

Top Tools for Building All Your Sales Funnels



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INTRODUCTION

Once you have learned why funnels are important and what the main building blocks of a funnel are, you can start getting it done. There are just a few things you need before you can get started. Here are some of the most popular options when it comes to putting the different parts of your funnel.

BUILDING FUNNEL PAGES

LEAD PAGES



When it comes to building opt-in pages, [LeadPages.net](https://www.leadpages.net) is one of the most powerful tools you have at your disposal. They've tracked and tested a variety of page styles to determine which ones convert best, and they make it easy for you to build similar pages for your funnel.

It does come with a monthly fee, though, so before investing, you'll want to be sure you can recoup your investment.



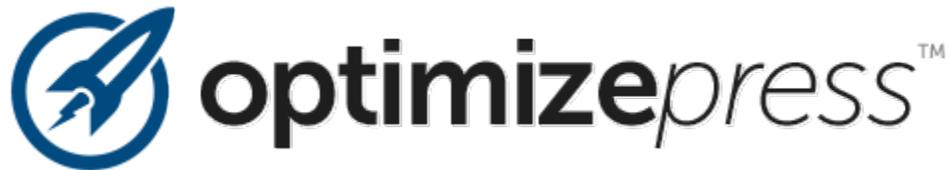
LANDING PAGE MONKEY



Ideal if you want to quickly create a landing page or Sales Page. You can't create other types of pages but it is definitely the quickest simplest way to start off with a beautiful looking landing page. You can use Full page Video backgrounds and this can be hosted on their server if you don't have a website yet.



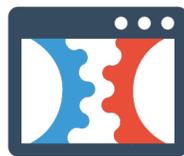
OPTIMIZE PRESS



Similar to LeadPages, but without the monthly investment. Instabuilder is a plugin for WordPress that allows you to create your own funnels. It includes several funnel templates and a drag-and-drop page builder that makes it easy to get just the look you want. It also come with a Membership Plugin to turn your site in a membership site.



CLICKFUNNELS



click funnels

Are a really amazing tool. You can build complete sales funnels with just a few clicks. It will handle you affiliate tracking, memberships, webinars, opt-in and sales for you. It also got really good support It unfortunately also has a monthly subscription charge but I believe that Clickfunnels will become very popular in the future.



AUTORESPONDER/EMAIL MANAGEMENT TOOLS

AWEBER



Probably the easiest email manager on the market today, AWeber is the choice for many small business owners, not only because it's simple to use, but because it's also economical. Starting at less than \$20 per month for up to 500 subscribers, AWeber offers both autoresponders and broadcast emails, list automation, and segmenting, so you can send emails exactly when—and to whom—you want.



AW PRO TOOLS



An add-on to AWeber, AW Pro Tools gives you added control over your list management by automatically removing unsubscribes, moving subscribers from one list to another based on the link they click, and other useful automations.



MAILCHIMP



Is an excellent entry level Email Management tool, It is free for up to 2000 users but please note that if you want an autoresponder service which I definitely insist on for your Dream business funnels you will have to pay the upgrade. It is still very affordable.



ONTRAPORT

ONTRAPORT

Another email manager, Ontraport offers shopping cart functionality as well, so you can create powerful funnels that are fully integrated with your sales process. The benefit here is that you don't have to try to synch your cart with your email system, since it's completely self-contained.



INFUSIONSOFT



Probably the top tool for any business model, Infusionsoft is an all-in-one solution for customer management, funnel setup, mailing list, and even membership sites. It's priced at the high end, but if you can (and will) use all its power, then Infusionsoft is well worth the investment.



SHOPPING CARTS

PAYPAL



The simplest of all payment processors, PayPal allows you to take payments online for a very reasonable fee. It will also act as a simple shopping cart.

1 Shopping Cart, Woo Commerce, Infusionsoft, and aMember.

WEBINARS

There are a lot of Webinar Services some you can host live webinars on and some you can only host automated webinars on. I like [Easy Webinar](#) the most because you are able to run both of these and even do a hybrid webinar with the standard Easy Webinar Installation. Easy Webinar also integrates well with Optimize press and Leadpages enabling you to build Automated Webinar funnels with ease.

[Click Here for Easy Webinar](#)

Other options you can investigate are: Stealth Seminar, Evergreen Business Systems and Webinar Jam

You can see that you have a lot of options when it comes to building out your sales funnels, but what are the must-have items? At the most basic level, you must have:

A way to create web pages. A simple WordPress website will fill this need, with a little bit of work. LeadPages or Instabuilder are nice to have, but not essential, especially if you're just getting started.

A way to capture email addresses. AWeber is definitely the top choice here, but others include MailChimp, Constant Contact, and iContact.

A shopping cart. PayPal is as easy as it gets when it comes to shopping carts, but other options include 1 Shopping Cart, Woo Commerce, Infusionsoft, and aMember.

I recommend you start small. Build the funnel framework as simply as you can, using tools that don't cost a fortune. Once you have a few funnels up and running, you will be able to see where they can use improvement, and how the tools available to you can help make your funnels convert better and work more efficiently.