

Digital Warrior
Lifestyle



Exclusive Report

**An Easy Way To Get a
'Premium Offer' Funnel Started**

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I got this idea from watching a webinar...

Many savvy marketers (me included) know that it's wise to always include a 'Premium' offer as part of your sales funnel.

This is usually the highest priced option, and quite frankly, often only a few prospects will buy it.

But because it's high priced, even when you only make a few sales of your premium offer every month, it makes a noticeable difference to your bottom line

(And there *will* always be one or two prospects who want to come in directly at the premium level)

But what if you don't have a premium offer?

Well you can always *create* a premium offer by offering yourself as part of the deal - you can sell a simple report for \$27 then offer 121 Zoom coaching as your Premium offer for \$1997

But what if you don't want to do that, or you're not confident or experienced enough to do that yet?

Well another option is to **make your premium offer a recommendation to someone else's premium offer via your affiliate link for a commission**

And something I've tried a few times and worked with clients to do the same, is *finding the premium offer FIRST* and then creating a lower ticket funnel around that.

A quick look on the ClickBank marketplace and I found training courses in multiple niches that pay good commissions - a Crypto training course that

pays almost \$900, a traffic course than pays a little under \$500 and an e-commerce training course that pays around \$1,000

Any of these could be the premium offer in your funnel.

So why not START with finding a good, reputable product that pays a meaty commission (ideally with some recurring commissions built in) and THEN construct your funnel to fit around that?

So for example, if we take the e-commerce training course I mentioned above (On Clickbank Marketplace) that pays around \$1,000 per commission sale, I'd create a free, short 4-5 page report that highlights a successful e-com method

Just Google (*e-commerce strategies* and you'll find a lot of case studies)

This would be my lead magnet to attract subscribers

Then I could either create a front-end paid product priced at around \$27 (you could also outsource this or White Label it)

And as soon as they confirm their opt-in you send them to the premium affiliate product through your link

After all, these products have been seriously tweaked and tested so they convert well, so why not just collect the e-mail addresses from via your free report **then send them over to the affiliate product to do the actual selling?**

After that, create an email sequence that continues to sell the premium product to your new subscribers over a period of maybe 10-30 days

Find other related products (other affiliate products) to sell and include this in the sequence for added revenue.

Such a simple model eh?

You'd need to track the stats, conversions, opt-ins and sales to make the numbers stack, but that's marketing right?

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