

First Sales Funnel For Coaches

Create low dollar offer (choose one)

- [masterclass \(audio/video\)](#)
- [Done-for-you services/package](#)
- book/ebook
- bundle /collection
- Laser coaching session

Create Sales Page

- on website/shopping cart
- short sales copy
- video sales letter (optional)
- image of what they will get
- payment button/link

Sign Up For Payment Processing Service

- paypal
- stripe
- squareup

Write Flash Sale Emails

- what they will get /gain
- what others are saying /logic
- what you'll be missing /fear