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Dr. Destini Copp helps business owners craft robust growth strategies that combine the magic of digital products with the efficiency of automated funnels. She is the host of the Creator's MBA Podcast and author of the best-selling book, *Launch Your Online Course Business in 90 Days or Less*

How to Grow Your Business with Evergreen Funnels

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Blogger Breakthrough Summit Podcast Transcript

Liz Stapleton [00:00:07]:

Hey there, amazing bloggers. Welcome back to the Blogger Breakthrough Summit podcast. I'm Liz Stapleton. And today we're diving into the magical world of automated sales funnels with Destini Copp. So grab your favorite beverage, get comfy, and let's get this show on the road.

Destini Copp [00:00:19]:

I'm gonna be using the word automated, evergreen, autopilot. It all means the same thing. It just means it's a funnel that's automated that you set up and you kinda set it and forget it to some extent. I mean, you still need to go in, monitor it, make sure it's working, make sure your, everything's converting properly, but you're not messing with it on a daily basis. And then, which is very important, we're gonna talk about traffic strategies to get eyeballs on your funnel. Now if you're a blogger and you build up a good, base of, like, your email list, you might already have some of those strategies in place. So you might not have a lot of work to do there. So let me talk about a little bit more about what do I mean by automated sales funnel.

Destini Copp [00:01:05]:

So it means a funnel that's always ready to sell. It saves you time. Right? It keeps people interested. So you're giving them a quick win. And I'm gonna walk you through what I mean by that, as we go through this. And you're really using that funnel to initiate and to build that relationship with them, whether it's through a free gift that you're offering or a low cost digital product. And one of the things that I love about these automated funnels is with these low cost digital products, you're giving people a way to say, you know, an easy yes to something that you have to offer. And when they say give you a when you give them an opportunity to say an easy yes, they're gonna get to know you better.

Destini Copp [00:01:53]:

Because people tend to they buy something, they're generally going to consume it. Right? And then that puts them in a position if they really like what you did, they like what you had to offer, that puts them in a position for, you know, when you have something higher priced to sell down the road, they're more likely to buy with you. And it doesn't break their bank. Right? Like I said, it's an easy yes. And it also gives them an opportunity to kinda grow with your business. So you have some type of value offer, right, that you can set up with these automated and evergreen sales funnels that they can, you know, buy with you month after month or, you know, however often that often that you have offers that are available to them. I can tell you in hobby school, we have people that come to our online learning virtual summits every ... every time we offer 1 and they purchase it. They're like, yes.

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Destini Copp [00:02:44]:

This is something I know. I love this. I want to, buy from you. So it definitely works out. Now here's an example of one of these automated sales funnels. So somebody in the, you know, in the first kind of up top left here, they are going to be buying or sign not buying, but signing up for your free offer. Now in this case, it was a summit that we were doing. Doesn't have to be.

Destini Copp [00:03:11]:

I have tons of I have a lot of these funnels that I've set up where it was just a free gift. Maybe it was some templates that I had. Maybe it is I'm trying to think of some of the ones that I that I have set up today. Templates work very well for us. One is like a planner. So the free gift is a planner that works very well for us. So they sign up for your free gift. And then on that next page, that is where you have your tripwire offer.

Destini Copp [00:03:42]:

So, really, a tripwire offer is just a really low cost type offer that makes it easy for them to say yes to. So in an example, in one, and I'll give you an example for the the free gift that I have for you today. So on the next page, after you sign up for the free gift, which is a planner to plan your profitable evergreen sales funnel, on the next page, you are in get a really awesome offer for our evergreen funnel course. So if you're interested in actually setting up an evergreen funnel, that will be on that next page. And then from there, let's say somebody clicks and say they want to buy, then you'll go to a checkout. Now I use Thrivecart for all of this. Not for all not for the landing pages. I use Leadpages for the free gift and the tripwire sales page.

Destini Copp [00:04:33]:

But once they click to purchase, then that takes me to Thrivecart. And on Thrivecart, on the checkout page, you'll have the offer, but then you'll also have a little order bump. So a little order bump might be a \$7 offer or \$9 offer or whatever. Something that complements your trip wire offer, your main offer that you're giving them, but just adds a little bit more to it. So it's real again, a really easy yes. So then they have 2 offers right there that they can purchase from you. And then from there, depending on what you have to sell, and we'll go into some examples with that in this presentation, you can have other upsells or downsells there. And then they go to checkout.

Destini Copp [00:05:15]:

You give them the order confirmation emails. But even if, let me just say, even if they don't go on to buy anything else from you, they're still on your email list. Right? So you're still gonna send them out an email welcome sequence where you still can

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promote some of these other offers if they didn't buy. So that's generally what it looks like there. So let's talk about some of the tech tools, and I kinda hinted at them just a second ago. But for your, landing page for your free gift and for your sales page, I use Leadpages. The other thing I like about Leadpages is it has that countdown timer in there for urgency. So on your tripwire page, you will want a countdown timer.

Destini Copp [00:05:58]:

I like to do 15 or 20 minutes there. I have found we have tested other things. We've tested 30. We've tested, you know, even a little bit longer. It's it's too long. 15 to 20 minutes is the ideal spot there.

Liz Stapleton [00:06:11]:

And there you have it. Automated sales funnels are your ticket to building relationships, saving time, and boosting your sales, all on autopilot. Set it up, keep an eye on it, and watch your business grow. Thanks for tuning in to this episode of the Blogger Breakthrough Summit podcast. If you enjoyed it, don't forget to subscribe, leave a review, and share it with your blogging buddies. As always, if you wanna learn more about our incredible speakers, you can visit the show notes for more information. Until next time, keep breaking through those blogging barriers.