

INFO SESSION FUNNEL GUIDE

Simply DIGITALDESIGN



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INTRODUCTION

A lot of design businesses either don't have any evergreen sales funnels at all, or the funnels they're using are more suitable for digital product businesses. This means they don't really have a deliberate sales process and are dependent on Word of mouth, referrals and Proposal creation to get sales.

An On Demand Info Session Funnel is a type of High Ticket Funnel. Showing off your business behind the scenes on it's best day

It's similar to a webinar in that it's an online video that attendees register for, but the aim is not to agitate the problem or explain why they need the service so there is no real training component. It's more of an info session to explain how your processes work or the framework that you use in your business.

HOW IT WORKS

- Clients can register on demand and watch the video immediately.
- There's no complicated tech involved.
- The video doesn't expire — unless that's something you want to add in with deadline funnels.
- It's a more intentional sales process as opposed to the accidental process that's sometimes associated with getting referrals and with design service businesses.

BENEFITS

- Makes you stand out from other designers.
- Establishes you as an authority in your industry. (Framework/Process etc)
- Educates your potential clients on how your processes work — effectively eliminating all confusion and barriers. (And clients that does not fit)
- Saves you a lot of time as your sales process is automated.
- Makes it easier for others to partner with you or send you referrals — which brings in more clients and more profit.

CHECKLIST

Step 1: Decide which offer you want to do an Info Session for and determine if you have a specific framework or process that you can talk about.

My Offer is called	
Framework:	

Step 2: Answer the following questions for bullets on Registration Page #1

#1 The Why For The Program	
#2 The Who It's a good fit for	
#3 The How It Works	

Step 3: Decide on the CTA of your Info Session at the end of your planning.

- Buy a lower priced intensive or Power Hour
- Book a consulting call
- Book a package
- Book a VIP day
- Fill in an Application Form

Call To Action	
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Step 4: Create your pages:

- Registration
- Thank You
- Watch Page
- Sales Page

Step 5: Create Your Email Sequence:

- Registration/Thank You email
- Replay Sequence

Step 6: Create your Info Session and record your presentation.

Step 7: Attract people through the marketing methods mentioned earlier so that you can get traffic to your funnel.



RESOURCES

[FG Funnels](#) *

FGFunnels is an all-in-one marketing software to grow your digital empire. You can set up websites, funnels, email automations, calendar scheduling, CRM plus Membership portal all in one platform for one low price.

[Cartflows](#) *

Cartflows is my favorite funnel software for WordPress websites. With this plugin you can set up Order bumps, Upsells, Downsells and Checkout offers within beautifully designed funnel pages.

[Vimeo](#)

Vimeo is the most affordable video hosting platform giving you total control to host your videos. It's also my favorite video hosting platform.

[Wistia](#)

Wistia is great for seeing measurable results from your videos (and podcasts, too) with their complete hosting platform for marketers.

[Deadline Funnels](#)

Deadline Funnel makes it easy to increase conversions and generate more sales with authentic evergreen marketing through special offers, countdown timers and page redirection and expiring.

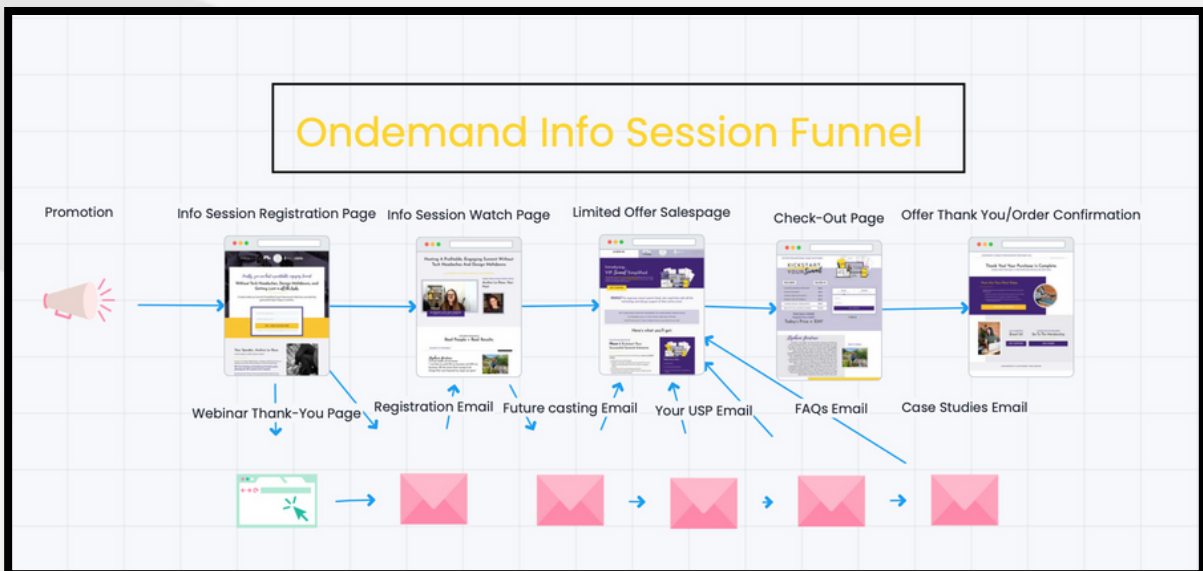
* This is an affiliate link. If you use these links to buy something we may earn a commission.

CLICKUP TEMPLATE

Here is a ClickUp Template to help you create and set up your On demand Info Session Funnel. You can open and use this template in ClickUp by clicking on the button below

[GET CLICKUP TEMPLATE](#)

FUNNEL MAP

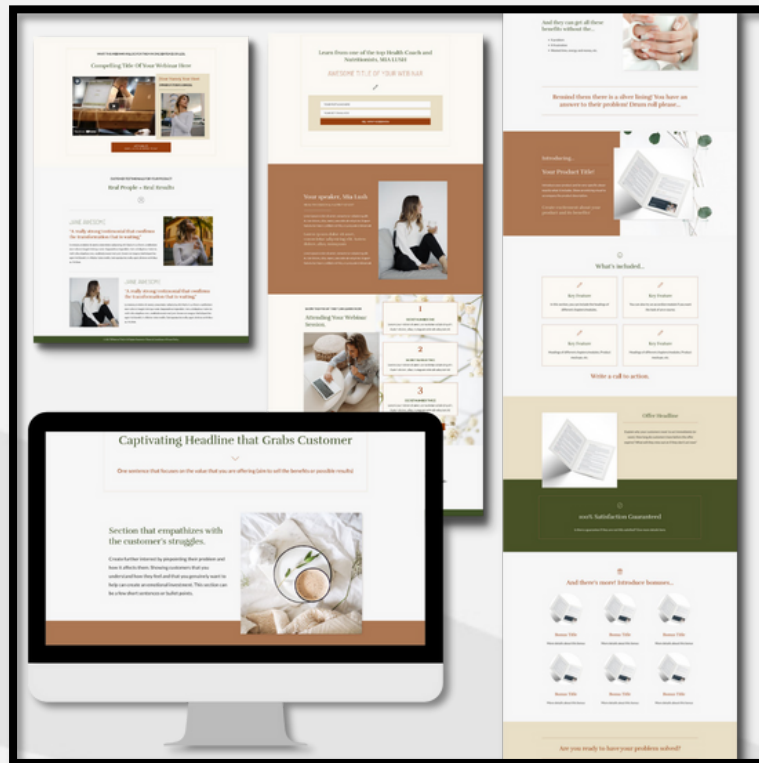


You can open and use the map of the full Info Sesson funnel in Funnelytics by clicking on the button below

[GET FUNNELYTICS TEMPLATE](#)

WHAT'S NEXT

Do you want the whole Info Session funnel template for WordPress? Grab the template for just \$37 below!



All the pages you need for your Info Session Funnel with copy prompts and sections to include. WordPress Beaver Builder or Elementor Templates from our LUSH range.

Summit Special: \$37

GET THE TEMPLATE NOW

CONCLUSION



Hope you have found this guide valuable. If you need our help in setting up your funnel, please have a look at our Web Design VIP days. Or if you are a Designer looking for Dev help our Developer For Designer day is for you.

WEB DESIGN VIP DAY

DEV FOR DESIGNERS DAY

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