

HOW TO

# MAKE A **SALES** **FUNNEL** SO YOU EARN MONEY WHILE YOU SLEEP



**STEPHANIE RODNEZ**

# HOW TO MAKE A SALES FUNNEL SO YOU EARN MONEY WHILE YOU SLEEP

STEPHANIE RODNEZ

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# DEDICATION

This book is dedicated to every woman of Christ who knows she's supposed to build an amazing business that serves God's kingdom while bringing her profit at the same time. This is for every woman of faith who doesn't have time to waste with busy work and distractions that the enemy uses to take her from her true calling.

This book is for my powerful warriors, my unsung heroes, my sisters in Christ who stay up until three in the morning putting in the work to do that which God gave her to do.

You inspire me more than you know.



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# INTRODUCTION

I remember being 14-years-old and hearing God tell me He wanted me to make movies for His name.

Everybody told me I was going to fail. They said I was too black, too Christian and too female to make it in Hollywood.

By the time I was 24-years-old, I'd released three feature-length Christian films, two of which were released in Redboxes, Walgreens and retail stores nationwide and had grossed over six figures in the first 18 months.

It was really cool to see the same people who told me that I would fail, were now calling me to say that they had purchased my movie from Walgreens, and requested that I autograph the disc cover for them.

However, something really interesting happened. Although the movie grossed six figures, it didn't mean I earned six figures.



Having physical products was a whole different business model that kept most of the profits in the distributor's pocket rather than the filmmaker's.

With the money I earned, I made a bad business deal that completely drained my finances and almost left me and my company bankrupt. After some time battling depression, failure and anxiety over what happened, God reminded me of who I really was – an entrepreneur that He created to do great things for His kingdom.

So, I got back to doing what God created me to do. However, this time I didn't have the resources to make another film. I asked God what I could do in order to get back to making movies? Then He gave me a great idea –write books!

Writing had been something I'd love doing since I was six-years-old. Therefore, it made sense to get back to the natural passions God had given me. I wrote my first book and released it as a hard copy at a tradeshow. We sold out of that book on the first day.

From that point, I knew I was onto something.

Yet again, even though we sold out of all of our products, I didn't come out making much of a profit. The margins of physical products was just too small. I had to pay for inventory, shipping and I had to physically lug all those boxes everywhere I went.

I knew there had to be a better way.

So, I went online and started looking at this thing called "online digital products." I discovered someone who was teaching a course on it and I was awestruck. I learned you could literally create a product for zero dollars, give it to your customer for zero dollars, and it required zero dollars of inventory because

everything was digital.

The profit margins were phenomenal. And that's how my new business model was born. Then another obstacle presented itself- the amount of e-books I had to sell to match the income I was already making at my 9-to-5 job was enormous.

While I was making great money selling e-books, it wasn't enough to create a sustainable income. It was enough to give me an emergency fund and vacation fund, but not enough to give me the lifestyle of my dreams.

Thus, I started doing online research to find out why I wasn't able to do this with just eBooks. And that's when I discovered sales funnels. Most entrepreneurs online do not sell just one product at a time. They create a sales funnels of many different products that serve the customer and allow the customer to buy those products again and again and again.

This book will teach you how to create a sales funnel that allows you to serve your target market fully and completely, from the beginning of the journey until you reach the end goal.

This book is going to completely transform your online business, as it did for mine. I can't wait to see what your business looks like as a result.

God bless you,

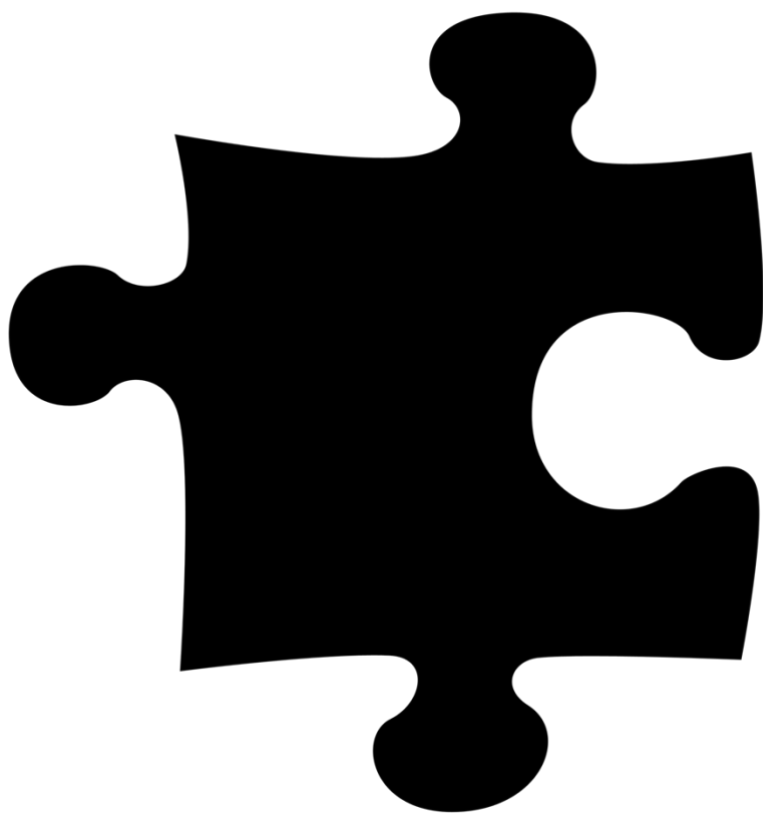
Stephanie Rodnez

Founder and CEO Godlywood Girl

“

*“Your business  
must have the right  
pieces of the  
puzzle before it  
can create a pretty  
picture.”*

• **GODLYWOOD GIRL** •



# **CHAPTER 1 - WHY DO SALES FUNNELS MATTER?**

This is what life is like before you know how to create a passive income with a sales funnel. You're constantly hustling to get paid by the hour. You never know if you have reliable income coming in. You're sick and tired of the inconsistency of the money you make each month. And you're absolutely tired of having to constantly hustle to get new customers in the door.

It's frustrating right? You work really hard, you know you have great expertise that helps solve the problems people have. And you know plenty of people would be more than happy to pay you for your work. But for some reason, you can't figure out how to make it consistent enough so you can take real vacations, spend time with your family, and have real work-life balance.

I'm going to be real with you right now. The problem isn't your work ethic. The problem isn't your customers. The problem isn't your products.

The problem is that you do not have an effective sales funnel that automatically converts leads into customers while you sleep.

When you base your income off the number of hours you put in, you leave yourself at risk when you need to take a break, when you may become unexpectedly ill, when a customer can't afford to pay for the month, you leave yourself at risk to all those things.

However, when you have a sales funnel in place, you have a sales system that works on autopilot. You know when the money is coming in on a consistent basis because you've done the work to test your conversions and maximize your sales funnels effectiveness. Thus, the traffic that you consistently drive to your sales funnel brings you consistent results.

Your solution is to create a sales funnel in your business that automatically converts leads into customers while you sleep. The sales funnel is going to allow you to understand how much income you are making consistently, because passive income has no bearing on how many hours you work or don't work. That means no more having to hustle to make your bills at the end of the month.

This is how people earn income while they're on the beach. This is how people are able to earn income while they're on vacation. Because they have a business based off a sales funnel, not on how many hours they put it.

Here's why I'm so excited about this stuff. The online digital information industry hit an incredible 107 Billion dollars last year.

That includes audio products, video products, online courses and of course – eBooks.

That's HUGE.

107 Billion is HUGE.

And how did that happen?

Because more and more, people are using their phones, tablets, and computers to find answers to the questions they have.

They're using websites like Amazon.com, Udemy.com, Lynda.com, and Skillshare.com to find solutions to the questions they have.

In the past, in order to make money online, you had to sell products related to dating, weight loss or business.

But NOW –

You can sell products on just about ANYTHING a person is actively searching for. The key?

You have to get your product in front of them WHEN they are actively searching for it.

And an eBook is the quickest and easiest way to do that.

Let's start by asking, "Exactly, what is an eBook?" An eBook is an "electronic" book. It is a text based publication in digital form. It is a small electronic file that's easy to share and easy to purchase.

Ebooks can contain words, pictures, graphics and live hyperlinks, which is a link someone can click on to enter another website page.

You can read an eBook on any electronically compatible device, including e-readers, tablets, desktop computers, laptops, phones, and get this – my sister said she even read a PDF on her apple watch. Pretty cool, right?

Technically, the first electronic reader was invented in 1949 by a school teacher, so eBooks aren't really NEW.

But here's what happened...

In the early 2000's, two things happened that completed TRANSFORMED the online information industry.

Steve Job's brilliance of putting a computer in all our pockets via our cell phones and tablets...

And Amazon.com's brilliance of offering electronic books using



the internet.

Suddenly people began buying their books – both print and digital – on the internet more than in book stores.

And we all saw what happened, major bookstores started closing left and right and everyone started releasing their own e-readers.

That part was unfortunate. But here was a really cool side effect

–

In the past, if you wanted to sell a bunch of books, you had to have a book publisher, do a book tour... etc.

NOW, because eBooks are so easy to transfer and consume, Amazon.com is one of the BIGGEST suppliers of eBooks and the barriers to entry for getting your eBook placed on Amazon.com is microscopic...

Basically, to become a self-published author this year, all you need to know is how to publish a digital file to Amazon.com, and you are ready to go.

In September 2015, Fortune Magazine released an article saying “the market share of established publishers has been declining, while sales of independently published books have been growing.”

Independent publishers, the little guys like you and me, are able to get our content released and to the market for free. It literally costs nothing to get an eBook published and available for sale on Amazon.com.

And that’s why I believe EVERYONE should have an eBook. Everyone has a story that God has given them, a testimony or expertise that can help another person get through their struggle.

And we have been blessed to live in a time where we can tell

that story quickly and easily using the incredible technology available at our fingertips.

But this blessing can also be a curse.

Because that means the eBook industry is absolutely SATURATED with competition.

Everyone is publishing eBooks left and right.

In fact, in December 2014, the number of English language eBooks available for sale on Amazon.com was 2,489,639 book titles.

In December 2015, that number grew to 3,259,072.

If you average that out, that's about 64,000 new eBook titles being added every MONTH to Amazon.com's eBook store.

What does that mean? The competition is FIERCE.

The industry is so saturated that if you just release your eBook on Amazon and do nothing else, you're not going to make a dime.

You'll achieve your dream of being a self-published author, but you won't make enough money to sustain your lifestyle or your business.

That's what I did in the beginning before I started doing what I teach you in this books. I made money on my own website and on Amazon.com, but it wasn't enough for me to be able to leave my 9-5 job and work on my business full time.

After starting research on my doctorate, I learned one key aspect of successful business strategies: PRODUCT DIFFERENTIATION.

If you want to actually sell your eBooks in this insanely crowded market, which I think EVERY SINGLE WOMAN OF CHRIST should be doing, then you have to do this one thing...

Differentiate yourself from the rest of the competition through Marketing.

You have to do a great job marketing your eBook in order to get people to buy it.

But in order to do marketing effectively, you have to follow this core rule of marketing:

You have to get the RIGHT MESSAGE in front of the RIGHT PERSON at the RIGHT TIME they are wanting to hear it.

Let me say that again.

In order to write an eBook that sells, you need to get the RIGHT MESSAGE in front of the RIGHT PERSON at the RIGHT TIME they are needing to hear it.

You need to create a product that solves a SPECIFIC problem for a SPECIFIC target audience. Then you need to tell them that you have that product available for them at the exact time they are trying to find that solution.

In other words, you have to:

1. Identify the problem you are solving
2. Identify the audience you are solving the problem for
3. Create the right “bait” to get your product in front of your audience at the time they are searching for it.

How do we do this?

It all starts with VALIDATING your topic. Find the RIGHT topic that you want to write about and that people want to buy. It’s got to be a topic that people are actively buying.

Then you have to define your customer avatar – AKA your niche audience – AKA your target market – the EXACT people who are looking for your product.

And finally you have to build a sales funnel that has the RIGHT BAIT so the people who are searching for your product are able to find it when they want it.

That is something VERY important that I feel like most people miss when they're talking about selling online products.

Your online product should NOT be the primary entry point of your business. It should be one of the STEPS of your sales funnel.

And here's what I mean. For those of you who haven't heard of that before, an online sales funnel is a buying process that takes a "lead," or a potential customer, and takes them through a system of events designed to convert the lead into a paying customer, while maximizing sales.

My love, after you create a sales funnel, you can achieve work/life balance, peace of mind about the income you are making, and you don't have to fear customers not paying you when they run out of money. In the next chapter, I am going to show you what a sales funnel looks like.

“

*“Sometimes you have  
to stand back and see  
the big picture before  
you can really  
capture the beauty of  
the smaller details.”*

• **GODLYWOOD GIRL** •



# **CHAPTER 2 - SALES FUNNELS DIAGRAM**

For my girls who have tried to build a sales funnel before, when they don't have a big picture view of what a sales funnel looks like, they constantly find themselves trying to build a new sales funnel after new sales funnel with no results and without having a real sustainable income; and they find that they are always having to drive new customers into the funnel to make ends meet.

This defeats the idea of having a sales funnel in the first place. The idea is that once a customer comes in, you are able to sell them your valuable products again and again and again, building upon what you sold them before. You want to serve the customer with everything she needs to solve the problems she has, while maximizing your profits at the same time.

If you have a sales funnel that offers \$27 for an e-book, but you have nowhere else for the customer to go after they buy your \$27 eBook, then your sales funnel is worth \$27. And with the high cost of marketing these days, and conversion rates being typically around 1%, that's a lot of traffic you need to bring into your sales



funnel for \$27.

So you want to see the big picture? It's important to understand that you can build a sales funnel that's worth \$1,000, \$2,000, \$5,000, etc.- and you can have that one customer go through the entire sales funnel process one time.

If you have the right big picture of what the funnel looks like, there will be no need to constantly bring in that same customer into different sales funnels.

Sales funnels work when you take your customer through a series of funnel steps automatically. When you do this, your life is better because you can add one lead to your funnel, and can allow them to convert in that same sales funnel instead of constantly trying to push the same leads into an endless stream of different funnels, to see which one sticks.

So in this chapter, I am going to give you a big picture view of what a sales funnel looks like.

An online sales funnel is a buying process that takes a "lead," or a potential customer, and takes them through a system of events designed to convert the lead into a paying customer, while maximizing sales.



There are several steps of the sales funnel. It begins with the first funnel step of your audience entering your sales funnel as a “lead,” someone who is potentially interested in doing business with you.

Then you take your lead through the second funnel step, a “tripwire” offer to identify whether or not your lead is a paying customer. Once they’ve said “yes” to your tripwire and acknowledged they in fact want to do business with you, then you offer them a “core product,” which is a higher priced item that really gives them value. Once they’ve said yes to that, you then offer a series of upsells that complement the core product. Finally, a profit maximizer that is pure profit for you and your company and brings tons of value to your customer at the same time.

For example: McDonalds has a sales funnel.

On television, they'll show a commercial saying you can get a free hamburger on Wednesdays. You notice the commercial and become interested. At that point, you are a LEAD. They just showed you an attractive "lead magnet" to bait you into coming into their restaurant – i.e., their sales funnel.

So you bite that lead magnet, you head over to McDonalds on Wednesday, you go to the drive through window and say, "Can I have the free hamburger?"

Now, McDonald's isn't making a dime on that hamburger, but they did get you to come into their door. Therefore, their lead magnet worked. They just identified you as a potential LEAD, someone who is interested in consuming their products. But NOW they want to CONVERT you into a PAYING CUSTOMER so they can recoup the cost of giving you that hamburger for free.

So, what do they say to you when you ask for a free hamburger?  
"Do you want fries with that?"

Now those fries are delicious, so you say yes... Cha-ching. They just took you through another step in the buying process of the sales funnel. Now you have purchased what's called a "tripwire" offer. They just converted you into a paying customer, made \$2 off of you and received the money back on that free hamburger they gave you.

But now they want to sell you everything they can in addition to those fries, since they already made their \$2 back. Additionally, everything they sell you after that is PURE PROFIT.

This is called an upsell. And they are clever. They know you're on a buying roll, and usually if you can get your customer to say yes once, you can get them to say yes again. So they press their luck, and they say,

“Would you like a drink with that?”

You think to yourself, well, those fries are pretty salty. So why not? You say yes again.

They smile, cha-ching, cha-ching. You moved a step deeper into their sales funnel. They just made another \$2.50 off of you. Now that was their first upsell. But now they want to get to the core product. The offer that REALLY makes them money. The offer that is PURE PROFIT.

And they ask – “Would you like to supersize that?”

You think – sure. Why not? I’m already here.

And bam. You just went fully through their sales funnel. They lured you in with the promise of a free hamburger. But you walked out \$7.50 poorer because they successfully took you all the way through their buying process.

Here’s the catch: Do you leave McDonalds with your supersized hamburger, fries and drink feeling upset that you got swindled out of your money?

NO. You leave happy because they satisfied your craving to eat McDonalds, exactly when you wanted to eat it.

They SERVED you the solution to your problem – your hungry stomach and your craving for McDonalds. Thus, you PAID them happily for that solution.

You see how that works? It is so important to have a clear understanding of what you’re trying to build so you don’t get frustrated trying to put these beautiful pieces together into one puzzle.

If you still have questions, read the McDonalds example again and again until you grasp how a sales funnel works. Once you understand it, then you’re ready to start building.

But before you start building, you need to have a strategy in place so you can understand whether you're building the right funnel, or whether you need to start over. The next chapter that will teach you how to do this.

## • ACTION ITEMS •

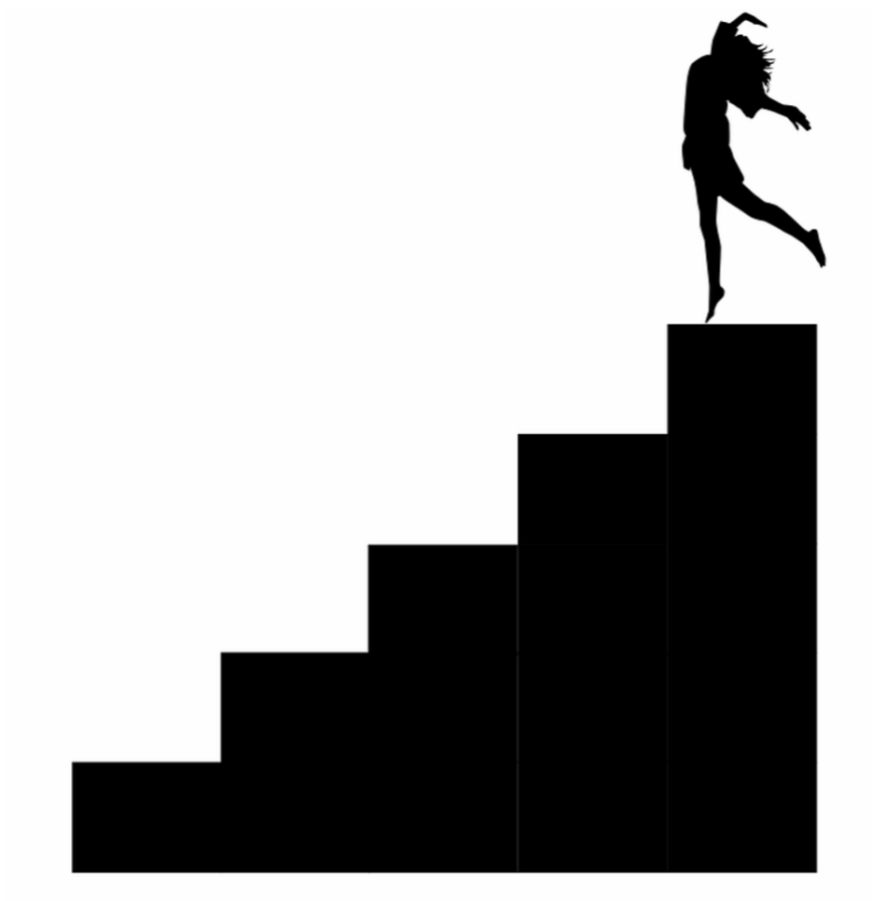


Explain a sales funnel in your own words:

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*"It takes faith and hard work for a dream to come alive. But without the right strategy, there's no way to know if your hard work is actually giving you the results you want."*

• **GODLYWOOD GIRL** •





# **CHAPTER 3 - SALES FUNNEL STRATEGY**

This is one of my favorite chapters to talk about, strategy. Maybe I'm a little biased because business strategy is what I'm studying for my doctorate degree, but to me strategic planning is one of the most important things any entrepreneur can do.

There is really no point in setting out to achieve a goal if you don't know how to measure success, and you don't know how to measure success if you don't have a clear strategy to help you reach success in the first place.

That's what a strategy allows you to do. It allows you to create an action plan using the resources you already have to help you achieve a specific goal.

Here's the problem: If you're building a sales funnel without knowing what results you are trying to get, without knowing what outcome you're looking for, then you'll never have any idea whether or not your sales funnel is actually working. You won't know whether or not you should keep sending traffic to your sales funnel or whether you should start building over again.

You never know what results you are looking for in a split test and you'll have no clarity or confidence in the funnel you created; whether or not it's effective. This happens because you have not created a strategy for your sales funnel. The solution is to create a clear strategy outlining what you want your sales funnel to do and how you will get it to do that.

A strategic plan contains very specific elements. First, you want to have a clear measurable goal that you're trying to achieve. Then you need to acknowledge your mission, or WHY you want to achieve that goal. After that, you need to create a vision statement of what that achieving that goal looks like.

Next, you will need to create a series of core values that give you guidelines for how you will achieve that goal.

Then you will need to conduct a SWOT analysis to identify what resources you have access to that will help you achieve that goal.

Afterwards, you will need to do research on how you are going to actually effectively use your resources to achieve the goal. Next, you create a step-by-step action plan to make that goal happen using those resources.

The last step is to create a measure of your success so you know whether or not your goal for your strategy is working or whether or not you need to tweak the steps.

Let's start from the very beginning: creating your goal. You create what's called a S.M.A.R.T. goal. Smart goals are specific, measurable, actionable, realistic, and have a timetable. Specific means you have a clear definition of what you're trying to achieve.

For example, my "specific goal" is that I want to lose weight.

"Measurable" means that you can measure the goal that you're trying to achieve. So my specific goal is that I'm trying to lose

weight, and the measure is that I want to lose 10 pounds.

“Actionable” means that I have the ability to take action on my goal. My specific goal is to lose weight, it measures 10 pounds, and the action is by doing cardio workouts.

“Realistic” means that I am able to actually do this. For example, if my goal is to go to the moon by the end of this year, that’s impossible, because flights to the moon are not yet happening.

However, if my goal is to lose 10 pounds by doing constant workouts, that’s very realistic.

And finally, “timetable” gives you a measure of when you want to complete the goal. So my specific goal is to lose weight, as measured by 10 pounds, by doing the action of consistent cardio workouts realistically in my schedule and completing them by the end of the year. That is a smart goal. You need to do the same thing for your sales funnel.

What are you specifically trying to do with the sales funnel? Are you trying to get new leads into your business? Are you trying to get more sales out of your tripwire? Are you trying to get more sales of your profit maximizer? Are you trying to get views of your webinar? Are you trying to get more sales of your upsell? There are so many different goals you can have for the sales funnel. You need to choose specifically which goal you are trying to achieve.

For example, I have a sales funnel around my book *The Motivation Minute*. You can check it out by going to [motivateminute.com](http://motivateminute.com). My goal is to identify leads who actually want to learn how to build a purpose-driven business. So my goal is to identify which of my customers go all the way through those funnel steps and purchase the “Launch Your Purpose-Driven Business” web class.

And I can measure the effectiveness of my sales funnel by how many of my leads convert into customers at that fourth step. Now I can do all my split testing and make changes based on that goal.

What is the goal for your sales funnel? Write it down as a S.M.A.R.T. goal here:

Now you need to identify why you want to achieve this goal. Listen, achieving goals is hard. That's why you need to know why you're trying to achieve this goal in order to have enough motivation to keep going and not quit.

For example, I left my 9-to-5 job to build my business fulltime. The reason why I needed my sales funnel to work is because I need to pay my bills. This is not an "if" but a "must."

While still working my 9-to-5 job, I wasn't so worried about the conversion rates of my sales funnels. I still had a 9-to-5 paycheck to rely on. But after that paycheck ended, conversions became everything and anything. I needed those to work – that was how I paid my bills. And that's why I worked 15 hour days every single day for seven days straight until I had a sales funnel converting the right way.

What's your why? Write it down here:



Now that you know your why, it's time to identify the resources God has already given you to achieve your goal. We do that by conducting a S.W.O.T. analysis. SWOT is a business term that means strengths, weaknesses, opportunities, and threats. You evaluate the strengths and weaknesses you personally have that will help you achieve your goal or keep you from achieving your goal, and you identify the opportunities and threats inside of your environment that will help you achieve your goal or will keep you from achieving your goal.

So what are your personal strengths you have that will help you create the sales funnel? For me, I know I'm a hard worker, I know that I'm able to evaluate and test based off of my prior experience, I know that I don't give up easily, and I know I can figure out website customization. Those are my strengths.

My weaknesses are that I work myself too hard, which leaves me open to making little mistakes and missing small details because I'm too overwhelmed with the big picture.

So write down your strengths that will help you to finish your sales funnel here:

Now write down the weaknesses that may hinder you from completing your sales funnel here:


What are some ways you can minimize the effects of those weaknesses? For example, I speak to my husband about being overwhelmed and he helps me to sort out all the stuff I'm doing so I can focus and concentrate on the right steps. That's how I mitigate my weakness of focusing on the big picture and missing smaller details.

How can you minimize your weaknesses? Write your ideas here:

On the same hand, how can utilize your strengths to help you complete your sales funnel? For me, I know I can outwork just about anybody, so what works best for me is to firmly decide on a plan of action and stick to it so I can put in the hard work to build

out my sales funnel. So I capitalize on the strength by getting the right training from the right experts to help me build my sales funnel correctly the first time. That is why I love Russell Brunson, one of the gurus of internet marketing; he's truly transformed my business and my life.

How can you capitalize on your strengths? Write your ideas down:

A large, empty rectangular box with a thin black border, intended for the user to write down their ideas for capitalizing on their strengths.

Next, is to evaluate the opportunities and threats in your environment that will either help you or hinder you from achieving your goal. This is everything outside of yourself that you don't have control of. Opportunities are anything in the environment that will help you achieve your goal, threats are anything in your environment that may stand in the way of achieving your goal.

For me the opportunity in my environment was that I had business coaches to help me figure out how to create the right sales funnel for my business. The threats were that I had a very limited amount of time to start generating an income so that I could keep our family's health insurance. Thus, I had a very limited timeline for when I could actually get my sales funnel converting.

What are the opportunities in your environment that will help you create your sales funnel? Write down your opportunities below and how you will capitalize on them:



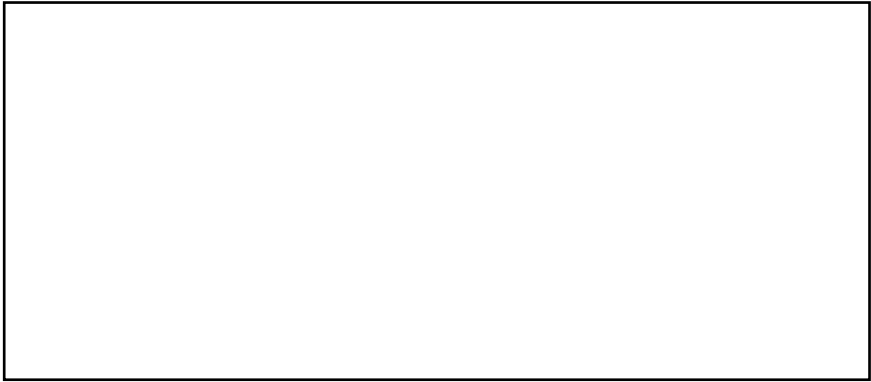
How will you mitigate the threats in your environment? Write down your threats and how you will mitigate them:

Now that you've done a S.W.O.T. analysis, you know what resources you have access to that you can use to help you create your sales funnel. Now it's time to create an action plan to make your sales funnel happen.

Write down the 10 steps you need to take to complete your sales funnel. For example, for me, based off my S.W.O.T. analysis, the first step was to learn from experts on the rights steps I needed to take to build my sales funnel. Then the next step was to schedule my day in such a way that I could spend at least eight hours working on my sales funnel. The third step was to create the right products for my sales funnel.. The fourth step was to create the landing pages for my sales funnel. The fifth step was to do split testing to optimize the traffic coming to my sales funnel. And so on and so forth.

Create an action plan to complete your sales funnel using the

resources you have here:

A large, empty rectangular box with a thin black border, intended for the user to write down resources they have available.

Finally, the last part of this process is to know how to measure your success? Write down how you'll know whether or not you've achieved your goal. For me, I knew I achieved my goal when I had a 2% conversion rate on the last step of my sales funnel. How will you know when you've achieved your goal? Write it down here:

A large, empty rectangular box with a thin black border, intended for the user to write down how they will know when they have achieved their goal.

Now that you have a clear understanding of what your goal is for your sales funnel, you'll always understand if your sales funnel is working or if it needs to be tweaked. In the next chapter, we'll talk about the sales funnel process.

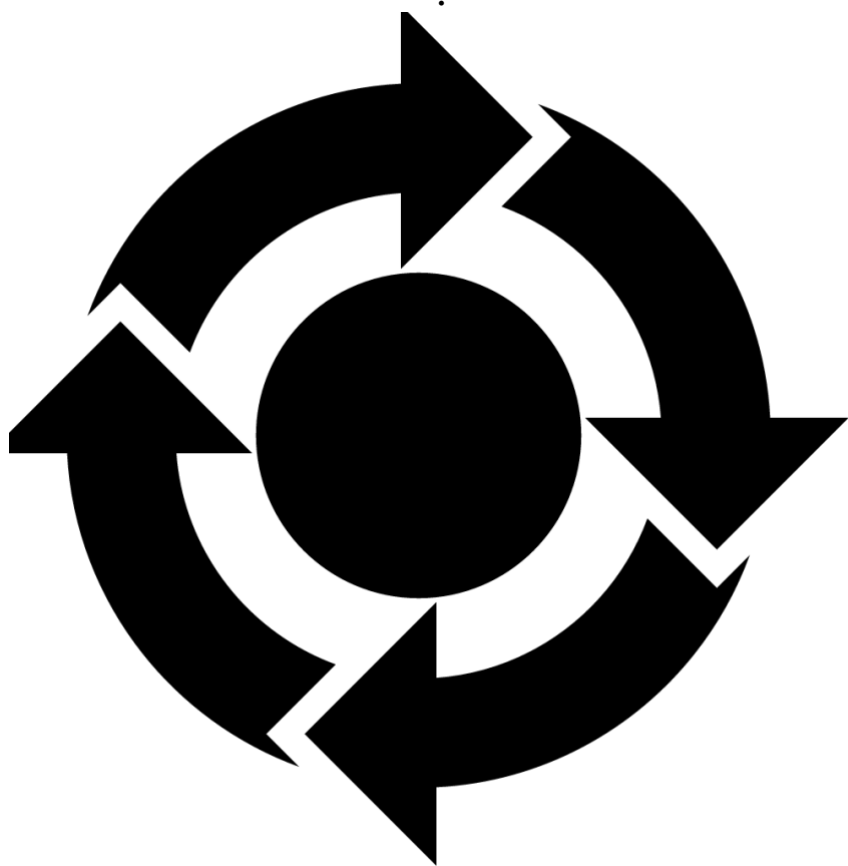
## ACTION ITEMS

- ☒ What is the goal for your sales funnel? Write it down as a S.M.A.R.T. goal here:
- ☒ Why is it important for you to achieve this goal? Write it down here:
- ☒ Conduct a S.W.O.T. Analysis. Your strengths:
- ☒ Your weaknesses:
- ☒ Your opportunities:
- ☒ Your threats:
- ☒ Create an action plan to complete your sales funnel using the resources you have here:
- ☒ How will you know when you've achieved your goal? Write it down here:

“

*“Processes make  
projects work  
smoother.”*

• **GODLYWOOD GIRL** •



# **CHAPTER 4 - SALES FUNNEL PROCESS**

Now you understand the importance of the sales funnel, and you understand what your goal is for that sales funnel. All of a sudden, you feel overwhelmed with building the products for each funnel step because you don't have a clear understanding of what the process is.

How do you know if you're creating the right final step? How do you know the difference between a lead magnet and a tripwire? And how on earth are you supposed to figure out what products belong to which step?

In this chapter, I will walk you through the process step-by-step so that you have a clear understanding of each part of the sales funnel process. This is so you can confidently create your products knowing that you're doing the right steps the first time.

Let's get started from the top.

The core of creating a successful sales funnel is that you leave your customers feeling satisfied because you've served them by giving them the solution to what they need when they needed it –

While at the same time you are able to MAXIMIZE sales and create a sustainable business that allows you to keep serving others.

This is what your sales funnel must do to be profitable. This is what an online sales funnel SHOULD look like:

First, you have your lead magnet – the bait which attracts your potential customer (think free hamburger).

Next, you have your tripwire – the initial offer that converts your potential lead into a paying customer.

Then you have your first upsell – a product that complements the tripwire.

And your second upsell – a product that further complements the tripwire.

Then your core product – a product that is the BOMB – satisfies your market completely, and is pure profit for you at the same time.

And then you just keep building this out. With more core products, upsells and so on.

One of my mentors taught me something AMAZING to keep in mind for each of these steps –

The lead magnet should be able to be consumed in 15 minutes or less.

The tripwire should be able to be consumed in a day.

The first upsell should be able to be consumed in a week.

The second upsell should be able to be consumed in a month.

The core product should be something that takes about 8 weeks – 3 months to consume.

These need to be priced accordingly. Another mentor gave me this pricing for each section:

Lead magnet – FREE



Tripwire - \$7 - \$37

Upsell 1 - \$37 - \$97

Upsell 2 - \$97 - \$497

Core Product - \$497 - \$997

Profit Maximizer - \$1000+

You will just keep growing from there.

The reason why I wanted to go over this, is because I want you to understand that to build a sustainable business, one product cannot be the ONLY product you offer.

You need the right BAIT to attract your target audience, a free lead magnet.

After that, the eBook should be the tripwire offer or at BEST, the first upsell. Then you can create a backend of products in order to be able to create a business that gives you the lifestyle you want and allows you to do this full time. You can do this by creating additional digital products of your own or by finding amazing affiliate products you can offer and receive a commission for selling.

But it can't be just any backend products. You must make sure these products SERVE your customers and truly solves their problems.

That's what I had to do in my own business at Godlywood Girl. I need to make an income because this is my full time job and I need to eat and pay my bills; but more important than that, I need to do what God has called me to do, which is to SERVE women with the resources they need to ignite their passion and achieve God's purpose for their lives.

Therefore, my FIRST mission, which is God's purpose for my life, is to help women find THEIR God-purpose. This is my lead magnet, what I give away for free. We literally give away one of our

BEST trainings for free.

In my business, my lead magnet is a FREE 3-part video training that teaches women of faith how to find God's purpose for their lives. Making this free was very intentional. Since my business serves FIRST and profits SECOND, if a woman can't afford to buy my products, I still want her to find God's purpose for her life. With our lead magnet, she WILL find it.

And because profit comes SECOND, AFTER they have opted into my lead magnet and get that incredible free training; THEN I offer them my tripwire offer, which is a \$7 eBook copy of my book called The Motivation Minute. This eBook provides women of faith my 15 best self-motivational exercises to help them accomplish the stuff that matters.

This serves women because first they learn God's purpose for their lives, then learn how to actually sit down and work at it. The Motivation Minute helps them to do that.

My first upsell is the \$37 Motivation Minute audio book. This complements my book, The Motivation Minute, because it also includes bonus affirmation recordings PLUS gives the women who don't like reading a chance to listen and learn instead.

My second upsell is the Godlywood Girl Success Kit, a \$197 product that teaches women how to create the right strategy to accomplish their major life goals. Notice how this isn't the same as the first tripwire, but it COMPLIMENTS the lead magnet and tripwire. The lead magnet shows you how to find your purpose, the trip wire shows you how to get the motivation you need to work on your purpose, then then the second upsell shows you how to create the right action plan for you to work on.

After that, my core product is the Launch Your Purpose Driven

Business Bootcamp, a \$297 3 hour live class that shows women the fundamental “how to’s” of creating their own purpose driven business while working a 9-5 job. With my marketing, I target women who are interested in business, so it’s more than likely they know God’s purpose for their lives is to start a business. This product helps me identify which of my leads are business oriented and can really benefit from the expertise God has given me.

In my company, we are now developing additional offers, like a live event we’re doing called “Night of Purpose,” plus additional bundles and online courses.

And that’s how you create a sustainable sales funnel out of an initial idea that SERVES your target demographic while still bringing you a profit at the same time.

In order to retarget your audience, you continue to build out more products that serve your target demographic. This means adding steps to your sales funnel as you create more products that your audience wants.

Now let’s talk about the different types of software you can use to create your sales funnel.

## ACTION ITEMS

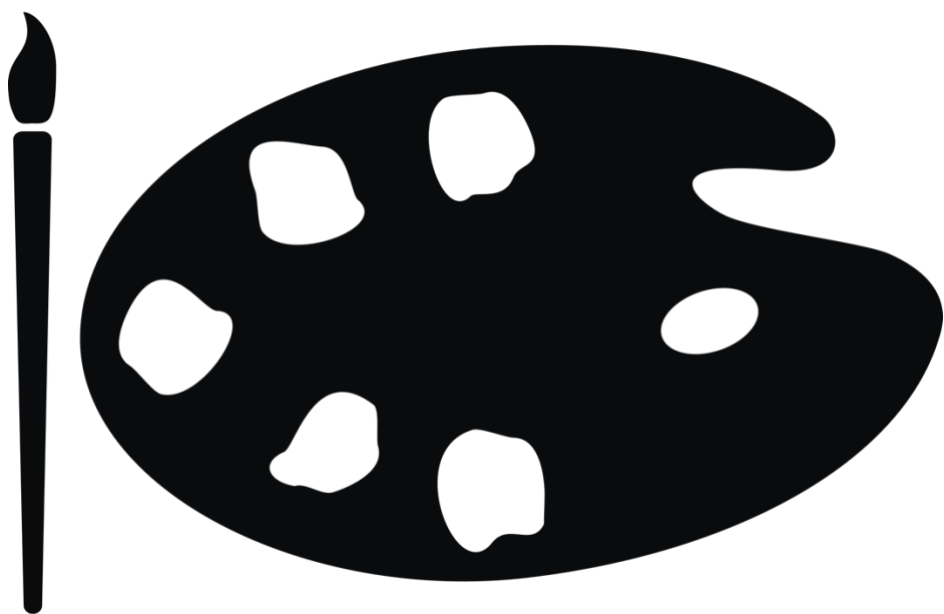


Describe the sales funnel process in your own words here:

“

*“An artist’s  
work is  
magnified by  
using the right  
tools.”*

• **GODLYWOOD GIRL** •



# **CHAPTER 5 – SALES FUNNEL SOFTWARE**

Now that you know how to build a sales funnel, the next logical step is actually building it. Here's where the next feeling of overwhelm comes in. It's overwhelming trying to learn all the new and trendy software for building a funnel. You look at all the different options, and you have no idea where to start.

How do you know what's the right software to go with? How do you know which one is best for your own company? How do you know which is the least time-consuming?

The problem is you don't know which tools are the best to build what you want to do. I would like to offer you a solution by showing you three different options that allows you to build the sales funnel at three different budgets. I've used all three options, and can give you my best advice on which software is the best.

Each of these options provide free tutorials and demonstrations on their individual websites, and on YouTube. There is no lack of training for these tools. In fact, one of the tools I am going to recommend to you is the one I personally think is the best; because



of its amazing training, and its incredible customer support. We'll get to that in just a moment.

Once you know which one best suits your needs, you can focus all your energy and knowledge learning that technology and building your sales funnel. However, I want to caution you. Do not let the process of learning a new software program stop you from creating a profitable business.

Many people feel as if they are not technologically savvy. Consequently, they allow the burden of having to figure out this technology keep them from ever building their sales funnel.

I've felt that way many times. Now I've been in my business for over six years, and I've built at least two dozen sales funnels by now. Some of them small. Some have been big. Some have been 3 steps. Some of them 12 steps.

Size does not matter. Conversion rate is what matters. So I don't want you to get overwhelmed by the thought of having to do this yourself.

If you pick the right platform, you will have the customer support there to help you get through challenges as technology inevitably gets problematic. That's just the name of the game. Remember, the one who doesn't quit is the one who wins.

And at the end of the day if you find yourself just too frustrated to build your own sales funnel, hire a sales funnel consultant like me who LOVES building funnels and I'll do it for you. Email me at [hello@godlywoodgirl.com](mailto:hello@godlywoodgirl.com) for more details.

I'll start by explaining my favorite software tool for building funnels, Clickfunnels. Clickfunnels is a resource created by a man named Russell Brunson who found it very difficult to create sales funnels the way that he wanted, so he went about creating a new

software that made it easier to accomplish it.

After trying Clickfunnels myself, I can say he successfully reached his goal. Clickfunnels is the easiest software I have ever used to create sales funnels. What makes it so easy is its integration with other software's and the intuitiveness of the program.

In Clickfunnels, I can have somebody purchase a product from me through my funnel, and have it integrate seamlessly with the software I use to deliver my products. Clickfunnels offers so many integrations and they're adding integrations each and every month.

Clickfunnels allows you to build everything, from your lead magnet, to your tripwire, to your core offer, to your prelaunch content; it even sends out emails delivering your products.

My favorite part in addition to the customer service, is that each of the funnel steps integrates seamlessly together. In other software that we'll discuss in just a moment, I have to manually connect URLs from one button to another so that the pages work together. For example, in another software, in order for my tripwire offer to connect with my core offer, I have to manually grab the URL of the core offer page and connect it to the buy button on the tripwire page.

So, when I make a change on one of the funnel steps, I have to remember which pages had which URLs and pray to Jesus that I don't have any mistakes.

It's awful. Especially when I do split testing and swap out products.

But with Clickfunnels, since they've done all the integrations on their backend, I just have to tell the button itself that I want to connect to a different product, and Clickfunnels does all the rest. They update all the URLs, update all the funnel steps, to the point where I can even switch offers to split test effectiveness and it still

works.

I can make my tripwire offer become a profit maximizer literally by sliding one layer down the funnel line. And it's done. Everything works seamlessly.

If I tried that in another software, I would spend days, maybe even weeks, making sure that all my URLs are properly connected.

If you'd like to try Clickfunnels, they offer an incredible 14 day free trial where they also provide you with tons of free training that helps you learn how to use the software. It's the best program I've ever seen for building funnels. And I recommend it 100%.

I am an affiliate for Clickfunnels, and if you'd like to sign up via my affiliate link, email me at [hello@GodlywoodGirl.com](mailto:hello@GodlywoodGirl.com) so you can get that link plus all the other bonuses we offer in this book.

Now let's talk about Leadpages. Leadpages is the software I used to create most of my sales funnels before I discovered Clickfunnels.

What I like about Leadpages is the ease-of-use. What you see is what you get, you don't have to figure out where to put in what color code and how to resize fonts. It is very simple to brand the templates to match your company.

Clickfunnels also offers that... With the addition of incredible customer support. Leadpages takes a while to answer questions when I have them. With Clickfunnels, I can ask a question and get a response within a few hours. Some of their team members have gone as far as to record me a video answering my question!

At Leadpages, they'll answer my question, but it can take up to 24 hours, and it's not always a clear answer to that specific question.

Leadpages also doesn't allow me to build my own custom funnels from scratch like Clickfunnels does. **HOWEVER**, if you only want to use pre-made templates and you only want to point and click to

edit your content, then Leadpages is perfectly designed to meet your needs.

Leadpages is less expensive than Clickfunnels. Leadpages is \$37 per month, while Clickfunnels is \$97 per month. I currently have both because I have sales funnels running on both, but eventually I plan to transfer all of my Leadpages funnels to my Clickfunnels platform.

I am also an affiliate for Leadpages. If you would like my link to sign up for Leadpages, email me at [hello@GodlywoodGirl.com](mailto:hello@GodlywoodGirl.com) to grab the link.

The final software that I'd like to recommend is building out your sales funnel on WordPress. This comes out to be free of charge. However, to me, this is one of the most difficult ways to do it because you literally have to create everything yourself.

In addition, WordPress doesn't allow you to host opt-in boxes, which is where your lead enters their email address to enter your sales funnel. Consequently, you'll have to send them straight to the first page of your sales funnel without capturing their email address, which is a huge waste of a resource.

Email addresses are the NUMBER ONE way to build a sustainable online business, and you want to use software that allows you to do this.

However, if you're working on a limited budget, then it's better to have a sales funnel without opt-in boxes than no sales funnel at all.

If you know how to customize templates, it won't be too hard for you to create your funnel on WordPress. You just need to keep an eye on which URLs connect to which buttons.

If you have no budget, then start out with WordPress. If you have

a medium-size budget, then start with Leadpages. If you want to go for the best and learn only one software that will take care of all your needs - like webinar replay's, lead magnets, tripwire offers, prelaunch content and so much more... Clickfunnels is your best option.

Now that you know about three different software options to build your funnel, we'll talk about how build your sales funnel step-by-step.

## ACTION ITEMS



Email [hello@GodlywoodGirl.com](mailto:hello@GodlywoodGirl.com) to receive my affiliate links to the different funnel software.

“

*“If you want to  
live in the pretty  
brick house, put  
in the work and  
build it.”*

• **GODLYWOOD GIRL** •





# **CHAPTER 6 – HOW TO MAKE A SALES FUNNEL**

Congratulations my love. You're ready to start building your first sales funnel.

There's no rule for what you have to have on each funnel step, but there are definitely best practices. The biggest thing I can teach you in this chapter is that you need to "try it and test it."

"Try it" by creating the funnel step. Then "test it" by sending traffic to the funnel step and seeing how that traffic converts.

If you want to start maximizing those conversions, create a split test. This means that you change one item on the entire page to see which converts better. In Clickfunnels, you are able to do split tests easily and quickly.

For example, if I create a tripwire page with the headline, "Want to learn how to write a free e-book?" and that page is converting at 12%, then I'll create a split test to see if I can get those conversion rates higher. So my split test page headline would read, "Want to learn how to write a free e-book and self-publish it?" Then I would send traffic to both pages and see which one has a higher conversion

rate.

After getting conversion results on both pages, whichever one has the higher conversion rate is the headline that I'm going to go with. Then I split test a new headline to see if I can optimize even more, or this time split test the picture on the page, a video on the page, a subtitle, the color of the action button, etc.

The point is to test one item on the page at a time to know exactly which item is the winner during the split tests.

Try it then test it.

Let's start by explaining what goes in a lead magnet. There are many different things you can offer as your lead magnet. Lead magnets don't have to be long or overly complex. In fact, your lead magnet should be able to be consumed by a prospect within 15 minutes after they receive it.

Just because it's free and just because it's quick, doesn't mean it shouldn't be valuable. So the biggest advice I have for you is this: your lead magnet needs to solve a specific problem. You need to solve a specific problem with a specific solution for your specific customer.

Think specific, specific, specific.

A bad example of a lead magnet is "How to understand online marketing for your business."

A good example of a lead magnet is "How to use Facebook ads to drive at least 1000 visitors to your sales funnel by the end of the week."

You see the difference? Both examples help you with marketing. But the first example doesn't tell you specifically what you'll learn, while the second example gives you specifically what you will learn with specific results and a specific timeframe you will receive it by.

Create your lead magnet to be specific and able to be consumed in 15 minutes or less.

There are many different types of lead magnets you can create. It can be a guide or report. “This free report shows you how to drive 1000 unique visitors to your landing page using Facebook Ads by the end of the week.”

It can be a cheat sheet or handout, “This quick cheat sheet helps you create a Facebook ad to drive at least 1000 visitors to your sales funnel by the end of the week.”

It can be a video training or an audio training. “This free video training shows you how to create a Facebook ad that drives at least 1000 visitors to your sales funnel by the end of the week.”

Or it could be a test or a quiz. “Want to test whether or not you know how to use Facebook Ads effectively enough to drive 1000 unique visitors to your landing page by the end of the week?”

Those are only some of the examples of what your lead magnet could be.

What I would suggest doing is surveying your target audience and finding out what type of content they like to consume the most. If they love Instagram, then they probably love lots of pictures. If they love YouTube, then they probably love a lot of videos. If they love Pinterest, then they probably like a lot of infographics in the form of cheat sheets that provide value.

For me, my target audience likes to consume content through videos. That is why most of my lead magnets are free video trainings that teach a specific topic.

Now let’s talk about the tripwire offer. A tripwire offer is a low ticket product that I usually price around \$7. The whole purpose of this offer is not to make a profit in your business, but to identify

which of your leads are actual customers.

Russell Brunson gave this great quote in one of his trainings. He said, “A customer is a customer is a customer.” If you can convert a customer at a low ticket item and really blow their minds with how much value they get, you have a very high chance of converting them at the higher ticket items later on.

The core is this, if your lead magnet was great for free, then your tripwire needs to be amazing for \$10 or less. A lot of companies offer the tripwire at a loss because they give so much value for such a small amount of profit.

However, when you’ve created a sales funnel that pays you thousands upon thousands upon thousands of dollars on the backend, then you’re okay losing a few bucks upfront on your tripwire.

My tripwire offer is a free copy of The Motivation Minute, which we sell for \$37 on Amazon.com plus shipping and handling. But if you get it for me for free as a tripwire offer, you’re only paying \$7.95 for shipping and handling. I don’t get paid the \$37 that the book is valued.

In other words, I lose money by sending you a free copy of The Motivation Minute. Even though you’re paying for shipping, the cost of sending the book to you is way more than \$7.95.

I am okay with that because I built out a sales funnel that brings me \$500 worth of value. Even though I lose that \$7.95, if you go with me through my entire sales funnel, and you’ve given me \$500 and I’ve provided you thousands of dollars worth of value with my products.

Your tripwire offer can be anything – as long as it provides absolutely amazing value to your customer. It can be a T-shirt, it

can be a CD, it can be a book, it can be an interview series, it can be a digital online class, it can be sheets or pillows or towels.

Your tripwire is whatever you want it to be. The point is that it needs to be a low ticket item that gets your customer to say “yes” once. After that, your goal is to get her to say yes again with even more products that are going to solve her needs and serve her completely while bringing you a profit at the same time.

The key to the tripwire offer is that you need to present the core offering immediately after they purchase. What happens is that people get a dopamine release when they make a purchase. Therefore, you want to present to them an additional purchase that compliments or enhances what they just purchased as a core offer. Your core offer is where you actually make money.

My core offer after The Motivation Minute is an offer to purchase the Godlywood Girl Success Kit, an incredible kit worth over \$950 that I offer for \$197. As soon as somebody purchases my tripwire offer, they receive the sales video to purchase my Godlywood Girl Success Kit.

This kit enhances what they got for The Motivation Minute, which teaches women how to motivate herself to work on a goal. The Godlywood Girl Success Kit teaches women the right steps to work on it in the first place. It’s the perfect package of products that work together beautifully. It provides tons of value to my target customer. She will accomplish her goals with the Godlywood Girl Success Kit. That’s how I designed it. So, I offer it to her right after she shows herself as somebody who’s interested in purchasing my products.

Your core offer can also be anything you want it to be as long as it serves your customer and solves their problem. Product

development is for another time and another book, but what I do want to mention in this book is that your products need to solve a specific problem for your specific buyer.

Specificity is so important in marketing. Unless you're already an established brand or an established celebrity, people won't buy from you just because it's you giving it to them. People will buy from you when you're solving a specific problem they have. And you've got to make it known that it's their specific problem you're solving.

Your core offer should be presented right after somebody purchases your tripwire offer. Later on in the sales funnel, you can present your core offer again just in case they did not purchase it. And if they choose not to purchase at this time, the lead is then taken to the thank you page in your sales funnel where they receive their product download link.

Clickfunnels makes this process very easy as they've already programmed which buttons triggers which events. If somebody says "no" to my item, Clickfunnels automatically knows to take them to the "thank you" page. If I were to use LeadPages, I'd have to manually program it myself and that can be a little bit tricky.

The "upsells" build on the core offer. The upsells can be a second copy of the same product; for example, you just ordered three packages of these nutrition bars, you can get an additional eight packages for half the price. Telemarketer companies do this all the time on television.

Or, the upsell can be an additional product that complements the first product and makes it work faster. For example, in the past, I have sold *The Complete Ab Makeover For Women* eBook, and then as an upsell, I sold the video companion to the workout book. Not only did you have the workout demonstrations in the eBook, but

you also had the video demonstrations that you could watch.

The profit maximizer should be offered if the core offer is accepted. The profit maximizer is where you really make money in your business and this is what allows you to grow and do the things God called you to do. The profit maximizer for my sales funnel for The Motivation Minute is a “Live Your Purpose” 4 week coaching program where my clients spend 4 weeks with me discovering who God created them to be – and how to achieve their purpose once they’ve discover it.

The women in my class started out not knowing exactly who they were and what they wanted to do in their lives. Then they would leave the class with a specific plan and strategy that they could consistently take action on each and every day to achieve God’s purpose for their lives. It’s an incredible class and I offer it for \$497. Because the class is all digital, its pure profit for me while serving my girls with SO MUCH VALUE in those 4 weeks of training. So while I lost \$7.95 by sending out a free copy of The Motivation Minute, and I probably lost about \$10-\$20 paying for that lead to come into my sales funnel in the first place, I’m not really making money until somebody takes this third step with me and my company.

And that’s my goal, to identify the leads who want to build a business and have decided that they want to learn how to do that from the expertise that God has given me.

After your profit maximizer, you then retarget your lead into a new sales funnel step that takes them through these steps again for a new product line. For example, once the prospect goes through my Motivation Minute sales funnel, they are then taken into my Writer’s Academy sales funnel where I present them with the lead



magnet – a free training on how to find the perfect topic for their e-book – and then a tripwire offer, and then a core offer, and so on and so forth.

After they go through the Writer's Academy, they will go through a sales funnel for our Godlywood Girl Mastermind Group sales funnel, and so on and so forth.

That is how you retarget your lead so you're not constantly having to send new traffic into your sales funnel, but you can really maximize the people who are already in your sales funnel by continuing to serve them with products that they need, that are great solutions to their problems, and brings you profit at the same time.

Now that you have an overall explanation of each step of your sales funnel, let's talk about the specific templates you can use as a starting point for creating your sales funnel.

## ACTION ITEMS

- ☒ What lead magnet will you offer?
- ☒ What tripwire will you offer?
- ☒ What core offer will you offer?
- ☒ What upsell will you offer?
- ☒ What second upsell will you offer?
- ☒ What profit maximizer will you offer?
- ☒ What pre-launch content will you offer as value during this selling sequence?

“

*“Isn’t life so  
much easier when  
it’s just paint by  
the numbers?”*

• **GODLYWOOD GIRL** •



# **CHAPTER 7 – SALES FUNNEL TEMPLATE**

Now that you know what goes into each of your funnel products, it's time to understand what goes in the actual landing page that you're building.

For lead magnets, you want to create as simple a page as possible. There should be no navigation to take the person away from the page. Your lead magnet should have a headline, a subtitle, an entry form for them to type in their email address, a button for them to submit their email address, and an image of the lead magnet you are providing.

In the case of a lead magnet, less is more. You want your headline to be as specific as possible to the viewer so that the customer knows exactly what they're getting when they enter their email address. You want the entry form for the email address and the submission button to be as clear as day so that the lead is not confused as to what action she is supposed to take next.

For example, if I'm giving out a lead magnet that teaches women how to lose 7 pounds in 7 days, my headline would read "This free

guide shows you how to lose 7 pounds in 7 days using 7 simple cardio workouts.”

It’s very specific and my target audience knows exactly what she’s going to be getting.

The subtitle should enhance what the headline promises. For example, my subtitle could read “This 34 page Guide shows you the 7 secret workouts that will help you burn stubborn belly fat and lose weight at the exact same time.”

Then I would show a picture of the first page of my lead magnet, which should have an image of what I’m promising like flat abs or something like that. Right next to that picture or just below it, I’ll have my entry form and the button that says “Enter your email address in the box below to receive your free guide right now.”

Most likely, my button would say, “YES I WANT TO LOSE 7 LBS! SEND ME MY GUIDE!”

If you Google “best templates for creating a lead magnet,” you’ll get 1000 different answers by 1000 different experts. Truth be told, it goes back to what I taught you in the previous chapter. “Try it and test it.” Then do a split test to optimize each element on the page so you get the best conversion rates possible for your traffic. That’s how you’re going to find the best lead magnet page for your business.

Just because something works in somebody else’s business, doesn’t mean it’s going to work in yours. Unless you’re targeting the exact same audience as another person whose lead magnet you are using as your example, your conversion rates are not going to be the same.

Try it. Then test it. That is how you win in this business.

Here is a picture of my lead magnet page:

READY TO JOIN THE MOVEMENT? GET READY TO UNLEASH YOUR PURPOSE...

00 09 09  
HOUR MINUTES SECONDS



**Stephanie Rodnez, CEO**

Stephanie Rodnez, MBA, is an author, filmmaker and purposeologist from South Florida dedicated to empowering women to find their true purpose and live it every single day.

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**Ready To Get Clear On  
God's Calling For Your  
Life?**

**This FREE Video  
Training Teaches You  
How To Find God's  
Purpose For Your Life  
Step By Step.**

Enter Your Best Email Address Below So I  
Can Send You This Incredible FREE Video  
Training That Shows You How To Discover  
God's Purpose For Your Life.

srodnez2004@yahoo.com

**YES! SEND ME MY FREE TRAINING!**

***"She spells EVERYTHING out for us. I appreciate how she makes us feel like we can conquer the world. #I\_Am\_A\_Fan" - Linda J.***

#### Christ-Centered Clarity

★ Learn how to discover what God created you to do with your life. No more playing small. It's time to become the legend Jesus intended you to be.

#### Find Your Focus

★ Drifting along without a real life purpose is a drain on your energy and your vision. It's time to look within and discover exactly what God created you to achieve.

#### Set Real Goals

★ No more bouncing back and forth between different goals and projects hoping to "someday" find the fulfillment you seek. It's time to set the REAL life goal God designed you to achieve.

Your next page is your tripwire offer. Your tripwire offer should also be minimal. You want to tell your audience the specific solution she's going to get by buying your tripwire offer. You also want to communicate the value of what you are giving her.

For example, my offer gives away a free copy of The Motivation Minute, all the customer have to do is pay shipping and handling. I make it very clear that The Motivation Minute is worth \$37, and in addition they also get a bonus e-book copy of the Young Christian Joy daily devotional, which is also worth \$37. Thus they are able to



get \$74 worth of products for a one-time \$7.95 shipping and handling fee. I communicate this very clearly on the page.

Your tripwire offer is basically a sales page. You want to sell the item that you are offering. This is not a sales copy book so I won't go into too much detail. But it all goes back to the basics of marketing. Marketing is putting the right product in front of the right person at the right time they are looking for it.

When somebody lands on your tripwire page, that is the right time they are seeking your product. So do a very good job of clearly communicating to them why your offer is exactly the solution they have been looking for. Grab a lot of copy ideas from your survey research, from your content research, and from your market research. You want to sell your product in a way that serves your customer; with your product using the very language he/she previously used to describe their problem.

Here is an example of my tripwire page:



Your next page is your pre-launch content series. These should be delivered via email and should contain valuable content that answers your customers problems. This is not a book that talks about prelaunch content, but I suggest that you read Jeff Walker’s “Launch” book. He is the creator of the Product Launch Formula, and is who I learned how to create prelaunch materials from. His book is available right now on Amazon.com or on his website. He is an incredible teacher and will teach you exactly how to create your prelaunch content.

Your core offer is again a sales page. You want to contain a headline that communicates the solution you are providing for your customers. This headline should really communicate the “after state” of what their life will be like after they consume your product. For example, my headline for the Godlywood Girl Success Kit could read “It’s time to finally have a clear action plan to accomplish your goals.”

Your core offer should have an image of your products, testimonials from other people who have actually bought your products if you have those (that’s called social proof), and it should also have a buy button. Your sales page should also communicate the benefits that your customer receives as a result of getting your product. For example, when somebody is purchasing a drill, they’re not purchasing a drill, they’re actually purchasing a hole in their wall. That’s why they got the drill. To create a hole in their wall.

So great sales copy for a drill isn’t tied to how that drill has so much power and is 6 inches wide and is shiny and sleek. Your sales copy should read “This drill has enough power to put a clean, smooth and even hole in your wall that’s easy to patch up later on.”

Your core offer should always communicate “benefits” of your

product, not just “features.” Benefits are the solutions your customer will see in her life after she uses your product. For The Complete Ab Makeover, my customer doesn’t buy my product because she’s going to get 10 ab workouts. She buys my products because she’s going to burn her stubborn belly fat and wear a tiny bikini showing off her 6-pack abs.

See the difference? Communicate benefits over features. If you’d like an example of my core offer page, please email me at [hello@godlywoodgirl.com](mailto:hello@godlywoodgirl.com).

Your first upsell is also a sales page, but needs to be communicated much quicker than your core offer was. At this point, your customer is ready to go. Remember just as a customer at McDonald’s came in for just a free hamburger, and got offered fries and soda, he’ll get pretty annoyed if you spend 20 minutes explaining to him why he should also supersize his meal.

It’s the same for your customer. You’ve already spent time communicating to her why she should get the tripwire offer and get the core offer. She’s already on a buying spree at this point so you don’t have to do much “selling” this deep into your funnel. At this point, you just need to focus on quickly serving her with the specific solution she needs to a specific problem.

This first upsell should be a quick offer. If you can communicate that offer in three minutes or less, that is the best thing you can do. You want her to make a quick judgment call on whether or not she needs that specific solution in her life in addition to what she has already purchased from you.

So for me, with The Complete Ab Makeover , I spent 20 minutes explaining why The Complete Ab Makeover book is a solution to my girl’s problem of stubborn belly fat. Now on the upsell page, I take

just two minutes to explain if she wants all that great content in video form, then grab the The Complete Ab Makeover video tutorial, which you can get by clicking the button below.

And that's the end of that video.

It's the same for the second upsell.

Explaining the profit maximizer is a little trickier than the other steps because a lot of people have different opinions about. I do not believe the profit maximizer should be offered in the same selling sequence as the core offer or the first and second upsell. That is because I believe the profit maximizer should be very expensive in comparison to the rest of the products you offer in your sequence.

I believe your customer should have a chance to consume all the products she already grabbed from you and experience them. And you should create a product that really, really solves her needs so she is absolutely loving what you're teaching her. After that, when she's already loving what you've given her so far, that's when you offer her the opportunity to work with you on a more extensive level to get more results.

For me, my customers go through my sales funnel, then I send them a series of prelaunch content emails that teach them more content for free and provide them value after value after value. Then and only then do I offer them my profit maximizer, which is the opportunity to join me for a one day event where we meet together in Miami and learn how to live her purpose. That event is more expensive than a \$27 e-book, and is offered much later in the selling sequence, after she's had time to consume my initial products and receive additional free PLC content from me.

I want my girl to be able to read my e-books, learn from me and already start seeing success in her life, and then and only then do I

offer her the opportunity to come and learn everything else from me. There, she can ask her questions one-on-one and we can all be together in a room of like-minded women who are living our purpose for Christ.

However, you do not have to follow this rule of thumb. You can offer your profit maximizer in the same selling sequence. What I'll say to you is what I've been saying before. Try it and test it. If you have conversions right away, keep it as part of the initial sales funnel steps. If you see that nobody's converting at that step, try ending your funnel steps at the second upsell, going to a series of prelaunch content that leads to the profit maximizer, and then offering the profit maximizer via email.

After that, you retarget your customer into the next selling sequence that serves her and solves her problems while bringing you a profit at the same time.

## ACTION ITEMS



What is your page copy for your lead magnet?



What is your page copy for your tripwire offer?



What is your page copy for your core offer?



What is your page copy for your first upsell?



What is your page copy for your 2nd upsell?



What is your page copy for your profit maximizer?

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*“If you have a chance  
to choose where you  
make mistakes, make  
mistakes on stuff you  
get for free. Life  
turns out less  
expensive that way.”*

• **GODLYWOOD GIRL** •

**PAID**



# **CHAPTER 8 – HOW TO BUILD A SALES FUNNEL IN WORDPRESS**

I know some people who really want to build a sales funnel but don't have the budget to use Leadpages or Clickfunnels. And that's completely okay because WordPress is actually free. Although, it requires a little more work on your end to make sure everything is connected correctly.

To build a sales funnel in WordPress, basically what you're going to do is create different landing pages on different URLs and link them together via the "submit" buttons on each individual page. What's difficult about this is that you will not be able to provide a thank you page or product download page. What you can do is connect your buy buttons to PayPal, which is a free service that just takes a percentage out of your sales so there's no upfront cost, then you can have your products delivered automatically via email.

When I first started my business, this was my business model – to sell my products via a sales funnel built on Wix.com (terrible, terrible idea), and I collected payments through Paypal. This was

quite difficult because every evening after work I would have to come home and take a look at who made a purchase, then I would physically email them a copy of their product that they purchased and hope that they weren't upset that they were getting it a few hours late.

It's not the best situation, but it works if this is the only resource you have. If you're creating an e-book that truly serves your customer, and you're putting the right message in front of the right person at the right time he/she is looking for it, then it will be making money soon enough that it will allow you to upgrade to Leadpages or Clickfunnels in no time. But you've got to start somewhere, and using a free option is better than doing nothing at all.

It will be easier to show you rather than tell you how to build your WordPress sales funnel. Therefore email me at [hello@godlywoodgirl.com](mailto:hello@godlywoodgirl.com) so I can provide a free video tutorial that shows you how to build your word press sales funnel right now.

I am not a WordPress expert and I actively use Clickfunnels for assembling my funnel pages for my business, but I'll do the best I can. What I will tell you is to definitely use YouTube and Google to answer any questions you may have about using WordPress that I didn't cover in my tutorial.

## ACTION ITEMS



Email me at [hello@GodlywoodGirl.com](mailto:hello@GodlywoodGirl.com) to watch your full tutorial on how to use WordPress to build your sales funnel.

“

*‘Selling’ my  
customer feels  
sleazy. ‘Serving’  
my customer feels  
easy.*

• **GODLYWOOD GIRL** •



# **CHAPTER 9 – HOW DO YOU SELL YOUR PRODUCTS THE RIGHT WAY?**

When I first started building my email list back in 2012, I didn't feel good about "selling" to my email list. It felt like they had given me their email address with full trust and authenticity, and I didn't want to take advantage of that trust by trying to get them to give me money.

I've since learned that this is a flawed way of thinking. I am serving my customers. I know without a shadow of a doubt that my products help my customers solve the problems they have.

So by not offering my customers an opportunity to buy my products, I'm doing them a disservice. This is because statistically, when people get things for free, they don't value them as much, and so they don't apply the information into their life as much as they would if they had paid a premium for the information.

Consequently when you don't sell your customer your products, you're actually not serving them as well as you could. This all comes back to creating products that really solve the needs of your customers. When you do this, you're at an advantage because



you'll never be selling them a day in your life. You'll only be serving them with the solutions they need. And that's how you approach this process.

Don't be nervous and intimidated to ask for the sale. The only reason why you feel nervous is because you're not sure how to ask for the sale in an authentic/ non-sleazy way. The solution is to just learn how to serve your customer, not sell your customer. I'll show you how to do this.

On every single landing page you create, whether it's a lead magnet, a tripwire, a core offer, an upsell, or profit maximizer, you are going to have sales copy. That sales copy will be either on the landing page itself, or in a video sales letter like what I have for The Motivation Minute.

Either way, to avoid sounding like a used car salesman, communicate how you are serving your customer, not what you're selling the customer. So in each of your pages, I want you to follow this formula below.

Begin by quickly sharing your expertise that's relevant to the topic you are discussing. Now ask your audience questions so that she can qualify herself as somebody who needs to hear your expertise.

For example, if somebody is looking to lose 7 pounds in 7 days, I would say, "Hey, my name is Stephanie Rodnez, fitness coach, and I'm here to teach you how to lose 7 pounds in 7 days. Are you somebody who struggles to get rid of the stubborn belly fat that's keeping you from wearing your bikini with confidence?"

With that sales copy, I establish my expertise, and I help my lead qualify herself as someone who needs to listen to what I'm about to say.

After that, now tell your story of how you came up with a solution. I'm a filmmaker and so I'm going to teach you storytelling in the script writing format.

You begin by establishing your world, character, and quest. What setting did you first discover your problem in? This is the "world." Then describe yourself as the main character with a relatable flaw – the character. And finally explain what is your goal? That is the quest.

For example, I could say: "It all began when I went to my home church after being away in college for six weeks. A woman that I've known my entire life came up to me and said I'd gained way too much weight in my stomach while I was away. All of a sudden, I felt embarrassed and humiliated as my friends from childhood awkwardly stared at me to see what my reaction would be. At that moment, I knew I had to lose weight."

That's a true story by the way. By sharing, it not only explains why I am in a position to come up with a solution I'm about to present, but in addition, I'm establishing empathy for the character by presenting a relatable flaw that's universally experienced (too much belly fat). Which is what every movie does, because you want your audience to root for your protagonist. Audiences don't care about what happens to characters they hate. Audiences root for characters they like. So you want to establish empathy in this step by communicating a relatable flaw you have that is universally experienced by your target audience.

Next, you share the "inciting incident" – the event that triggered you to want to come up with a solution to the problem. I just shared my inciting incident with the world, character and quest. The woman told me that I was basically too fat in the

stomach. That was what caused me to want to lose my belly fat in the first place.

So here you describe what was the one incident that led you to realize you needed to come up with a solution to this problem you're having.

Then you quickly go through a three act structure. In Act One, you describe the inciting incident and your "quest" as a result of the incident. Your "quest" refers to your journey to discovering a solution to the problem. Then you describe in Act 2 a potential solution to Act 1's problem, and then any obstacles and setbacks you faced in Act 2 that kept you from really achieving your quest.

And then in Act 3, this is your "final showdown" and this is where you describe the ultimate solution that helped you solve the problem you experienced in act 1. This solution allowed you to achieve the goal you set in your quest.

I could describe my story like this:

"First I tried cardio workouts, but because of my anemia, I was unable to keep up with the cardio workouts and get real results. I wanted to give up, but then I decided to try yoga. But yoga was too time-consuming and it didn't give me the results I wanted with my busy schedule. So finally, I tried ab workouts. Ab workouts were something I could complete in a short amount of time and still get amazing results. And that's how I lost my belly fat and got back to the body shape I had before I went to college."

I just took you through three obstacles and the core solution of my Act I quest. And this is what you want to do as you're telling your story to your lead.

Now after you've shared that story, you've already suggested that the ab workouts was the solution. So now you present your

actual solution. You say:

“And that’s why I’ve created...”

You present your offer as a solution, whatever it was that helped you to overcome the last challenge to achieve your quest. Your solution will now help your customer overcome that same challenge in his/her own life.

So I would say: “And that’s why I created The Complete Ab Makeover,” every woman’s best guide to burning stubborn belly fat and losing weight the way a woman’s body is meant to.”

Now I need to paint the picture of the benefits of my solution, or the transformation my woman will see as a result of using my product. For example, I could say “Finally you’ll have the flat belly abs that you’ve always wanted. You’ll be able to lose those stubborn 7 pounds you’ve never been able to get rid of before. Your friends will say how great you look because you actually lost the weight that’s been stuck on you for so long. And as a result, you’ll feel great.”

After that, you’ll want to offer the testimonial of someone who has used your product. This is your social proof. For example, “my friend used this product and was able to lose 7 pounds in 7 days.”

Then I tell my customer the features of the product.

“With The Complete Ab Makeover, you receive 9 ab workouts that help you burn stubborn belly fat and get the body you’ve always wanted. You’ll receive photo demonstrations of each ab workout and a detailed description of each workout step-by-step.”

Next I share another testimonial, which is more social proof. I could say, “my friend Lindsay used this workout and was able to lose 15 pounds in just eight weeks using these 9 workouts.” And then I show a before-and-after picture of Lindsay.

Afterwards, I show an offer summary. This is a clear understanding of how my solution will solve my customer's problem.

“So The Complete Ab Makeover contains 9 workouts that have photo descriptions and text descriptions that take you step-by-step through the 9 core ab workouts that will help you lose stubborn belly fat fast.”

Now you reveal the perceived value of your product. What is this product worth? So I can say:

“Products like these are worth \$97 on the online marketplace right now.”

After you share the perceived value, then you reveal the actual price you're charging for it.

“But I'm not charging \$97 for this product. I'm giving you this product for a one time price of \$27.”

After you reveal the price, you present the bonuses they get as a result of taking action today.

“And as a bonus, you don't just get The Complete Ab Makeover, you also get The Complete Nutrition Guide, and The Complete Anaerobic Exercise Guide. So you'll get three books for the price of just one.”

Next, you'll offer a money back guarantee. Money back guarantees are common on almost all products you will ever buy. Just like in a retail store when you buy a dress you have 30 days to return it, so when you sell a digital product someone should have 30 days to use it and return it to you if they don't like it.

Some people don't offer a money back guarantee on their online products. I personally disagree with that. I think you should create a product that's amazing and truly serves your audience so

well that she'll never want to return it.

Yes you'll get those bad apples who just want to steal your products and not pay for it. But I believe that serving people is more important than the few bad apples who will do that. And a 30-day money back guarantee is a great way to serve your customers.

"I'm also providing you a 30-day money back guarantee because I know how well this product works in helping you get rid of that stubborn belly fat."

And finally, you want to give them a call to action. It's funny to me how many people miss this step, but honestly most people won't take action unless you tell them to. That is how it is in sales. So you must give them a clear call to action and "close" the sale.

"Click the button below so I can send you The Complete Ab Makeover" plus all your incredible bonuses right now for just a one-time payment of \$27. Click the add to cart button below to get started now."

And that is how you serve without selling. I didn't have to sell a thing in that copy. All I did was tell my audience the exact benefits she would get by using my product. I knew she would get those benefits from using my product because The Complete AB Makeover is downright amazing. Therefore, I can honestly and authentically communicate to my target audience that she should get this product because it really is going to help her.

Create products that are AMAZING. Create products that truly wow your customer and give her tons of value.

Then communicate that value using the sales sequence I just taught you. A summary of the formula is below:

- Start by sharing your expertise that's relevant to this topic you are discussing.

- Now ask your audience questions to “qualify” themselves as someone you are talking to. Use the results from your survey research for this part.
- Now tell your story of how you came up with this solution.
- Set the world, character and quest.
- The inciting incident.
- Act I obstacles
- Act II obstacles
- Act III final show down – how you overcame the last challenge and the moral of the story.
- Now present your offer as your solution – whatever it was that helped you overcome that last challenge. Your solution will now help your customer overcome this challenge in her life. Use the words “and that’s why I created...”
- Now paint the picture of the benefits, the TRANSFORMATION she will see as a result of using your product.
- Now offer a testimonial of someone who has used your product. This is your social proof.
- Now tell them the features of the product.
- Now show another testimonial.
- And finally offer a summary of your offer. A clear understanding of how your solution will solve their problem.
- Now offer the perceived value of your product. What is this worth?
- Now reveal the price. What are you giving it to them?
- Now offer the bonuses they get a result of taking action

today.

- Now offer a money back guarantee so they don't fear getting started.
- Now give the call to action – click the button below to get started now.

In this entire process you are SERVING, not selling. Give it a try this week. It really does change the way you feel about promoting your products.



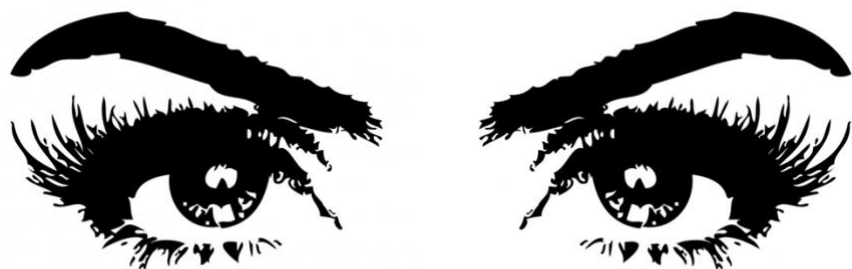
## ACTION ITEMS

- ☒ What expertise can you share that's relevant to your product?
- ☒ What story can you share that explains how you created your product as a solution to a specific problem?
- ☒ How will you describe the "transformation" your product brings to your customer; i.e., the benefits she'll see as a result of using your product?
- ☒ What testimonials can you provide?
- ☒ How would you describe the features of your product?
- ☒ What is the perceived value of your product? What is the actual price you're offering it for?
- ☒ What bonuses will you provide for taking action today?
- ☒ What is your money-back guarantee?
- ☒ What is your call-to-action?

“

*“Marketing is all  
about putting the right  
products in front of  
the right person at the  
right time they’re  
looking for it.”*

• **A WISE MARKETER** •



# **CHAPTER 10 – HOW TO MARKET YOUR SALES FUNNEL**

Congratulations! We have finally reached the moment where your sales funnel is done. Your products are completed. Your landing pages are built. All your submission buttons are connected beautifully.

Now it's time to sit back and relax as people beat down your door to get into your sales funnel because it is awesome and solves their needs. Right?

Wrong.

Just because you build it does NOT mean they will come. Many entrepreneurs rely on what's called "hope marketing." They create a product and "hope" that people will magically discover it exists and buy it.

That may have worked when the Internet was first invented. But it does not work today.

The online digital business industry is just way too saturated with way too much product for people to just magically discover your products without you telling them about it. That's where a

marketing strategy comes into place.

Marketing is all about getting the right message in front of the right person at the right time they are looking for it.

This means when somebody is typing into the Google search engine, “how do I lose 10 pounds in 10 days,” I use marketing strategy to get my product to show up in front of them as a search result. That’s getting the right message in front of the right person at the right time.

But your product won’t show up in the Google search engine unless you actually paid for Google keywords. Or unless you use search engine optimization on your website and had those keywords ranked so high up organically that you’re able to come up in the keyword search engine. But since that process takes about a year of consistent SEO blogging to happen, you’re likely going to have to rely on more aggressive marketing strategies.

I use paid Facebook ads and paid Instagram ads in my business almost every single day. I’ve paid thousands of dollars to learn Facebook advertising strategies over the past 5 years of running my business. And I can tell you with 100% certainty that they work. Facebook Ads and Instagram ads are by far the best advertising platform you will ever use to market your business.

However, there’s a steep learning curve, and I won’t insult you or myself by trying to think I can teach you Facebook ads in this book. Not only is that really difficult to do because there are so many different intricacies that come with learning Facebook ads, but in addition to that, Facebook constantly changes their advertising platform. The way their advertising platform looks now is so different than how it looked when I first learned Facebook advertising just five years ago.

For Facebook ads, I'd recommend you learn from Rick Mulready, and for Instagram ads I'd recommend you learn from Chalene Johnson. Those two are the best at teaching updated strategy for using those platforms. As I previously stated, these advertising platforms change constantly, and Rick Mulready and Chalene Johnson stay on top of the current trends and can really show you how to use those platforms.

For the purposes of this book, what I can teach you are age old social media marketing strategies that have worked since social media started. These strategies will continue to work unless Facebook buys all social media platforms that currently exist and make them work like Facebook does – which is pretty expensive.

When you don't realize that you have to actively market your sales funnel, you fall into this trap of thinking that your sales funnel isn't working because traffic isn't magically finding it. But just because you're not seeing conversions right now doesn't mean that your sales funnel doesn't work. It means that you're not sending enough traffic to it to get conversions. If you send at least 1,000 people to your sales funnel and you get zero sales, then you have a conversion problem. On average a sales funnel should convert at 1%. That means for every 100 people who landed in your sales funnel, one person should make a purchase.

So if you have 1,000 people land in your sales funnel, then you should see at least 10 sales of your tripwire offer. My rule of thumb for your other offers is that of the 1% who purchase your tripwire offer, 50% of that 1% should purchase your core offer, then 25% of that 50% should purchase your upsell, and so on and so forth. This is not an exact science, and you're going to need to test for what works in your business.

Try it and test it.

You want to get at least 1,000 unique visitors into your sales funnels before you start making any major changes.

I suffered from this at the beginning of my business. I was constantly changing my sales funnels because I thought they weren't working. The real problem was that I wasn't driving enough traffic into it. That's why I created so many sales funnels in such a short amount time. Because I thought if I changed the funnel, people would magically find it.

But no. The problem was that I needed to actively MARKET my funnel. For example, I needed to put the message of my sales funnel in front of my target audience when she is looking for it.

I could teach an entire course on marketing strategies to drive traffic to your sales funnel, but that goes way beyond the scope of this book. So instead I'll show you two of my go-to methods for driving organic traffic – FOR FREE – into my sales funnels.

The first strategy is to use Pinterest.

A lot of people think Pinterest is just a girly website where people share pretty pictures, but that couldn't be further from the truth. Pinterest is a search engine tool just like Google and just like YouTube. People use Pinterest to learn how to do things.

So if you want to get a whole lot of traffic to your sales funnel, you need to create content rich pins that center around keyword search phrases that are regularly used by your target audience to find topics related to your product. Then you have these pins point back to your sales funnel.

For example, go to Pinterest and type “How to create an eBook” into the search engine. You're going to find amazing content rich pins that show you how to create an e-book on one pin. And when



you click that pin, it takes you to a website to give you more information, a.k.a., this is your lead magnet. Your content rich pin should use a popular key word search phrase that leads to your lead magnet.

Going back to the fitness example, if my lead magnet teaches you to lose 7 pounds in 7 days, then my Pinterest pin could have 3 of those steps listed as an infographics. Then when the person clicks on the pin, it takes them to my lead magnet where they will receive all 7 steps as a full guide, which includes the workout descriptions, the food that they could eat, and an additional work out they could use for a leg workout.

This is how to use Pinterest to really bring traffic to your website for free. Go to the Pinterest search engine, type in keyword phrases that have to do with your product topic, find pins that have at least 1000 repins and you'll know it's a popular keyword search phrase. Create your own pins using the same keyword search phrases that connect to your lead magnet.

The second strategy is to use YouTube videos. YouTube is also a search engine platform many people go to find answers to the questions they have. What a lot of people don't realize about YouTube is that it auto fills keyword phrases as you're typing them in with the top 10 most popular keyword search phrases. YouTube does this because they don't want you to have to spend time typing in search phrases that they already know you're looking for. So they pre-populate the fields with the most popular keyword search phrases.

This is market research gold for you because it tells you the 10 most popular keyword search phrases about your topic. Go over to YouTube.com, click in the search engine, start typing in your

keyword search phrase, and then watch to see what YouTube auto fills towards the end. Once you have that list, write down each of those topics, then create a one minute video on each of those topics that answers the question and points back to your Lead Magnet.

Each video should have the exact same title of the actual topic. And the keyword topic should also be in the description box, and the tag below the video.

Create as many YouTube videos for as many keyword search phrases as you possibly can. Upload them to YouTube and have the description box point to your lead magnet. For example, when you end a video, say “if you would like to learn more about how to find your God-given purpose, go to [purposelegend.com](http://purposelegend.com) and let me know where I can email you your free video training right now.”

And that’s how you drive traffic organically using YouTube.

That wraps up our time here together on sales funnels. I know that this has been a general introduction to sales funnels, but now you understand what you’re building, why you are building it, and how to make it work. You understand how to test what you’re doing, you understand how to actually follow through and not give up, and most importantly, you understand what you need to do to create a sustainable, profitable business that you can use to serve God’s kingdom while making a profit at the same time.

But our journey does not need to end here. Because it all begins with having the right products that serve your customer. And the quickest way to do that is with digital products.

Here at Godlywood Girl, I’ve created an incredible program that teaches you how to create the perfect digital product for your target audience that you’re passionate about creating and they’re passionate about buying. It all starts with finding the RIGHT

keyword topics and building a valuable product that solves their exact problem, and that's exactly what I show you how to do in the academy.

To learn more about this incredible program, go to <https://purposelegend.com/schoolofbusiness>.

God bless you always and I can't wait to see the incredible things God does in your business this year.

## • ACTION ITEMS •



What are 30 keyword phrases you can build rich pins on for Pinterest?



What are 30 YouTube search topics you can create 1 minute YouTube videos on?

# FOR FOLLOW UP

Hey my name is Stephanie Rodnez, Creator of the Godlwyood Girl School Of Business, and I give women the step-by-step strategy they need to launch a purpose-driven business online that glorifies Christ and brings them the lifestyle they've always wanted.

Let me ask you...

Do you ever wonder, “when can I finally leave this nine to five job and get started with my own online business?”

Do you feel on your heart that God has purposed you to be an entrepreneur, but you have no idea how to launch?

You wonder what's the cost to keep an online business running, and can you even afford it?

You wonder if you run your business by trial and error, or should you stick to a business plan?

You question how to market your business to the right people and how to drive traffic to your website?

And even more, you ask yourself, once I have the business running, what do you base your success off of?

And how do you get out of your own head so you can ignore your fear of failing and just take the leap of faith and start?

Lovely, I completely understand. I've known since I was 6 years old that God purposed me to be a full time entrepreneur. I was one of those weird kids who never had dreams of working a full time job and getting promotions.

I always dreamed of having my own business, creating my own products, and doing something in this world that allowed me to have the freedom and the lifestyle I always wanted.

At around the age of 15, God showed me He wanted me to start a business producing films. And when I started telling people this at the age of 18 years old, everyone told me I would fail. They said I was too black, too female, and way to Christian to ever make money selling my own films.

I went to the University of Miami film program anyway, and when I was 22 years old, I started my first company that produced films for Christian youth groups.

I released my first two films on Amazon.com and sold a few copies, but I still wasn't able to make enough money to be able to run my business fulltime.

So I figured, maybe I couldn't figure out how to make more money online because I didn't have a business degree. So while working a part time job as a video editor, I decided to get a master of business administration in a 1 year program. With the new information I learned about product research and marketing, I went on to produce and release my 3rd film, which all praise to God, got picked up for straight-to-DVD distribution and grossed 6 figures within 18 months.

I figured, yes! Finally, I've made it! I started getting royalty checks in the mail, and I couldn't wait to prove to everyone who told me I would fail that they were wrong. But the problem was, I still had no idea what I was doing. No one had really taught me the fundamentals of running an online business that served Christ, and I still hadn't learned the core principal of "it doesn't matter what you make. It matters what you keep."

Because even though my films had made over six figures, I hadn't made over six figures. The distribution company made that money. And when it came time for me to get a check that would literally change my entire life, allow me to pay off a good amount of my loans and finally start my life as a full-time entrepreneur, the check never came. It was an accounting error, they said.

And I was broke.

So instead of being able to run my business full time like I always dreamed of, now I had to get two jobs just to keep my head above water. And it just left me devastated.

I was so depressed that that business deal fell apart that I started having panic attacks. I even had to start taking anxiety medication just to get through the day. And for two years, I stayed in that depression, until one day I saw a video by Dr. Eric Thomas that literally changed my life.

It was the “You Owe You” video and it literally challenges us to look at ourselves when we’re not living the life that we really want; it challenges us to remember that, listen, God has given all of us 24 hours in a day, but how we use it is up to this, the decisions that we make as individuals, and that video got me back to my God-given purpose and woke me up.

It really helped me realize that if I wanted this life of a full-time entrepreneur, then I have to do the work.

So first I tried selling my films at tradeshow. That fell part in about 2.5 seconds because tradeshow were expensive, and I just didn’t have the energy to hawk my product to strangers.

Then I tried writing screenplays and selling them to producers. I did sell an option and get an agent, yes, but it just wasn’t my passion. And so that business quickly fizzled out too.

Then I tried starting a business doing workshops at churches. But when I started, I didn’t feel fulfilled at all. It just felt like another job to me, so I quickly got myself out of that business.

And then in 2014, something happened. I got on my knees and prayed to God to reveal to me HOW I could actually become a full-time entrepreneur doing something I really loved. And just like that, I got this video on my Facebook timeline from an online marketing teaching the art of selling products online.

I signed up for his free guide, and got my first sneak behind selling products online using a little concept called social media.

I purchased another training, and a third. And invested as much time, money and energy as I could into figuring out how to sell products online.

I wrote my first book, implemented his steps, and made about \$200 in one weekend. I was shocked. I was stunned. Not only was I able to make money while working completely at home, but I was also able to use my love for filmmaking, my love for writing, and my love for marketing all at the same time.

So then I did it again. And again. And a third time.

All the way until April 2016, when I called my boss on the phone, and told him I was giving him my 30 days notice. It was time to step into my business as a fulltime entrepreneur.

Sis, it took me 4 years and \$20,000 to learn how to sell products online in a way that not only gave me the lifestyle I wanted as a full time entrepreneur, but also fulfilled my greatest purpose for Christ.

Because in my opinion, there's no point in building an online business that just feels like another job. And if you create a business online that is only there to make money and has nothing to do with your purpose, that's what's gonna happen. You'll just be trading one 9-5 job for another one.

But if you build a business online that you love but doesn't make you any money, that's not sustainable. You have to be able to pay your bills and save for a house and pay off debt.

So the secret is to create an online business that gives you the lifestyle you want, yes, but that also activates your God-given purpose at the same time.

That's what I've spent the past 4 years and \$20,000 learning how to do, and now, I want to show you how to do the exact same



thing.

And that's why I created the Godlywood Girl School Of Business.

The Godlywood Girl School Of Business empowers women of faith with the step-by-step resources they need to launch a purpose-driven business online so they no longer have to deal with frustration and confusion on how to get started.

The Godlywood Girl School Of Business gives you a step-by-step guide to understand EXACTLY what you need in order to launch your online business in a way that ignites your God-given purpose, while giving you the lifestyle you've always dreamed of at the same time.

Because imagine finally being able to live your life as an entrepreneur. Imagine finally being able to give your 2 weeks notice to a job that never really appreciated your talents in the first place.

Imagine knowing exactly how to get started with your online business, and launch your products in a big way.

Imagine finally having a firm understanding on how to market your business to the right people, and how to drive traffic with effectively executed marketing plans that keep your customers interested in what you're doing and how you're doing it.

Imagine knowing how to automate leads with the right systems and processes that work for your business, that don't cost you an arm and a leg to learn or to keep them running.

When you grab your spot in the Godlywood Girl School Of Business, you're gonna get the **7 P's Of Purposepreneurship Academy**, a \$1997 value. This academy is a step by step program for identifying the purpose of your business, discovering the prospects you created your business to serve, identifying the products you're created to serve with, understanding the personality you'll create your products through, and using the promotions strategy to sell your products with. I'll also show you

two bonus P's of Purposepreneurship, which are Profits, learning how to maximize the profits you earn in your business so you continue to grow, and Perfecting, how to test your strategy so you get the best results possible.

And that's not all. Because once you're finished with the 7 P's Of Purposepreneurship Academy and have a solid plan for how you'll launch your business, now you'll need a step-by-step guide to create your products so you can start selling them online.

And that's why with the Godlywood Girl School of Business, I've also provided you with the Product Creation Toolkit, a \$497 value, which takes you step by step through the exact process I use to create any product I want online, including the Godlywood Girl Writer's Academy to write and publish your very own eBook or printed book, the Course Creation academy to launch your own online course, the Live Event academy to host your own live event, the Coaching Program Academy to launch your own coaching program, the AudioBook academy to create your own AudioBooks, even the Video Production Academy to create your own products, and that's just the tip of the iceberg.

But that's still not all. Because once you create your products, now you need to learn how to use marketing to drive traffic to your site so you can actually sell your products. And that's why I created the Marketing & Traffic Toolkit, a step by step academy that takes you through the exact strategies I use to drive traffic online, whether you're using Facebook, Instagram, Pinterest, Twitter, YouTube, or even paid advertising campaigns. I even show you how to create and implement social media marketing campaigns that build the know, like and trust factor with your audience, and represent your brand personality online.

And that's still not all. Because once you have your business, once you've created your products, and once you've launched your marketing campaign to drive traffic, now you need to know how to automate everything, and the systems and processes necessary to keep everything running, without breaking the bank. And that's

why I've given you the Systems and Operation Toolkit, which includes the Webinar Academy, the Sales Funnel Academy, the Email Marketing Academy and the Product Launch Academy, so you have a step by step understanding on the systems and processes I use every day at Godlywood Girl to automate my business.

Lovely, this is just the beginning. Because as a bonus, you'll also get access to the Godlywood Girl Elite Facebook Group, a private group I host online where I provide additional resources, trainings and tools for the School Of Business members so we can get together, and help you launch your business online. It's a place to connect and network with other purposepreneurs, where you can ask your questions to other likeminded purposepreneurs who are running their own online business too, so we can grow into our journey of entrepreneurship together.

So when you're get your spot in the Godlywood Girl School Of Business, you're gonna get:

- 7 Ps Of Purposepreneurship Academy (\$1997 value)
- Launch Your Business Toolkit (\$497 value)
- Product Creation Toolkit (\$497 value)
- Marketing & Traffic Toolkit (\$497 value)
- Systems & Operations Toolkit (\$497 value)
- Bonus – Godlywood Girl Elite Access (\$997 value)
- Total Value: (\$4979 value)

Are you ready?

The Godlywood Girl School Of Business empowers women of faith with the step-by-step resources they need to launch a purpose-driven business online so they no longer have to deal with frustration and confusion on how to get started.

So when you're get your spot in the Godlywood Girl School Of Business, you're gonna get:

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- Total Value: (\$4979 value)

If all this did was give you the information you need to launch a business online that serves Christ while giving you the lifestyle you want at the same time, would it be worth it?

If all this did was give you the step by step plan you need to finally get out of your own way and launch your business online, would it be worth it?

If all this did was give you the tools you needed to implement a marketing campaign that finally sold your products, would it be worth it?

As someone who has invested over \$20,000 learning how to sell products online, I can tell you that yes, \$4979 would absolutely be worth learning this information.

But guess what?

I'm not charging \$4979 to get access to the Godlywood Girl School Of Business.

I'm not charging even half of that.

Or half of that.

Or half of half of that.

Lovely, for the entire Godlywood Girl School Of Business, including the

- 7 Ps Of Purposepreneurship Academy (\$1997 value)
- Launch Your Business Toolkit (\$497 value)
- Product Creation Toolkit (\$497 value)
- Marketing & Traffic Toolkit (\$497 value)
- Systems & Operations Toolkit (\$497 value)
- Bonus – Godlywood Girl Elite Access (\$997 value)
- Total Value: (\$4979 value)

For all of that, the Godlywood Girl School Of Business is available now for a monthly subscription investment of \$197 per month.

Yup, lovely, the Godlywood Girl School Of Business works just like Netflix. You're in the School Of Business as long as you'd like, and you cancel whenever you'd like.

But, even though the monthly subscription investment is \$197 per month, for the first 100 women who join –

You'll get access to the ENTIRE Godlywood Girl School Of Business bundle, including:

- 7 Ps Of Purposepreneurship Academy (\$1997 value)
- Launch Your Business Toolkit (\$497 value)
- Product Creation Toolkit (\$497 value)
- Marketing & Traffic Toolkit (\$497 value)
- Systems & Operations Toolkit (\$497 value)
- Bonus – Godlywood Girl Elite Access (\$997 value)
- Total Value: (\$4979 value)

All of that, for just \$47 per month.

And as a bonus, you'll also get digital access to the Goal Mastery Bootcamp, a self-study program that shows you how to achieve any goal in bite size steps, so you can step into your greatest purpose for Christ as a purposepreneur.

BUT -

Once the first 100 seats for the \$47 subscription is taken, the price of the School Of Business WILL go up.

And please know, the Godlywood Girl School Of Business is limited to 250 members. After that, I close the doors and you'll have to go on a waiting list.

Why am I doing that? Because my greatest desire is for you to use the resources in the School Of Business to earn an income online. I want to provide one on one training, customized videos, resources, tutorials – I want to truly be an ear for you to bounce ideas off of.

Gone are the days when course creators launch these massive courses, then never responded or helped any of their members apply the steps because there were just too many people in the program.

I want to change all of that, and provide an experience where not only do you learn the information you need to implement and launch your online business, but you also get to talk to the person you purchased the program from.

And that's why I'm limiting membership to only 250 spots. So we can keep it inclusive, personal, and effective.

This is going to be INCREDIBLE value for all of us purposepreneurs who want to make an impact on this world by shining our God-given purpose bright. I can't wait to see what God has in store.

This is YOUR time to have a step-by-step guide to understand EXACTLY what you need in order to launch your online business in a way that ignites your God-given purpose, while giving you the lifestyle you've always dreamed of at the same time.

This is YOUR time to finally be able to live your life as a full-time entrepreneur.

This is YOUR time to know exactly how to get started with your online business, and launch your products in a big way.

This is YOUR time to finally have a firm understanding on how to market your business to the right people, and how to drive traffic with effectively executed marketing plans that keep your customers interested in what you're doing and how you're doing it.

This is YOUR time to learn how to automate leads with the right systems and processes that work for your business, that don't cost you an arm and a leg to learn or to keep them running.

Lovely, this is YOUR time to step into the entrepreneurial purpose God destined you to live. Don't let fear hold you back. Don't let the enemy convince you to keep on waiting.

I can tell you from first-hand experience that the best time to plant a tree was 20 years ago, and the 2nd best time to plant a tree is NOW.

Your dream will come true as a purpose-preneur. That is my greatest hope for you as we walk this journey of purpose-preneurship.

And I want to help you get there.

So click below to grab your spot in the Godlywood Girl School Of Business right now, so you can get access to:

- 7 Ps Of Purposepreneurship Academy (\$1997 value)
- Launch Your Business Toolkit (\$497 value)
- Product Creation Toolkit (\$497 value)
- Marketing & Traffic Toolkit (\$497 value)
- Systems & Operations Toolkit (\$497 value)
- Bonus – Godlywood Girl Elite Access (\$997 value)
- Total Value: (\$4979 value)

All of that for a monthly subscription of just \$47 per month. To get started, visit <https://purposelegend.com/schoolofbusiness>

Thank you so much for joining me on this journey. I can't wait to see what God has in store for your purpose-driven business.

God bless you always, lovely. Here's to living a legendary next chapter –xox, Stephanie (Godlywood Girl) Rodnez



# ABOUT THE AUTHOR

Stephanie Rodnez, MBA, is an author, filmmaker and purposeologist from South Florida. This self-proclaimed Godlywood Girl, as she is better known, is taking the world by storm with her creative style and high-energy messages. Drawing from her own personal experiences as they relate to anxiety, near bankruptcy and various other obstacles, Stephanie allows her life to be an “open book” which radiates dynamic and inspiring messages that relate to many women across all walks of life. She has published over a dozen books and is committed to sharing her knowledge to serve the world and shine God’s light at the same time. To connect with Stephanie, visit <https://godlywoodgirl.com>