

Statistics

SALES FUNNEL OPTIMIZATION STRATEGIES

DISCOVER HOW TO OPTIMIZE
YOUR FUNNELS FOR MAXIMUM CONVERSIONS

Introduction

A top-down photograph showing several people's hands and arms gathered around a laptop and a tablet. One person is pointing at the laptop screen, while another is pointing at the tablet. The scene is lit with warm, orange-toned light, suggesting an indoor setting like a cafe or office.

A lot of people who try to sell anything online simply are not doing a good job of it. This is the main reason why the vast majority of people trying to sell affiliate products simply can't make a living off their online marketing.

It's not because these people are dumb. It's not because they are incapable of making money online. Please understand that just because you have heard that you can make a lot of passive income on the internet doesn't necessarily mean that you just need to roll up your sleeves and put up a website and, all of a sudden, all this money will come.

I hate to break it to you, but the whole idea of “build it and they will come” is just a pipe dream. It may have worked 10 years ago. But believe me. It doesn't work today. There's just simply too much competition out there.

In fact, according to several estimates, every single day, over 2 million pieces of fresh online content is uploaded every single day. Think about that for a second. Try to wrap your mind around that figure. 2 million pieces!

So it doesn't matter what kind of niche you're in. It doesn't matter how obscure or esoteric your niche category may seem to you. There is simply too much competition out there. And to think that you just put up a website and, all of a sudden, all these people would come banging on your digital door and handing you their hard earned dollars is simply a fantasy.

Disabuse yourself of that thinking if you want to have a chance of actually making money online.

How the online money making game is truly played

If you truly want to create passive income using online properties, listen up. You have to create a sales funnel. Just because you put up an online article doesn't mean that people who find that article will find it so compelling and so persuasive that they would hand you dollars. It doesn't work that way!