
The “Golden Gate” Sales Funnel

1 message

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78 years ago the Golden Gate Bridge was opened to the public.

It was 1937 and it was the longest and most advanced suspension bridge that had ever been built at the time. And it stayed the longest suspension bridge till 1967.

I happened to be in San Francisco this last weekend for the Memorial Day weekend and saw the Golden Gate bridge from afar. I've seen it many times and driven across it multiple times...and it still amazes me every time I see it.

The creativity it took to come up with the idea. The amount of work and man power that went into making it happen. The sheer ingenuity of the engineering.

It blows my mind.

However, no matter how amazing it is...it still performs the same function as every other bridge.

To take you from Point A to Point B in the shortest distance possible without you falling into water or plunging you to your death in a deep canyon below.

Selling your products pretty much follows the same concepts as building a bridge.

Your prospect is on one side of the water. Their destination is on the other side of the water. Where they are now is Point A. Where they want to be is Point B.

Your sales funnel is the bridge.

The water is hundreds of feet below. It's dark, choppy, and cold.

They have 3 options.

1. They can jump into water (possibly to their death) and try to swim across.
2. They can go around. They can take the “long way” and figure it out on their own.
3. They can take the “short way” and cross the bridge you've built.

Just about anyone in their right mind is going to take option number three.

BUT...and this is a BIG but...there are a few criteria they need to know before they'll cross the bridge.

First and foremost...do they actually WANT or NEED to get to the other side?

Second. Do they TRUST the bridge will withstand their weight and get them safely to their destination?

Third. Are they actually going to be able to cross the bridge? Is it too long? Too many cracks in the pavement? Too many people in their way?

If you can meet all the criteria then you can get them to cross your bridge. AKA buy your product.

Now here's the thing. A bridge should only be as long or as short as it needs to be. There's no reason to build a long bridge over a short creek. And obviously there's no reason to build a short bridge over a long ocean.

The destination dictates how long the bridge should be.

So you have two options.

You can find a big body of water that needs to be crossed...AKA a BIG problem with a big solution.

This will require a long bridge. Tons of work. Brilliant engineering. And lots and lots of time.

Or you can find a small body of water that needs to be crossed...AKA a small problem with a quick a solution.

This will require a short bridge. A bit of work. A basic fundamental understanding of engineering. And a lot less time than building a big bridge.

I'd rather build the short bridge to start. Get people to trust my work...and then get them to cross my "big bridge" later on.

This is where the "Tripwire" comes in...

A "Tripwire" is a low-ticket offer that gets people to pay you a small sum of money in order to get a product or service of yours.

The Tripwire is your short bridge. It's a way to build trust, create a BUYING relationship, and solve a REAL problem all at once.

And it takes a hell of a lot less work than building the next Golden Gate Bridge.

Especially when you have an exact template you can use...with the entire foundation and step-by-step instructions laid out for you.

That's exactly what we've done with the first issue of *Funnel Monthly*. We've laid out the Tripwire offer in excruciating detail so you can have one up and running in your business in less than 7 days from now.

We talk about the psychology of Tripwires, how they work and why they work. We show you the different types of Tripwires you can create (whether you sell info products, physical products, or even a service).

And most importantly we give you a step-by-step formula and structure you can use to write your sales letter or VSL for your Tripwire in under 48 hours.

Interested?

>> [Check it out here](#)

- Derek Johanson & Ian Stanley