

# HOW TO 2X OR 3X ONLINE SALES IN 30 TO 60 DAYS

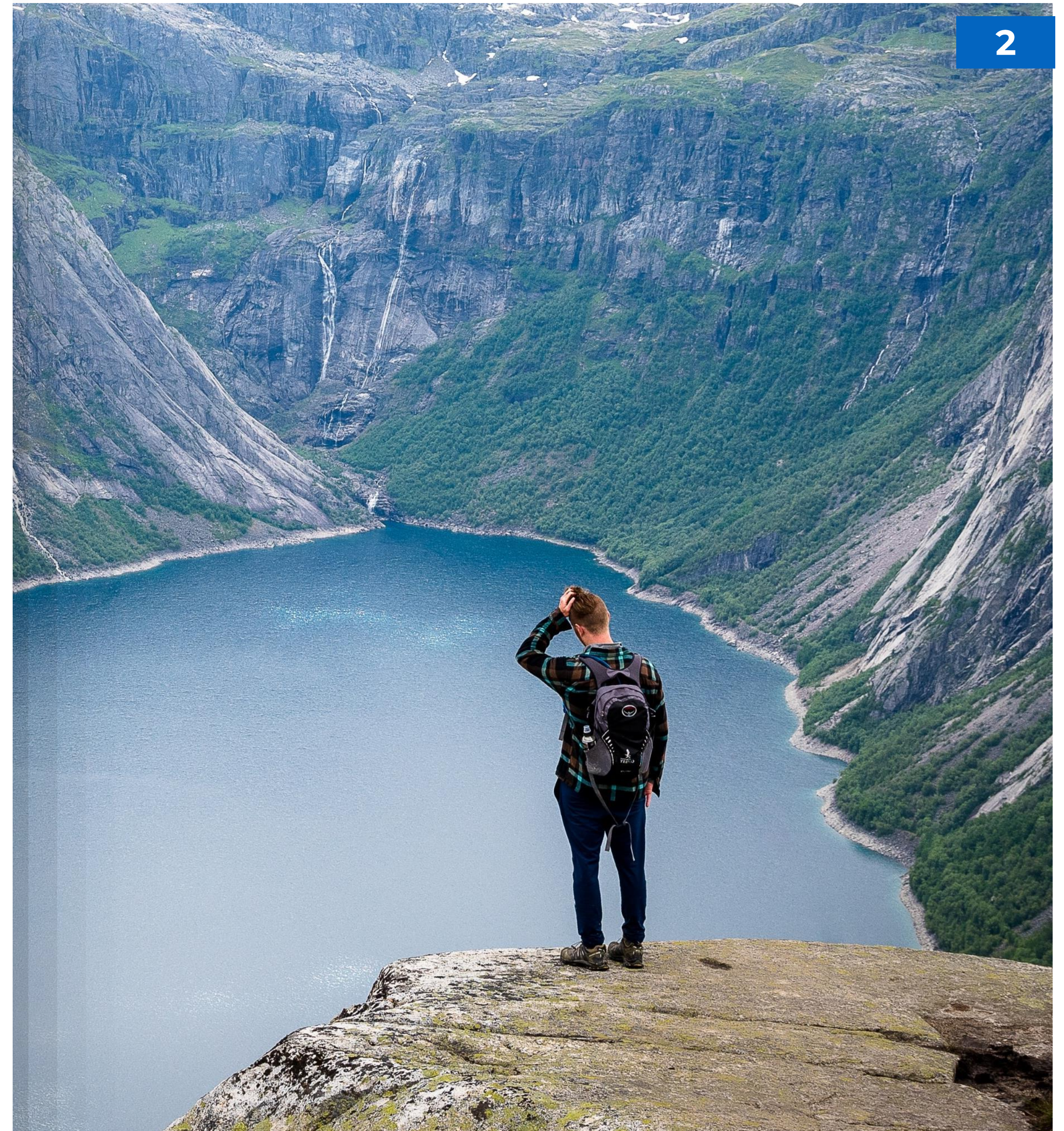
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# **INDUSTRY PROBLEMS**

- 1** Average Conversion rate 1% to 3%
- 2** Shopify has 5 Step checkout
- 3** Very limited upsell functionality
- 4** Cost of Advertising has gone up 5x inflations
- 5** You don't control the customer on Amazon







- 1** Make 1 to 2 Step Checkout  
2x to 5x my conversion rate
- 2** Make Easy Upsell Functionality  
2 to 4x average order value
- 3** Educate & Build Confidence With  
Consumer
- 4** Warm Up & Build A Relationship  
with consumer
- 5** Provide Value & Actually Life  
Change. Not little Improvement





# FUNNEL BUILDING SOFTWARE



1

1 & 2 Part Checkouts

2

Easy 1 Click Order Bumps  
& 1 Click Upsell Funnels

3

Very User Friendly With  
Templates

4

Integrations with Shopify Or  
WordPress WooCommerce



# BUILD EDUCATIONAL LANDING PAGE FUNNEL





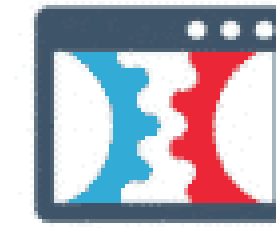
## BUILD EDUCATIONAL LANDING FUNNEL

- 1 Make A Video On The “Why”, understanding the mission, products sell themselves.**
- 2 Don't Scream & Be Too Aggressive Educate and Build Confidence**
- 3 Make Easy With 1-2 Step Checkout & 1-Click Add-Ons**
- 4 Provide Life Change, New Way Of Thinking and not improvement**
- 5 Provide community and accountability**





# WHAT DOES A FUNNEL LOOK LIKE?



click funnels

## STEP 1

### CHECKOUT

↓ **START ORDER HERE:**

**Your Daughter's Voice Matters.**  
Teach Her To Use It With The Bible Belles HEARD Series.

- ✓ God's love
- ✓ The true definition of beauty
- ✓ Her life's purpose and unique leadership role

As Seen On

The World Tells Girls What They Should Be. It's Time To Show Them Who They Are.

The perfect gift for your daughters.

Our Bible Belles Book Bundle Includes:

- ✓ **Pre-Readers:** Designed for pre-readers to early independents (ages 4-10)
- ✓ **5 Books:** All 5 books of the Adventure of Rooney Cruz
- ✓ **Devotional:** The HEARD Devotional for Girls
- ✓ **Super-Powers:** Teach your kids the power of prayer, patience, bravery, loyalty, & leadership!
- ✓ **Free-Shipping:** Get Free shipping of the 6 book bundle.

Let's be honest.  
As parents we can have a lot of trouble making the stories of the Bible come alive for our kids . . .

Bible Belles makes it fun and easy. Designed with a former Disney animator and VeggieTales book designer, the Bible Belles series follows year old Rooney Cruz on a once-in-a-lifetime superhero adventure. Thanks to some help from the angel, Mari, Rooney meets Hannah, Esther, Abigail, Ruth and Deborah. Five heroic women of the bible with five real superpowers - prayer, patience, bravery, loyalty, and leadership - help Rooney discover the hero inside herself.

HEAR WHAT MOMS AND GRANDMAS HAVE TO SAY ABOUT US

"Love, love, love everything about these books! The illustrations are bright and lively. The dialogue is captivating, and the lesson is oh so

"I couldn't be more thankful..."

My daughter and I enjoy these books immensely! The illustrations are warm and inviting and the lessons are both easy for my little

"...It's A Life Saver! I'm So Thankful!"

My girls loved the illustrations, the characters and quite simply we loved the story! Thank you for the reminder that with God we can be

1 **FREE SHIPPING**  
Where To Ship The Bundle

2 **YOUR INFO**  
Your Billing Info

Full Name...

Email Address...

Phone Number...

SHIPPING

Full Address...

City Name...

State / Province...

Zip Code...

Select Country

Buy Now - \$69 (reg \$89)  
Plus FREE Shipping (Savings Of \$27)

Only \$12 per Book

1 **FREE SHIPPING**  
Where To Ship The Bundle

2 **YOUR INFO**  
Your Billing Info

Edit Shipping Details

Item	Price
5 Book Bundle & Devotional Book	\$69.95

Credit Card Number:

Card number

Exp: MM / YY

CVC: CVC

Item	amount
5 Book Bundle & Devotional Book	\$69.95

→ ☐ **Yes, Add The Coloring Book**

**HEARD Kids Coloring Book (just \$9.99):** Our kids coloring book includes quotes and images from The Adventures of Rooney Cruz book series, as well as verses from Scripture, offer inspiration to artists of all ages! Each coloring page design is printed on the front page only, giving your girl the option to tear them out, hang them up, or pass them on to encourage another little belle in her life.

Complete Order

\* 100% Secure & Safe Payments \*

## STEP 2

Don't Miss The Opportunity To Invest In Your Daughters Friends

Step 1: Invest In Your Daughter

Step 2: **Invest Her Friends**

Step 3: How To Nurture

Does your girl have a friend, neighbor, a classmate or teammate who you know needs these resources?

If So, Click The Button To A Second Bundle And Invest In Her Equip Her With The Tools She Needs To Lead Well In Today's World.

Add This To My Order +

Add To Order - Just \$69 - (regular \$89)  
Plus Free Shipping (\$27 Saving)  
[No Thanks, I don't need this now](#)

## STEP 3

Learn How To Nurture Her Unique Voice

Step 1: Invest In Your Daughter

Step 2: Invest Her Friends

Step 3: **How To Nurture**

Teach Your Daughter to Embrace Her Worth and Live Out of Her True Identity

If So, Click The Button To A Second Bundle And Invest In Her Equip Her With The Tools She Needs To Lead Well In Today's World.

Add This To My Order +

Add To Order - Just \$49  
[No Thanks, I don't need this now](#)

Nurturing Her Unique Voice: A Mentorship Program Designed to Equip and Empower Young Women

Nurturing Her Unique Voice is a mentorship program that allows moms and mentors to gather, grow, and guide girls to discover their true value. It exists to encourage and equip adult women to train up the next generation of female leaders to walk in their true identity and answer the call to their life's purpose.

**BEFORE - AVERAGE ORDER \$35 TO \$45**  
**AFTER - AVERAGE ORDER \$140 TO \$199**  
**VOLUME - FROM 100 SALES A MONTH TO 300 A DAY**



# BUILD A TRAFFIC FUNNEL





# PROBLEMS WITH TODAY'S MARKETING

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1. Too much to quick
2. Wrong Place, Bad Timing
3. To Aggressive
4. No Confidence or Relationship
5. No Chances of working





# BUILD A TRAFFIC FUNNEL

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1. **Educate** - Make 4 to 10 targeted videos
2. **Targeted** - Facebook Ad with the videos to a targeted audience.
3. **Remarket** - Remarket to the same audience with second and third videos to only the people that have watched 50% of the first videos
4. **Lead Magnet** - Offer a Free Downloadable for their emails address or Facebook Message Engagement

**Goal** to educate and build confidence and email list & FB Messenger List



[MUST WATCH VIDEO  
HTTPS://WWW.YOUTUBE.COM/WATCH?V=NR3MWK\\_ZBL4](https://www.youtube.com/watch?v=NR3MWK_ZBL4)



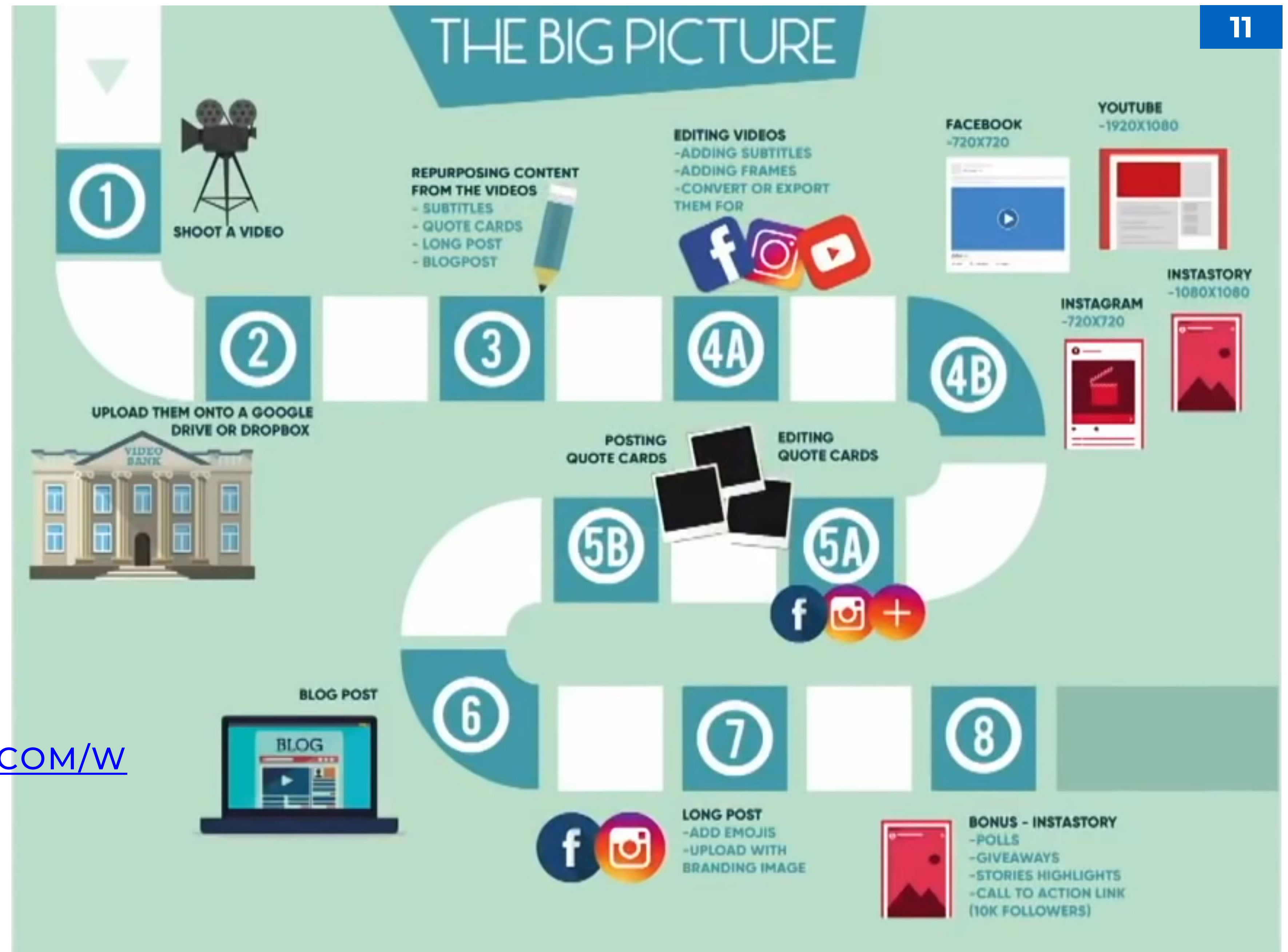
# HOW TO BUILD CONFIDENCE

1. Make a video
2. Upload To Dropbox
3. Get Contractor To Format and schedule posts for each day on each platform

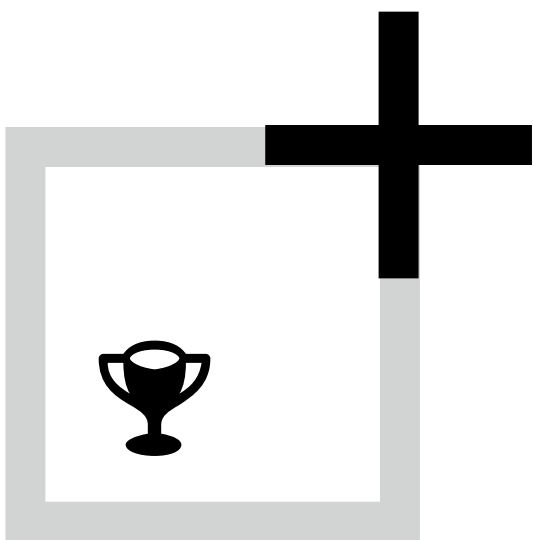
Tool:  
HootSuite.com

MUST WATCH VIDEO  
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=NR3MWK\\_ZBL4](https://www.youtube.com/watch?v=NR3MWK_ZBL4)

1. Go to: Upwork, FreeUp, Fiver for help.







# BUILD AN EVER GREEN FUNNEL



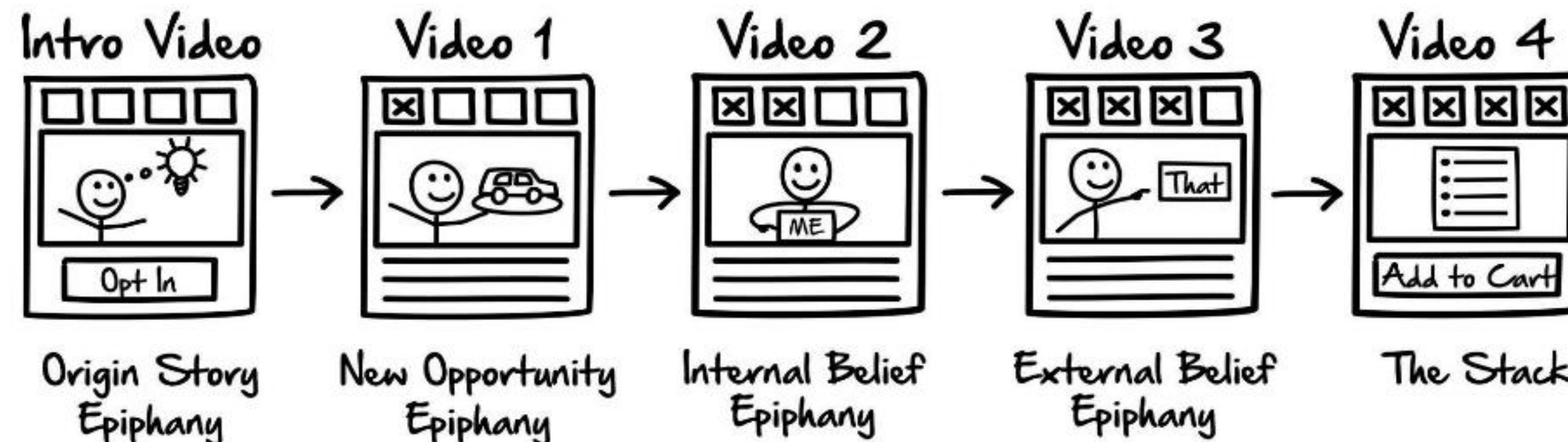


# BUILD A EVER GREEN FUNNEL

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**Goal:** Build Confidence & Relationship First, Then Products Sell Themselves.

1. Provide Series of Valuable Videos
2. Then Provide A Free Downloadable to collect the email with amazing value
3. Start 4 part email series of educational OMGGG videos that add value
4. Then ask for sale on the 4<sup>th</sup> emails.



## Tools:

ActiveCampaign.com  
MailChimp.com  
InfusionSoft.com  
MobileMonkey.com  
ManyChats.com



# HOMEWORK FOR THIS WEEK

Book you must read or listen too asap.

## Export Secrets

By Russell Brunson

\*\*\*\*\* **NOTE**\*\*\*\*\*

The book is geared towards making an online course and a is a little TOO aggressive with its marketing strategy. But it works! I recommend you take the principles and the sociology out and tone back the aggressiveness and make certain to do everything on the first two 4 sessions first. Then crank up the funnels!

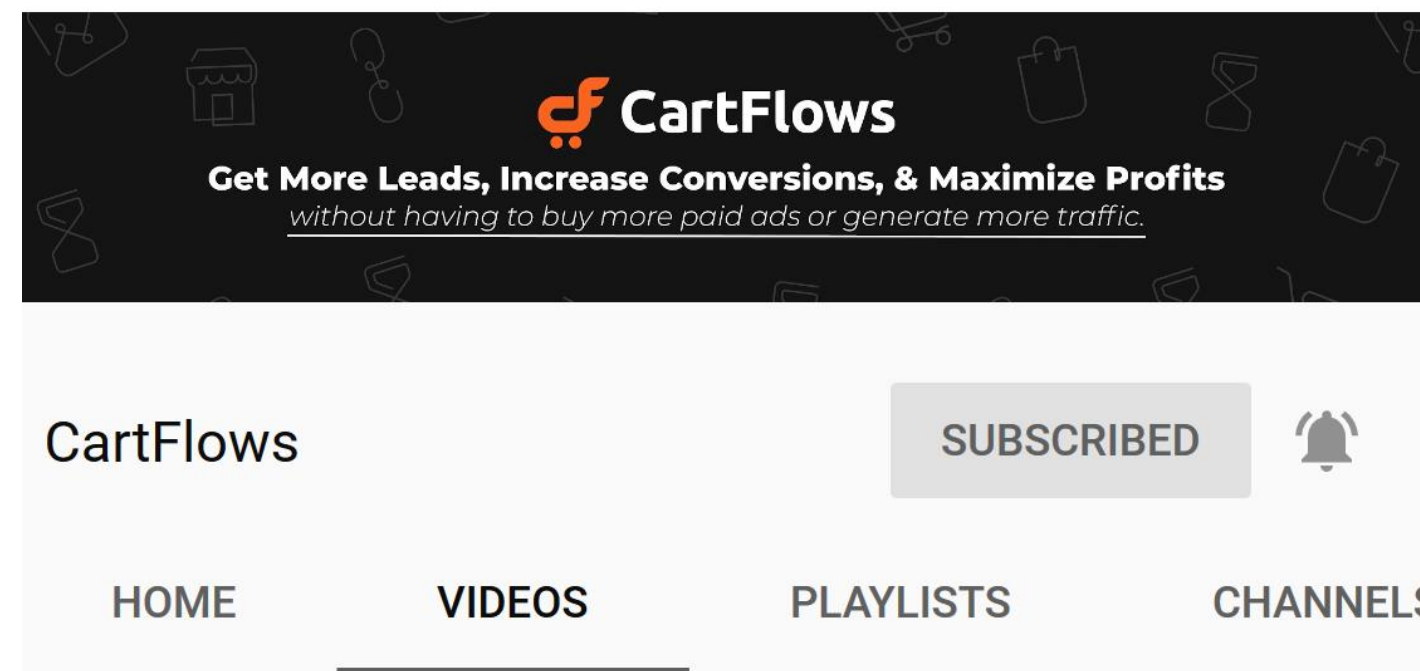
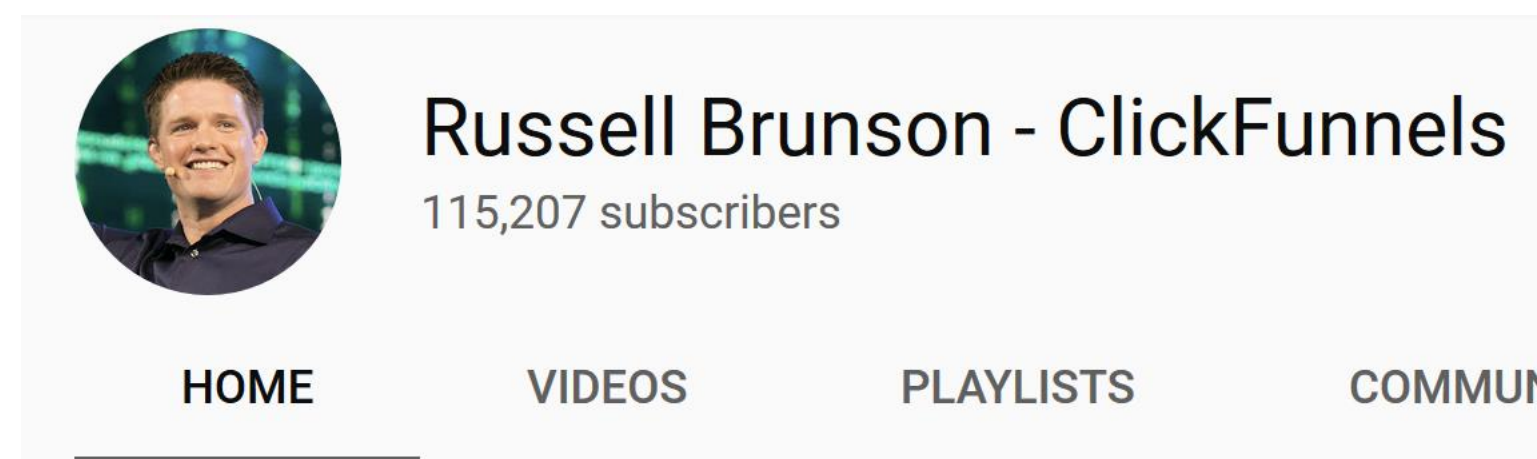
<https://www.amazon.com/Expert-Secrets-Underground-Playbook-Creating/dp/1683504585>





# HOMEWORK FOR THIS WEEK

Watch all of the Click Funnel, WPCrafter, Video Channel



Uploads ▾ PLAY ALL SORT BY



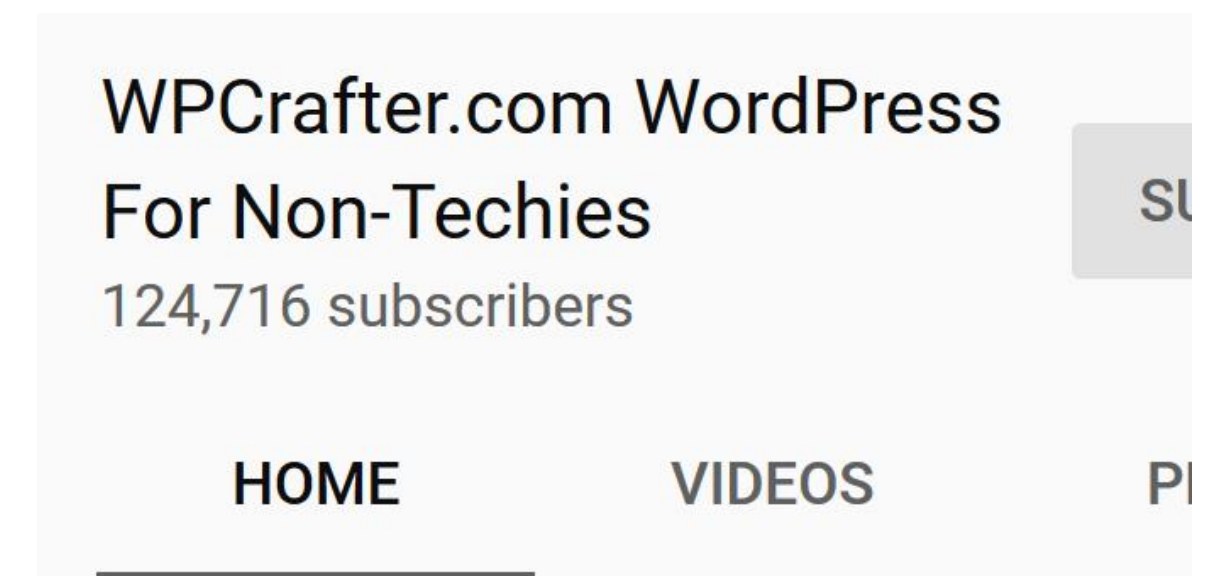
Make More Money With  
Checkout Offers - For The...

670 views · 2 weeks ago



Cart Abandonment Recovery  
For WooCommerce From...

644 views · 2 weeks ago



<https://www.youtube.com/channel/UC2qUDKqTsz00csykCYgdLuA>

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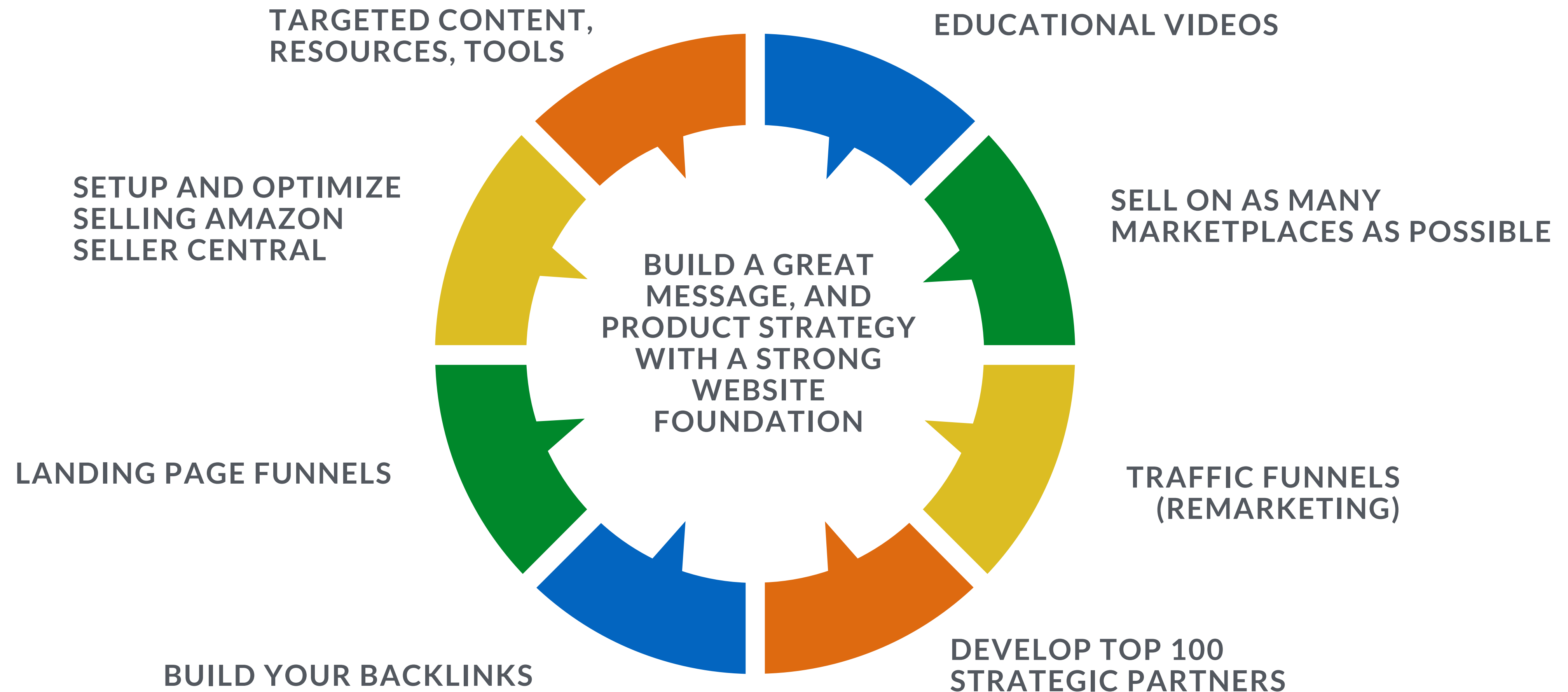
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[https://www.youtube.com/channel/UCt9kG\\_EDX8zwGSC1-ycJJVA](https://www.youtube.com/channel/UCt9kG_EDX8zwGSC1-ycJJVA)



# SUMMARY OF STRATEGY

How to change the world your products and services







## TIME TO MAKE THIS HAPPEN

Map out the strategy and make it happen.

**Product 2**  
2400 searches

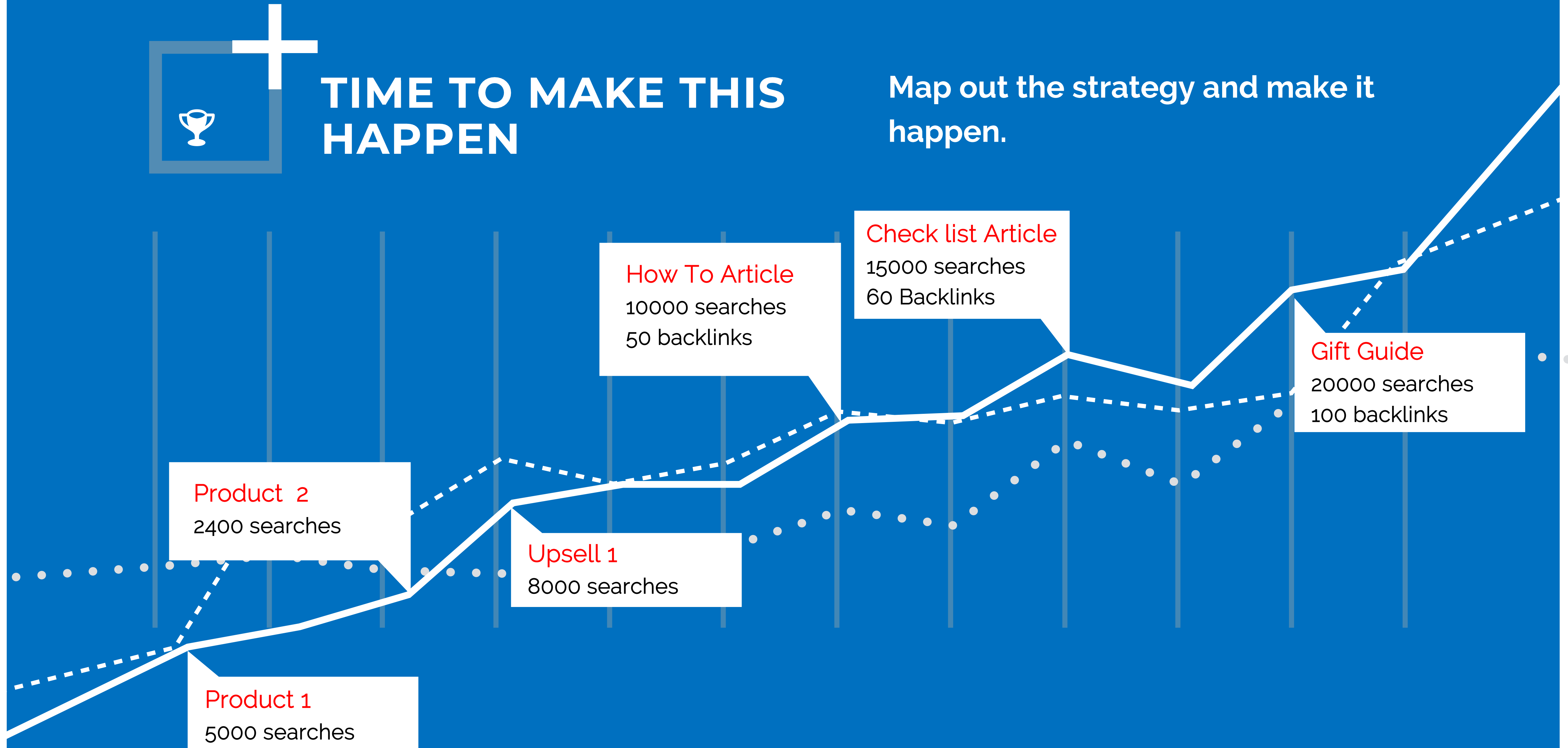
**Product 1**  
5000 searches

**Upsell 1**  
8000 searches

**How To Article**  
10000 searches  
50 backlinks

**Check list Article**  
15000 searches  
60 Backlinks

**Gift Guide**  
20000 searches  
100 backlinks





## SCHEDULE A FREE AUDIT AND CONSULTATION

Our goal is for you to take this information and start or make your e-commerce business successful. However, if you have questions, are unsure of how to get past your challenges, or are having some specific problems, let's book a time to discuss it today. We look forward to helping make your ecommerce business successful



[www.harnessingstrengths.com/book](http://www.harnessingstrengths.com/book)



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[WWW.FACEBOOK.COM/EKOOYMANS](http://WWW.FACEBOOK.COM/EKOOYMANS)





A wide-angle photograph of a beach at sunset. The sky is a mix of orange, pink, and purple, with several birds in flight. In the foreground, a person in a wetsuit stands on the wet sand, holding a surfboard. The ocean waves are breaking gently. On the right side, a row of multi-story buildings is visible on a slight rise. The text "ANY QUESTIONS?" is centered in the upper half of the image.

ANY QUESTIONS?

