



**THE  
SIMPLE SALES  
FUNNEL**

**CHEATSHEET**

# CHEATSHEET

Step 01	<i>OPT IN FREEBIE</i>
Step 02	<i>AUTOMATIC EMAIL SEQUENCE</i>
Step 03	<i>WELCOME EMAIL</i>
Step 04	<i>EDUCATE EMAIL</i>
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# Offer a download opt-in freebie

This is the "top of your funnel", meaning the entry point and beginning of your **sales** funnel. Your opt-in freebie should be relevant to your overall sales funnel and product to ensure you are only attracting ideal customers.

## Add to an automatic email sequence

At this point, you should have set up in your email service provider that anyone who downloads the opt-in freebie from the step above is added to your automatic **sales** funnel sequence.

### Welcome Email

This is the first email they receive. It should tell them about you, your brand, and how you help people. Get them acquainted with the things you do and believe.

### Educate Email

This is when your **sales** funnel start to kick into play, usually **sent 1-2 days after** the Welcome Email. You are educating your subscribers about your topic and provide them with some useful information or strategies on your product's topic.  
It's a big GIVE day!

### Cultivate Email

You want to cultivate more of a relationship with your subscriber by sharing your personal story and turning point. Usually **sent 2-3 days after** the educate email. This email is designed to both connect with them personally and to show them that you were exactly where they are now. Don't be afraid to get vulnerable and tell them about the struggles you used to face and how you overcame them..

### Position Email

It's time to position your expertise as the way to go. How do you stand out from your competition? At this point, you can mention your product , briefly. Also time to include some "proof"of someone who had successwith your product as well as more value.  
This email can be **sent 2-3 days after** the Cultivate email.

### Pitch Email

Finally, your last email will pitch your product.Remind them that they now have 2 options:Reman where they are , struggling with the same problem, or to use your product and get the kids of results you've been able to achieve. Show them what their life could look like if they decided to use your product. Also, make sure to share the benefits of your product. What will they get out of it? This email should have a strong call to action as a culmination of your previous emails. **Send it 1-2 days after** your position email

The reason why the first four emails are so important is because before you ask for a **sale** , you have to help your potential customers shift their mindset so that they will be able to see the relevance of your product. You also use the Educate Email to share the new knowledge with them, reminding the, of your expertise