

Productive Insights

# Aaron Fletcher on How To Create Sales Funnels And Lead Magnets That Actually Work!



# Table of Contents

1. How To  
Create Sales  
Funnels And  
Lead Magnets  
That Work

2. Send Me More  
Content From  
Productive  
Insights



# How To Create Sales Funnels And Lead Magnets That Work

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## Resources Mentioned



- [www.ProductiveInsights.com/podcast-setup](http://www.ProductiveInsights.com/podcast-setup)
- <http://www.Fletchermethod.com>

## Books mentioned

- My Life in Advertising and Scientific Advertising (Advertising Age Classics Library)
- The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters

- The Catcher in the Rye
- Green Eggs and Ham
- Influence: The Psychology of Persuasion, Revised Edition
- Ask: The Counterintuitive Online Formula to Discover Exactly What Your Customers Want to Buy...Create a Mass of Raving Fans...and Take Any Business to the Next Level
- Launch: An Internet Millionaire's Secret Formula To Sell Almost Anything Online, Build A Business You Love, And Live The Life Of Your Dreams
- How to Win Friends & Influence People

## Podcast episodes mentioned

- 002. James Schramko On How To Use The Recurring Income To Maximise Profit And Fund Your Perfect Lifestyle
- 009. "Blind Man Driving" With Kevin Rogers – Comedian Turned Copywriter
- 026. Survey Funnel Formula with Ryan Levesque - How to Ask your way to profit
- 052. Specific Mindset Techniques To 10X Your Prices – With Kyle Tully
- 061. Kevin Rogers On Why Attention Is The New Currency & The 4 Things You NEED To Make A Sale

## Key Points (Timestamps)

- 00:39 – Intro and overview
- 01:09 – Aaron Fletcher and Ash Roy discuss the value of sales funnels and lead magnets.
- 02:03 – Why it's important to listen to podcasts for business success
- 03:28 – Why most business owners don't monetize
- 07:00 – Often, the best thing for entrepreneurs to do is to go on an "Information Diet".
- 08:06 – What strategy as a business owner are you executing with ferocity?
- 10:50 – How to approach the lead magnet creation process and why a lead magnet is so important
- 12:06 – The 2 things that make all the difference in the world when it comes to building a successful business
- 14:57 – "Websites are one of the least important parts of business success." – Aaron Fletcher
- 16:30 – The two forces you are always competing against in marketing

- 18:08 – Three reasons why walking your prospects through the lead magnet on the thank you page is valuable
- 18:38 – How to get leads via facebook for a very low lead acquisition cost while increasing your webinar leads
- 20: 56 – Your customer's value map is the ultimate form of empathy.
- 21:52 – “Delivery systems will always change.” – Aaron Fletcher
- 23:20 – Every marketing message must have three things:
  - a metric
  - a timeline
  - a transformational outcome / why
- 27:30 – The one-page funnel framework and why that works
- 28:27 – What are the biggest and common challenges when it comes to sales funnels and how to overcome them?
- 29:31 – Outsource 100% of the tasks but 0% of your strategy.
- 30:05 – Why it's important to do and understand the task before outsourcing it
- 31:55 – “Your success is measured on the number of 'Build-Measure-Learn cycles'.” – Aaron Fletcher
- 33:43 – “Simple" doesn't mean easy.
- 34:58 – It's a good idea to spend no more than 15% on planning and 85% of your time on execution.
- 35:58 – How to create a swipe file to build a library of the top sales funnels in the world!
- 37:18 – Key actions you can take from this podcast:
  - Keep things simple
  - Persist with your strategy
  - Get clear on your audience's problem with your lead magnet
  - Don't assume your website is the be-all and end-all
  - Build measure and learn cycles
- 38:44 – How Aaron Fletcher struggled with the imposter syndrome and how he overcame it
- 39:38 – Building 99% of your funnel with no shopping cart is the same as 0%.
- 38:58 – Aaron graciously offers his lead Magnet video to us. Thank you Aaron!
- 43:22 – The one thing you can never recover in life is time.
- 44:37 – Look at the opportunity cost of your client not working with you

and derive your hourly rate from that value!

- 45:32 – Books that have had the biggest impact on Aaron Fletcher and why
- 49:41 – How listeners get in touch with Aaron

A photograph of a person's hands typing on a silver laptop keyboard. The laptop is on a light-colored wooden desk. To the left of the laptop is a smartphone. In front of the laptop is a dark notebook with a pen resting on it. The person is wearing a silver watch on their left wrist. The background is slightly blurred, showing a wooden chair. A semi-transparent blue banner is overlaid on the middle of the image, containing white text.

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