12 WEEK
FUNNEL MULTIPLIER SYSTEM
By Ron Reich
I’ve had quite a few people asking me about how I’m able create marketing funnels pretty quickly.

In this post I’m going to “spill the beans” about how I go about doing it.

This is going to be a two part series and in the first we’re going to step back and look at some of the “big picture” things that go into creating funnels quickly.

In part two, I’m going to give you some specific examples and templates you can use in your business.

Before I get into the details of everything, I’ll let you in on one trade secret:

One thing I believe is crucial for being prolific is having a programmer. If I had to code stuff myself I never would have gotten my first sales page up lol.

A lot of what I’m about to talk about was inspired by the book called the 12 Week Year and Todd Herman’s 90-Day Year System, which I read last summer and is one of the books that was a true game changer for me.

So think of this post as those Systems applied to marketing funnel creation

With that, let’s talk about a few “big picture” concepts to keep in mind when tackling a 12 Week Year project...
Most of us in business think of goals in terms of 12 months and four quarters.

Now I’ll admit that I do this too at times. The problem with this is the existence of Parkinson’s law, according to Wikipedia states that:

“Work expands so as to fill the time available for its completion.”

So what happens often times for business is that people don’t accomplish as much as they could because they think “I have the whole year to get it done…”

And before you know it, December rolls around and you’re not where you want to be.

**With a 12 Week/90-Day Year we view a 12 Weeks as a year, a week a month, and a day as a week.**

Here’s a question for you…

What if for some reason, it was brought to your attention that you’d only be able to work on your business in 2017 from the period of January 5 to March 29?

How much do you think you’d get done in that period of time?

I’ll bet A LOT.

Here’s guessing that if really worked your butt off you’d make a year’s worth of progress in 12 weeks (or get close at least).

Let’s talk about…
Piggy-backing on the above example... if you only had from January 5 to March 29 to create all of your funnels for 2015, what would you be spending your time on?

Most likely, you'd ONLY be focusing on those few critical activities that make all the difference.

When it comes to funnel creation, I look at funnel having 3 main components:

- **The product itself**
- **The marketing materials** (sales letter/VSL, promotional emails; upsell pages)
- **The sales system** (including getting sales letter integrated with shopping cart; download pages, customer auto-responder emails things like that).

When creating a funnel, the critical activities I focus on are creating marketing materials, and project management (which is mostly the sales system stuff above).

I'm not a content creator so in this business my partner creates the actual product.

So if you're a marketer type that writes your own copy, I'd suggest that you place creating marketing material as you critical activity.

Here's how I personally break up my schedule for this kind of thing...

**Note:** what I'm about to show you... while very simple... took me years to really dial in. So I really hope you put these ideas into to action if they apply to you...

I use Dan Sullivan's time system (Google it for more info. But here's a cliff notes summary. Sullivan says you should break up your days into Focus Days and Buffer Days. For me, Focus Days = days when I create marketing materials and Buffer Days = Project management type stuff.

When I'm in super-productive mode, I break up my week as follows:

**MONDAY**
- Focus

**TUESDAY**
- Focus

**WEDNESDAY**
- Buffer

**THURSDAY**
- Focus

**FRIDAY**
- Depends (but Buffer about 80% of the time)

If you’re in a situation where you create your own marketing material and also have to make sure other “Sh’t gets done” then I can practically guarantee you’ll be able to create funnels at lighting speeds when doing this type of schedule.

The overall point here is that one of the most important aspects of rapid funnel creation is repeatedly doing your critical activities to the exclusion of the “small” stuff that is lower on the leverage scale.
Or as Ryan likes to say: "done is better than perfect."

I read a great quote from Dan Kennedy the other day where he said: “To get stuff out the door you do have to sacrifice quality to a certain extent.”

This has been my philosophy for quite a long time.

I know some people don’t like this, but it’s a fact of life.

And the majority of people involved in marketing online will make more money simply by adding more products to their catalog.

You’ve heard it a million times: the way to make money is to break even on the front end and make your profits on the back end.

This has been true since the earliest days of mail order and is just as true today.

Of course, you want to make sure you’re products are good and do what you say they’re going to do. But obsessing about product quality too much is not always the right thing to do.

Marketing is something you do want to obsess over (definitely more than product quality) but there’s a big difference between marketing for a front end product versus a back end product.

Let’s talk about those…

I won’t lie, creating a kick ass front end funnel DOES take some time. Especially if you’re starting in a new market from scratch.

It’s pretty much required that you’ll have to spend time dotting your T’s and crossing your I’s if you’re trying to create something that converts cold traffic.

And this is something that does not really end. You’re always going to be doing things to continually optimize your front end funnel.

The last time I entered a completely new market from scratch it took me about 4 months for me to launch my first product (this was using Ryan’s SFF, which takes time to gather survey responses and do market research). Knowing what I now I think I could do it in 12 weeks if I was going to enter a completely new market today.

KEY CONCEPT #3: Good is Good Enough
But when it comes to back-end marketing it’s a completely different story…

It’s very possible to create back-end funnels at lightning fast speeds for two main reasons:

Your product quality does not matter as much as it does if it’s a front end product and...

You have more margin for error in your marketing when selling to customers versus cold prospects.

He’s story to illustrate the first point…

I was talking to a friend (in a different niche than me) the other day and he said that he forgot to put up the download page to his product until like 3 weeks later.

Guess what his refund rate was?

Less than 5 percent!

It’s a sad but true fact that 80% of the people that buy your products (especially if you’re selling information) will never even use them.

I’m not saying to this of course, as you’d be breaking the law and you’d get some seriously bad karma.

I’m just trying to illustrate a point.

(This 80% state is more or less true for both front and back end products. But you’re much better offer making sure your front end product is A+ material and getting your people to consume it so they buy your other products in the future… and because you want to help them of course).

Let’s talk about the second point…

It make intuitive sense that you don’t have to do as good a job “selling” a back end product to someone who already knows you as you do to a cold product right?

Very generally this is because they already know like and trust you.

So what are some specific speed shortcuts you can use for creating your back end funnels?
First off having a create "big idea" or hook matters less when selling a back end product. These things help of course but they're not make or break in my experience. You can almost always lead with straight benefits.

Along these lines, using a simple problem, agitate, solve formula usually works fine in these circumstances.

**Other things that help for speed include:**

- **Simple sales letter** consisting mainly of bullets
- **Re-writing / re-using** your existing marketing materials
- **Email only promos** (where you do most of the selling in the email)
- **Simple video sales messages** (using John Carlton’s class formula: "Here’s what I got, here’s what it’ll do for you, here’s what to do next…")
- **Use TEMPLATES!** I have quite a few go to templates for sales letters, VSL scripts, email promos and upsell pages that I’ll share with you next week.

I have MUCH more to talk about some of the nitty gritty things that go into rapid funnel creation, but this is getting a little long.
Building A Year’s Worth of Funnels IN 90 DAYS

We just talked about the “big picture” stuff and strategies that go into creating funnels quickly. Now we’re going to get down to the brass tax to give you the specific TACTICS and STEPS need to crank out winning funnels like there is no tomorrow.

Let’s get to it!
Okay, this step is pretty simple. What you need to do is send out a deep dive survey to your list to help you figure out what their hot buttons are. I like to always include at least one pain question and at least one goal question. Here’s another question you should include:

“If we were to create a program on ANY topic related to [YOUR NICHE], what would you like it be? If the product was personalized to you, what would you like to see included in it? (please be as specific as possible)”

One you get your survey responses the next things you need to do are:

1. Score them for hyper-responsiveness
2. Create a product order based on hyper-responsiveness

As far as scoring the surveys goes, Ryan has an entire course on how to do this.

But a quick way to do it if you have a basic survey is to score them based on the total amount of characters in the responses.

Then, go through the responses and decide what topic your people is MOST interested in, the topic with the second most interest and the product with the third most interest.

You should be able to come up with at least three products based on one survey and sometimes more.

So those will be your next 3 (or 4 or 5) products.

Optional step:

If you want, you can then send out a second survey that just has the titles of your products you’re planning on coming up with (based on the deep dive survey). This may or may not give you a better idea of what order you should come out with your products.

Okay, now that you have ideas for at least 3 new products. Here’s how to crank out new funnels for each of these products at lighting speed. Time for…
I’ve found that drafting the sales letter first is the most important step when it comes to creating a sales funnel fast because you’re able to re-purpose and re-use the stuff in the sales letter for the rest of your funnel.

**Note:** for most people it’s easier and faster to write a sales letter than to produce a VSL. However, if you are more comfortable with VSLs you can do that in this step as well.

Drafting a sales letter does have quite a few sub-steps so let’s talk about those…

1. **Research**

Entire courses (and businesses) have created about how to research a market and get into the customer. So spend some time doing that stuff.

Luckily for you, you have your deep dive survey response and you scored them so most of this battle is already won.

You now know which benefits your customers are MOST interested as well as what their biggest pain points are. So be sure to highlight those in your letter.

2. **Construct Offer / Features**

The next thing to do is to map out your offer itself as well as its main features.

When it comes to the offer itself, come up with a cool name as well as the bonuses you’re going to include. You want your bonuses to be on “hot button” topics so people might buy the product based on a bonus alone.

How do you know what “hot button” topic your bonuses should be on? Based on your survey results!

As far as features go, here’s where you’ll decide how you’re going to deliver your product (audio, video. Text, combination of these, etc.) Do this based on how your market wants to consume stuff.

**Speed Tip:** I recommend for back end products especially that you use a “product template” so basically all of your products are delivered in the same way.
In my dating business, every product is basically 5 videos. With video 1 being an introduction /overview, the main content and teaching being in videos 2-4, and the final video being a “putting it all together” video

Then they’ll always get 3 to 5 bonus items as well.

I’m not saying you should follow this format specifically. The main point is have a “go to” format for cranking out products.

3. Record benefits and draft bullets
Next, it’s time to record your benefits and create your bullets.

So first, take out survey response and transform those into bullets.

Here’s an example:

In survey response, one of my customers said their biggest challenge was: “Shifting a conversation from casual meeting to sexual/seductive.”

So a bullet would be:

How to quickly shift the conversation from “casual” to “seductive”...

Not rocket science. Don’t over think this one.

The bullet above can be punched up a later but at this point just record your bullets. (Again based on the hot button responses that come up over and over again in your survey).

Also: use bullet templates for this exercise. I’m sure you can find a ton of them with a quick Google search.

At this point, you’ll also what to create bullets for what I call “global benefits.”

These are things that you’re probably not going to find in directly in survey responses because they’re one step deeper... they are the “core” desires of what the customer really wants.
A good example of this is in the IM niche one of the ultimate desires is “freedom.” So people say they desire to make more money in survey but their ultimate desire in the freedom that comes with making more money.

Another good example is in the men’s dating niche a huge deep down desire of this market is being envied by other guys.

But after reviewing thousands of survey responses over the years I’ve never seen “I want other guys to think I’m cool” in a survey but that’s what many men in this market really want.

So take a minute to record the global benefits of your offer and turn those into bullets as well.

4. **Record Objections**
Next step is to record all the objections people have to buying your offer and how you’re going to overcome then.

Personally, I never have a specific objection or FAQ section in my sales letters although I’ve seen many people do this effectively.

What I mostly do is make sure the all the objections are addressed in the copy itself. I’ll also cover these in the email sequence (see below).

5. **Draft 20+ Headlines**
Next step is to draft at least 20 headlines. More is better, ideally you’ll want to draft 100+ but when speed is a big part of the game 20+ is fine. At this point your best bullets will be great candidates for headlines.

Again, use templates for this one.

Here’s a real life example of how I go about crafting headlines: [https://www.facebook.com/groups/NextLevelGroupMastermind/permalink/616585845118653/](https://www.facebook.com/groups/NextLevelGroupMastermind/permalink/616585845118653/)

The good thing about having multiple headlines is that you can now use some of them as sub-headlines in your sales letter.
6. Draft Sales Letter

You’re now ready to draft your sales letter. I like to first outline my sales letters and then fill in the outline.

Because I have your back, here’s my tried and true sales letter template that I almost always use:

- Lead:
- Then pain:
- 3 common situations
- Bridge into nightmare story
- Enemies
- Promise:
- “Wouldn’t it be great if…
- Introduce Product
- Explain System and how you developed it
- Add credibility stuff
- Also include content and tips here if applicable. 3 is a good number.
- Features and Benefits
- Price Discussion
- Guarantee
- Bonuses
- 2 paths
- Close
- P.S.
7. Edit and Format sales letter
   Just do it. My personal process is:
   1. Go through and edit text itself
   2. Add formatting
   3. Read out loud and make final edits

   As far as how to format your letter goes, use other sales letters you like for inspiration. Model winners.

8. Have peers or coach (better option) review letter and make final changes
Note: you can figure out upsells when figuring out the initial offer as well. But after your sales letter is done the next thing you’ll want to do is create upsell pages.

I have an upsell template for this as well. Here's the main page I model for almost all my upsells.

Feel free to model that one. The structure is pretty straightforward.

STEP 3:

Figure Out Upsells and Create Upsell Pages
Now that you have your sales letter finished. It’s time to get your sales system set up. This means:

1. Get the sales letter online
2. Integrate with a shopping cart
3. Set up product deliverability mechanism (like a download page for example) and
4. Set up customer auto-responder messages

This is just a matter of sending the stuff to your web master and giving him or her instructions. I have a template for the customer auto-responder messages that I use every time as well.

One thing I forget to mention above is that once you have figured out your offer and bonuses you’ll want to source the graphics for those as soon as you can. They should be ready by this time so you can now send everything to your web person.

I personally have found quite a few solid programmers on Elance that can get these kind of pages up for $10 an hour. For the life of me I don’t understand all the difficulties that many people have with programmers. But then again, my pages are not the fanciest in the world either.

This step should take no more than a few hours. And to be fair once the sales letter is online there might be a few back and forth emails to make sure that everything is just right.
Okay so now that your sales letter is online it’s all down hill from here. Why? Because the sales letter and all the stuff you’ve done so far give you all the raw material you need for your emails.

Here are two email sequence that I work quite well. The first one is the typical Ryan sequence:

- **Email #1 (Thursday):** Intro email – this is an urgency email that is basically a mini version of your sales letter
- **Email #2 (Friday):** FAQ email where you answer objections
- **Email #3 (Saturday):** What others are saying / social proof email (TIP: if you don’t have any testimonials for this new product just use ones you have for your other products. Say “check out what others are saying about the programs we put out…” or something like that.
- **Email #4 (Sunday):** Last day emails – send at least two emails. Maybe more. These are basically hard sell emails where you emphasize scarcity.

Excellent sequence.

Here’s a 5-day sequence that I also like very much:

- **Email #1 (Thursday):** Intro email
- **Email #2 (Friday):** FAQ email
- **Email #3 (Saturday):** Social Proof email
- **Email #4 (Sunday):** Bad new email (here you basically say you sold out last night but then give a reason why you’re going to extend the promo for another day).
- **Email #5 (Monday):** Last Day emails
That’s it! This is the EXACT progress I’ve used to release over 40 products in the last couple of years.

Now, if you follow this process you can absolutely positively create a year’s worth of products in 12 weeks because with this system, you can very realistically create one new sales funnel in 3 weeks time if you’re focused.

So in 12 Weeks that’s FOUR new products. Let me tell you that most marketers do not release four new products a year so you’re going to be way ahead of the game.

And generally, the more products you crank out the more money you make 😊

I’m out for now. Please let me know if you have any questions.

Talk to you later,

–Ron

**STEP 6:**
Send Emails to VA to Queue Up and Watch the $$$ Roll In

**STEP 7:**
Repeat above steps for the other products you’re planning on releasing.