

SALES FUNNEL: STEP 1

 **Michael Hyatt**
14 hrs · 🌐

So many tools, so little time. Here are the ones I have found most helpful.




99 Resources to Make Your Personal and Business Life Hum

Since I am often asked about the tools I use in my personal and professional life, I decided to write a simple ebook with all of them. Today is the official publication...

MICHAELHYATT.COM

FACEBOOK POST

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...

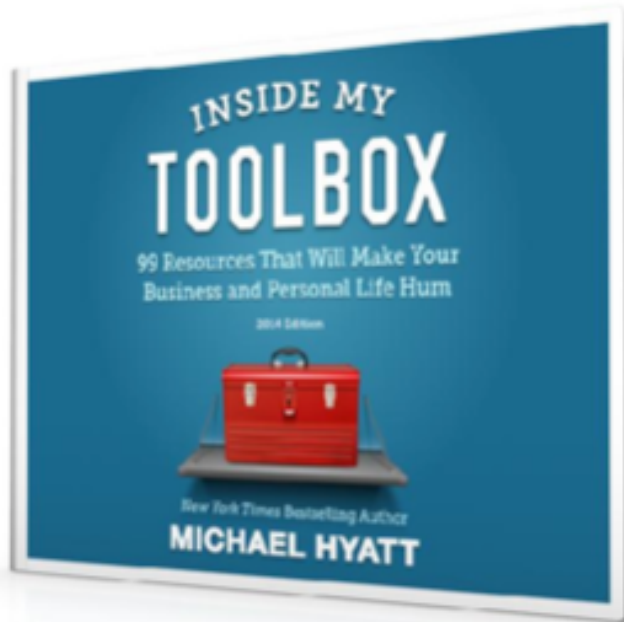
Privacy Guarantee: I will never share your e-mail address with anyone else.

SIDEBAR WIDGET

99 Resources to Make Your Personal and Business Life Hum

Comment 44 Share 304 Tweet 223 Share 146

Some say I'm a gadget-guy. (You know who you are.) I don't know about that, but I am *definitely* a tool guy. The right tool can make me more efficient and save hours of my time.



For example, a few years ago, I stumbled on a simple software tool to create beautiful—and elegant—3D book covers (like the one above). Previously, I tried to create these in Photoshop, but I just didn't have the skills to pull it off.

Next, I tried hiring a graphic designer. But I was paying \$50-100 dollars per cover just to turn a flat image into a 3D illustration. With the tool I found, I can literally do this in five minutes.

Since I am often asked about the tools I use in my personal and professional life, I

Just [click here](#), enter your email address, and I will immediately send you the link to download *Inside My Toolbox* free. And, you can unsubscribe at any time.

BLOG POST

Notes: Michael set up three points of entry into this sales funnel. A [Facebook post](#), [blog post](#) and an updated [sidebar widget](#). All three elements leads the reader to Step 2 of the funnel.

SALES FUNNEL: STEP 2

Get Updates via Email

You don't have to visit my blog to stay up-to-date. Instead, you can get updates via email. Whenever I post fresh content, I will send you an email message. Just fill out the simple form below. *You can unsubscribe at any time.*

After confirming your newsletter subscription by clicking a link in your email, you will be taken to a special page where you can download my ebook FREE.



SIGN UP NOW

First Name

Last Name

Email Address *

Frequency

Send me your **instant email**, whenever you post new content

Send me your **weekly email digest** on Saturday mornings

ACTIVATE YOUR FREE SUBSCRIPTION →

TWO DELIVERY OPTIONS

INSTANT

Get updates every time I post something new. [View sample](#)

WEEKLY

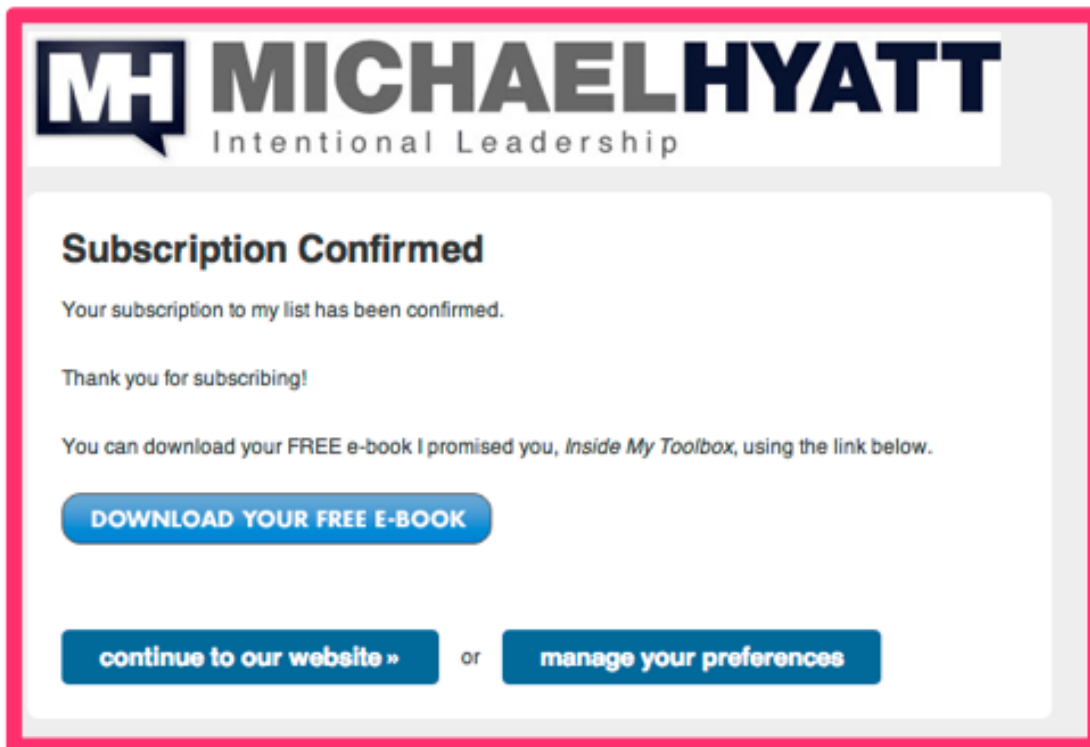
Get an overview of last week's posts on Saturday mornings. [View sample](#)

Email Signup Page

Notes: Once the reader click on any of three calls to action in Step 1 they are led to the [Email Signup Page](#). Here they are able to subscribe to Michael's newsletter and receive the eBook for free.

Michael does a great job of clearly communicating that they are being added to his recurring email list. This is important. Just adding someone to your list in exchange for a one time download is bad practice. He even gives you multiple ways to receive his emails (weekly or daily).

SALES FUNNEL: STEP 3



Email Double Opt-in & Confirmation

Notes: After sign up, the reader is then sent a confirmation email. The first email in this step is to confirm that the person who signed up is the actual owner of the account and didn't just give a bogus email to get the free book.

Once the reader has confirmed (by clicking the link), they are then automatically sent another email with a link to the book. This is a standard double-optin procedure than any mail service like [Mailchimp](#) or [Aweber](#) will setup automatically.

Michael uses Mailchimp to manage his email list.

SALES FUNNEL: STEP 4

THANK YOU!

I'm pleased to have you join me on my email list. I hope you enjoy my regular updates about leadership. Below you will find a link to download your free e-book so you can see *Inside My Toolbox*.

Thanks again for subscribing!

[DOWNLOAD E-BOOK \[PDF\]](#)

SHARE THIS WITH YOUR FRIENDS!

Now that you have your copy of the e-book, why not tell your friends about this great opportunity? Who *couldn't* use a great resource to help them find the right tools to use for their digital life?

266 [Share](#) 187 [Tweet](#)

LET ME KNOW WHAT YOU THINK!

After you've had a chance to check out the e-book, I'd love it if you came back to let me know what you think.

[LEAVE YOUR COMMENTS HERE ->](#)

INSIDE MY TOOLBOX
99 Resources That Will Make Your Business and Personal Life Hum
2014 Edition
New York Times Bestselling Author
MICHAEL HYATT

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If you continue to have problems, you can [send me an email](#). Please be patient with my response. It usually takes me 24 hours to reply.

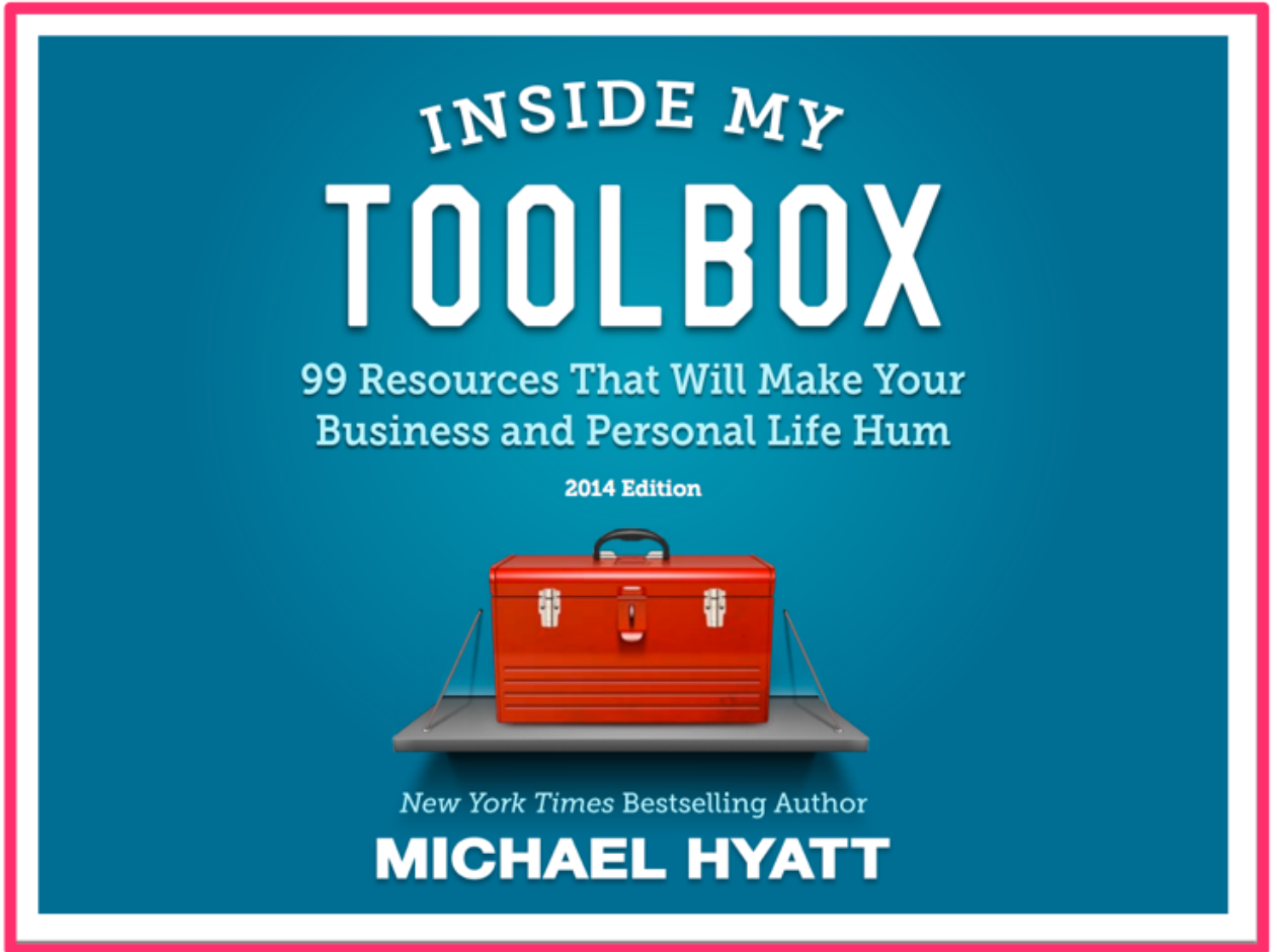
Thank you & Download Page

Notes: Once the reader has clicked on the “Download your Free eBook” in Step 3, they are forwarded to this final page in order to download the book. By forwarding them to another page and not providing the PDF in an attachment to the email or linking straight to the PDF it allows Michael to document that action inside of his CRM system.

This enables him to know exactly who clicked on the link and downloaded the eBook allowing him to target those ‘highly interested’ customer with other offers. They could be spun off into another email sequence or marked for follow up in other ways.

I don't know that he is in fact keeping up with these exact actions, but by setting up an additional page he has that ability.

SALES FUNNEL: STEP 5



The eBook

Notes: Now the user simply downloads the PDF. When clicked the PDF automatically downloads to the readers computer. You can host the file on any number of services, including your own webhosting.

SALES FUNNEL: STEP 6

VIDEO

The screenshot shows a video transcript with four segments. The top-left segment features the AirTurn logo and a description of a wireless page-turning device, with an Amazon affiliate link below. The top-right segment features the ecam logo and a description of software for teleprompting, with an Amazon affiliate link below. The bottom-left segment features the Canon logo and a description of a Canon 5D Mark III camera, with an Amazon affiliate link below. The bottom-right segment features the Canon logo and a description of a Canon lens, with an Amazon affiliate link below. A large red arrow points from the 'AirTurn' and 'ecamm' segments down to the 'Canon' segments. A red speech bubble with the text 'Affiliate Links' is positioned over the 'ecamm' segment.

AIRTURN
AirTurn: This is a wireless page turning device that connects via Bluetooth to my iPad. It allows me to control my teleprompting software (see below) with my foot. It can be configured to start or stop the script or jump from cue point to cue point.
www.amazon.com/exec/obidos/asin/b0053ifudg/mhyatt-20

ecamm
Call_B...
by-si...
membership site, this is the software to do it. We occasionally use it for Platform University. The app, which is an add-on to Skype, is amazingly sophisticated—and inexpensive.
www.amazon.com/exec/obidos/asin/b000az57m6/mhyatt-20

Canon
Canon 5D Mark III: This is the camera we use for almost all of our video. We started with the Canon 60D, but we graduated to this, once we knew we would be producing a lot of video. It is the same camera most professional videographers use.
www.amazon.com/exec/obidos/asin/b007fgyzfi/mhyatt-20

Canon
Canon EF 24-105mm Lens: My video team uses a lot of different lenses, depending on the situation, but this is the go-to one we use the most. I also use it for most of my landscape photography.
www.amazon.com/exec/obidos/asin/b000az57m6/mhyatt-20

VIDEO

INSIDE MY TOOLBOX



MICHAEL HYATT

25

Affiliate Links

Notes: Now for the genius part. Michael turned this free tool guide into an revenue source. He did this by using affiliate links throughout the guide.

What that means is that if you click his link for the Canon 5D Mark III camera found on page 25, then you'll be taken to the Amazon listing for the item. If you then decide to purchase that item he will make 4-8% commission on that item.

This won't make him rich, but with more than 30 affiliate links in this guide it will produce an additional stream of income for his business.