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8 FIGURE FUNNEL BLUEPRINT

If you're looking to build an 8 figure sales funnel there are a few things you'll want to know up front that can help minimize your risk, increase your ROI and of course ensure that you give yourself the best chance possible for massive success. In this short book we are going to explore the different things that are very important when it comes to creating a successful sales funnel on your first attempt.

It is important to note that we use ClickFunnels to build our sales funnels because of its ease of use. In this book our demonstrations and diagrams will show the ClickFunnels software, however, you can use these strategies with any type of software that you use to build your funnels.

While I am not trying to push you into creating a ClickFunnels account (they do offer a free trial) I do think it's important to note that this software is used by thousands of people including some of the most successful Internet Entrepreneur's in the world. I typically say:

"Do what successful people do if you want to be successful"

Right now I want you to focus on simply learning about funnels and how to build them and I will be sending you an email with a special link to activate a free trial to ClickFunnels in about an hour so if you are interested in using what I use you'll have the chance.

This blueprint was created after years of testing and I think you'll find it will help you understand the basics of funnels as well as how to optimize them for maximum ROI. Our goal with this book is to set you up with a strong foundation, and to also give you the tools you'll need to learn and continue to grow your business.

Here's a breakdown of what we will cover in this book:

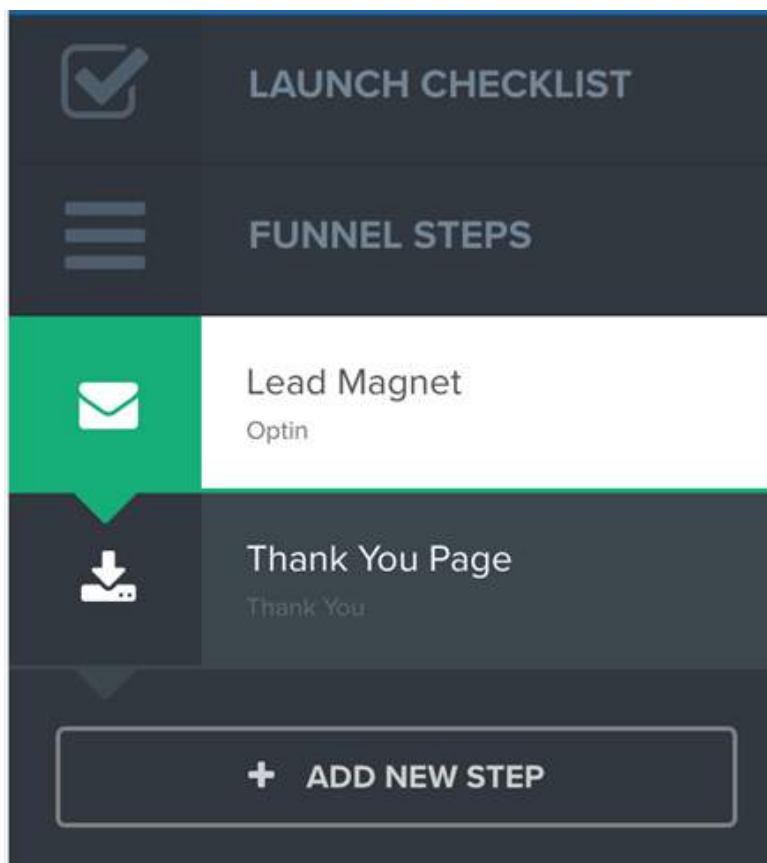
1. Funnel Basics
2. Types Of Funnels
3. Why Is An Email List Important?
4. Funnel Optimization Tips
5. Analyzing Funnels Stats

8 FIGURE FUNNEL
FORMULA

"Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time." -**Thomas Edison**

FUNNEL BASICS

When you create your funnel in ClickFunnels or any other software you'll want identify the steps you'll need to make your funnel successful. This is an example of funnel steps in a Lead Magnet.



As you can see from this example there are 2 steps to this funnel, which is pretty simple. In the next section we will talk about the different types of funnels and what they are used for, however, for now we will simply focus on identifying what each step is for in this funnel.

In this particular funnel we have a Lead Magnet and then a Thank You Page. This is probably one of the more simplistic funnels and it's used to simply build your email list so that you can make sales from email marketing.

Your funnels are designed for a specific purpose so you'll always want to know "what is my goal" before creating a funnel. In the following section I'll describe the different types of funnels so you can determine your goal up front and then create the proper type of funnel for your business.

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HERE ARE MY 6 STEPS TO LAUNCHING YOUR FIRST FUNNEL

- 1. Know your goal** – Are you building an email list? Creating a sale? Putting someone on a webinar? Branding?
- 2. What do you need first?** – Do you need an opt in page? Sales page? Registration page?
- 3. Choose your funnel type** – This lets you create your funnel steps
- 4. What are your elements?** – Think about headlines, sub-headlines, lead magnets, videos, and mobile optimizations make sure you have everything planned out.
- 5. How do you make money?** – Are you making money just from your email list? Your thank you page? Sales page? Webinars?
- 6. What is your profit center?** – Are you earning affiliate commissions? Selling your own digital or physical products?



Answering the questions above before launching your funnels is important because it will make sure you launch the right type of funnel to attain your goal.

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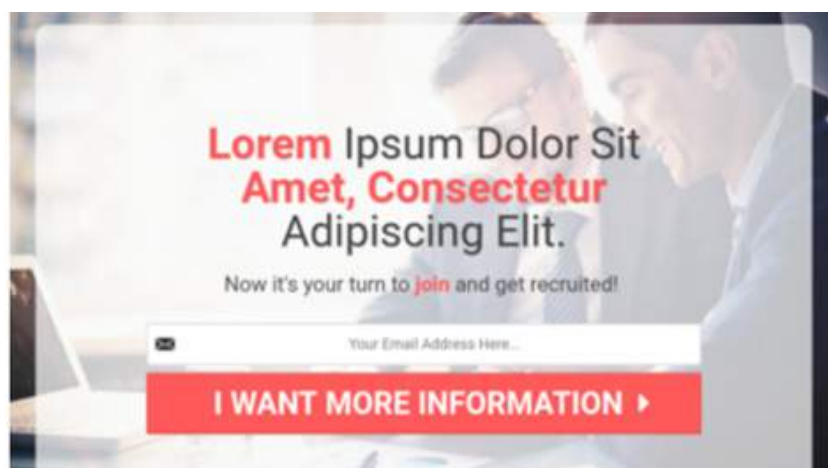
WHAT ARE THE TYPES OF FUNNELS?

SQUEEZE PAGE FUNNELS

A Squeeze Page funnel aims to generate an email subscriber, which is exactly what most businesses want from their online marketing. Building your email list should be the main focus because it usually leads to sales. Squeeze pages usually have very little use of images and graphics on them because they are meant to be hyper focused on the "input your email address" box. The difference between this and a Lead Magnet funnel is that there's no free book or item offered on squeeze pages and usually again they are less graphic intense.

Usually A Squeeze Page Funnel Will Consist Of 2 Main Steps:

1. The actual Squeeze Page, which is the page, a customer lands on and uses to opt in to your email list.
2. The Thank You page, which usually confirms their subscription and in most cases will offer them an opportunity to purchase something either through your affiliate link or a product you own. This "Thank You Page" sales tactic is one of our best-kept secrets!



You'll notice in this squeeze page has a huge emphasis on the ability for the prospect to input their email address. Typically this is an impulsive action by the prospect and the headline copy induces it.

You'll want to make sure you focus on learning copywriting skills if you are going to build your own funnels. The idea that words create sales is very real when it comes to building any type of funnel. In this case above we have filler text, but you'd want to make that headline a very strong "hook" for your offer because it's the only thing that creates the urgency for visitors to actually give you their email address.

One quick tip is that if you don't feel you're a strong copywriter that's ok. I would suggest using a Lead Magnet funnel because that will allow the "free gift" to generate the desire for someone to give you their email address.

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LEAD MAGNET FUNNELS

A Lead Magnet funnel aims to create sales by first giving something away for free, which is quickly becoming the number one way to build your email list online. Typically these funnels will help you to build your list at a much lower price per subscriber, therefore setting you up for a greater long-term revenue stream for your email list. Our belief is that an email list is the backbone of your business so the Lead Magnet funnels are one of our top priorities. One of the best converting Lead Magnets is a free e-book. You can have these created for extremely low costs (or you might just create one yourself). The perceived value of a book has proven to convert higher than most other items we've tested in these funnels.

Usually A Lead Magnet Funnel Will Consist Of 2 Main Steps:

1. The actual "free offer" opt in page, which shares with a visitor what they will get for free.
2. A "thank you page" that confirms the user has now signed up to your email list and either tells them where to find the free gift, or simply allows them to download it right on the page.



WHAT IS A LEAD MAGNET

The "Lead Magnet" is usually defined as something you can give away for free in an effort to have someone give you their email address and permission to send them email marketing campaigns. If you think about it it's a very nice trade off for both parties involved. You'll have the ability to continue marketing to this prospect and they get instant value from you. It's a win/win for everyone!

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THERE ARE A MANY TYPES OF LEAD MAGNETS:

1. Free Reports
2. Free e-books
3. Free digital courses
4. Free audio trainings
5. Free video trainings

Of course there are plenty more depending on the niche, but the above are some of the more commonly used ones when it comes to Lead Magnet funnels. The great thing about this is you don't have to be an expert in your niche!

You can hire some great writers to create reports, books courses and more at places like UpWork.com or Fiverr.com, which means you don't have to know much at all about the niche you're interested in building your business in, however, we always suggest having some knowledge so you know how to speak to your customers in your email follow-ups.

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SALES LETTER FUNNELS

A Sales Page funnel aims to create sales by presenting a Sales Letter, which is one of the most common ways to deliver information about your offer to visitors and potential customers. The difference in this and a VSL funnel is simply the use of video or lack thereof. Usually on a Sales Page funnel you'll find a great deal of content in a "long form" letter aimed to deliver the sales pitch for your product. If you're using this type of funnel it's high suggested that you also take one of our copywriting courses, as words on the page will be the key to sales.

Usually A Sale Page Funnel Will Consist Of 3 Main Steps:

1. The actual sales page, which is the page a customer lands on to see your sales letter presentation.
2. An additional "upsell" page, which is a page that offers your customers the opportunity to purchase an additional product or upgrade. The only people that see this page are the ones who actually make a purchase from your initial page.
3. A purchase information and thank you page is always displayed after a purchase to show customers what they bought and how to access it.



People who have a product that they want to sell use sales page funnels, so it's more of an e-commerce type of funnel. If that is your "goal" then this type of funnel can be used to test results against a VSL funnel, which is also used to sell products. Now if building your email list is still a very important function for you it's also possible to put a squeeze page in front of your sales page.

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Remember that building funnels is a customized experience even though we discuss the particular types of funnels in this book that are most commonly used, that does not mean that people are not creating custom funnel steps each and every day for their business. Like I mentioned earlier the most important thing is identifying your goal and then building a funnel that works towards achieving that particular goal.

If you are doing a sales page funnel it's very important to have the following items in place before sitting down to write the sales copy on the page:

1. What is your main product you are selling?
2. What is the main "hook" that will make people want to purchase your product?
3. What is your "upsell offer", again this is important because it increases the average customer value. In today's world where marketing costs are constantly going up this piece of the funnel is an absolute must in most cases to product a positive ROI.
4. You'll want to identify the hook for your upsell and tell the potential customers why it enhances or increases the value of the initial product they purchased.
5. Always identify your delivery method of the product they are purchasing and test it before setting your funnel live.
6. The most important piece of the puzzle is having a good copywriter to put words on your page that will convert into sales. This is a skill and one that not everyone really possesses (myself included to be honest). Usually you can find copywriters for your niche on places like Upwork.com or even sometimes Fiverr.com

Again if you use ClickFunnels in most cases you can do all of this right inside the same platform so it's relatively simple and certainly not something that requires a Harvard degree to figure out.

8 FIGURE FUNNEL
FORMULA

$$\left| \left| x^3 - \sqrt{x+1} - 3 \right| \right|$$

$$= x^3 + \sqrt{x+1} - 4$$

$$2|x^2 + 2x - 5|e^{x-1}$$

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VIDEO SALES LETTER FUNNELS

A VSL funnel aims to create sales by presenting a Video Sales Letter, which is quickly becoming the number one way to show your sales presentation to potential customers online. You will find that a VSL converts well on products and services that are lower ticket price points far better than products or services that carry a higher price. If your product is over \$497 we highly suggest you use our Webinar Funnels and setup an auto-webinar to do your sales presentation.

Usually A VSL Funnel Will Consist Of 3 Main Steps:

1. The actual VSL page which is the page a customer lands on to see your video sales letter presentation.
2. An additional "upsell" page, which is a page, that offers your customers the opportunity to purchase an additional product or upgrade. The only people that see this page are the ones who actually make a purchase from your initial VSL page.
3. A purchase information and thank you page is always displayed after a purchase to show customers what they bought and how to access it.



Because the Internet is so full of videos it's become common to sell through these typical VSL, otherwise known as, Video Sales Letter funnels. It does, however, require that you find someone who can create a very good sales video for you since that's how you are delivering your message to your prospects.

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There are some advantages to using videos to make your sales presentation:

1. Videos can be very engaging and give you the ability to demonstrate what you are asking prospects to purchase. Think about it as your own slot on a show like "QVC" where you get to discuss exactly why someone should purchase your product.
2. Usually you can build a great deal of trust in the prospect that they know exactly what they are getting before they make their purchase.
3. Many people are visual which means they simply need to see something before making a purchase. Words on the page are still very important to conversions, but for some people purchasing something without seeing it simply isn't going to happen.
4. You can engage your audience for longer periods of time, which increases your conversion rates if done properly.

If you are doing a VSL funnel it's very important to have the following items in place before sitting down to write the sales copy on the page:

1. What is your main product you are selling?
2. What is the main "hook" that will make people want to purchase your product?
3. What is your "upsell offer", again this is important because it increases the average customer value. In today's world where marketing costs are constantly going up this piece of the funnel is an absolute must in most cases to product a positive ROI.
4. You'll want to identify the hook for your upsell and tell the potential customers why it enhances or increases the value of the initial product they purchased.
5. Always identify your delivery method of the product they are purchasing and test it before setting your funnel live.
6. The most important piece of the puzzle is having a good video editor to put your words into the video and make it engaging. If your video falls flat it won't matter that the copy is great because people will simply leave the page. You can find good video editors on [fiverr.com](https://www.fiverr.com) and [upwork.com](https://www.upwork.com) as well.

Again if you use ClickFunnels in most cases you can do all of this right inside the same platform so it's relatively simple to put together once you have all the pieces created and ready to deploy.

There are other types of funnels that you can consider using like Webinar Funnels and Membership Funnels, however, for most people starting off the funnel types we've reviewed are usually the ones to use to start your online business.

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Again I can't stress enough how important it is to know your goal before choosing a funnel. If you're looking to just do affiliate marketing for other companies then a squeeze page funnel or a lead magnet funnel probably makes the most sense for you. Alternatively if you are looking to sell your own digital products or maybe e-commerce physical products then using a sales page or VSL funnel probably makes the most sense.

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WHY IS EMAIL MARKETING IMPORTANT?

BUILDING YOUR EMAIL LIST

When you build your email list there is a simple formula that you'll follow each and every time. Here's a diagram to show you exactly what's happening:



Email Marketing is part of what we call the “backend” of your sales funnels. The “backend” refers to any way that you monetize your process after the initial funnel that a prospect or customer goes through. The most important thing to remember here is whatever you do on the backend of your funnels is usually considered “free money”.

Let me explain “free money”

If you are marketing your funnel on Facebook or YouTube or Google or anywhere else you are usually paying those platforms a fee to get your ads seen, clicked and in turn generate visitors to your page.

So that simply means you are paying to acquire that traffic initially.

Now if you are able to capture their email address or convert them to a buyer any “remarketing” you do to them does not require you to pay for any advertising. You pay a small fee to your auto-responder service to send emails, but essentially marketing to these subscribers is free.

This is HUGE

Why?

Most funnels just breakeven on the front end at best if they are really designed well.

That means if you spend \$10 today on Facebook Ads and you can make back \$10 you are doing great!

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.... The only reason that is considered "great" is because in the process you've likely built an email list, which means you got subscribers to your list completely free.

Obviously we'd love to have our funnels convert and do 3X ROI on the front end and honestly some do, but the more common approach is to breakeven on the front end and use email marketing on the backend to really generate your positive ROI.

So this is why it's important to take email marketing very seriously and put time and effort into it and not just building and designing funnels.

MY "FAIL PROOF" PLAN: AN EMAIL MARKETING PLAN

When I discovered email marketing I was astonished at how much money people were making by sending simple emails. Building an email list made total sense to me because at the end of the day YOU OWN IT. That means nobody can take it from you.

It doesn't depend on Google, Yahoo, Facebook or any other large company.

The model is fairly simple:

BUILD YOUR LIST > SEND THEM EMAILS > GENERATE PROFITS



Again I want to stress the importance of the fact that you OWN your emails list which gives you peace of mind knowing that your business won't be ripped from you just because someone else makes a change to their advertising platform.

.... Believe it or not this happens quite often, but those who have a strong email marketing business aren't nearly as affected by those types of changes.

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Email Marketing really consists of a few things so let's review them now so that you have complete clarity on what you'll need to be doing.

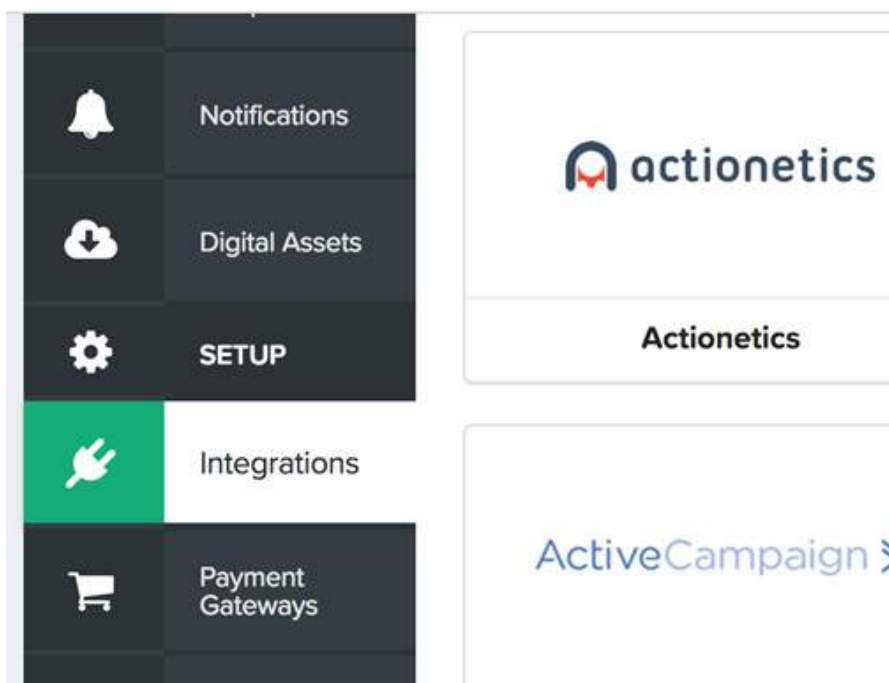
1. Choose your auto-responder – This is an important factor because this will essentially be the software that you use to send your emails and do your marketing campaigns. If you choose to use ClickFunnels they have "Actionetics" which essentially is their own internal auto-responder software that you can use. There are also many others like:

- Active Campaign
- Ontraport
- Aweber
- Get Response
- Mail Chimp
- Sendlane

There are a few others, but these are the more commonly used platforms by most entrepreneur's today. Each service is different, but they all usually offer somewhat of the same features. I will say that Ontraport is a bit more advanced and probably only necessary if you are selling your own products. If you are just building an email list any of the other platforms should work just fine.

Once you select your platform it's important to integrate it with your ClickFunnels account so that you can instantly have all of your new contacts and subscribers put into your auto-responder list.

You can do that by simply selecting it from the integrations tab inside ClickFunnels



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2. Once you've selected your auto-responder you need to setup follow-up campaigns. Now the follow-up campaigns are emails that are sent out to anyone who subscribes to your email list "automatically". This is a great way to generate revenue, create brand recognition and ultimately make sure that your subscribers are communicated with on an ongoing basis. I usually setup at least a 60-day follow up series for any offer or funnel that I release prior to sending any traffic to it.

The reason I do this is I know the power and the value of the follow up series and how it can transform a campaign from negative ROI to a very positive ROI.



You can choose to have your emails sent out a specific number of days after one another and even choose the times that they are sent to the prospects. My usual formula for my auto-responders looks something like this:

Day 0 – Instantly send a welcome message

Day 1 – Send a branding message (welcoming and thanking them for joining)

Day 3 – Send a follow up message asking a question

Day 5 – Send a training video to add more value

Day 7 – Send a promotional offer that adds value to the original offer they purchased or got for free (the lead magnet).

After day 7 I usually do my auto-responder series by looking at them as weeklong promotions.

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If I know I am going to be promoting an offer that helps people get traffic from Facebook then week 2 of my series might look like this:

Day 9 – Send a FREE Training video on Facebook Traffic

Day 11 – Send a FREE report or blueprint on Facebook Traffic

Day 13 – Send promotional offer

Day 14 – Send promotional offer and address questions

Day 15 – Send promotional offer and closing in 48 hours message

Day 16 – Send promotional offer + free training value video

Day 17 – Send promotional offer and closing in 24 hours message

This is a typical “sequence” for promoting something that can fit right into your auto-responder. It doesn't matter if you are promoting your own product or an affiliate offer this type of promotion works great.

Normally the week after we do a promotion we follow it up with nothing but value and free information so days 19 – 27 would consist of just simple value added information for your subscribers.

You can then repeat this process over and over again, which creates a massive opportunity for continued sales and revenue.

3. Plan your broadcast messages – Most companies don't have a strategic plan for sending broadcast messages, but that can prove to be a big mistake if you're not careful. Broadcast messages, unlike follow-ups, go out to your entire list at one time. This gives you the maximum reach to your list all at one specific moment, which allows you to generate a massive audience to whatever you choose to promote.

Usually we have a plan when we start a new funnel for exactly what we are going to broadcast to our list on a weekly basis.

It might be that we are doing a weekly webinar training so we send out alerts and reminders for that or we might do a weekly Facebook Live that we want to remind people to attend.

In some cases we might do a weekly promotion, which would allow for a much larger commission and revenue because we'd be mailing our entire list.

My suggestion to you is that you do not do weekly broadcast that just promote things because it will likely make your subscribers unhappy.

Nobody likes to be sold something every single week right?

The real key to email marketing and specifically through broadcast messages is to sell without selling.

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Some people call this a "soft sale", but the reality is that you tell a story, provide value and in the mix mention or link to something that you can earn a commission from, but its done while helping your subscribers understand something or fix a problem they might be having.

Usually these types of emails don't register as "sales" emails and result in very few unsubscribes.

4. Use the PS strategy – Here's a little secret that we use in our emails that really helps bring attention to your money links, but also does not feel like a big sales pitch.

Lets take a look at an example email here using what we call the PS stealth strategy:

Dear Frank,

We're so happy that you joined our community and are allowing us to help you learn Internet Marketing.

For so long now we've been dedicated to helping people just like you learn how to properly build, grow and scale their own online businesses.

.... We do realize, however, that sometimes you need tools and resources that can help you grow faster and more efficiently.

In the next few weeks we will be outlining some of those resources and tools and how we go about using them in our business.

Our real goal is to give you a blueprint of everything we are doing so that you can simply follow along.

.... I can promise you no stone will be left unturned.

We will continue to be here for you every step of the way as hopefully the best resource you have for learning.

- Your Name

PS: I simply can't wait until next week to show you this. This is the software we use to automate our Facebook Advertising. Check it out before anyone else see's it next week.

Ok so if you look at the above email example you can clearly see the email itself was written to add VALUE and build RAPPORT, but at the end we left a little PS that is a link to an offer or funnel that we can generate commissions from if people take action.

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$$2|x^2 + 2x - 5| \leq x - 1$$

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This is a great way to get in a promotion, highlight the promotion, but not make your subscribers feel like they are getting a big long sales email from you every day.

At the end of the day mixing up value, training, sales and PS style emails is the key to keeping subscribers happy and continuing to open your emails.

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FUNNEL OPTIMIZATION TIPS

So once you've learned how to create a funnel and the backend email marketing the idea now is to optimize your funnels to create the best conversions possible.

I've drawn a nice image here on my whiteboard to basically explain to you the things you need to look for based on what type of traffic you are sending to your funnels.

Optimizing For Each Traffic Source

Facebook Traffic

- most mobile
- Very target friendly
- some level of interest in our product.
- users take 1 Action to get to our page

Google Search

- users take 2 actions to get to your page.
- Intent
- Higher Quality
- Keyword Targets

Solo Ad Traffic

- lower quality
- not very target driven
- usually cheapest
- short attention spans

YouTube Traffic

- Person is "Sold" by the Ad.
- Know more about your offer.

If you look at the above breakdown it will be very easy for me to explain what each one of these things means so let's start with Facebook.

Most everyone on Facebook is using their mobile phone, which means we need to optimize our funnels for mobile users if we are looking for the absolute best conversion rates.

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Since Facebook lets us target so specifically we can get very granular in whom we show our ads to, however, users only have to take 1 simple action to get to our page.

They simply click on an ad in Facebook.

Ads on Facebook are a form of disruptive marketing meaning you are disrupting what a person is already doing and therefore they really had no intent on visiting your page. Obviously they have some level of interest in your product based on your ad they responded to, however, it's important to grab their attention right when they hit your landing page.

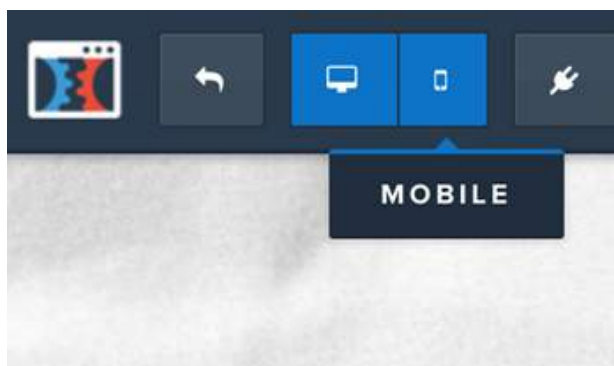
If we compare that to a Google search you can see the key difference here is that people on Google take 2 actions to get to our page:

1. They type in a keyword and "search" for it on Google
2. They see and respond to our ad

When someone takes multiple steps to get to your page you can clearly see they have "intent" when they land on the page. Usually this is higher quality traffic and it's important to show them details about the product or service you are offering. It's less important to grab their attention real fast and have them complete an action like opt in to an email list.

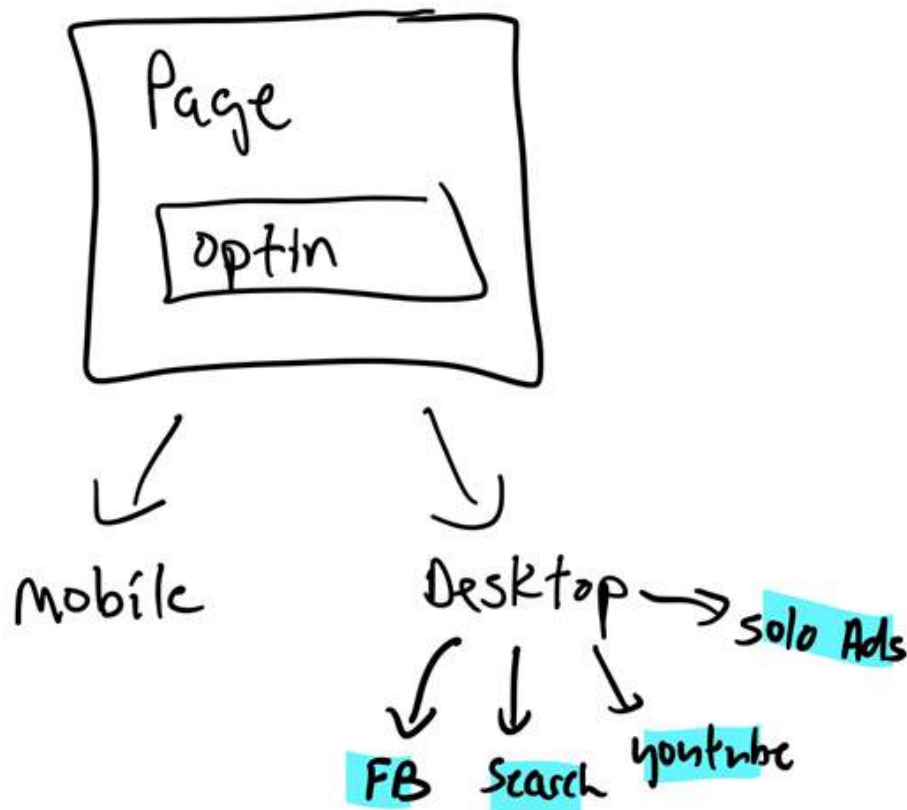
Of course once you optimize for your traffic source you'll always want to optimize for Mobile traffic since it's accounting for upwards of 70-80% of traffic online right now.

ClickFunnels lets you create a mobile version of all of your pages and even preview it from your editor so you can make sure you have an acceptable page when someone is viewing it on a mobile device.



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Once you've completed a mobile version of your page your funnel might end up with multiple "step 1" pages based on where your traffic is coming from so it might look something like this:



Again this just represents pages that are designed to convert for each traffic source as well as mobile traffic.

These optimizations are very important and can be a huge difference maker in your success.

We've had funnels that had opt in rates in the low 20% range, which meant we were losing money and it wasn't going to work.

We then started implementing traffic based optimizations and those opt in rates doubled to over 40% and instantly turned our campaigns and funnels into huge moneymakers!

Most people do not teach this type of optimization and I am aware it means creating a few different pages, but isn't it worth it if it makes you more money?

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Sure you can still focus on optimizing other things like:

1. Your headline
2. Your hook
3. Your videos
4. Your button colors and text
5. Your background colors
6. Your font size / color / styles
7. The copy on your page
8. Timers for urgency
9. Exit intent pop ups
10. and so much more!

There are plenty of things people focus on but optimizing for your traffic source isn't usually one of them.

I believe this is the best tip we've given you in this book because it's been the most important optimization we've ever done to any of our funnel pages.

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$$= x^3 + \sqrt{x+1} - 4$$

$$2|x^2 + 2x - 5|e^{x-1}$$

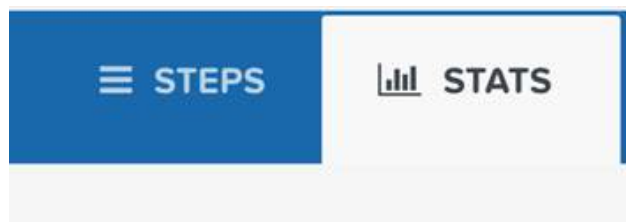
"Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time." -**Thomas Edison**

ANALYZING YOUR STATS

One your pages are live it's important to analyze your stats on a daily basis to make sure you are hitting your goals.

Usually for a simple opt in page we are looking to get between 30-40% conversion rates, but that may vary from niche to niche.

Inside of ClickFunnels you can click on the "stats" tab on any funnel to see what's happening in your funnel:



You'll instantly see the stats for optins and conversions for your different funnel pages. Here's what happens when you are checking your stats and always looking to optimize for conversions.

	8,797	7,564	980	12.96%
	14,596	8,189	445	5.43%
	24,737	20,530	4,724	23.01%

Notice I have 3 pages there all have received some good amounts of traffic, but the one on the bottom is converting at 23% while the others are at 13% and only 5% that's a huge gain in conversions by simply testing three different pages in my funnel.

This is exactly why we keep stressing to always be testing and optimizing your funnel, and check your stats every single day to make sure they are inline with your expectations.

Once you get a funnel converting at what you think is appropriate continue testing!

This is something that I don't see anyone else teaching, however, it's one of the most powerful things we do in our business.

8 FIGURE FUNNEL
FORMULA

"Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time." -Thomas Edison

Why stop testing just because you've hit the conversion rates you think are appropriate?

If you have a funnel and you're sending traffic to it you should always be trying to beat your control versions, which is the one that won the previous test.

This is something I wish I had been told when I launched my first online business and funnel because it likely would have resulted in millions of dollars in revenue.

If you follow these steps and the optimizations we've outlined in this book you'll have a much better chance for success with your online funnels.

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8 FIGURE FUNNEL
FORMULA

$$\begin{aligned} &|x^3 - \sqrt{x+1} - 3| \\ &= x^3 + \sqrt{x+1} - 4 \end{aligned}$$

$$2|x^2 + 2x - 5|e^{x-1}$$