

Funnel Stacking:

THE 3 CORE FUNNELS

& HOW THEY WORK TOGETHER



RUSSELL BRUNSON



FUNNEL U

THE **3** CORE FUNNELS

& HOW THEY WORK TOGETHER

RUSSELL BRUNSON

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INTRODUCTION

Did you know that 95 percent of my revenue comes from just three basic funnels?

I know, it's fun to talk about all of the strategies and variations and cool things we can do with sales and marketing funnels. In fact, over the past few months, there have been dozens of products created on funnel strategy and even I talk a lot about them on my podcasts, periscopes, my blog and in my books. But... when I started to look closely at where the majority of my income comes from, it's almost all from just three very specific funnels.

THE FUNDAMENTALS

When I was a wrestler in high school, every summer we would go to wrestling camps and learn "wrestling camp" moves. You know, the fun moves, the throws and the tricks that are fun to show off to your friends, and make you feel

like you learned a lot... but when you look at the state, national and world tournaments... almost every match consists of just two or three moves... single legs, double legs... the fundamentals.

A few years later, when I started teaching wrestling camps, just like everyone else, instead of focusing on teaching the fundamentals, I started to teach 'wrestling camp' moves... why? Because they are fun to talk about and people get so excited when they see them.

Unfortunately the fundamentals are rarely as exciting... yet the fundamentals are what actually win matches. The same is true with your online sales funnels... The more you focus on the fundamentals and ignore the flash... the more money you'll make.

I review tons of funnels, and I see people who have thousands



of variations based on every scenario they can think of... upsells, down sales, cross sales, crazy email sequences and more... yet most of them are making no money.

So, I wanted to put together this report in an effort to not be flashy. To not give you a million ideas of cool things you 'could' do... but instead give you the only three things that you *have* to do to have success. I hope that what you lose in flashy excitement, you'll make up in increased clarity, focus and cash flow in your company.

But please don't dismiss the simplicity of these fundamentals. They are where you should be focusing if you want to grow in your company. With that said, let's jump into the three funnels.

HOW THE THREE FUNNELS WORK TOGETHER

If you've read the DotComSecrets book (and if not, you need to stop right now and get a free copy at www.DotComSecretsBook.com) then you probably remember I talked about the concept of a value ladder. In a perfect world I would only offer my best result to my potential customers.

The problem is that usually my best thing is going to cost a lot of money. In my company we sell \$100,000 packages, but if I were to walk up to most people on the road and say something like, "Hey, my name is Russell Brunson. I know I look like I'm 12 years old, but I'm actually really good at marketing and business, and if you give me \$100,000, I'll change your business forever."

What do you think they would say...?

Yeah, if they didn't laugh themselves to death, then they'd probably call the cops.

Why?

Because I haven't provided any value to them yet. They have no frame of reference if I'm any good at what I do, and if I really can over deliver for them.

But... if they do receive value from me first (usually on a lower ticket product that they don't have as big of a risk to try out), then if they get value, they will naturally want more.

For example, earlier this year, I sold a copy of my book DotComSecrets to a guy named Tim Schmidt who owns the USCCA. He read the book, received value from it, and then called our office and within a week had sent me \$100,000 to help his team implement the concepts from the book! Because he had received value from my book, he knew I could deliver exactly what his company needed help with.

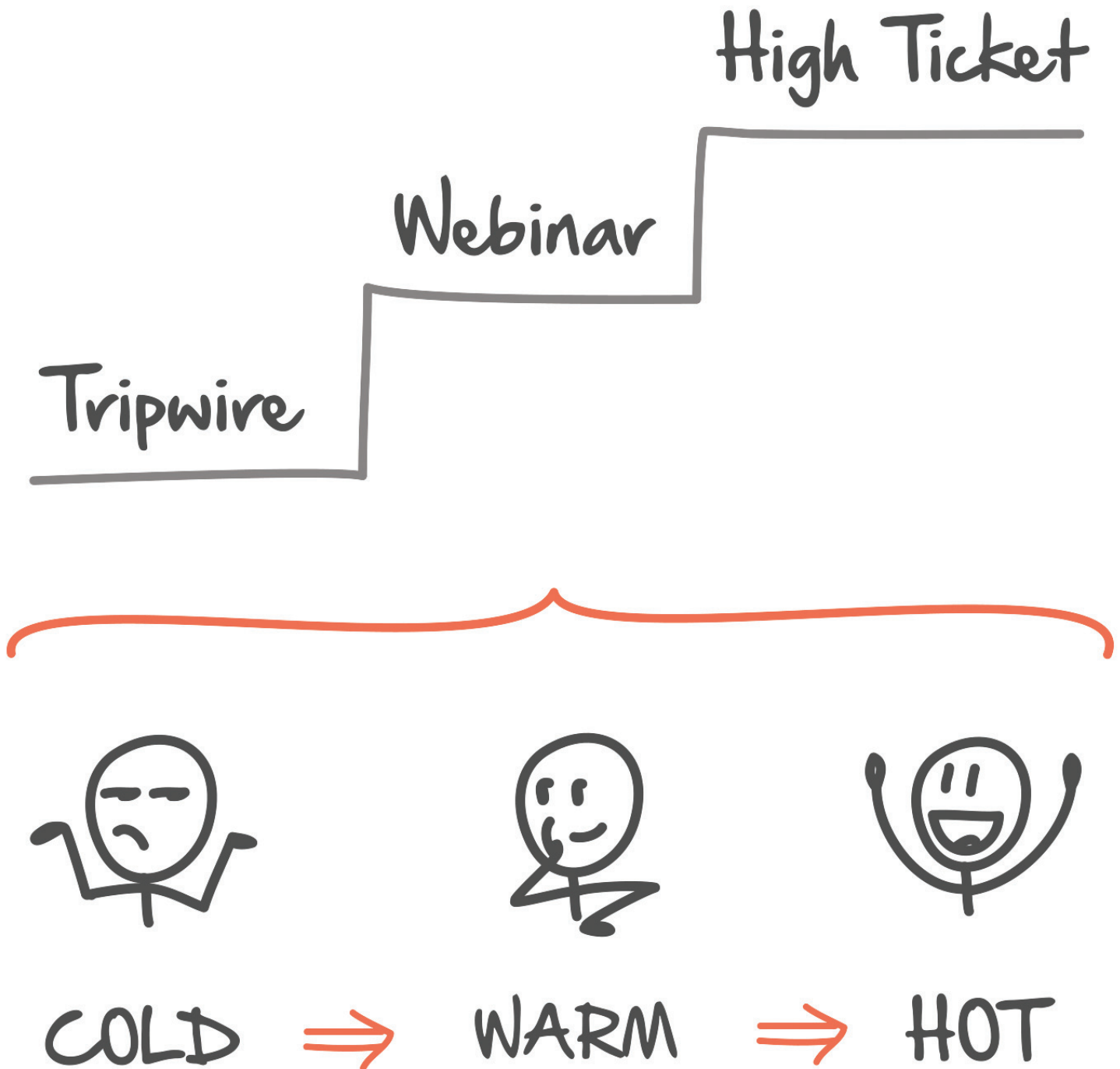
While most of the people who purchase my book don't end up giving me \$100,000 that fast (unfortunately), those who do receive value from it, usually will start and continue buying things from me from that point forward (unless I do something to hurt the relationship). That is the key with everything you sell, to offer a product and an experience that will give people so much value, they will want to keep coming for more.

Any time I start a new company, I always try to identify a value ladder that I want my customers to ascend. And as I was looking closer at the value ladders we've created in our companies, all of them ascend people up the value ladder through three funnels! Yes, the same three funnels I talked about earlier!

Let me show you what it looks like:

- **Tripwire Funnel:** This is the first of the three core funnels. Typically it's some type of "Free Plus Shipping" offer focused on cold traffic (people who don't know who you are). Perry Belcher nicknamed these types of funnels "tripwires" and the name has stuck. If you'd like to see Perry's presentation at our last Funnel Hacks

THE 3 CORE FUNNELS



event, you can get it for just \$7 at www.TripwireSecrets.com. (Wait Russell... did you turn Perry's presentation on tripwires into a tripwire? Heck yes I did! I practice what I preach. If/when you buy it, purchase it slowly... watch what I'm doing and why). I've used tripwire offers that were free books, free CDs, DVDs, MP3 Players,

scripts and more. In this book I'll show you one of my more successful tripwire funnels as well as the numbers behind it.

- **Webinar Funnel:** My webinar funnels are usually selling something from \$300 to \$3,000. All tripwire buyers get



pushed into my webinar funnels about seven to 10 days after they have purchased the tripwire (about how long it takes them to get the tripwire shipped to them).

While a webinar funnel is usually focused on warmer traffic (i.e. people who have already bought your book, or who are already on your list), we've found that if you use the perfect webinar script (that you can get for free at www.PerfectWebinarSecrets.com) that many of our students have had great success promoting cold traffic directly into a webinar funnel because the 90 minute webinar can actually move a prospect from cold to warm very quickly.

I send cold traffic into my tripwire funnels and also my webinar funnels. When they purchase a tripwire, then I immediately start to ascend them up to the webinar funnels... and if they go through the webinar funnel first, then I focus on ascending them to my high ticket funnels.

- **High Ticket Funnel:** These are the funnels where I'm usually asking for anywhere from \$3,000 to \$100,000 or more. It's very difficult to sell someone a \$100,000 package online, so the high ticket funnels move people from online to offline where you can sell the higher end products and services on the phones. If you want to go deep with high ticket funnels, watch my webinar at www.HighTicketSecrets.com.

WILL THIS WORK IN MY BUSINESS?

In this book, I'm going to show you behind the scenes of my three core funnels. I'm 100 percent aware that your company is probably a little different than mine. Whenever I share these in public, there are always a few people who come up to me afterwards to explain to me why their company can't

use any of the three funnels... "But I'm a financial planner, so I can't use these..." or "I'm a dentist, and none of these make sense for my practice."

What...? Are you serious?

Come on guys... it just takes a little creativity to use any of these funnels in your company.

Financial planner dude – you're selling your services on the phone and in person, right? Use the high ticket funnel to get prospects who are positioned and postured so when they get on the phone with you, they are begging to give you money, instead of you trying to sell them.

"But... I have all sorts of regulations, I can't sell financial products online..." Then don't sell financial products online... in a high ticket funnel, you're selling you – we never mention the product... ever.

Okay... rant over.

Oh wait, I forgot about the dentist and everyone else who said it won't work in their business because (fill in the blank with your excuse here) _____.

Dentist – a free teeth cleaning is a tripwire, now use the stuff I share in this book so you can break even before they ever come in to your office.

And everyone else – I hope that I've just pulled out all other excuses you could have. There is no company online that these three funnels won't work for. As long as your company can benefit from leads and sales (and that should be everyone in business) – then at least one of these three funnels will work for you (and typically all three will work even better).

Okay, let's start to dig deep.

CHAPTER #1

THE TRIPWIRE

The first funnel I want to share with you is my 'free plus shipping' tripwire funnel. I've been using variations of this funnel for almost 10 years now, and every time I do it, I'm blown away by how well they work. When I was launching my book, DotComSecrets, I knew I was going to do a tripwire funnel, so I spent a long time working to get it perfect. I funnel hacked dozens of other book funnels to create this one. I'm going to walk you through each page in this funnel as well as the actual stats so you can get some perspective on approximately where your numbers should be.

The key metric I'm looking for in my tripwire offers, is my Average Cart Value (ACV). That is how much money I make for every tripwire I give away. You'll see by the end of this chapter that in this book funnel, we actually average \$32.10 for every book we sell. *That means I can spend up to \$32.10 to get a lead and still break even!* My number one goal is to break even on my tripwire funnel, because if I do, then everything

bought from funnel number two and number three is pure profit!!! But... if you do your tripwire right, you can usually make a nice profit from this front end funnel as well.

PAGE ONE: THE FREE PLUS SHIPPING PAGE

You can see in the screenshot on the next page that the first page of this funnel contains a two-step order form. I initially modeled this after some very successful offers in the CPA networks. They often use tripwire offers, however, typically the large CPA offers are very questionable in their ethics and attach hidden forced continuity offers into their funnels.

While I'm not a big fan of how they operate, I am a big fan of how much they test their pages. Variations of this format are on almost all successful CPA offers, so I can see that it



works. When we use this model (and do it ethically) – it is super powerful. When we were developing ClickFunnels, one of the first elements I begged my team for was this two step order form element (yea!) so it's really easy for anyone to now create these types of pages.

The first step on the order form asks “where should we ship your book?” Then the second step asks for the person’s credit card information. When I first saw these forms, I would have assumed that the conversions would be horrible. They are asking for eight plus fields of information, yet, because of the psychology behind how it’s laid out, we typically get 20 to 50 percent or more of the people who hit page one to fill

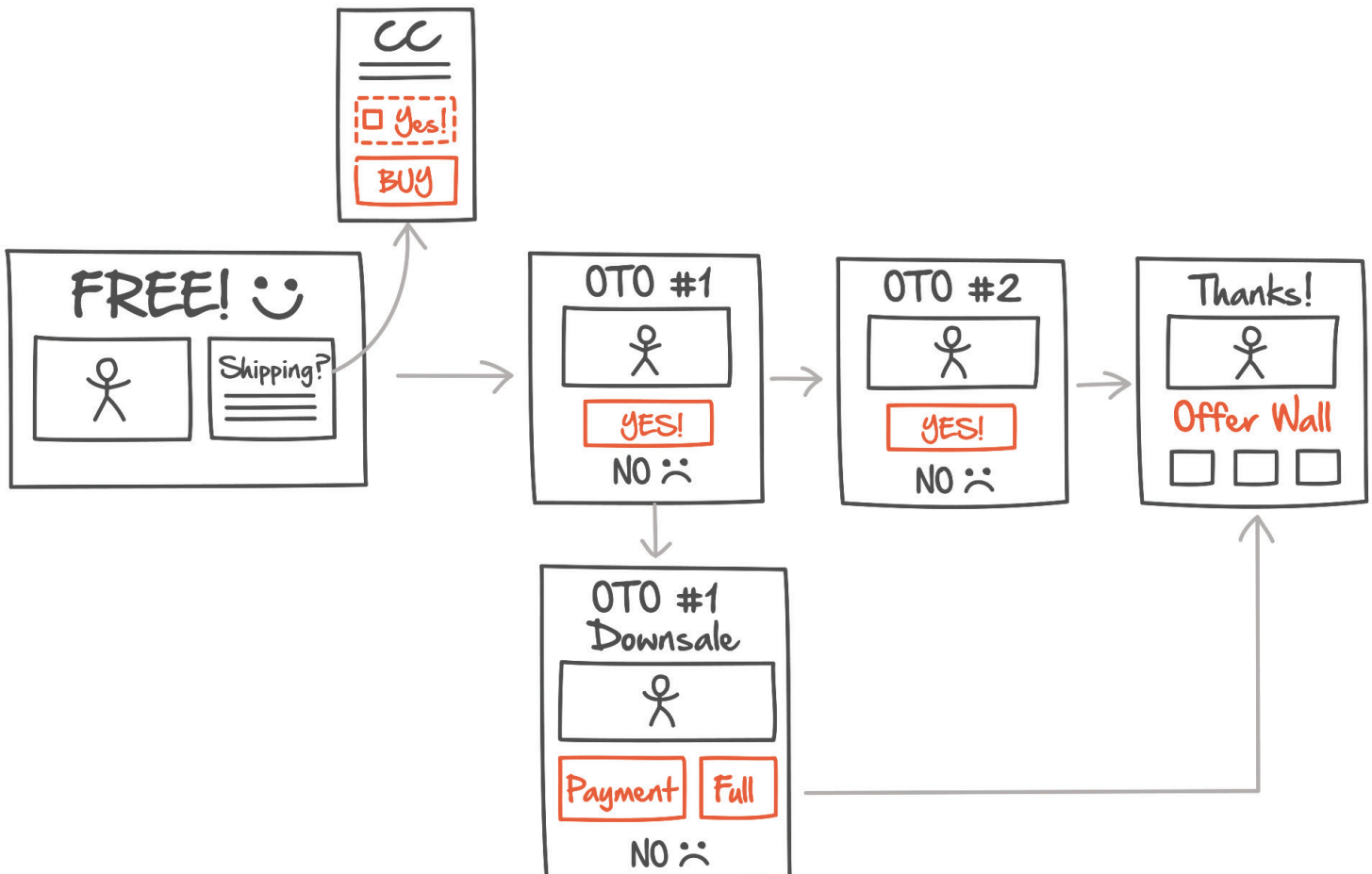
out the form! Yes, this often gets a higher optin rate than a typical squeeze page!

Check out the stats from this page under the screenshot.

When we took this screenshot, we had over 200,000 visitors hit the page, and over 17 percent of them filled out all of step one (yes, phone number, address, etc...). This is a little bit lower than normal, but we’ve sent a lot of traffic to those pages, some that didn’t convert well, and so we’ve cut most of those losers out.

Then from that, we had over 27,000 people actually purchase

TRIPWIRE FUNNEL



THE 3 CORE FUNNELS

PAGE #1: THE FREE PLUS SHIPPING PAGE

USA Today & Amazon Best-Selling Book - Over 30,000 Copies Sold!

FREE Book! DotComSecrets

The Underground Playbook For Growing Your Company Online...

"A simple process that ANY company can use to geometrically improve their traffic, conversion and sales online." - Tony Robbins



What Is DotComSecrets?

DotComSecrets is not just another "how to" book on internet marketing.

1 SHIPPING
Where To Ship Book?

2 YOUR INFO
Your Billing Info

SHIPPING

[➔ Get FREE Book Now!](#)
YES! I Want This Limited Offer...

*DotComSecrets retails for \$19.95, but we bought it for you! We just ask that you pay your shipping / handling to receive it (just \$7.95 anywhere in the world). Your information is secure and will not be shared.

Tell Me Where To Ship Your FREE Copy Today!

THE NUMBERS...



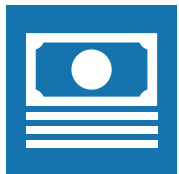
VISITORS

200K



CONTACTS

35,352



PURCHASES

27,636



PURCHASES CONV RATE

14%



the product on step two of the form. So, that means that 14 percent of the people who hit the page, pulled out a credit card and bought something! (If that doesn't excite you, then you've never looked at your numbers before, or you haven't created your first tripwire offer yet).

One of my first mentors used to tell me that if you can get two percent conversion rate (meaning 98 percent of the people who see your page never buy) – that you've got a million dollar a year business. So 14 percent is... well, it's insane. And it happens over and over and over again for business owners who create awesome tripwire offers.

PAGE TWO: THE ORDER FORM BUMP

Many of you will overlook this step and not think much of it. Yet, I would say that its discovery might be one of the greatest gifts we've ever given the marketing world. One of our Inner Circle members who just launched his first tripwire offer last month didn't include it in his offer. A few days after his launch, he decided to add it back in. Look at what he said:



Dean Holland
November 6 at 4:45am

Hey guys... Just sharing an update on our F+S offer and a few lessons I've already learned that may help you guys

So firstly some numbers... after nearly 900 visitors we're holding at 12% conversion on people that complete the order (mind blown at this!)

The conversions on those that fill in just the step 1 shipping part is sitting at around 20% so we have those in a separate follow up campaign

Now the biggest lesson of all, as I've never done it before is an order form bump!!!

HO-LI-CRAP lol...

I'm guessing Russell will say "I told you so" haha..

So initially I didn't have one and I decided I wanted one haha... So all I did was remove a bonus I was giving with the \$197 upsell and make that a \$17 order bump

Right now it's converting at 26% !!! It's like free money haha 😊

So get one in ASAP if you don't have one. I'm gonna try putting the price up to \$27 and see if we increase customer value

All in all first 5 days have been a rollercoaster, but I'm excited... I think once I now improve what happens once we get a buyer, and we optimize the backend funnels this F+S concept could change my entire business

Hope this helps some of you guys! Above all, just take action man... By no means have I got it all perfect, and it's got a ton of holes that need plugging but it's out there and selling

So, what is an order form bump? Let me show you the example of what I did on the DotComSecrets book funnel. On step two of the order form, after (and this is the key) they fill out the credit card form, we add a quick little offer that they can add to your order. Similar to McDonald's old "do you want fries with that?" pitch. For this, I made a special offer to get the audio book plus bonus chapter for just \$37.

1 SHIPPING
Where To Ship Book?

2 YOUR INFO
Your Billing Info

[← Edit Shipping Details](#)

Item	Price
<input checked="" type="radio"/> DotComSecrets Free Book	\$7.95

Credit Card Number:

CVC:

Expiry Month:

Expiry Year:

Item	amount
DotComSecrets Free Book	\$7.95

☒ **Yes! I Want Audio Book**

ONE TIME OFFER - Only \$37: Want the NEW AUDIO BOOK version of DotComSecrets book, PLUS a bonus, unpublished chapter showing you how to get UNLIMITED leads to any of your websites? ***Click YES to add this to your order now for just a single payment of \$37.00! (This offer is not available at ANY other time or place)

[→ Ship My Book Now!](#)

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Note: One thing we added that increased customer happiness and decreased refunds was putting the price in the bold, red text: one time offer – only \$37. We didn't include the price there at first, and conversions were a lot higher, but so were refunds. So we added that to make sure people knew they were getting billed.

Unfortunately, at the time of this writing, ClickFunnels doesn't show the percent of people who bought the order form bump (I'm working on getting that stat added), but I dug through our analytics, and we had 28 percent conversion on the bump offer.

That means that of our 27,636 book buyers, 7,738 people purchased the audio book bump offer. That's an *additional \$286,306 in free cash* so far from this funnel.

Are you starting to see why this is so exciting!?!

Average Cart Value (ACV) So Far:

- **From Shipping:** \$219,706.20
- **From Bump:** \$286,306
- **Total Revenue:** \$506,012.20
- **(ACV) Revenue Per Tripwire Sold:** \$18.31

PAGE THREE: THE ONE TIME OFFER (OTO) #1

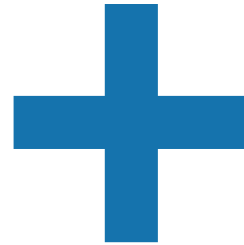
After someone purchases your tripwire, the next page in the funnel is the upsell, or the One Time Offer. Before I share with you our upsell pages, I wanted to talk for a brief minute about upsell psychology, because most people (including me) will do this wrong.

The key to upsells when selling information products, is you can not sell them more of the same thing they just bought. (This is not true in supplements... in fact, despite all logic, with supplements, the best upsell is more of the same thing

AVERAGE CART VALUE (ACV) SO FAR...

FROM SHIPPING

\$219,706.20



FROM BUMP

\$286,306



TOTAL REVENUE

\$506,012.20

(ACV) REVENUE PER TRIPWIRE SOLD



\$18.31



they just bought... but with info products, it will kill your conversions).

Remember that when someone buys your product, it is because they have an itch. As soon as they order (even before they receive it), in their mind, they have scratched their itch. There is no longer any reason for them to ever buy any information related to that thing again (especially in the next 30 seconds) because they believe what they bought from you will scratch that itch. So if your first upsell is more of that same thing (like if they bought a Facebook advertising book, then upselling them on more Facebook advertising) will not work. Your conversions will be almost non-existent.

What will convert is the next thing. What's the next thing they need *after* they just purchase your product? If they just bought weight loss, maybe they need a weight lifting plan. If they just bought a product on website conversions, then maybe they need information on how to get traffic to their website. It has to be a logical next step... the next thing they need in their journey. If you get that part right, you'll instantly see a jump in conversions.

Now, with any funnel, you have two options...

- *First*, go more expensive, and get lower conversions... but maybe collect more money.
- *Second*, go less expensive, and get higher conversions... and hopefully collect more money.

For this funnel, I went with higher price points, and had a smaller conversion percentage. With other funnels I have had success with lower price points. For this funnel, I picked these prices because they were the prices of the products that were "next" for my audience and because I felt that for this campaign it would get me the highest Average Cart Value.

Okay, with that said, I'll show you my upsells.

UPSELL #1: KEEPING THE BUYING LOOP OPEN

Almost Complete...

**Your Order Is Not Yet Complete...**
Do Not Close This Page - Please Watch This Short Video



Get Immediate Access To 'Instant Traffic Hacks'

Special Offer! Order Today And We'll
Take 80% OFF The Regular Price!

00

08

36

HOUR MINUTES SECONDS

YES! I'm ready to transform my business with this game-changing information!
Order right now and save 80% AND you'll get immediate access to all of our Traffic Hacks, including our Affiliate Hacks, Social Media Hacks, Inbound Marketing Hacks, Media Buying Hacks, Solo Ad Hacks, Pay Per View Hacks and MORE...!
Was \$997... Now Only:
1 Single Payment Of \$197 Today!
YES! Upgrade My Order Now!
Clicking On This Button Will Charge Your Card \$197 Now





[No Thank You, Please Don't Add Instant Traffic Hacks To My Members Area At This HUGE Discount](#)

UPSELL #1 NUMBERS...



VISITORS

28,458

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The first step on an upsell page is to keep the buying loop open. If you start with “thanks for your order,” in their mind they have finished the process and automatically you’ll see a huge drop in conversions. I keep the buying loop open by leading with the headline: “Wait! Your Order Is Not Yet Complete...” I then have a video thanking them for their last purchase, and then telling them about the next thing they need. You can see the script I use for the videos inside of the Funnel University members area (called Upsell Script).

I then make an irresistible offer, and give them a huge discount and an “Upgrade My Order” button. When they click on that button, it will bill them \$197 right then. I include that in the button text, because we had issues of people clicking on it and not knowing they were getting billed. This helped to lower refund rates and increase customer happiness.

Then under the button, we had a “no thanks” link that focuses on what they lose if they choose no. Notice the text says: “No Thank You, Please Don’t Add Instant Traffic Hacks To My Members Area At This HUGE Discount.” In the past we would have the no thanks like say something like: “No Thanks, Take Me To The Members Area.” The problem was that sounded like a huge benefit, so we had a lot more people clicking there than on the upgrade button. You can see our stats for OTO #1 below.

Yes, you can see the conversions were a little lower than I normally like at just four percent, but because the price point was high (\$197) the metrics turned out really nice. 1,274 customers at \$197 each was an additional \$250,978 in revenue.

AVERAGE CART VALUE (ACV) SO FAR...

(ACV) REVENUE PER TRIPWIRE SOLD

\$18.31

TOTAL REVENUE

\$506,012.20

FROM OTO #1

\$250,978

NEW TOTAL REVENUE

\$756,990.20

NEW (ACV) REVENUE PER TRIPWIRE SOLD



\$27.39



PURCHASES

1,274



PURCHASES CONV RATE

4%



Average Cart Value (ACV) So Far:

- **Total Revenue:** \$506,012.20
- **(ACV) Revenue Per Tripwire Sold:** \$18.31
- **+ \$250,978** From OTO #1
- **New Total Revenue:** \$756,990.20
- **NEW (ACV) Revenue Per Tripwire sold:** \$27.39

Are you starting to see where we are going with this?

Okay, on to OTO #2.

PAGE FOUR: OTO 2 (NEXT OFFER OR DOWNSALE?)

So, before I get into “what should I do for the next upsell...” and “how many upsells should I have...” and “should I have a downsale...?” The answer is... it depends.

About eight years ago, when I was young and stupid, I made a lot of bad choices. One of them was that I should give all of my customers a minimum of three upsells and three downsales. That was our rule, and that is what all of our funnels did.

Yes, that means if you said no to everything you’d have to say no six times before you got to the product you had ordered. Back then we didn’t have Facebook or other social media that would have taught me the errors of my ways a lot faster. You see, when you upsell too much, it makes people mad... I found this out when one of my friends had me add a “review” pop-up on my thank you page to get customer reviews right after they purchased, which should have been the best time, because they should have been the happiest with me right after they purchased... right?

Well, that is how it should have been, but after they went through upsell hell, very few of my customers were leaving me positive feedback. In fact, most were down right angry. I

watched the reviews come in and quickly I realized that I had put my needs for money, in front of my customers’ needs.

Luckily for me I repented of my ways and made a new rule for myself. The most upsells I would ever have in a sales funnel was two. There could be one upsell and one downsale. Or two upsells, but for me, it would stop there. In fact, that’s how we discovered the order form bump, trying to figure out a cool way to add in an upsell that didn’t get anyone upset.

So, for me the rule is two or less... for you, you’ve got to decide what you’re comfortable with.

THE DOWNSALE

In some funnels, I decide to go with the downsale. I didn’t in this funnel, but if I would have, it would have looked something like the screenshot on the following page.

Yes, my downsales are pretty simple. I usually offer a payment plan. I assume that if they didn’t buy it then the only logical reason was they didn’t have the money. So I offer them a payment plan, and then bribe them one last time to buy in full. They can then choose one of those two options, and then my funnel is done.

The only other variation of a downsale that I’ve had success with is when my upsell is a physical product, and the downsale is a digital version at a discount.

Some people believe that if they say no to upsell number one, that it means they don’t have money, so you should shift to a lower ticket downsale.

I don’t tend to agree with that. In some cases it’s true, but I think the main reason people don’t buy your first upsell, is they don’t want it. So having upsell number two be the right product that they want (even if it’s more expensive) is more important than having a lower priced offer.

THE 3 CORE FUNNELS

EXAMPLE DOWNSALE

WAIT... Need Help? Let Me Finance It For You..



Add To Cart 

Add To Cart - 3 x \$97



Add To Cart 

Add To Cart - \$297



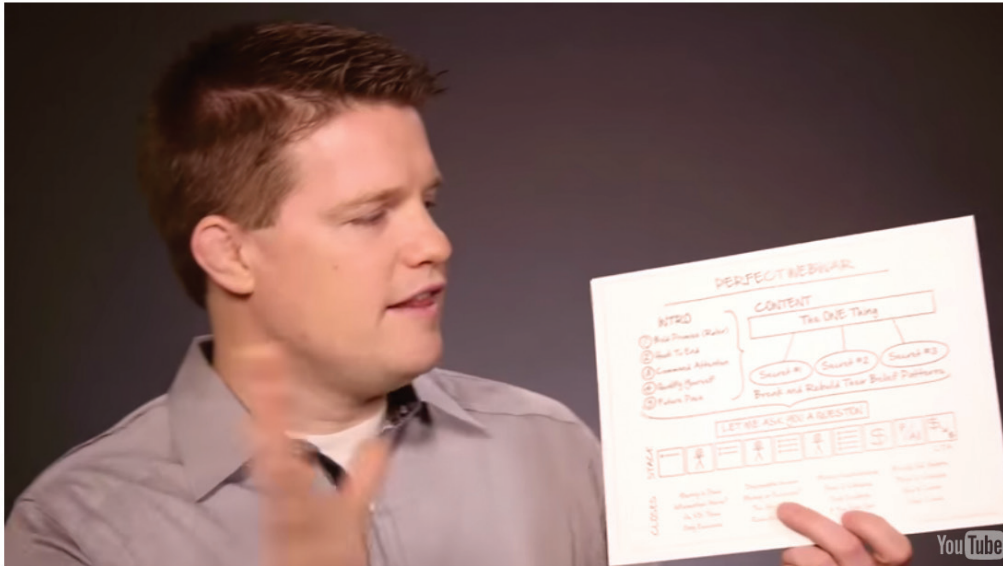
No Thanks, I'm Not Interested In Getting Your 7 Figure Shortcut At This HUGE, One Time Discount



OTO #2: THE NEXT OFFER

Almost Complete...

STOP  **EVERYTHING!**
Do Not miss this limited-time offer...



Get Instant Access To 'Perfect Webinar Secrets'

Also Known As... "The 7 Figure Shortcut"

Special Offer! Order Today And We'll
Take 80% OFF The Regular Price!

00 **11** **47**
HOUR MINUTES SECONDS

**YES! I want instant access to
"Perfect Webinar Secrets"!**

Order right now and save 80% AND you'll get immediate
access to entire "Perfect Webinar Secrets" training system...

Was \$1,497... Now Only:

1 Single Payment Of \$297 Today!

YES! Upgrade My Order Now!

Clicking On This Button Will Charge Your Card \$297 Now



[No Thank You, Please Don't Add Perfect Webinar Secrets To My Members Area At This HUGE Discount](#)

HEADLINE

Keeps the buying loop open by leading with the headline: "Almost Complete... Stop Everything! Do Not miss this limited-time offer..."

VIDEO

Video thanks them for their last purchase, and then tells them about the next thing they need.

URGENCY & SCARCITY

For an irresistible offer at a huge discount.

CALL TO ACTION

"NO THANKS" LINK

Focuses on what they lose if they choose no.

THE 3 CORE FUNNELS

OTO #2: THE NEXT OFFER

I structure this offer in a very similar way to OTO #1, but I don't want people to think it's the same page. So I use different colors and images to make sure they know this is a new offer, and that their page didn't just get stuck and refresh (a big problem I had back in the day when each upsell page looked the same).

You can see the layout of OTO #2 on page 22.

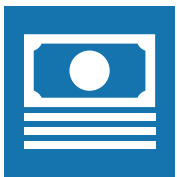
You'll notice that the page structure is similar because it works. We made an offer for our \$297 webinar program, and as you can see from the stats, about two percent of our customers took that offer which gave us an additional \$130,383 in revenue:

OTO #2 NUMBERS...



VISITORS

24,615



PURCHASES

439



PURCHASES CONV RATE

2%



AVERAGE CART VALUE
(ACV) SO FAR...

FROM OTO #1

\$250,978

TOTAL REVENUE

\$756,990.20

(ACV) REVENUE PER TRIPWIRE SOLD

\$27.39

FROM OTO #2

\$130,383

NEW TOTAL REVENUE

\$887,373.20

NEW (ACV) REVENUE PER TRIPWIRE SOLD



\$32.10



“The key to a good tripwire offer is to first think about who your dream clients are. What would they want? What would get them to stop in their tracks, raise their hands and let you know that they are your dream customers? If you can figure out what that bait is, then you’ll have a successful tripwire funnel.”

Average Cart Value (ACV) So Far:

- \$250,978 From OTO #1
- **Total Revenue:** \$756,990.20
- **(ACV) Revenue Per Tripwire sold:** \$27.39
- \$130,383 From OTO #2
- **NEW Total Revenue:** \$887,373.20
- **NEW (ACV) Revenue Per Tripwire sold:** \$32.10

Okay, you have made it through the core, immediate trackable parts of the funnel. I want to point out a few very important things in case you missed them:

1. I used this process to sell 27,636 copies of my book and make it a best seller.
2. During that process we generated \$887,373.20 in revenue while most book authors make almost \$0 selling their books.
3. We made on average \$32.10 for each book we gave away! That means, we could have:
 - a. Spent up to \$32.10 on Facebook ads to give away free books and still have broken even (we didn’t, we averaged \$12.60 per book on Facebook during this campaign).
 - b. Paid affiliates up to \$32.10 to give away a book (we

didn’t, we paid affiliates \$20 for each free book they gave away)!

- c. In all other traffic sources, we could easily outspend any other author consistently and still be profitable on the front end!

And while all of that is super cool... we’re just getting started! As you’ll see when we transition to Funnel #2 and Funnel #3, the 27,636 new customers we brought into our company at a profit, haven’t been worth just \$887,373... No, in just the past eight months since we launched this funnel, we have made over \$6 million in trackable sales (on top of the original \$887,000 reported above) from those customers...

If you were to break it down to our Average Cart Value across the three core funnels (which is kind of hard to track, even for me), right now we are well over \$249 per book sold. And that number will continue to go up over the coming months and years.

You can see why I quoted Dan Kennedy in the introduction of the book “DotComSecrets:” “Ultimately, the business that can spend the most to acquire a customer wins.”

THE OFFER WALL


The last page in this funnel for me is the “Thank You Page”

THE 3 CORE FUNNELS

THANK YOU PAGE “OFFER WALL”

Thanks For Ordering The DotComSecrets Book!

Please **SAVE This Page...** A Lot Of Cool Bonuses For You Below!
(Take Some Time So You Don't Miss Any Of Them!)




✓ Step #1 - Access Your Order Here:

Create Your Account To The Members Areas Below And Get Immediate Access To All Of Your Purchases!

Product	Price
Dynamically Updated Access Purchase	\$XX.00

If You Have Any Issues With Your Order - Please Contact [www.CustomerHelpDesk.org](#)


✓ Step #2 - Want To Make Money With Our Affiliate Referral Program?



[Click Here For MORE Info...](#)
...And To Join The Affiliate Referral Program!


✓ Step #3 - Want Some More Cool FREE Marketing Stuff...?

Join DotComSecrets Labs Monthly... Get this \$497 Marketing Gift... FREE!




[Tell Me More...](#)

Get The "Perfect Webinar" Script And DVD Shipped To You... FREE!



[Tell Me More...](#)

Want My '108 Proven Split Test Winners' Book For FREE?



[Tell Me More...](#)

where we thank people for their order, and give them access to the digital products they bought. In the past I would thank them, and then let them go. For this launch, we decided to create what I call an “offer wall” at the bottom of the page. You can see what it looks like above.

I just posted links to other tripwires, webinars, or high ticket funnels on this page. I tracked sales closely during the initial launch, but I haven't looked up the exact stats recently. I know that during that launch we added over 1,000 people to our monthly continuity program (at \$50 per month), we gave away over 3,500 of our “perfect webinar” trip wire (and sold over \$100,000 in upsells), added tens of thousands of people into our webinar funnels and got countless applications for our high end coaching.

I place these offers on the thank you page so our hyperactive buyers can keep on buying for as long as they would like. Over the next few days, weeks, months and years, we will have follow up systems in place to move them up through the three core funnels and introduce them into new tripwire offers to help re-engage customers who haven't purchased recently.

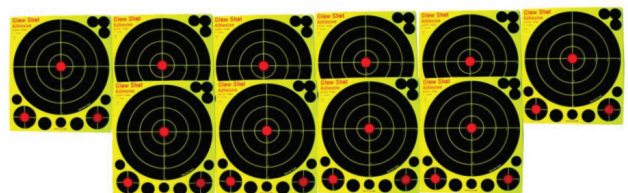
WHAT IF I DON'T HAVE A BOOK?

If you don't have a book, don't worry. These type of tripwire offers work with all sorts of low ticket front end offers:

- **Trey Lewellen** built a multi million dollar a year company giving away free gun targets.

TREY LEWELLEN'S FREE GUN TARGET OFFER

CLAIM 10 FREE ROUND ADHESIVE HYPERACTIVE TARGETS!

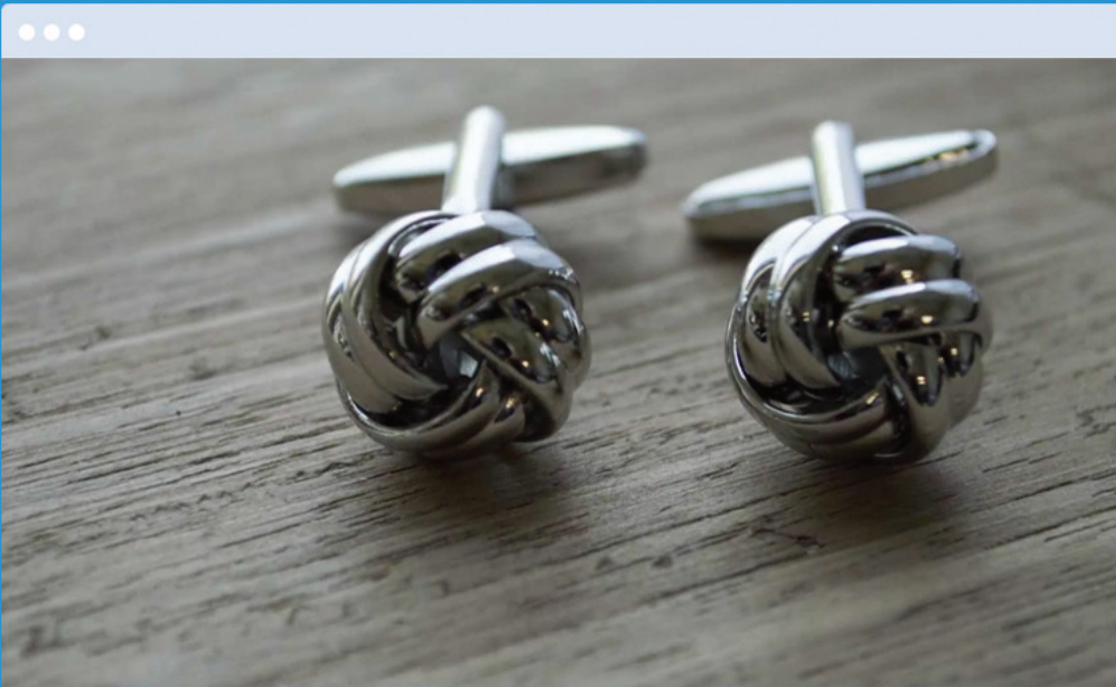


✓ **YES! RUSH ME MY 10 FREE TARGETS BEFORE THEY'RE GONE!**



FRENCH CUFFY OFFER

Get this \$38 pair of Silver Knot Cufflinks **FREE**
as part of a **HUGE** FrenchCuffy.com
national promotion!



Want the
most
beautiful
cufflinks
on earth
for FREE?

**YES! SEND ME MY FREE PAIR OF
SILVERKNOT CUFFLINKS!**



>> Click Here to Get Your Free Silver Knot Cufflinks <<

- **French Cuffy** gives away free cuff links to attract their dream clients for their custom suit design company.
- **Survival Life** uses a free credit card knife to get tens of thousands of people into their monthly membership sites.

The key to a good tripwire offer is to first think about who your dream clients are. What would they want? What would get them to stop in their tracks, raise their hands and let you know that they are your dream customers? If you can figure out what that bait is, then you'll have a

successful tripwire funnel.

In the DotComSecrets book I talk about the secret formula. You can see the info graphic for it again in the image on the right. Step one is identify your dream customer... who are they? Step two is figuring out where they are congregating online... Step three is creating the right bait or Tripwire offer that will get them to stop and raise their hands, and pull out their credit card... Then you can use the other funnels to ascend them to step four, the results you can help them achieve at your highest levels.

THE 3 CORE FUNNELS

SURVIVAL LIFE OFFER

Hurry, this FREE offer won't last long!

06:27:44
HOURS MINUTES SECONDS

HUGE FAMILY PROTECTION ASSOCIATION NATIONAL PROMOTION!

GET THIS \$25 CREDIT CARD KNIFE FREE!



Tell Us Where to Ship Your FREE InstaBlade!

Claim Your **FREE**
InstaBlade Credit Card Knife Now!



Enter Your Shipping Details

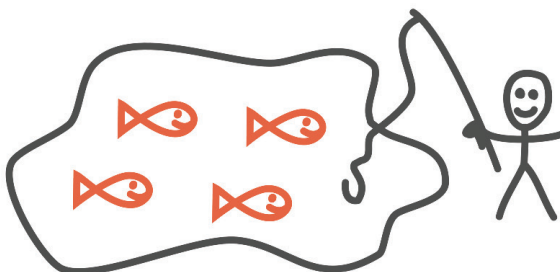


THE SECRET FORMULA

Who?



Where?



BAIT?

Result?



CHAPTER #2

WEBINAR FUNNEL

Webinar funnels are one of my favorites, because typically I can set one up really quickly and often times they will have higher optin rates than a regular squeeze page. Also, because you're typically selling a more expensive product, it's a lot easier to be profitable on the front end. For most people, I recommend starting with a webinar funnel.

Because we normally do the webinar live a few dozen times, it gives you the ability to perfect the pitch, the offer and figure out exactly what your audience will respond to.

This funnel works amazingly well if you have a webinar that converts. I spent almost 10 years trying to learn how to master a webinar (or a stage) pitch.

While it seems really easy, you'll find quickly that how you sell on a webinar is different from any other type of selling. I learned this the really hard way.

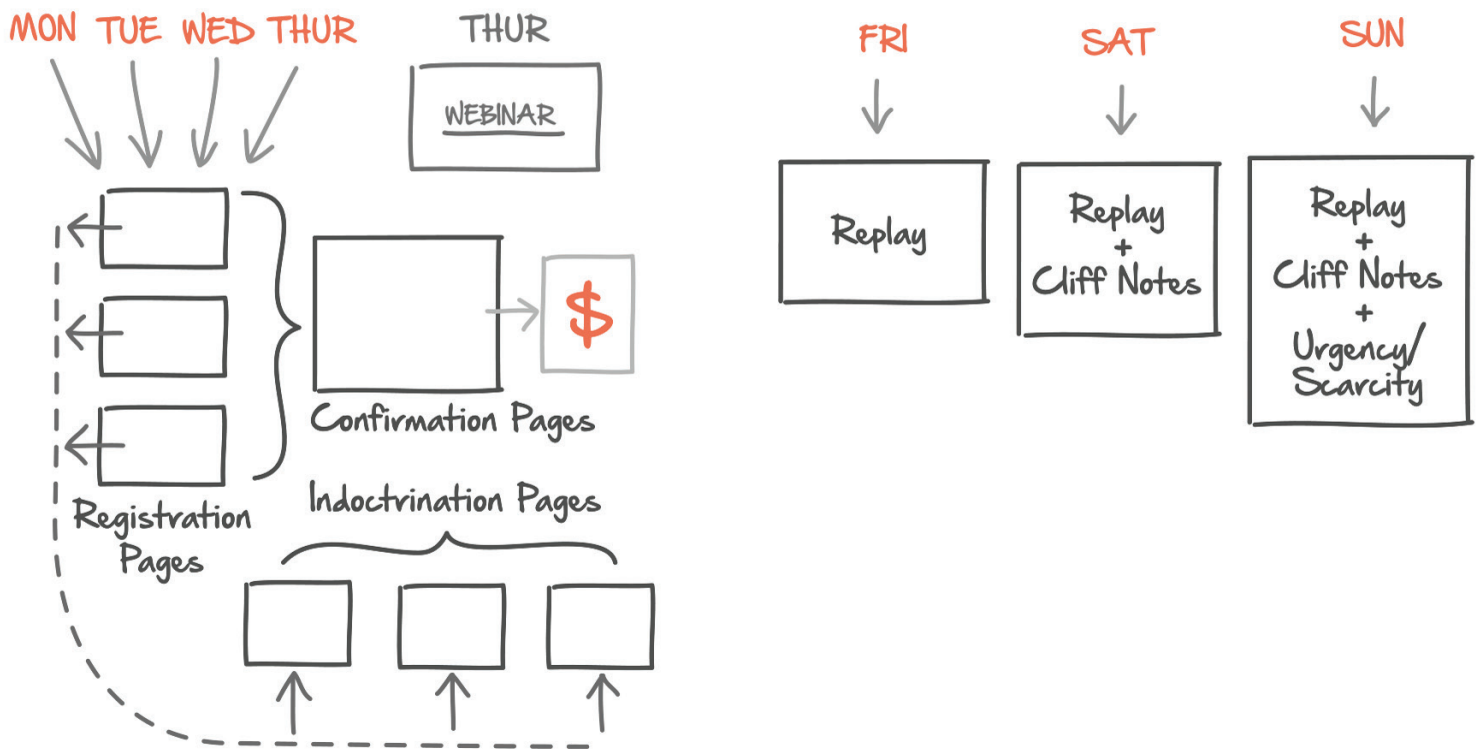
The very first internet marketing event I ever went to, I had assumed that I was going to learn internet marketing. I saw the first speaker get up and talk for 90 minutes, and at the end he told people to buy his course at the back of the room for \$2,000. I remember watching people run to the back of the room to signup. I started counting the people at the back table, and quickly realized that guy had just made \$60,000 from a 90 minute presentation!

Then the next speaker got up, he did the same thing, but his course was \$5,000, and within 90 minutes he had collected over \$100,000! I was shocked! After seeing this happen over and over all weekend long, I knew that I had to learn that skill.

A few months later I got asked to speak at a seminar! The promoter told me I had 90 minutes to speak and that I could sell my product at the end! He asked if I had ever sold from



PERFECT WEBINAR FUNNEL



stage before, so of course I told him yes, haha... After going to the other events, I knew that I knew more and could share way cooler stuff than any of the other speakers. And with that, I started to craft my presentation.

I still remember the sick feeling I had in my stomach when I finished my pitch, offered what I thought was a no brainer offer... yet no one moved. Not a single person went to the back of the room. It was so awkward as I slowly walked off stage, to the back of the room where some people told me good job, and then into the elevator, up to my room where I locked myself in for the next two days, too embarrassed to come down. I had so much pain associated with that experience, that I told myself that I'd never speak from stage again.

Luckily for me, that fear turned into anger over the next few

weeks and I decided I had to learn how to do it. So I went to about a dozen different "how to sell from stage" seminars, and spent over \$100,000 learning this craft. I then went on the road for years and practiced and perfected my pitch, learning something new at each event.

Then, two years ago, I had a new student who I thought would be perfect for a webinar pitch. Her name was Liz Benny, and I really wanted her to succeed with it. So I spent a few days trying to map out the process I used over and over for my webinar script. I eventually created the script on the next page.

After I gave this to Liz, she was able to use it to make almost \$1 million her first year! I then gave it to Jason O'Neil and watched as his startup went from \$0 to seven figures within

THE 3 CORE FUNNELS

a year! And I've seen literally hundreds of other people use it to make more money in 90 minutes than they used to make in a year. It's one of the things I'm most proud of.

Now, going over this webinar script is outside of the context of this book, but I wanted you to know that 90 percent of the webinar funnel is mastering the script. You can get a free copy of the script and the training DVD where I go over how to use it at www.PerfectWebinarSecrets.com.

Okay, so now you have the script, but you've got to do the webinar live to get the real time feedback to make this script perfect for your audience.

And yes... I recommend doing the webinar live a few dozen times before you ever make it automated, and here is why. When I first did the "Funnel Hacks" presentation that made me almost \$10 million in the year after I wrote it - the first time I delivered it we closed 33 percent of a live audience.

PERFECT WEBINAR

INTRO

- ① Bold Promise (Ruler)
- ② Hook To End
- ③ Command Attention
- ④ Qualify Yourself
- ⑤ Future Pace

CONTENT

The ONE Thing

Secret #1

Secret #2

Secret #3

Break and Rebuild Their Belief Patterns

LET ME ASK YOU A QUESTION

STACK



CTA

CLOSES

Money Is Good
Information Alone?
Us VS Them
Only Excuses

Disposable Income
Money or Excuses?
The Hand Hold
Reluctant Hero

Money Replenishes
Your 2 Choices
Say Goodbye
If You Only Got

Break Old Habits
Their 2 Choices
Now & Later
Close Close



Not too shabby, right?

But the next day as I was leaving the event, one of the women who heard the presentation came and told me that she loved it, but that she was a coach, and didn't have a supplement, so she couldn't use ClickFunnels.

"What?" I asked?

She then told me that all of the examples I showed were people selling supplements and she didn't have one. I then told her that I use ClickFunnels for my coaching business and I showed her a few of my funnels. She got so excited that she went and signed up, and so did three of her friends who were sitting with her and hadn't signed up before! So on my flight home, I tweaked my presentation and added in a few slides showing my other funnels and giving examples about how other industries can use ClickFunnels.

The next week I did the presentation live to about 600 entrepreneurs on a webinar. When it was over we sold about \$30,000, which wasn't too bad, but I knew it should have been more. I had four hours until my next webinar, so I exported all of the questions that people had asked, reviewed them, then changed my slides based on their feedback.

Four hours later I delivered this new presentation to about 500 entrepreneurs, and this time we sold \$120,000 live!!! I then did this same process 30 times over the next eight months, doing a live webinar, exporting questions and tweaking the presentation. It's probably why Joe Lavery said this after watching my presentation (see right).

So yes, eventually I will allow you to automate the webinar, but not at first. You need to get people's feedback, make changes based on it and perfect your webinar. It can be a lot of work, but the end result could be worth tens of millions to you over time.

With that said, let's jump into the essential pages in this funnel.

THE PERFECT WEBINAR FUNNEL

This funnel is based off of a live event schedule. For me, my favorite day to do webinars is Thursday, because I feel like it gives me adequate time to promote, but not so long that people forget about my webinar.

I start my promotions on Monday, and keep pushing hard until Thursday before the webinar. When the webinar starts, I stop all promotion to the event because the rest of the week is about converting those prospects into buyers.

I am sending emails... I am driving Facebook ads... I am doing joint ventures... and a whole bunch more. Whatever I can do to get people onto this live event profitably, I'm going to do it. Oftentimes, I'll use different registration pages based on



Joe Lavery

1 hour ago · 🌐

Russell Brunson I'm in awe at how good you are at webinar pitching. Watching right now. Every trick in the book being used like a pro.

Every slide, every section, every word crafted intentionally... the sequence, the stack, the FAQs, the video testimonial, the offer, almost every objection planned for and obliterated, the countdown timer, overwhelmingly awesome execution.

I don't think I've seen a better presentation bro!

#ONTOPOFYOURGAME

#GOODGUYGETSRICHER

#MUCHRESPECT



Like



Comment



Share

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the different traffic sources. For example I may have a custom page with a JV partner's face on it for one page, but on my own emails I may send people to a different registration page.

Every market is different, but I like to only spend \$3 to \$5 per webinar registrant. If the costs are getting above that, then my landing page isn't right, or my message isn't interesting, or I'm targeting the wrong people, or something else is wrong - because as your costs get up to the \$7 to \$8 range, it becomes very hard to stay profitable on the front end. Here are my personal goals from this funnel each week. Your goals may be different, but this will give you an idea on what to shoot for:

- \$3 Per Registrant => 1,000 Registrants Per Week
- (\$3k Ad Spend) => 25% Show Up Rate (250 People) =>

10% Close rate @ \$997 (25 Sales / \$25k) =>

- Double Sales On Follow Up (Additional \$25k)

So with that formula, I'm putting \$3,000 a week into ads, and making \$50,000 a week back in sales while adding 1,000 new people to my list! That is our goal each week. Some weeks we don't get the full 1,000 registered, other times we'll get 2,500 people or more! But setting that as the goal, and doing a webinar every week (yes, the same webinar over and over again) - is the recipe for new consistent leads and cash flow into your company.

WEBINAR REGISTRATION PAGE

The key to a high converting webinar registration page

 click funnels

 Special Web Class With
Russell Brunson This Week!

 Very Limited Spots...
Register Now!



VIDEO



STRANGE IMAGE (PROJECTED WINNER)



VS.

is this... curiosity. That's it. If your registration page isn't converting very well, it's because you're showing too much, and people assume they know the answer. If they think they know what you're going to talk about, then they are not going to register or show up. If they can't figure out what it is without registering... then you'll get them to register and show up.

You can see the main registration page we've used for the Funnel Hacks webinar on the previous page.

Here are a few things to notice:

First – the picture makes no sense. When you look at it, you have no idea what it is or why I'm doing it. It causes pure curiosity. If you can find a picture of you that's kind of related to the topic, but is kind of strange (usually you've already posted this pic on Facebook hoping to get your friends to 'like' it) – it will dramatically help.

I do not recommend putting video on a webinar registration page. Rarely (if ever) will it beat a strange image. If you do a video, be sure to test without a video as well. For example, I'm about to launch a new webinar and I'm testing a video vs.

a strange image. I'll bet you \$50 the image wins, but it's still always fun to test.

Second – write a headline that causes a ton of curiosity, like "My Weird Niche Funnel That's Currently Making Me \$17,947 Per Day... And How You Can ETHICALLY Knock It Off In Less Than 10 Minutes!" This headline gives you a hint about what it's about, but it leaves so many unanswered questions...

- What niche is it?
- Is it really possible to make \$17,947 per day?
- Can you really ETHICALLY knock it off?
- How?
- In just 10 minutes?

Now, compare that headline against the one I posted above for my supplement webinar: "The Supplement Secrets Training Web Class Is For You!"

No curiosity... You know exactly what it is, and so those who want to start a supplement company will register and show up, but for everyone else, I pretty much have pushed them away. Right?

THE 3 CORE FUNNELS


This page will not convert as well as the other one, unless I change the headline (and I will be).

Third – Add urgency and scarcity. Nothing gets people to act (register, show up, buy) faster than urgency and scarcity. These are your secret weapons – use them.


WEBINAR REGISTRATION THANK YOU PAGE

After they register, then we take them to a 'Thank You' page where we give them the information for the webinar. On

WEBINAR REGISTRATION THANK YOU PAGE

 **click funnels**


Do This BEFORE The Web Class Starts!



Step #1 - Get Your FREE 2 Weeks Trial To ClickFunnels BEFORE The Webinar Starts:

→ **Create Your FREE ClickFunnels Account Now!**

Step #2 - Watch Video #1 - Funnel Hacking Here:



Event Ticket For: [Funnel Hacks](#)


"My Weird Niche Funnel That's Currently Making Me \$17,947 Per Day!"

And How To Ethically Knock It Off In Less Than 10 Minutes!"

Webinar Date: December 30th @ 4:00 PM EST

Didn't get the email from GoToWebinar? If not, you can re-register here:

→ **Re-Register Through GoToWebinar Here**



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THANK YOU PAGE NUMBERS OVER 1 YEAR...



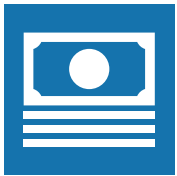
CLICKFUNNELS TRIALS

15,000+



STILL ACTIVE

4,500+



MONTHLY RECURRING INCOME

\$450,000

this page I do like to have a video talking about why I'm so excited for the webinar. I both want and need them to feel my passion, or they won't show up.

Remember, the registration page is about curiosity... the thank you page is about your passion and excitement for the webinar.

Now, one of the biggest secrets on the 'Thank You' page is that you can (and should) actually sell people something! We call this a 'self liquidating offer' or SLO. There are a few reasons for that:

- First, Self Liquidating Offer means it liquidates your ad

costs. Yes, often times you can completely cover your ad costs from the product you offer on your thank you page! That means everything you sell on the webinar can be pure profit!

- Second, if they buy something that compliments what the webinar is about, then they are more likely to show up live.
- Third, buyers in motion tend to stay in motion unless you do something to offend them. Yes, that means that if they buy from you before the webinar, they are a lot more likely to buy from you on the webinar!

I like my SLO offers to be lower ticket, usually \$37 to \$47 or a free (or \$1) trial to a membership site. When we launched the Funnel Hacks webinar, we decided to give away a free trial to ClickFunnels on the "Thank You" page. Honestly, it was more of an after thought, but we did it anyway.

Looking at the stats over the past 12 months, more than 15,000 people have created ClickFunnels trials from that link, and over 4,500 are still active! If you do the math on that, we have over \$450,000 a month in recurring cash coming in from our "Thank You" page.

INDOCTRINATION PAGES

Between the time that someone actually registers for the webinar, and when they show up live, there are about 10 million distractions that could keep them from showing up. If you're not careful, the people you paid for will not remember who you are by Thursday.

So, during the time they register and the time they show up, I start sending them videos to help indoctrinate them, get them excited and presell them.

Here is an example of my indoctrination campaign that I send people after they register:

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INDOCTRINATION PAGE - SUBJECT LINE: VIDEO #1 INSIDE - THE BIG SECRET (FUNNEL-HACKING)

Hey - thank you SO MUCH for joining the "**Extreme Funnel Makeover**" training series. I have a few gifts just for joining...

1st - You've been registered for our 'Funnel Hacks Virtual Workshop' later this week!

2nd - We're giving you 3 of our BEST SELLING sales funnels

..and a WHOLE bunch more!

But first - it's time to start learning some cool stuff so you'll be prepared for the web class.

Today's video is called "[Funnel Hacking - The BIG Secret.](#)" You can watch the video here:





INDOCTRINATION PAGE STEP 2

**click funnels**
[▶ Miss One Of The Videos? Click Here](#)

**Video #1:**
Funnel Hacking...

**Video #2:**
Funnel Cloning...


**Video #3:**
My #1 Traffic Hack

**Video #4:**
Instant Success

"Funnel Hacking..."




[▶ Step #1 - Get Your FREE 2 Week Trial To Click Funnels NOW!](#)




extreme funnel MAKEOVER


Your FREE Funnels:


 **SUPPLEMENT FUNNEL**

320 Comments ClickFunnels [Login](#)

[Recommend](#) 30 [Share](#) Sort by Best



**Stephen Larsen** · 2 months ago
OH MY GOSH! Is Backpack ready?! WOooo!!
You've changed my life Russell. I'm in college and in the Army and just trying to get this all going. I can do in 2 days what used to take me 2 weeks because of ClickFunnels! I'd staple the Funnel Hacker's logo to my chest if I could!!
Funnel Hacking is so freakin' fun ha:)
6 ^ | v · [Reply](#) · [Share](#)

**Sherry Bonelli** → **Stephen Larsen** · 2 months ago
Gotta ask: what is Backpack??
1 ^ | v · [Reply](#) · [Share](#)

That email will take them to the screen shown on page 38. Each day leading to the event they get one video, and they can see the titles of the other videos coming up, so it gets them excited and keeps their attention. Notice a few things:

- I push my SLO again on each of these video pages. I want to get them buying, because we know that a buyer in motion tends to stay in motion
- I also like to have comments on the page for social proof
- I give them gifts to build reciprocity

The one concern I always get from people when I show them the indoctrination sequence is this: “Russell, what if they register on Wednesday and they only get one or two of the indoctrination emails before the webinar.”

The answer is simple... The indoctrination sequence is not essential to the sale. It’s an amplifier. If they only see one video, and then they are on the webinar, that’s okay. Often videos two and three come after the webinar, and that’s okay as well. Often those videos will be the thing that pushes them over the edge in the follow up sequences or gets them to actually watch the replays when they happen.

So don’t stress about them not getting all of the videos before the webinar. Most people won’t, and that’s okay because it’s an amplifier, not an essential part of the sale.

THE LIVE EVENT

Most of the information about the actual webinar you’ll learn when you buy the Perfect Webinar scripts at www.PerfectWebinarSecrets.com, but here are a few of the core numbers to look for.

First, the webinar should be about 90 minutes long. The first 60 minutes you are focusing on their false belief patterns, breaking them and then rebuilding them. This is typically

the hardest part for people to get right. They try to teach, they try to share cool stuff – but the core is identifying their false belief patterns. If you do this right, the product will sell very easily. If you do it wrong, you’ll struggle. Re-watch the Perfect Webinar training a dozen times until you understand and master the section on belief patterns.

Second, the last 30 minutes is the pitch. We do that through the stack, and adding in our closes. When the 90 minutes is over, I usually spend the last 15 to 30 minutes going through Q&As and closing people between each question.

Third, the time of day depends a lot on your market. I do my webinars during the day, because most of the people in my market are entrepreneurs who work for themselves, and usually have more of their disposable time during the days. In markets where people have jobs, doing the webinars at night time is better. When you do the webinar will be very specific to your audience.

Fourth, I still like doing my live webinars on GoToWebinar.com. Many of my friends have also been using WebinarJam.com. Both systems have pros and cons, so you’ve got to figure out what’s best for you.

Fifth, typically we’ll get about 25 percent to show up on the webinar. There are a lot of things you can do to increase that number. If you’re below 25 percent, focus a lot on the indoctrination sequence, sending test message reminders before the webinar, emails one hour before and again 15 minutes before.

You’ve paid a lot to get them registered, and you’re going to have to push hard to get them to show up. Here is the text message I send out 15 minutes before the webinar: hey - we’re starting 'Funnel Hacks' webclass in 15 mins. Check email, I sent you the info - Russell.

Sixth, focus hard on creating an amazing offer. The first thing I do when I create a webinar is make my “Stack” slide.



FUNNEL HACKING “STACK SLIDE”

What You're Gonna Get...

- ClickFunnels: 6 Month Enterprise Account **(\$3,564 Value)**
 - 6 Weeks Funnel Hacks Masterclass **(\$2,997 Value)**
 - Instant Traffic Hacks **(\$1,997 Value)**
 - Inception Secrets **(\$1,997 Value)**
 - Soap / Seinfeld Secrets **(\$997 Value)**

Total Value: \$11,552

LIVE WEBINAR CLOSE RATE (WHAT TO SHOOT FOR)...

5% 

PROFITABLE ON FRONT END

10% 

\$1 MILLION/YEAR WEBINAR

15% 

\$10 MILLION/YEAR WEBINAR

You can see an example of the Funnel Hacking one in the screenshot above.

I want to create something that is worth at least 10 times what they are going to pay for it. It has to be sexy and it has to be something they want. Focus a lot of effort here, and it will dramatically help how well you close.

Seventh, when I transition from the content to the pitch, I look at how many people are still on the webinar, and I base my closing stats on that number.

So if I have 250 people who are still on the webinar when I start the pitch, then I know that for my webinar I typically close 15 percent. So I know that with 250 people, I'll make about \$37,500.

What will your close rate be? At first, probably pretty low. That's why you need to do it live so many times.

- When you have a five percent close rate, you have a

THE 3 CORE FUNNELS

EMAIL SENT IMMEDIATELY AFTER LIVE WEBINAR - SUBJECT LINE: YOUR DISCOUNT LINK (GET CLICKFUNNELS FOR FREE FOR 6 MONTHS!)

Thanks SO MUCH for watching the webinar.

I'm already seeing a bunch of new people joining the ClickFunnels family! Congrats, we're excited to support you!

I wanted to send you the signup link ASAP incase you missed it on the webinar. Here it is again:

<https://ClickFunnels.com/go>

Remember, when you invest in Funnel Hacks right now, **you get 6 months of ClickFunnels, Backpack AND Actionetics FREE...**

Ok - i've got to go jump in and finish answering all of the questions that are pouring in. I can't wait to have you on our team! This is going to be a ride you'll never forget!

Thanks,

Russell Brunson

Get Started With ClickFunnels Right Now!



good webinar, and you are likely going to be profitable on the front end.

- When you get it to 10 percent, then (I believe) you have a million dollar a year webinar.
- When you get above 10 percent... well, at 15 percent, we did just shy of \$10 million the first year. So it pays to test and tweak your presentation each week.

After the live webinar is over, I like to send out the email shown on the previous page immediately to everyone who attended the webinar. Before I sent this email, sales would immediately stop when the webinar was over. When I

started adding it in, we'd get sales coming in all through the night and into the next morning.

THE REPLAY SEQUENCE

As soon as the webinar is over, then we shift focus to the replay campaign. Some people get really intense with their replay campaigns, but the basics again here are urgency and scarcity. That is what gets people to take action.

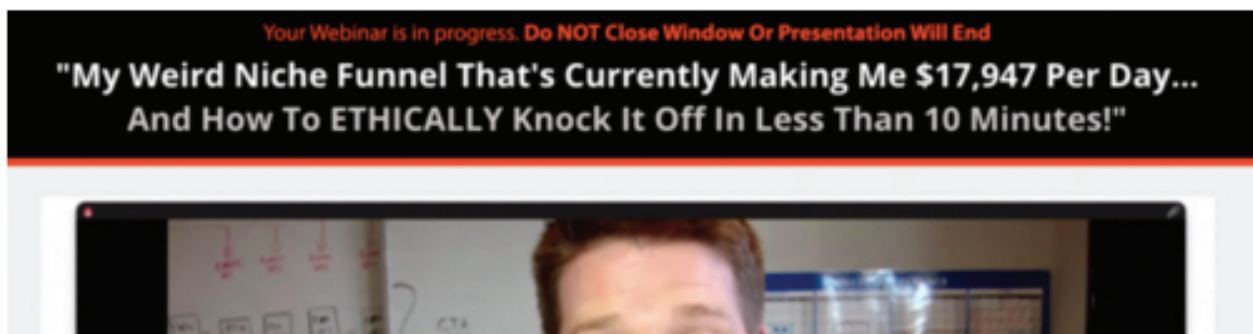
Friday morning I usually send out the first email about the replay. Here is an example of an email I send to those who didn't see the webinar:

SUBJECT LINE: MISS THE 'FUNNEL HACKS' WEBCLASS? REPLAY LINK ONLINE NEXT 36 HOURS ONLY)

Hey - did you miss the web class yesterday? If so, then I have good news...

We [just posted a replay of the training](#). We weren't planning on doing it, but the feedback was SO good, that we couldn't help ourselves. :)

[I'll leave this up for the next 36 hours](#), then I'm pulling it down, so if you want to see behind the scenes of my TOP sales funnels - then go watch this now:



WEBINAR REPLAY PAGE

Your Webinar is in progress. **Do NOT Close Window Or Presentation Will End**

**"My Weird Niche Funnel That's Currently Making Me \$17,947 Per Day...
And How To ETHICALLY Knock It Off In Less Than 10 Minutes!"**

"My 3 Secret Funnels"

Let Me Show You Behind The Scenes Of 3 Of My Funnels...



**BOOK FUNNEL**
26,187 Books - Less Than 30 Days!

**HIGH-TICKET FUNNEL**
12+ New High Ticket Clients Per Month!

**SUPPLEMENT FUNNEL**
368+ Bottles Per Day!



Chat With The Speaker Now:
You Will Only See Your Comments

If This Presentation Is Live, The Presenter Will See Your Comments, If This Is A Replay, Your Comments Will Be Emailed At The End Of The Webclass.

That email would push them to a simple replay page like the one shown above.

Saturday morning I want to push them again to the replay again, but I like to try to mix up the messaging a little so that they don't get annoyed. I had someone take my webinar and write up a "Cliff Notes" version that I could send to the readers. You can see what my email says, the page it takes them to when they click, and what the actual cliff notes look like on the next pages.

Now, Sunday is the day that the majority of your post webinar sales will come. Today is the day we really put in the urgency and scarcity. Email #1 I send out Sunday morning. That email is shown on page 46.

But Email #2, sent six hours before midnight is the one that gets the most sales. It's very simple, but pushes the urgency and scarcity. At midnight I pull away the special offer for those who registered this week, and it's gone for them

forever. We then can go back and look at our stats. If we've done it right, we should have doubled our sales from the live webinar on Thursday from our replay campaign on Friday through Sunday.

There is nothing better to build a relationship with your audience than a well crafted webinar and webinar funnel. This model has helped us to scale hundreds of companies in almost every market you can dream of.

For us, the goal of our tripwires is to at least break even – and then push people into a webinar funnel. And the goal of our webinar funnels is to make a huge profit.

After they have gone through the webinar funnel, they will have spent 90 minutes with us, hopefully become a buyer, and probably seen three or four videos, so there will be a relationship with us. Once we have started to build that relationship of trust, we can start moving people into our third funnel, the High Ticket Funnel!



CLIFF NOTES EMAIL - SUBJECT LINE: WANT THE CLIFF NOTES? (FUNNEL HACKS)

In 24 hours we're pulling down the Funnel Hacks webclass AND the special offer we made (where you can get ClickFunnels for FREE for the next 6 months).

Because you're almost out of time, I had someone type up "cliff notes" of the webclass, so incase you missed it, you can get a quick recap of it now.

So, here is what you need to do NOW:

So - here is what you need to do now:

1st - [Download the Cliff Notes Here >>](#)

The 'Cliff Notes' Of The Webclass

"My 3 Secret Funnels"
Let Me Show You Behind The Scenes Of 3 Of My Funnels...

- BOOK FUNNEL**
26,187 Books - Less Than 30 Days!
- HIGH-TICKET FUNNEL**
12+ New High Ticket Clients Per Month!
- SUPPLEMENT FUNNEL**
300+ Bottles Per Day!

click funnels

[Download 'Cliff Notes' Now](#)

Download The Cliff Notes Now >>

THE 3 CORE FUNNELS

WEBINAR CLIFF NOTES PAGE (ABOVE) AND THE ACTUAL CLIFF NOTES (BELOW)

The 'Cliff Notes' Of The Webclass

Watch The Replay: <https://tonyrobbins.clickfunnels.com/get-it-free>

Download The Cliff Notes:

"My 3 Secret Funnels"
Let Me Show You Behind The Scenes Of 3 Of My Funnels...



**BOOK FUNNEL**
26,187 Books - Less Than 30 Days!

**HIGH-TICKET FUNNEL**
12+ New High Ticket Clients Per Month!

**SUPPLEMENT FUNNEL**
368+ Bottles Per Day!

 **click funnels**



↓ Download 'Cliff Notes' Now

→ Get The ClickFunnels / Funnel Hacks Special Offer Now



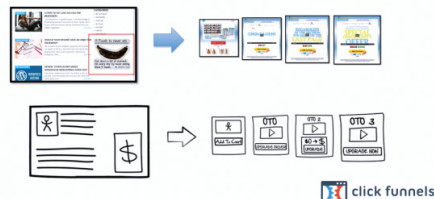
My Weird Niche Funnel That's Currently Making \$17,947 Per Day

Russell Brunson

[Click Here To Access Funnel Hacks Special Offer Worth \\$11,552 At Over 90% Discount!](#)

IMPORTANT: This special offer disappears soon...

If I Modeled What Works...



We know that Venus Factor is making somewhere around \$100K a day. Let's say that you modeled after them. You might not make \$100K a day, but what if you came in and tried to do something similar, and you totally screwed it up. You only end up making 10% of what Venus Factor does, you would still be making \$10,000 a day. How would that much money, \$10,000 a day, change your life right now? That's a lot of money. That's over \$3,000,000 a year. Even that's a little hard to believe. So, let's just say that you come in, you funnel hack this company, you totally screw this up, and you only make \$1,000 a day. Would \$1,000-a-day change the quality of your life? That would be an extra \$30,000 a month. That would be pretty amazing, right?

Let's say that you just make 10% of the 10% of the 10%, and you only make \$100 a day. That would come out to be \$3,000 a month. Would that cover your mortgage? Would that cover your car payment? Would it cover your student loans? You don't have to be perfect to make this work for you. Do you understand why this funnel hacks process is so powerful? Now do you understand why Russell is so excited to share this stuff with you guys. That's because it works. This sort of thing transforms people's lives every single day. Funnel Hacking can do the exact same thing for you and your company as well.

Let's take a moment to recap the 3 Secrets of Funnel Hacking. They are:

- **Secret #1: Funnel Hacking** – "How to Ethically Steal Over \$1,000,000 of 'Funnel Hacks' from Your Competitors, For Under \$100"

[Click Here To Access Funnel Hacks Special Offer Worth \\$11,552 At Over 90% Discount!](#)

IMPORTANT: This special offer disappears soon...



SUNDAY MORNING EMAIL - SUBJECT LINE: (CLIFF NOTES) PLUS 'FUNNEL HACKS' WEBINAR GOING OFFLINE TODAY (EXPIRES AT MIDNIGHT)

Funnel Hacks Webinar (and Cliff Notes) GONE Tonight!

Tonight at midnight we're pulling down the Funnel Hacks webclass replay (AND a very special offer I made on the webinar).

Because you're almost out of time, I had someone type up "cliff notes" of the webclass, so incase you missed it, you can get a quick recap of it now.

So, here is what you need to do NOW:

Step #1 - [Download the Cliff Notes Here >>](#)

Step #2 - [Watch The Replay Here >>](#) (coming down TONIGHT)

Step #3 - [Get the HUGE Funnel Hacks Discount \(and a 6 months of ClickFunnels for FREE\)](#)

The 'Cliff Notes' Of The Webclass

"My 3 Secret Funnels"
Let Me Show You Behind The Scenes Of 3 Of My Funnels...

- BOOK FUNNEL**
26,167 Books - Less Than 30 Days!
- HIGH-TICKET FUNNEL**
10+ High Ticket Clients Per Month!
- SUPPLEMENT FUNNEL**

[Download 'Cliff Notes' Now](#)

THE 3 CORE FUNNELS

SUNDAY EMAIL 6 HOURS BEFORE MIDNIGHT- SUBJECT LINE: [6 HOURS LEFT...] FUNNEL HACKS IS CLOSING TODAY!

Yes, in about 6 hours, these bonuses (including **6 FREE months of ClickFunnels, Backpack, and Actionetics**) will be gone!

I just wanted to give you ONE last warning...

[Get Started With Funnel Hacks Now >>](#)



Thanks,

Russell Brunson

CHAPTER #3

HIGH TICKET FUNNEL

As you can see, all other funnels eventually should be flowing to your high ticket funnels. There are two reasons for this.

First, the most important reason, is that this is where you can give the biggest impact and results to your clients. When people pay more, you have the ability to serve them at a higher level. Also, at higher prices, people are typically more invested and more likely to have higher levels of success.

Second, this is where you make the most money. Typically higher ticket products are almost all profit, especially when the lead acquisition costs have been covered in the lower funnels.

There are times that you can drive traffic directly to a high ticket funnel, but usually the first time someone is introduced to our high ticket funnel is with a very soft offer

on the thank you page of all of my tripwire and webinar funnels. I don't sell it hard but I want them to be aware of it and have it available for my hyperactive buyers who are ready for more.

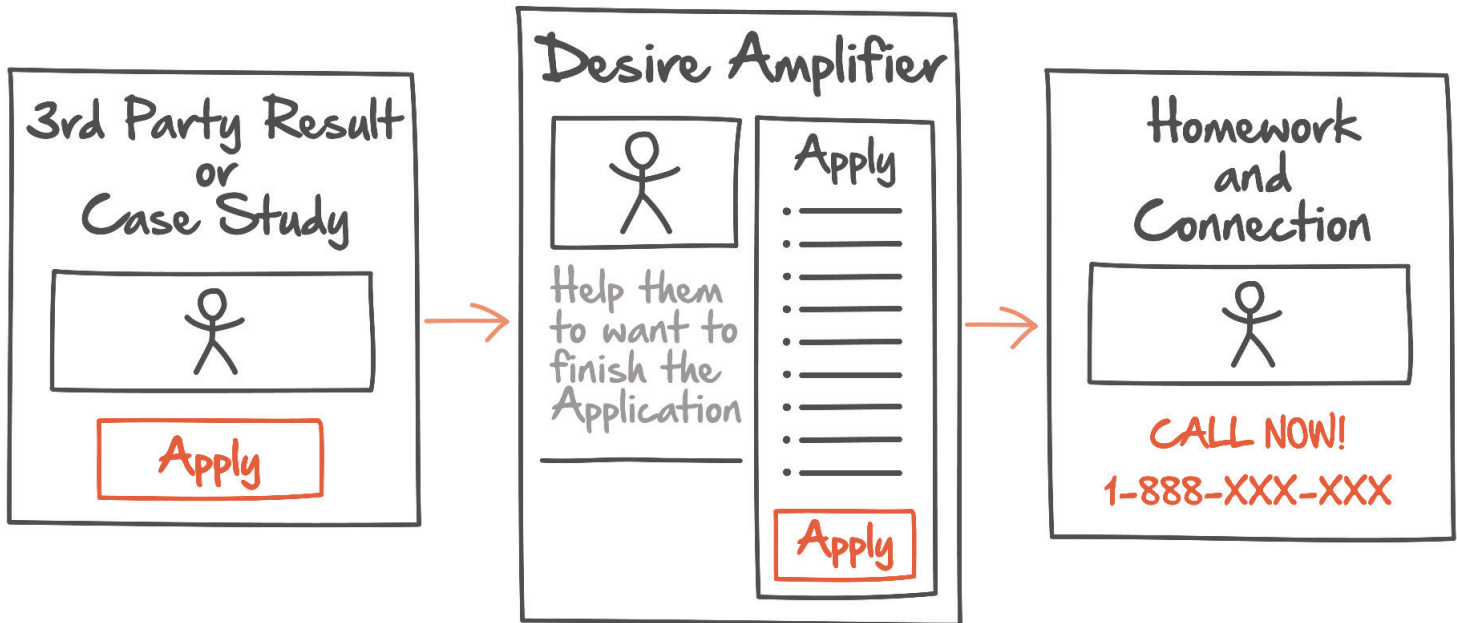
The hook for the "thank you page" ad is this: Would you like my help implementing what you just purchased?

That's the big secret. It's pretty simple, but it will get the right people to immediately raise their hands. It won't be a lot, usually only one to two percent of your buyers will move immediately to that option, but those people are often laydown sales.

Then over the next 60 days, our goal is to go from one to two percent of our buyers applying to 10 percent. At 10 percent applications, we have a formula that will give our high end program the ability to scale quickly.



HIGH TICKET FUNNEL



Here is an example of the “thank you page” ad:


✓ Step #1 - Access Your Order Here:

Create Your Account To The Members Areas Below And Get Immediate Access To All Of Your Purchases!

Product	Price
Dynamically Updated Access Purchase	\$XX.00

If You Have Any Issues With Your Order - Please Contact [www.CustomerHelpDesk.org](#)


✓ Step #2 - Want To Make Money With Our Affiliate Referral Program?



[→ Click Here For MORE Info...](#)
...And To Join The Affiliate Referral Program!

✓ Step #3 - Want Some More Cool FREE Marketing Stuff...?

Join DotComSecrets Labs Monthly... Get this \$497 Marketing Gift... FREE!




Get The "Perfect Webinar" Script And DVD Shipped To You... FREE!

PERFECT WEBINAR


INTRO

CONTENT

THE ONE TRICK



Want My '108 Proven Split Test Winners' Book For FREE?



And then usually 10 to 14 days after someone has gone through the webinar funnel, I start inviting them to apply for our high ticket offers. The screenshot on the right shows an example of the email I send 10 days after the finish the webinar funnel. You can see another one on page 52.

I will start sending emails like this consistently for the next 30 to 60 days, or more inviting them to apply for our high ticket programs. One thing you'll notice in each of these emails is that they are results of my students. They are not me talking about how great I am.

There are two things that sell high ticket products...

- Social proof of others doing what they want to do...
- Proper positioning and posturing of the person behind the program...

I'll explain each of these in more detail.

THE 3 CORE FUNNELS

SUBJECT: (TRUE STORY) WATCH LIZ'S STORY... \$0 TO 6 FIGURES

Have you met Liz yet?

About a year ago she joined my "Inner Circle" - and went from \$0 to over 6 figures (**almost hitting 7 figures**) in her FIRST YEAR!

Last month she came to Boise for our mastermind meeting, and she recorded a video message for you. You can see it here:



[Watch This Video Now!](#)

Would you be a good fit for my "[Inner Circle](#)"? If so, [apply here >>](#)

Thanks

Russell Brunson

Watch Liz's Story Here...



SUBJECT: MATTHEW QUIT... MIKE DIDN'T => RESULTS? (NEW VIDEO)

Have you met Mike yet?

8 months ago he went to a Tony Robbins seminar. Him and his friend BOTH joined my "[Inner Circle](#)"... but the next day, his friend dropped out.

Where is Mike now (8 months later...) and where is his buddy? [Watch this short video](#) to find out what happened...



[Watch This Video Now!](#)

Have you been thinking about either "[Ignite](#)" or "[Inner Circle](#)?" Maybe it's time to stop thinking and **be like Mike and... just start MOVING...**

One of my mentors used to tell me, "*Money follows speed...*" and it's true.

SOCIAL PROOF - YOU MAY NEED TO WORK FOR FREE

Most entrepreneurs create a product first, and then start trying to sell it. I think that is completely backwards. Your first goal should be to get someone a result from your product or service, even if that means working for free.

I saw an example of this concept last summer with one of my friend's sons. He's a high school kid who was looking for a summer job. After dozens of applications and no responses, he decided he needed to change his approach.

The next day he went to his favorite clothing store, one that he would love to work for, but knew that they weren't hiring. He walked in and immediately asked the manager if he could help fold clothes.

Confused, the manager asked him why he would do this, and when he said that he thought folding clothes was fun and that he enjoyed it, she finally agreed and allowed him to help. He spent two to three hours helping and then went home.

The next day he came back in and helped them fold clothes again for a few hours, and then helped to sweep up the floor and clean the bathrooms. On his way out the door that day,

"I'm Looking For A Few More Of My DREAM Clients..."



Tony Robbins

"Russell has been extraordinarily successful at helping people to figure out new ways to make money in this new economy. There are so many people in internet marketing, and there is so much hype and BS, he was a breath of fresh air to me."

Very Limited Openings - Apply Here Now

✓ **Apply For "DotComSecrets Ignite" Now**



the manager pulled him aside and asked him if he'd like a job. And that is the key. He provided results first, and then they wanted him.

The same is true for anything you're going to sell, but especially high-ticket products.

When we relaunched our coaching program a few years ago, instead of telling people why I was great, I found someone who I wanted to help, and I worked for free. His name was Drew Canole, and I loved his company FitLife.tv – so I flew out to his offices and helped them with their funnels, their new supplement launch and anything else I could do to serve them.

I never asked for a penny, because I was working for free to help prove that I could get someone a result. After we got them amazing results, then we went and captured it on video. That became our first video selling our coaching program when we went live!

So the first step is to work for free and get a result for someone, and then the next step (that most people forget) is to capture that result in a way that you can share with others. Those results will be the fuel that drive your business.

POSTURE AND POSITIONING

The entire sales funnel as well as the backend phone calls are all setup and structured in an a way to position and posture you.

Dan Kennedy used to tell me that you need to create your business so you are like the Guru on the mountain, and the more people pay, the closer they can get to the guru. This high-ticket funnel, when structured correctly will put you on the top of the mountain and be the path that people ascend to get to you.

APPLICATION PAGE

There are two types of application pages that I use. My favorite (as I mentioned above) is the "Third Party Result" where I have a video from one of my success stories telling people why they joined, and what results they received (shown on the right).

The second type (that I typically only use when I don't have an awesome video of their result) is a video showing a really cool case study of my results, or better yet one of our members. You can see an example on page 56.

The goal on both of these pages is to have people give you a "shy yes" – before they get to the full application. If they have to fill out the full application on this page, you will lose around 50 percent of your applications.

When you have their email, you're able to keep following up with them until they have filled out the application. Adding in this step and a follow up to get them to actually complete the application has increased our completed apps by over 50 percent.

DESIRE AMPLIFIER PAGE

This page has a few core goals:

- 1. To help people fill out the application.** When they are at this point, they could be scared, nervous or just second-guessing their commitment to continue the process. I have a video on this page that addresses the fact that they could be nervous and then I show them videos of other people just like them who were in this same spot, had applied and now had awesome results because they took that leap of faith.
- 2. To resell them on why they need to apply.** They may be

"THIRD PARTY RESULT" APPLICATION PAGE

INNER CIRCLE

[Success Stories](#)

[Apply](#)

[Login](#)

"I'm Looking For A Few More Of My Dream Clients..."

"If That's You... I Will PERSONALLY Work With You One-On-One In Your Business To Help You Double Your Traffic, Conversions And Sales Over The Next 12 Months!"



There Are Only Ever 100 People In The 'Inner Circle' - Most Members Renew Year After Year Leaving Very Few Openings. If This Page Is Online Right Now, Then A Few Spots Have Opened Up...



Tony Robbins

"Russell has been extraordinarily successful at helping people to figure out new ways to make money in this new economy. There are so many people in internet marketing, and there is so much hype and BS, he was a breath of fresh air to me."

Very Limited Openings - Apply Here Now

→ [Apply Now For 'Inner Circle'](#)

I Am Looking For FAST Action Takers - Only 7 Spots Still Open!



“CASE STUDY” APPLICATION PAGE

FREE CASESTUDY: \$89,230 TO A TINY LIST OF PEOPLE, IN LESS THAN 3 DAYS!

THE BLACK BOX...

*A Simple 3 Step Funnel To
Sell Almost Anything... Without
Actually Selling Anything!*



Enter your email for the FREE "Blackbox Funnel" Infographic AND to apply to have me help setup a Blackbox Funnel in your business!



Apply For Strategy Session Now! ▶

seeing this page in an email sequence a few days after they first opted in, so you have to remind them about why they started the application process to begin with.

An example of my “Desire Amplifier” page and application is shown on the right.

Sometimes I offer a bribe to get them to finish the application, but often times this actually hurts conversions

on the phones (because they may have applied just to get the gift) – so for most of my high ticket funnels I no longer bribe people with anything to apply.

THE HOMEWORK AND CONNECTION PAGE

Up to this point in the funnel, they have mostly heard from

DESIRE AMPLIFIER PAGE AND APPLICATION

You're Just 1 Step Away! Please Fill Out This Short Application Now...



Apply Now And We'll Ship You Out This FREE DVD Called **"Total Business Transformation"** Where You Can See Behind The Scenes, The Effect From One Company That Went Through The "Ignite" Program!



Your Confidential Application:

My full name is: *

First

Last

Email: *

My personal phone number is: *

###

###

####

(NOTE: If you are international and your phone # doesn't work in the field above, then please just put in 555-555-5555 above, and then type out your full phone number and country code here:)

What motivates me the most to work with Russell at this time in my life is...

The #1 challenge in growing my brand and business right now is...

If I was to have this discussion with Russell in a year from today, and I was looking back on the past 12 months, this is what would have had to happen in my life both personally and professionally, for me to feel happy with my progress...

I know that working with Russell is by APPLICATION ONLY, and there is always a waiting list, but this is why I think I'd be a great fit to work with him...



THE HOMEWORK AND CONNECTION PAGE

Thanks For Applying!

Now It's Time To Do Your Homework...

Step #1 - Watch This Personal Video I Made To Show You WHY I'm So Passionate About Helping YOU!

(And Yes... you get to see me cry 3 times in this video)



Step #2 - Here's What To Expect Next...

First - we have received your application, and in the next 24-48 hours I will be reviewing and pre-approving application.

Second - If I personally pre-approve your application, then you will get a call from one of the coaches on my team. These guys have been with me for over 5 years, and will be able to look at your goals, your plan to get there, and see if "Ignite" will be a good fit for you.

Third - Watch the homework videos below in step #3, so you'll be prepared when you talk with the coach.



Ready To Get Started NOW ?

If you're like me, and you're impatient and you want to get started now, then you can call and try to talk to one of my coaches right now. They are usually pretty busy, but you might be able to catch them between coaching calls. If so, here is their direct #:

THE 3 CORE FUNNELS

other people about why the program is awesome. This is really the first time that I have a chance to connect with them, and help them to understand why I care so much about them.

You can see I have a video of me here telling my story.

First - when people come into your funnels and into your company, they are inherently going to have their guard up, and probably not trust you. So my goal in this video was to build rapport so they will trust me. No one will write you a check for \$25,000, \$100,000, or more unless they trust you.

The second thing I do on this page, is tell them what to expect. Are they getting a call? If so, when? Who are they talking to? What should they do to prepare?

Third, I try to create an inbound call. We found when we ran

large call centers that our revenue from leads that called us were worth 4.5 times as much as the ones we outbound called. So from this point forward in our funnel, my number one goal is to get them to initiate a phone call before we call them. They will see this in emails, on the thank you pages, in other follow-up pages and more.

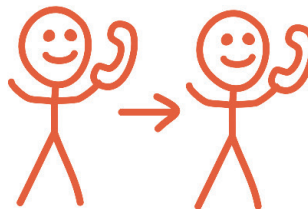
Fourth, I give them homework assignments to watch videos and training that I've done in the past. The more time they invest now into our training, the better candidate they will be for our program. So the last big focus of the page is to get them to start consuming our content and get indoctrinated into our world.

You can see examples of homework pages that I sent out to them after they have finished the application on the next page. Notice that I am giving them training and trying to cause an inbound.

THE TWO STEP

SET SCRIPT

- | | |
|-------------|------------------|
| ① Intro | ⑤ Probe |
| ② Questions | ⑥ Finding Credit |
| ③ Blast | ⑦ GOALS |
| ④ Posture | ⑧ Commitments |



CLOSE SCRIPT

- ① Time
- ② Decision Making
- ③ Resources
- ④ Knowledge
- ⑤ What's Included
- ⑥ Close



THE HOMEWORK AND CONNECTION PAGE

Ignite Your Funnel

Welcome To DotComSecrets Ignite Week 1 Preview (Video #1)

Unlocked!

These Videos Locked



Video #1 - DCS Blueprint



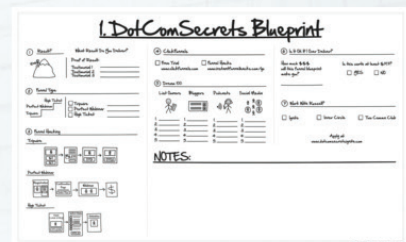
Video #2 - 3 Core Funnels



Video #3 - Funnel Hacking



Video #4 - Dream 100



The Checklist: print out this handout and fill it out as you are going through the training.

Download Digital Version

Download Printable Version

Ready To Get Started? Here's What To Do Now:

Step #1 - Call A Coach NOW!

If you're like me, and you're impatient and you want to get started now, then you can call and try to talk to one of my coaches right now. They are usually pretty busy, but you might be able to catch them between coaching calls. If so, here is their direct #:

1-208-473-7093

This doesn't guarantee that you'll be accepted, but it'll give you a chance to start the process immediately, so give us a call now!



NOTE: When You Talk To Your Coach - Ask Them About Upgrading To Our "Inner Circle"

Check Out The #1 Benefit Of The "Inner Circle" Here:



THE HOMEWORK AND CONNECTION PAGE

Similar to the perfect webinar script, going into the full details of what to say on the phone is outside the context of this book, but I do want you to understand that the positing and posturing we started in the funnel flows into the two step phone script.

For this process we use two people - one we call a "Setter" and one we call a "Closer." The diagram from the

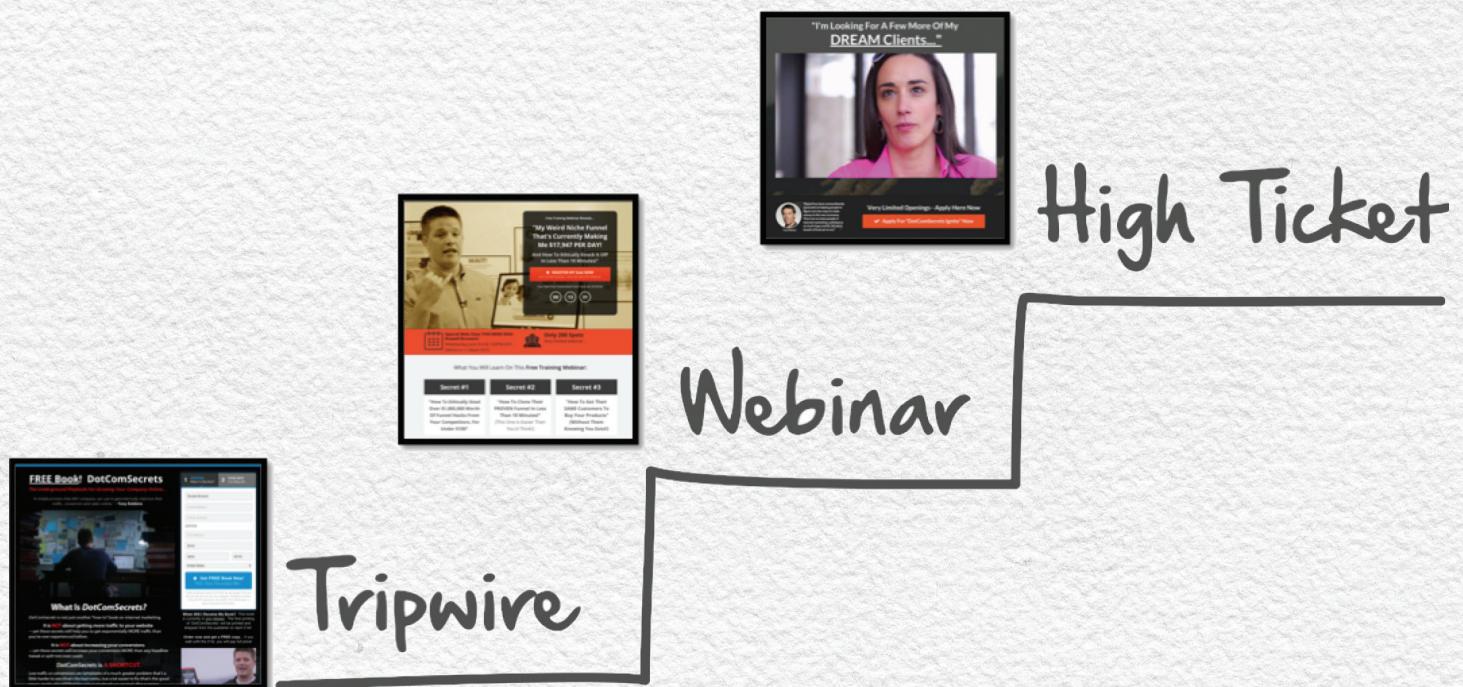
DotComSecrets book showing how these two calls are structured is shown on page 59.

If you don't have your copy of the book yet, you can get one free at www.DotComSecretsBook.com. Re-read the chapter where I teach you how to use this Two-Step script to easily close sales for your high ticket products and then use it to train your sales people.

I also have a webinar at www.HighTicketSecrets.com that will show you exactly how we run our mini two-person call center to sell our high ticket products and services.

CHAPTER #4

FUNNEL STACKING



You have now seen my three core funnels. These are the primary building blocks of my (and now your) online business.

As you start to really understand the value ladder concept, you'll realize that the power isn't in having just one funnel. Obviously the main goal initially is to get one funnel that can at least break even. But the power in your company comes

from stacking together multiple funnels that will naturally ascend people up your value ladder.

We call this concept "Funnel Stacking." If executed correctly, it will give you a business that will allow you to outspend your competitors, provide more value to your clients than ever before, and predictably scale your company.

YOUR FUNNEL U BLACKCARD



Ready for more? Your Funnel U Blackcard is preloaded with training from Russell, including over five hours of videos to help you continue growing your own funnels.

Directions: To access training, gently slide USB outwards and flip. Insert gold side up into your USB drive to view the following contents:

9 FUNNELS TRAINING

- 9 Funnels Training - The DotComSecrets Ignite Webinar (Video)
- 9 Funnels Presentation Slides (PDF)

INTRO TO FUNNEL HACKING

- Introduction to Funnel Hacking (Video)

EXAMPLE FUNNELS

- Supplement Funnel (Video)
- Info Product Funnel (Video)
- High Ticket Coaching Funnel (Video)
- Webinar Funnel (Video)
- My Book Launch Funnel (Video)
- Trey's Continuity Funnel (Video)



FUNNEL U



FUNNEL U