

The No Fluff, Just Flow High-Conversion Course Funnel

If you're building a course funnel from scratch or optimizing what you've got, this is the clean, strategic flow that actually converts.

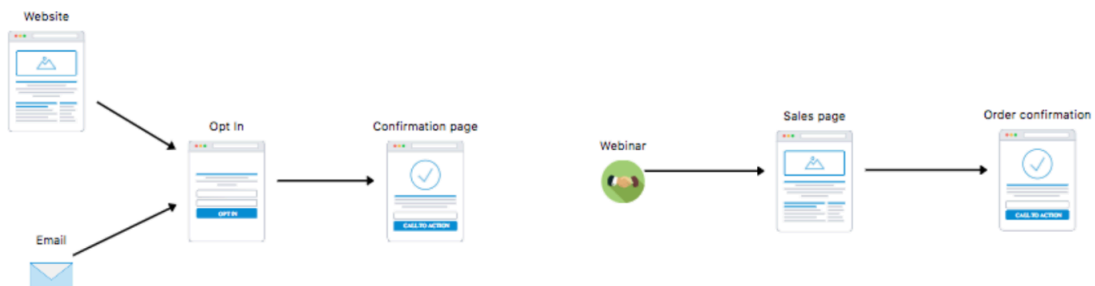
Step 1: Basic Flow – The “Amateur Hour” Funnel

Most course creators rely on this weak setup:

1. Traffic →
2. Webinar Registration →
3. Live Webinar →
4. Sales Page →
5. Order Confirmation

Problems? Massive drop-off at every step:

- People forget to show up
- They leave halfway through
- They never hit the sales page
- They abandon cart before paying



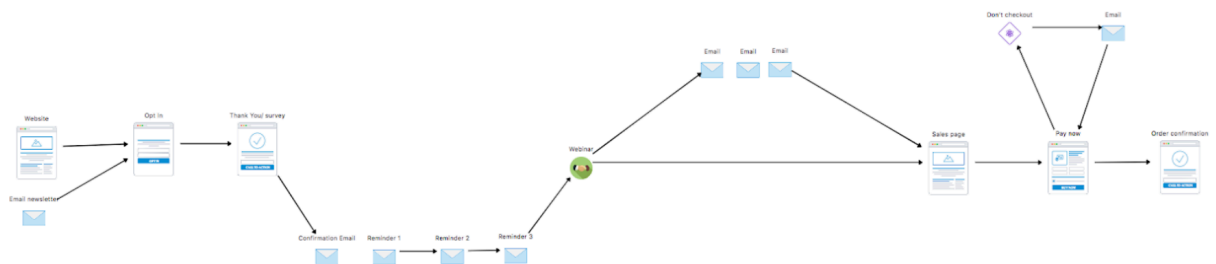
Step 2: Add Retention Armor – Email Automation Layer

Fix the leaks. Add:

- ☒ Instant confirmation email
- ☒ Multiple timed reminders pre-webinar
- ☒ Post-webinar sales nudges
- ☒ Cart abandonment recovery emails

This boosts:

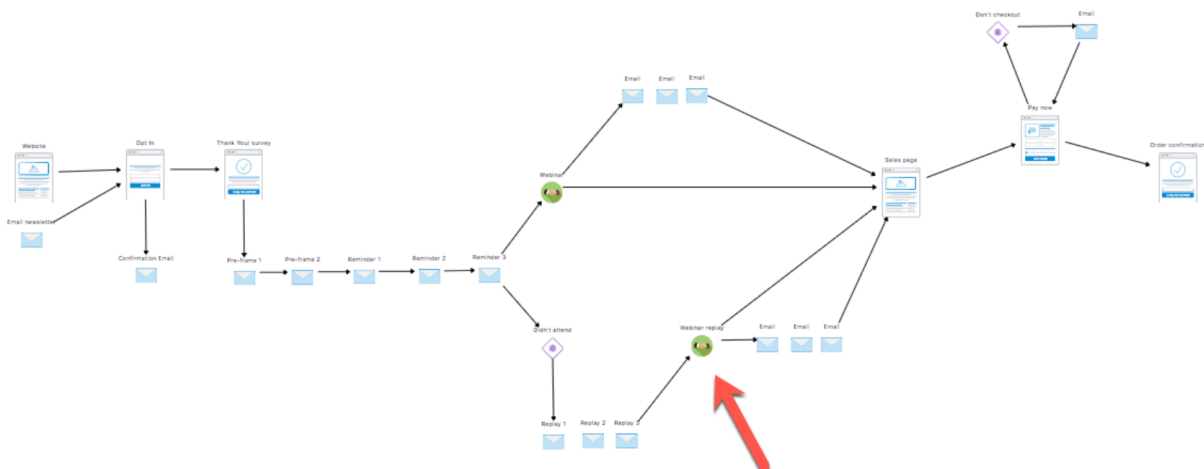
- Attendance
- Click-throughs
- Final conversions



Step 3: Missed the Webinar? No Problem – Instant Replay Funnel

Not everyone will show up live. So:

- Auto-schedule a **replay** email within 24 hours
- Keep the offer alive for a limited window
- Create urgency with time-sensitive bonuses

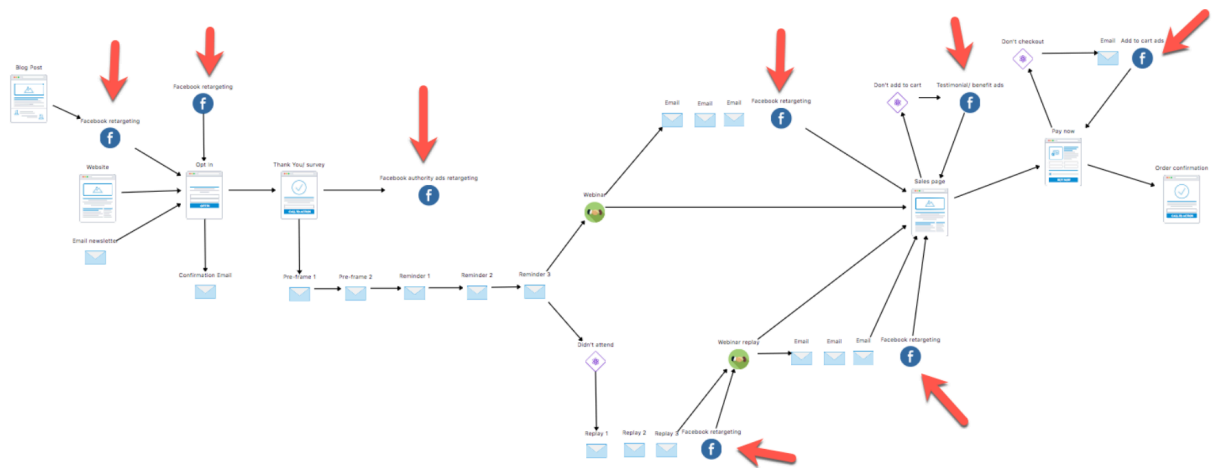


Step 4: Multi-Touch Retargeting – Stay on Their Radar

Email's good. **But omnipresence wins.**



Add:

- 🔄 Retargeting ads (Facebook, IG, YT) tied to funnel stages
- 🔄 “Viewed but didn’t buy” custom audience retargeting
- 🔄 Abandoned checkout ad reminders

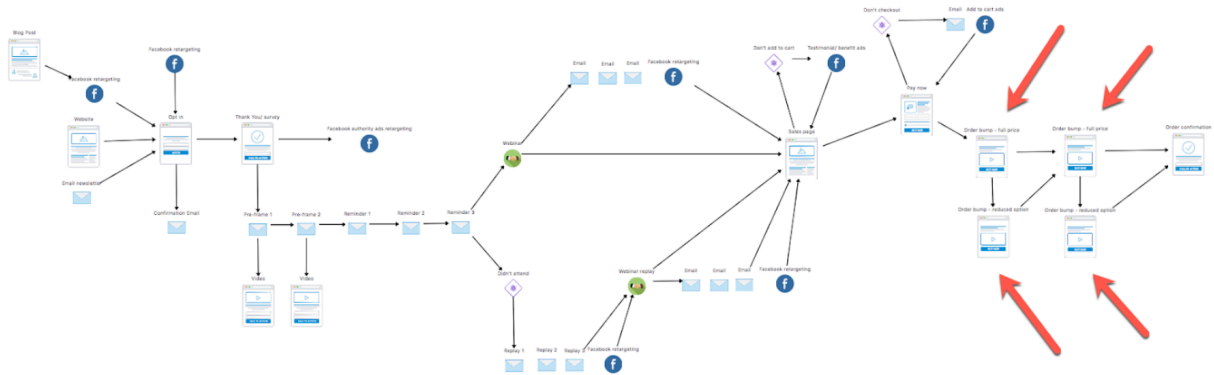


Step 5: One-Click Upsells – Unlock Buyer Intent

Don't stop at one sale. Add:

-  Upsell #1 (e.g., premium templates, \$149)
-  Downsell fallback (e.g., lite version, \$49)

Let buyers buy *more*, without friction.

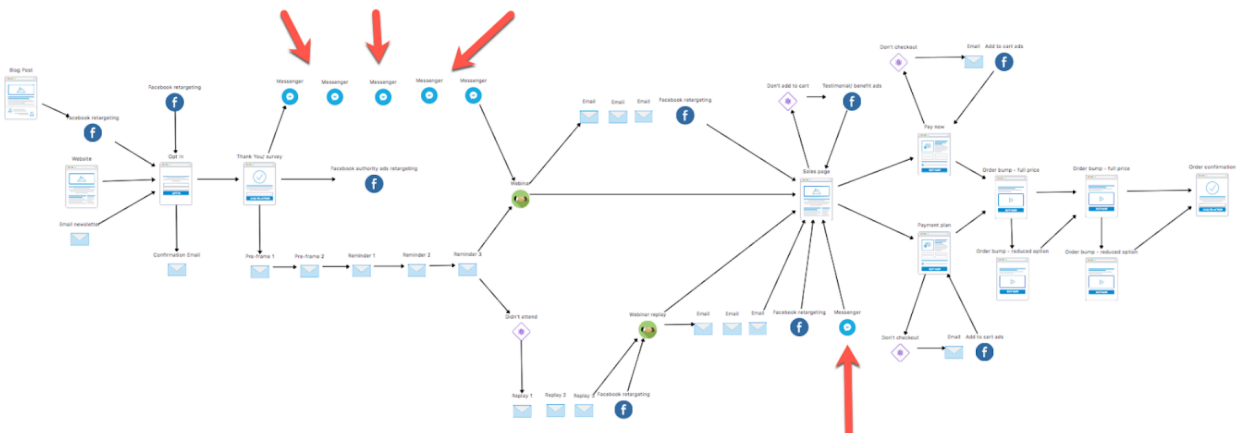


Step 6: Leverage Messenger + SMS – 90%+ Open Rates

Layer in Messenger or SMS:

- Quick reminders
- Replay access links
- Time-sensitive flash deals

It's email on steroids, use it wisely.

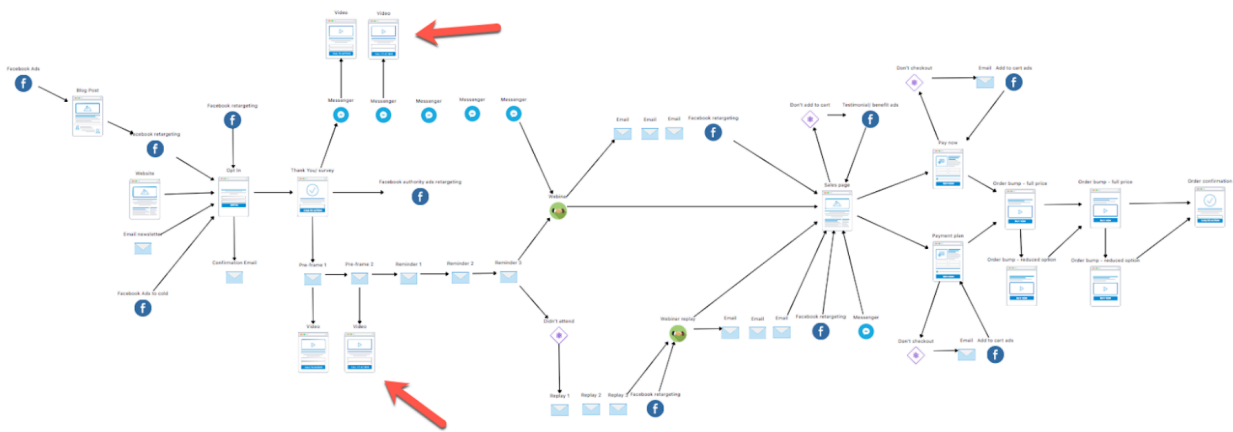


Step 7: Strategic Video Pre-Framing – Build Trust Fast

Drop quick, punchy video content **before** the webinar:

- Who you are
- Why this matters
- What they'll miss if they ignore it

Video builds familiarity. Familiarity builds conversions.

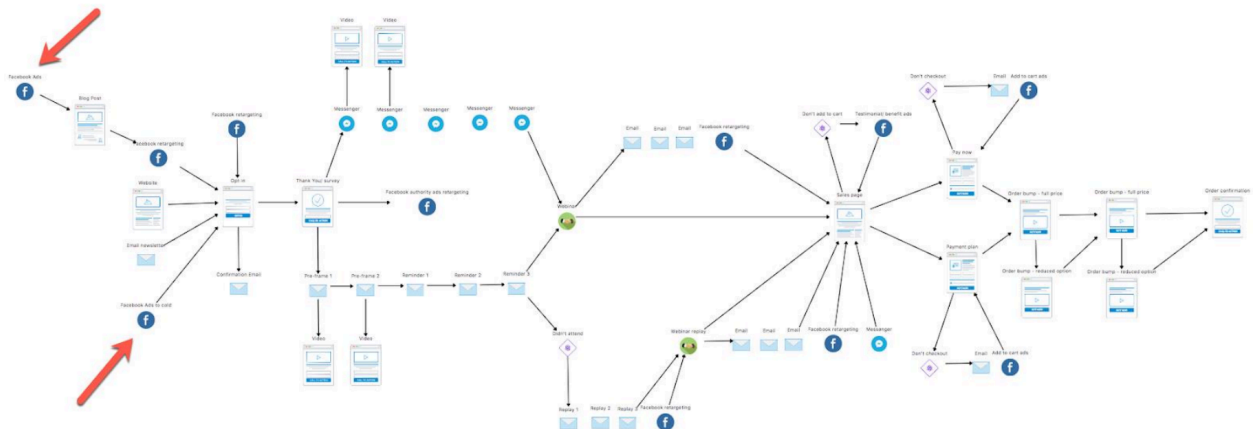


Step 8: Cold Traffic Campaigns – Scale with Paid Ads

Once the funnel is clean and profitable, push volume:

- Run cold traffic ads on Facebook, Instagram, YouTube
- Split-test creatives by stage (top, mid, bottom funnel)

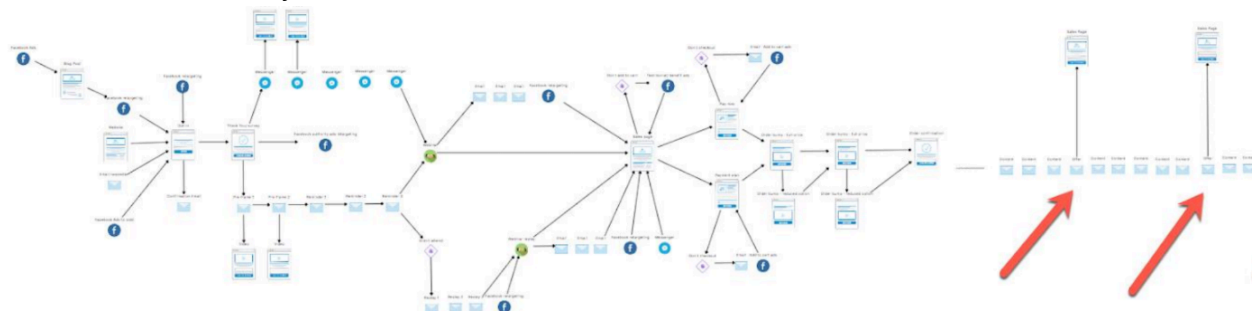
- Track CAC, AOV, and LTV—don't guess



Step 9: Long-Term Nurture – Build the Backend Vault

Not everyone buys the first round.

- Build a **long-term email nurture sequence**
- Segment non-buyers → send tailored offers
- Provide value, drop case studies, re-engage
- Make offers when they're warm



The Hard Truth?

Yes, it's a lot. Not "set-it-and-forget-it."

But... **This is the game if you want consistent 5–6 figure months.**

Most creators skip this and blame the market... Top earners build this and print cash.

This Funnel is For:

- ✓ Course creators are tired of low show-up rates
- ✓ Spa Owners with solid products but weak conversions
- ✓ Experts ready to scale without throwing money away

Want this done for you?

Book a no-cost strategic call at www.forbescopy.com/services

I'll show you where the leaks are and how to fix them.