



Checklist 13 - Creating A PLF Funnel

Project Name: _____

Date: _____

Yes No

*PLF stands for **Product Launch Formula Funnel**, but don't get confused, even though this funnel model originally was created for product launches, you can easily use it to promote your affiliate offers as well. It's an extremely effective funnel you should have under your belt.*

The way PLF funnel works is, once someone gets onto your email list they are sent a value-driven piece of content every 24 hours for 3 days to warm up your subscribers, pre-frame them and get them ready for a sale. On the 4th day they are sent a sales video with a Call-To-Action to grab a product.

Each of these videos are usually 12 minutes long and follows a strategic structure.

With that being said here's 7 - point checklist that will help you build flawless PLF Funnels:

1

Build a Capture Page

A capture page is designed to capture new leads by giving away something of value in exchange for their email.

The goal for the 'Squeeze Page' is to qualify new leads as potential customers and act as an enticing gate for your cold traffic to pass through on their way to the next page.

2

Build a Thank You Page

The 'Thank You Page' is meant to help pre-frame your audience just a little bit more before moving them to the first piece of content.

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On this page, a Video is best as it helps you to connect with your audience on a deeper emotional level.

In the video, after you've talked more in-depth about yourself, and tell them that from now on they will be getting a new lesson on a certain topic every day for the next 4 days and tell them to check their inbox right now as their first video lessons is on their way to their inbox.

3

Set Up Email Automation

Email Automation', will help you automatically send these content releases to your subscribers every 24 hours.

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Prelaunch Content Release #1

The first piece of prelaunch content is critical because it has to grab people's attention and answer their "why"s.

Why should people listen to you, why should they pay attention to you, why should they care?

To do that you need to focus on the opportunity for transformation or change.

Essentially you are communicating how someone's life will change for the better if they listen to you & what you have to say.

Here's how to structure your first piece of content:

Big Promise + Overview

- *Make a Bold Big Promise (I.E. I'm Going To Show You How To Build a \$1,000 Per Day Sales Funnels)*
- *Show what other people are doing. (I.E. How other people are building funnels)*

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- *Kill myths about your niche and reframe their beliefs (I.E. Myth - Funnels lower sales conversions. That's not true because they allow you to build a relationship with your subscribers which increases conversions.)*
- *Hook to the next video. (Open Loop - In the next video I'm going to show you how I build funnels that generate me \$1,000 per day, so keep an eye out for my next email)*

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Prelaunch Content Release #2

The first piece of prelaunch content focused on the “why”.

The second piece of content is all about the “what”.

What is the transformation or opportunity that will change the viewer's life?

This video has a heavy focus on teaching and you really want to go overboard with what you're teaching in this video.

Here's how to structure your second piece of content:

Transformational Education

- *Here's how I do it (I.E. Your unique way of building sales funnels)*
- *Proof it works (I.E. Show your results)*
- *Hook to the next video (Open Loop)*

As you can see, in each video you want to introduce a problem, the solution to that problem and then close with the next problem that you promise to cover in the next video.

That creates an “open loop” which keeps people in suspense for the next video, much like your favorite TV series always leaves you on a cliff hanger.

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Prelaunch Content Release #3

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The last 2 videos answered the “why” and the “what”.

The third video shifts focus on the “how”.

It is also designed to shift into the product ownership experience and really dial down exactly how it will change the viewer’s life.

At this point, I’ve already introduced people to private blog networks with a top down view of how to build them.

This video shows them how to avoid getting caught, but it doesn’t show them how to put all of the pieces of the puzzle together.

Here’s how to structure your third piece of content:

Ownership Experience

- *Future pace their experience (I.E. Imagine having your very own funnel that generates \$1,000 per day on complete auto-pilot)*
- *How you can do it (I.E. Show them how to build a sales funnel your way, and emphasize how much work and time it takes so that when you put an offer in front of them it’s price seems small compared to the amount of work it takes.)*
- *Hinting to your offer (I.E Tomorrow I’m going to reveal how you can have a funnel-like that done for you without much work or massive investments)*
- *Hook to the next video (Open Loop)*

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Sales Video Release

The last 3 videos were designed to take people on an educational journey by delivering huge amounts of value while simultaneously touching on key mental triggers.

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You might not realize it by going through these notes, but I can't stress enough you have to deliver a lot of value in the first 3 videos.

Actual tangible content with real substance that would change people's lives if implemented.

That is where the true power of this sales funnel comes into play and with this power, we can now safely pivot into the sales pitch.

At this point people have a thorough understanding of what sales funnels are, and how valuable they are, how to build them and how to avoid the common pitfalls – but they also understand that they probably don't have the necessary skills that are needed to create a wildly profitable sales funnel which is why your offer will seem like a complete no-brainer.

Here's how to structure your sales video:

Sales Video

- *Here's what I have for you... (Offer) (I.E. Done For You Sales Funnel)*
- *Here's how it can help you (I.E. It will save you a ton of time, money, trying to build and then test one yourself)*
- *Here's what it will do for you (You can simply tap into my Done For You Funnel that generates \$1,000 per day on average)*
- *Here's what you need to do right now (Call To Action) (I.E. Click the button below and you will be redirected to a sales page)*

You should notice one significant change in the structure of this video.

Instead of introducing a new problem like the first 3 videos, this video delivers the full course as the final solution with a call to action to buy.

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