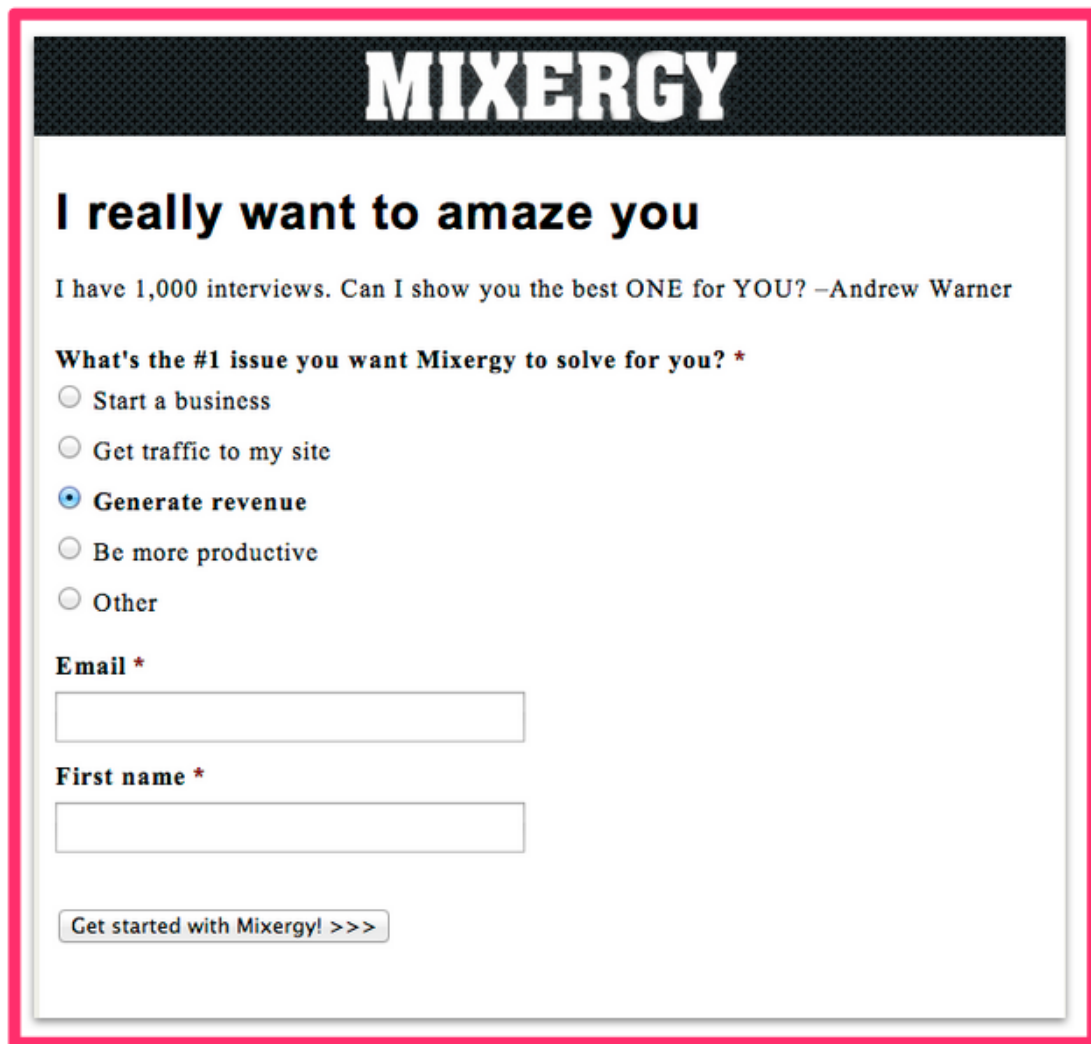


SALES FUNNEL: STEP 1



MIXERGY

I really want to amaze you

I have 1,000 interviews. Can I show you the best ONE for YOU? –Andrew Warner

What's the #1 issue you want Mixergy to solve for you? *

- Start a business
- Get traffic to my site
- Generate revenue**
- Be more productive
- Other

Email *

First name *

HOMEPAGE SURVEY

Note: Instead of sending users to his [normal landing page](#) Andrew is now sending them to this new survey page (above). In place of a traditional opt-in incentive, this survey guides new visitors to answers to their exact problem.

This is still in testing mode for Andrew. So, if you visit his root domain you may or may not see it now.

He first gets a small commitment (radio button click) then goes for a larger commitment (fill out these three form fields). Perfect psychological insight.

This data allows Andrew to be more precise in his immediate response and follow up campaigns.

SALES FUNNEL: STEP 2

MIXERGY PREMIUM MEMBERSHIP · INTERVIEWS · COURSES · MISSION · HELP · LOG IN

Learn From Proven Entrepreneurs

IN 1008 INTERVIEWS AND 133 COURSES

INCLUDING THESE FOUNDERS:

- The Dash
- corcoran
- Combinator
- KIVA
- VAYNERMEDIA
- WIKIPEDIA
- Combinator
- GROUPON
- clocky®

Go Premium?

How to sell to businesses – with Mike Michalowicz

Posted on Apr 29, 2014 – 9:00 AM PST

In his Mixergy course, Mike shows you his system for getting the right kind of customers and growing your business. You'll find out why you might be making a huge mistake if you have more than four competitors. He'll teach you how to systemize your unique offering-and how to fire bad customers...

[Read More](#)

[Tweet](#) 42 [Like](#) 3 [0 Comments](#)

COURSE + CHEAT SHEET

GET TOP INTERVIEWS (FREE)

[RSS](#) [Podcast](#) [Twitter](#) [Facebook](#) [Android](#) [Follow @mixergy](#)

NEW HERE? START WITH THESE

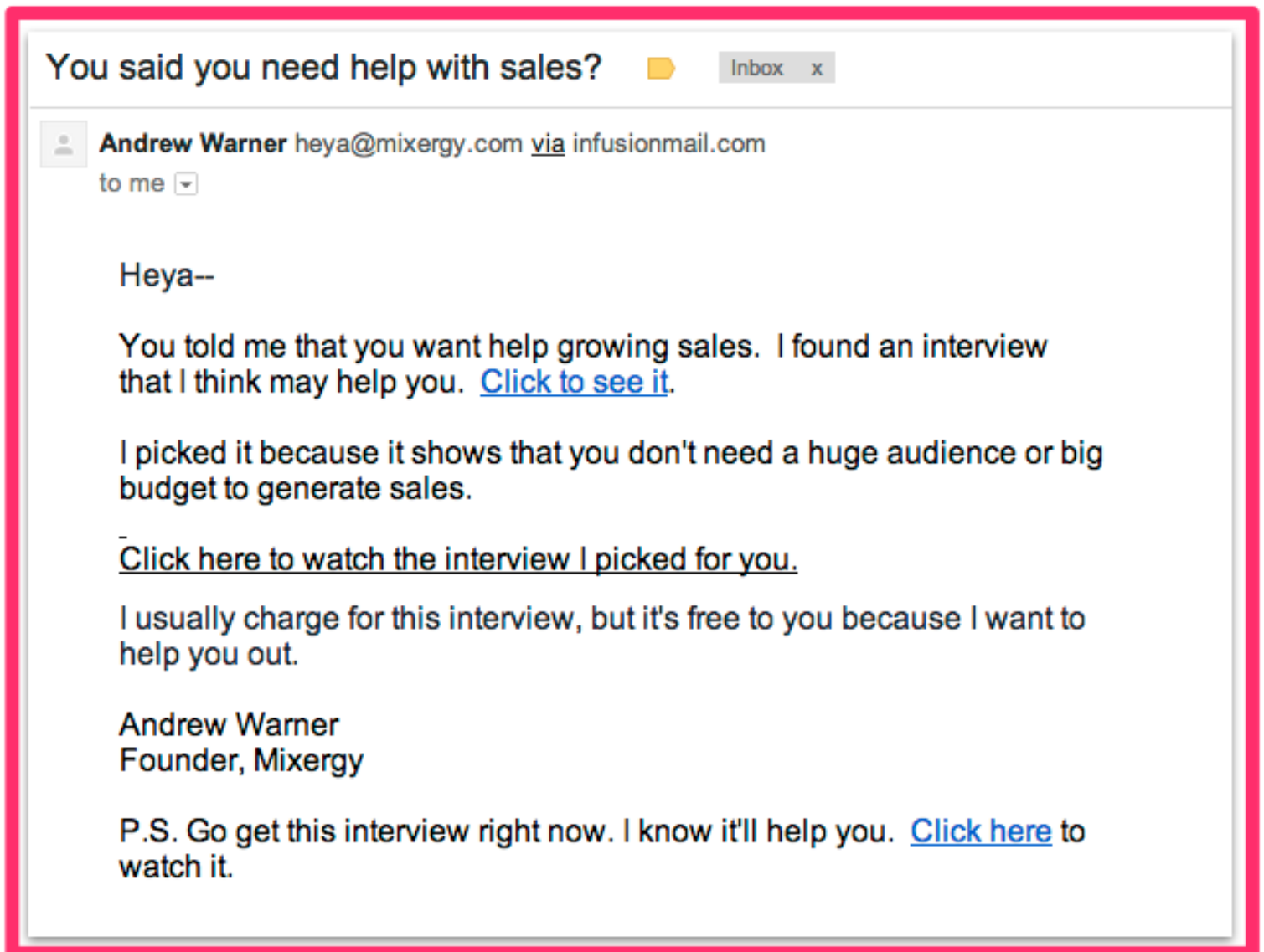
- Bootstrapping** - get traction without raising capital
- Copywriting** - write irresistible copy
- Lead Generation** - turn traffic into revenue
- Raising Money** - stop begging and start pitching
- Systemizing** - your ticket out of chaos

Redirect Page (BLOG)

Note: After submitting the form, you are redirected back to the main site feed. I've found that my readers like having a "Thank You for Signing Up" page after filling out a form. I would suggest adding that instead of redirecting back to your main blog feed.

In this example Andrew could take advantage of a "Thank You" page by letting his readers know that he will be sending them an email with the interview that best suits them. That isn't super obvious with his current arrangement.

SALES FUNNEL: STEP 3



Email sent 5 minutes later

Note: Immediately after submitting the form you will receive this email. It is short and to the point. It includes a link to a recommended interview that was based on your form submission.

The link is included in three separate locations. Very well executed.

SALES FUNNEL: STEP 4

MIXERGY

Generating more sales

How do you make more money off less traffic?

It was short-lived, but Derek Halpern felt great when his site got a million hits in a single day and he earned \$7,000 from that traffic.

Then Brian Clark showed him how he got just 30,000 hits in a single day and earned \$100,000 from that traffic.

The experience led Derek to learn how to attract the right kind of traffic — and monetize it. In this interview, he'll teach you how he uses what he learned, and tell you how the psychology of online users lead him to write Social Triggers.

Watch the FULL program

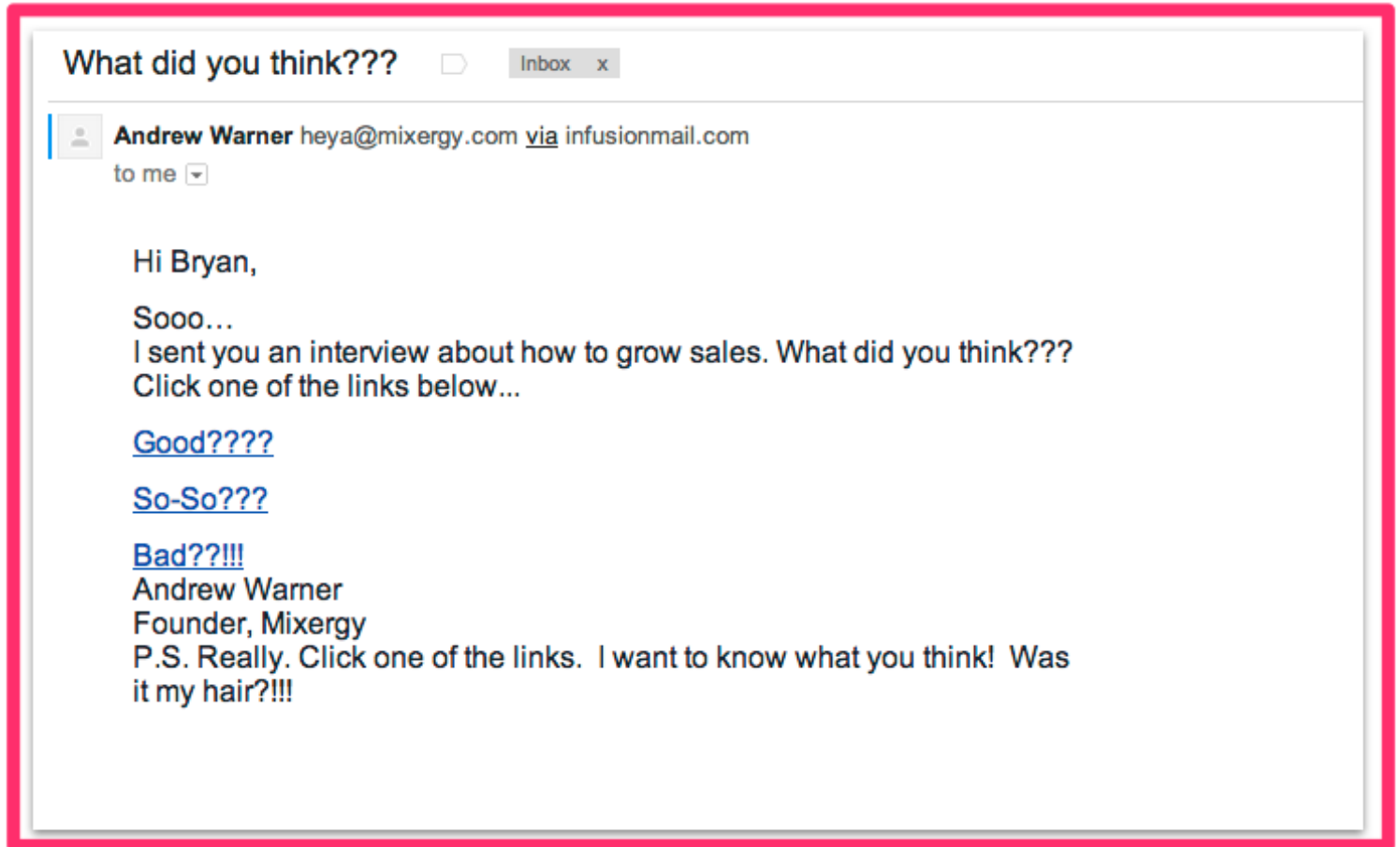
[Prefer audio? Great! "Right click" here for the MP3 format.](#)



Subscriber Specific Interview

Note: When you click any of the three links it takes you to this page. The interview was pre-determined by Andrew to fit the readers original request. Need more info on sales? Here is an interview on sales. Very personal and helpful.

SALES FUNNEL: STEP 5



Follow-up Email Survey


Note: Several days after signing up you will receive this email. It's a followup survey to gauge the helpfulness of the information. Notice the subtleties of what he did with this email. He didn't ask for you to hit reply and fill out a long form or survey. There is minimal commitment. All you have to do is click the link that best represents your thinking.

Having a built in feedback loop is important. Andrew has tweaked, modified and even deleted portions of this funnel through feedback he has received with this form.

One big insight he had was that sending out an hour long interview was not the most the best way to approach. It was too big of a time commitment for people brand new to him.

Now he has setup a more gradual email sequence to introduce new subscribers to him and Mixergy. According to Andrew, this has produced better results.

SALES FUNNEL: STEP 6



The image shows a screenshot of a survey form titled "MIXERGY" in a large, bold, white font on a black background. Below the title, the form is set against a light beige background. The survey content is contained within a white rectangular area. It starts with the heading "Your rating" followed by three radio button options: "Good" (which is selected), "So-So", and "Bad". Below this is the question "Why did you say that?" followed by a large, empty text input field. At the bottom of the white area is a button labeled "Give your rating". Below the white area, centered on the beige background, is the text "Mixergy loves you".

“Did it help” Survey

Note: Once you click on any of the three links in the above email you are sent to a pre-populated form. If you clicked on the “Bad??!” link, the form has that radio button checked.

He also allows you to leave a comment in a form field to further describe your experience.

SALES FUNNEL: STEP 7

MIXERGY

Thanks. My team & I really do read every one of these comments.

Thank you for rating my work and helping me improve.

[Back to the site](#)

Mixergy loves you

“Thank You” Page

Note: Once you have submitted your feedback form you are sent to a ‘Thank you’ page.

One optimization that could be made here is to give the user a ‘next step’. A list of resource, interviews or popular posts would help move them along through the site and help them discover even more content.