. Girl, I know that you've probably been tracking your steps with Sales Funnels for quite some time now with no such luck, so I'll let you in with my trusty compass.

These 5 funnels that I'll share with you will help you get out of your rut and finally jumpstart your biz. These are foolproof and have been effectively used by over 3,000 of my clients who are online course creators and coaches worldwide.

You see, I know that you're on the right path, you just need some directions and a little nudge to navigate your way to success! *wink*

Online coaches like us just want to share what we're passionate about and pass that knowledge on, right? But to do so, sometimes we really got to do some major parkour when it comes to marketing our courses.

Once you've finally started with these surefire funnels, though, prepare yourself to move forward because there's no point turning back!

Are you ready now, Corporate Misfit? Make sure you're prepared to run through all of these with me.

Well then, ready, set, go!

Brittany Darrington





5 FUNNELS THAT EVERY COURSE CREATOR NEEDS

FIRST STOP:



Lead Magnet Funnel

You've probably heard of the wonders of lead magnets but find it challenging to implement. Lead magnets are technically in the form of a workbook, cheatsheet (like this one!), and any other educational material that you'll offer for FREE

You first have to build an attractive opt-in page (because visual aids are crucial!), and then direct them to a Thank You page to sign up, share, and access your lead magnet.

The key here is that you're going to offer something of value to your prospects. It doesn't have to be lengthy, but it definitely should have **SUBSTANCE**.

After all, how are you going to pique their interest in your end product if you can't offer valuable knowledge? It has to have irresistible value and relevance to what you can offer!

Don't make the mistake of creating a lead magnet haphazardly because you'll just end up waaayyy back on the starting line.

Once you have a solid lead magnet, you'll be able to catch their emails and then wiggle your way to their inbox with your future offers!



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SECOND STOP:



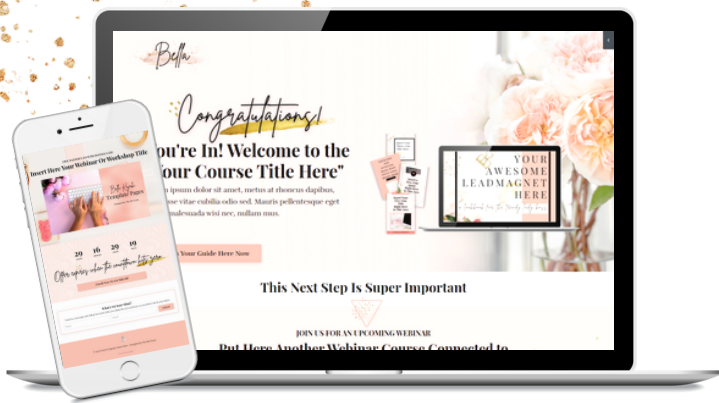
Webinar Funnel

Did you know that marketers who use videos grow revenue 49% faster than non-video users? People are generally engaged through visual aids! This is where webinars come in.

With a Webinar funnel, there are four specific steps that you should take:

- Create a webinar registration page (that you can also promote through emails, ads, or social media)
- Create a Thank You Page, which they can share later on (with instructions!)
- Go LIVE to any platform (Zoom, Facebook, or Youtube)
- And lastly, create a Webinar Recap Page that they can access again as a freebie through purchasing your other high-value product.

Once people see your face onscreen, it becomes more personal! **You'll be able to form a connection with them even if the webinar is prerecorded.** They'll be able to know your personality and find how much you are passionate about teaching.





5 FUNNELS THAT EVERY COURSE CREATOR NEEDS

THIRD STOP:



Waitlist Funnel

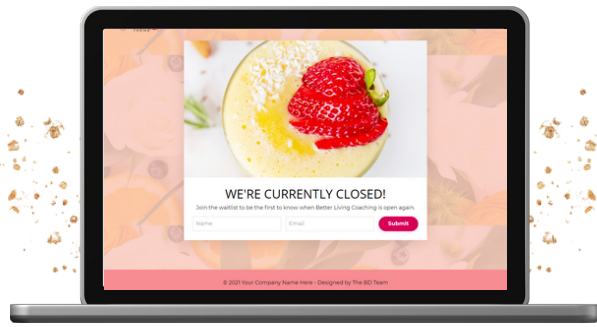
You'll probably need a waitlist page in the long run as an evergreen tactic for your course. This is often offered to your recurring high-value courses and is an effective tool to build anticipation and a sense of urgency.

For example, you're going to create a limited-time offer for a course. Having a waitlist page can make your prospects feel exclusive and privileged to join your program.

But the key here is that you have to keep them engaged rather than just expect them to have a consistent excitement on your offer. You'll also have to gain their trust!

Here are the elements that a waitlist page needs to have so you can fully benefit from it:

- Clear Returns: you'll have to be clear of what they're gonna get out of your offer. Take a "try before you buy" angle with this, and you'll definitely drive more people to join and eventually buy!
- Testimonials: this will reassure them that your offer is indeed useful and proven.





5 FUNNELS THAT EVERY COURSE CREATOR NEEDS

FOURTH STOP:

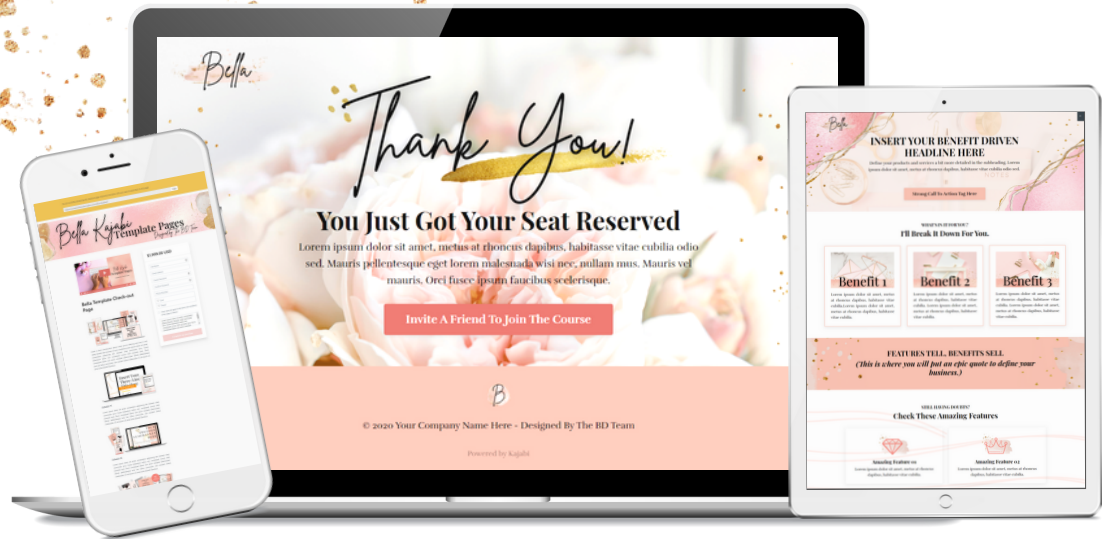


Sales Page Funnel

This kind of funnel is a surefire one that is highly dependent on the design and copy. You have to be persuasive, concise and offer high-value that addresses the pain points of your prospects. Alongside this, make sure you have a clutter-free, attractive, and seamless design!

Sales pages are high in conversion rates because it's solely focused on "selling" your product. So you have to hit the right mark.

Design your sales page with a lot of elements, and you'll distract your future customer. Squeeze in a lengthy copy with no design relief, and you'll overwhelm them. You'll have to strike the perfect balance!





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FIFTH STOP:



Coaching Application Funnel

Last but definitely, the most crucial and high-value is teaching how your prospects can apply your techniques. With a coaching application funnel, it's more of a long-winded one but will get your prospects more motivated to forge on.

Showing them the hoops, tricks, and shortcuts in your process will get them to actively learn with you! And it's all for FREE until, of course, you pitch your other offer.

There's a whole lot more to cover in this funnel, and people will definitely rave about it. Now, while you're not on the finish line yet, let me tell you that you've already gone a long way!

And even if you get to research about funnels countless times, nothing beats actual application. After all, there are different nuances to every funnel, and you wouldn't know all of that in one go.



5 FUNNELS THAT EVERY COURSE CREATOR NEEDS

That's why I'd be more than happy to welcome you to a 5 Day Sales Funnel Challenge for FREE, where you get to learn more of these nuances.

YES! I WANT TO JOIN THE CHALLENGE

This challenge aims to help you create your first automated sales funnel that can consistently generate leads and increase sales. As an online course creator and coach, I know for a fact that it's frustrating to be so passionate about teaching something but not getting the right attention from your prospects.

This FREE 5-Day Sales Funnel Challenge will consist of helpful tips, a workbook, and you can join me LIVE every day so I can help you address your questions every step of the way.

I would love to see you there, Corporate Misfit, and help you finally get your first ever funnel sprinting!

Brittany Darrington

