AI DIGITAL FARM

Funnel Planner – Passive Sales Blueprint & Email Sequence

1. Attract (Awareness): Getting Noticed by Your Ideal Audience

This stage is all about making potential customers aware that you exist and that you have a solution to their problems.

- **Create Reels, TikToks & Shorts that solve niche-specific problems:**

  - **Why these platforms?** These short-form video platforms have massive reach and are highly engaging. Their algorithms are designed to show content to users based on their interests, making it easier to reach a niche audience.

  - **Niche-Specific Problems:** This is crucial. Generic content gets lost in the noise. Think deeply about the specific pain points, frustrations, or desires of your ideal customer. What are they searching for? What questions do they have?

  - **Content Ideas:**

    - **"How-to" mini-tutorials:** Show a quick win related to your niche.

    - **Myth-busting:** Address common misconceptions in your field.

    - **Behind-the-scenes glimpses:** Offer a peek into your process (if relevant).

    - **Quick tips and hacks:** Share actionable advice that provides immediate value.

    - **Problem/Solution scenarios:** Clearly outline a problem your niche faces and hint at the solution your freebie provides.

    - **Engaging visuals:** Use text overlays, trending sounds, and captivating editing to grab attention.

  - **Platform Optimization:**

- **Keywords and Hashtags:** Research relevant keywords and hashtags that your target audience is using. Include these in your captions.

- **Trending Sounds/Challenges:** Participate in relevant trends to increase visibility.

- **Consistent Posting:** Develop a posting schedule to stay top-of-mind.

- **Engage with Comments:** Respond to comments and build a community.

- **Use CTA: 'Grab my free [X] via link in bio':**

  o **Clear and Concise:** Your call to action needs to be very clear about what you want viewers to do.

  o **Highlight the Benefit:** Briefly mention the value of the freebie. Instead of just saying "Grab my free eBook," say "Grab my free eBook to finally master [specific skill]."

  o **Visual Cues:** Use on-screen text or voiceovers to emphasize the CTA. Point to the "link in bio" area visually if possible.

  o **Link in Bio Optimization:** Ensure your link in bio is easily accessible and directly leads to your landing page where they can download the freebie. Consider using a link-in-bio tool (like Linktree, Beacons, or Carrd) if you have multiple links you want to share.

2. Lead Magnet (Interest): Offering Value in Exchange for Contact Information

This stage is about nurturing the interest you've generated and building your email list.

- **Free downloadable resource (eBook, checklist, or guide):**

  o **Value Proposition:** Your lead magnet should offer significant value to your target audience and solve a specific, smaller problem related to your overall niche. It should be a taste of the value they can expect from your paid product.

  o **Examples:**

    - **eBook:** A short, focused guide on a specific topic.

    - **Checklist:** A practical, actionable list to help them achieve a goal.

    - **Guide:** A more comprehensive resource walking them through a process.

- **Template:** A ready-to-use template for a specific task (e.g., social media calendar, budget tracker).

- **Mini-course (delivered via email or a platform like Teachable free plan):** A short series of lessons or videos.

- **Worksheet or Workbook:** An interactive resource to help them apply what they learn.

- **Relevance:** Ensure your lead magnet is directly relevant to your core offer. Someone downloading a free guide on "beginner yoga poses" is more likely to be interested in a paid yoga program.

- **Hosted on landing page built with Hostinger or Canva:**

  - **Purpose of a Landing Page:** A dedicated landing page has one primary goal: to get visitors to sign up for your lead magnet. It should be free of distractions like navigation menus that might lead them away.

  - **Key Elements of an Effective Landing Page:**

    - **Compelling Headline:** Clearly state the benefit of your freebie.

    - **Subheadline:** Elaborate on the headline and provide more context.

    - **Visuals:** Include an image or mock-up of your lead magnet.

    - **Bullet Points:** Highlight the key benefits and what the user will learn or gain.

    - **Clear Call to Action Button:** Use action-oriented language (e.g., "Download Your Free Guide Now," "Get Instant Access").

    - **Privacy Policy (Optional but Recommended):** Especially if you're collecting personal data.

    - **Testimonials (Optional):** If you have any social proof, you can include it here.

  - **Why Hostinger or Canva?**

    - **Hostinger:** Offers website hosting with easy-to-use website builders that often include landing page templates.

    - **Canva:** Provides user-friendly design tools and also offers website and landing page creation features. Both are relatively affordable and accessible for beginners.

- **Collect emails with ConvertKit or Mailchimp:**

- o **Importance of Email List:** Your email list is one of your most valuable assets. It allows you to directly communicate with potential customers, nurture relationships, and promote your products.

- o **Email Marketing Platforms:** ConvertKit and Mailchimp are popular choices for email marketing because they offer features like:

  - ▪ **Email Form Creation:** Easily embeddable forms for your landing page.

  - ▪ **Automation:** Set up automated email sequences (like the nurture sequence in the next step).

  - ▪ **Segmentation:** Organize your subscribers based on their interests or actions.

  - ▪ **Analytics:** Track email opens, clicks, and conversions.

- o **Integration:** Ensure your chosen email marketing platform integrates seamlessly with your landing page builder.

3. Nurture (Email Sequence): Building Relationships and Trust

This stage is about warming up your leads and positioning yourself as an expert before you ask for the sale.

- **Automated 3–5 email sequence:**

  - o **Automation is Key:** Automating this sequence saves you time and ensures consistent communication with every new subscriber.

  - o **Timing:** Space out your emails appropriately. For example, the first email goes out immediately after signup, the second 1-2 days later, and so on.

  - o **Value-Driven Content:** Focus on providing value in each email, not just selling.

- **Email 1: Deliver freebie + story:**

  - o **Immediate Gratification:** Deliver the lead magnet as promised. Provide clear instructions on how to access it.

  - o **Personal Connection:** Share a brief, relatable story about your own journey or how you overcame a similar challenge that your audience faces. This helps build trust and rapport.

  - o **Welcome and Set Expectations:** Welcome them to your email list and briefly mention what kind of content they can expect from you in the future.

- **Email 2: Solve a pain point:**

  - **Identify a Key Struggle:** Focus on a specific pain point that your target audience experiences.

  - **Offer Practical Advice:** Provide actionable tips, strategies, or insights that they can implement immediately to alleviate that pain point.

  - **Position Yourself as an Authority:** Demonstrate your expertise and understanding of their challenges.

- **Email 3: Introduce your product:**

  - **Natural Transition:** Connect the pain point you addressed in the previous email to the solution your digital product offers.

  - **Highlight Key Features and Benefits:** Explain what your product is and, more importantly, how it will benefit them and solve their problems. Focus on the transformation they can expect.

  - **Soft Introduction:** Don't be overly pushy. Focus on the value proposition.

- **Email 4: Share testimonial:**

  - **Social Proof:** Testimonials from satisfied customers are incredibly powerful for building trust and credibility.

  - **Use Specific Examples:** Choose testimonials that highlight the specific benefits and results your product delivers.

  - **Multiple Testimonials (Optional):** If you have several, you can include snippets or link to a page with more testimonials.

- **Email 5: Offer or reminder:**

  - **Clear Call to Action:** Directly ask them to purchase your product.

  - **Incentive (Optional):** Consider offering a limited-time discount, bonus, or early bird offer to encourage immediate action.

  - **Address Potential Objections:** Briefly address any common concerns or questions they might have.

  - **Sense of Urgency (Optional):** If you're offering a limited-time deal, clearly state the deadline.

  - **Reminder:** If you didn't offer a specific incentive, this email can simply serve as a friendly reminder about the value of your product.

4. Convert (Core Offer): Turning Leads into Paying Customers

This stage is where you present your main digital product for sale.

- **Promote your digital product (template, planner, or guide):**

  - **Clearly Define Your Product:** Ensure your product is well-defined, high-quality, and delivers on its promises.

  - **Highlight the Value:** Emphasize the benefits and outcomes customers will achieve by using your product.

  - **Use Compelling Product Descriptions:** Write detailed and persuasive descriptions that showcase the features and advantages of your product.

  - **High-Quality Visuals:** Include professional-looking mock-ups or previews of your digital product.

- **Use Gumroad, Lemon Squeezy, or Payhip to deliver:**

  - **E-commerce Platforms for Digital Products:** These platforms are specifically designed for selling digital goods. They handle:

    - **Payment Processing:** Securely process payments from customers.

    - **Product Delivery:** Automatically deliver the digital product after purchase.

    - **Licensing and Security:** Help protect your digital assets.

    - **Sales Analytics:** Provide insights into your sales performance.

    - **Customer Management:** Allow you to manage your customers and orders.

  - **Why These Platforms?** They are user-friendly, often have lower fees compared to general e-commerce platforms, and are tailored to the needs of digital product creators.

- **Keep CTA strong: 'Start today for £9':**

  - **Direct and Action-Oriented:** Tell people exactly what you want them to do.

  - **Benefit-Driven (Optional):** You can also include a benefit in your CTA, like "Unlock Your Potential for £9."

  - **Clear Pricing:** Make your pricing transparent.

  - **Visual Emphasis:** Use prominent buttons and clear typography for your call to action.

5. Follow-Up (Bonus / Upsell): Maximizing Customer Value

This stage is about increasing the average customer value and providing even more value to those who have already purchased.

- **Offer a bonus template, bundle, or coaching session:**

  - **Bonus:** An additional valuable resource offered for free with the purchase of the main product. This can incentivize immediate purchase or reward existing customers.

  - **Bundle:** A collection of related digital products offered at a discounted price compared to buying them individually.

  - **Upsell:** Offering a higher-priced, more comprehensive product or service to customers who have already made a purchase. A coaching session is a common upsell for digital product creators.

  - **Cross-sell:** Suggesting related products that might be of interest to the customer.

- **Can be delivered via final email or post-purchase page:**

  - **Final Email of Nurture Sequence:** You can include the bonus offer in the final email of your initial nurture sequence as an extra incentive to purchase.

  - **Post-Purchase Page:** After a customer completes their purchase, they are often redirected to a "thank you" or "success" page. This is an excellent place to present an upsell or bonus offer as they are already in a buying mood.

  - **Separate Follow-Up Emails:** You can also send a dedicated email a few days or weeks after the purchase to offer a bonus or related product.

Email Sequence

Email 1 – "Still thinking about it?"

Subject: Just checking in 😊

Hi [First Name],

Thanks for signing up! I saw you grabbed the freebie (or visited the page), but didn't grab the full version just yet—and I wanted to check in.

If you're feeling unsure, totally normal. But just know—this [ebook/template/workbook] was designed to make your life easier, save time, and help you [insert specific outcome, e.g., "stay consistent with your fitness goals" or "plan a week of content in minutes"].

Here's what's inside: ✅ [Feature #1 – e.g., 4-week planner]
✅ [Feature #2 – e.g., editable daily trackers]
✅ [Feature #3 – e.g., bonus checklist or guide]

If this sounds like something you could use right now, you can still grab it below 👇

👉 [Add Your Product Link – "Get the Full Guide"]

Any questions? Just reply to this email—I'd love to help!

Talk soon,
[Your Name]

Email 2 – "This could save you hours"

Subject: What if you had this done for you?

Hey [First Name],

Quick question—how much time are you spending trying to [insert pain point, e.g. "stay organised" / "plan workouts" / "create content"]?

The [product name] was designed to take that stress off your plate. You don't need to start from scratch—I've already done the hard work for you.

It's: 📥 Instantly downloadable
📅 Easy to follow
🎯 Designed for [insert audience type, e.g., "busy mums," "small business owners," "content creators"]

If you've been meaning to get organised / stay consistent / save time—this is your shortcut.

🎁 [Insert Product Link – "Grab the Guide Now"]

Let me know if you have any questions—I'm here for you!

Best,
[Your Name]

Email 3 – "Last chance / limited time" (if adding urgency)

Subject: One last reminder (in case you missed it)

Hey [First Name],

Just a friendly nudge—if you were thinking of grabbing [product name], now's the time!

I may be updating the product, removing the bonus, or increasing the price soon (optional: add a date here).

If it's something that could help you [insert benefit: "save time planning," "stay on track with your goals," "launch faster"]—now's your chance to grab it.

🎯 [CTA Link – "Get Instant Access"]

Thanks again for being part of my community—I truly appreciate you!

Warmly,
[Your Name]