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Introduction

Welcome to the First Annual Funnel Hacks Live Notes. This was an awesome 3 day event put on by Russell Brunson and the entire ClickFunnels team in Las Vegas Nevada.

Over three days, Russell and his special guests revealed everything – from getting traffic, to attracting affiliates, physical and digital tripwire offers, the perfect webinar (and webinar hacks), and high ticket sales and consulting.

My team and I spent days locked inside the conference room gathering up all of the tips, tricks, tools, and resources from the entire event. This year there’s even a special treat for you, but you’ll have to read the sessions to spot it.

So before you dig it, let me share with you my suggestion on how to get the most of these notes.

First – read/skim every session to see what nuggets you can find instantly.

Second – go back to the sessions that you think will help you immediately in your business.

Third – take notes ;) No seriously, write down what you plan on doing with the information inside these notes.

Bonus Tip: Join me here: http://www.timreallylikes.com/wrapupwebinar

That’s where I’ll be sharing my biggest takeaways from the Funnel Hacks Live event and my implementation plan based upon what I learned.

One last thing – if you like these notes (and I’m sure you will), do me a favor and let me know at contacttimcastleman@gmail.com I love hearing how much value people get from these and it keeps me and my team moving forward.

Thanks again and I can’t wait to do this again next year for you.

Tim Castleman

Author of the Funnel Hacking Live & 2015 Traffic and Conversion Summit Notes
Funnel Hacks Process by Russell Brunson

Russell started off the first session by talking about the history of ClickFunnels.

When it was first launched they gained a few hundred members and it has now grown to over 7,000 members with 200 new members being added daily.

Because of ClickFunnels, he has started doing the Funnel Hacks Process.

Funnel Hacks Process

“If you want to achieve success, all you need to do is find a way to model those who have already succeeded.” – Tony Robbins

If you want to be successful, find someone who is already doing what you want to and simply model them.

When Russell started he saw legends like Armand Morin & Marlon Sanders.

He bought their products and when it was time for him to create his first product he modeled everything he saw on their sales pages – headline, cover photo in suit and tie, etc.

To funnel hack successfully, Russell likes to buy a handful of similar products, model the winners and improve upon them over time.

“You Can Always Tell Who The Pioneers Are Because They Have Arrows In Their Back And Are Lying Face Down In The Dirt.”

When Russell went to a GlazerKennedy Inner Circle meeting and heard the head of Agora Publishing talking about their business. In his presentation he talked about competitors coming in and trying to do their own thing. They would come into their market and try higher and lower price but NO ONE would just directly model them and their funnel.

To be successful, when you just are getting started, model exactly what is already working

You Have Two Types of Competitors

Direct - People who are selling the exact same thing as you are

Indirect – People who sell to the same exact MARKET, but not the same exact type of product.

Need to see websites, funnels, and get as much data as possible about your competitors.
How to Successfully Funnel Hack a Business

**Step #1 – Model Your Competitors (Layout)**

It doesn’t matter what you think about their layout, if they are successful its working and you should model it. If it’s making money, it’s working.

Do not directly copy or steal from them, just model the look and feel of it. Don’t steal their copy, headline, etc. but use it to help inspire your work.

Model the things that are working but make them your own (your own sales letter, product photo, headlines, etc).

Find the page elements that are working and model them.

**Step #2 – Model Your Competitors (Funnel)**

Russell modeled Ed O’Keefes physical product funnel even thought he was an indirect competitor.

When he saw that Ed was offering a 6 month supply of the same thing the customer just bought Russell thought he was crazy but decided to model it anyway.

When he started modeling Ed’s funnel, he went from $20,000 a month to $20,000 a day.

The easiest way to model your competition is simply go through their competitors funnel and buy their product.

**Step #3 – Beat The Control**

The control is the current funnel that is performing at the highest level for your company. In this step you are just trying to better your best and improve upon what is already working and beat the control.

**Tim’s Tip**: When trying to improve upon a winner, test individual elements one at a time. Change the headline, then wait for the results. Next change the pricing, then wait for the results, etc. By testing only one change at a time you’ll be able see to what has the most impact in beating the winning funnel.

**Who this works for …**

Supplements

Coaching

Information products
Where Do I Find A Good Funnel?

First, find out who your competitors are. Go to Facebook and like every page of your competitors so you can start seeing their advertisements.

Go to sites like Clickbank, JVZoo and see what products are hot sellers in your current market. Buy them and record the entire funnel.

You can also search for your primary keywords through Google and Amazon to see what products, websites, and companies come up.

If they have a phone number for you to call, call customer support and say “hey this product is amazing, you guys gotta be selling a ton of these right?”

90% of the time and they will tell you how well or bad its selling.

For digital products, you can do the same thing with affiliate managers.

Most of the time the affiliate manager will give you all the stats and sales information for that product and they may even share where they are getting their traffic from.

Step #1 – Clickbank.com

The Clickbank Marketplace has 100,000 successful funnels for you model

To find a funnel to model go to the Clickbank Marketplace – then find your category – then find which ones are selling the best by using their gravity score.
*Tim’s Tip:* Here is a great article from Clickbank on the 6 steps to finding hot products in their marketplace: [http://www.clickbank.com/six-steps-to-finding-a-great-product-to-promote/](http://www.clickbank.com/six-steps-to-finding-a-great-product-to-promote/)

**Step #2 – Buy Their Product**

Buy everything in their funnels and record the entire process.

See what is included in their front end products, their upsells, and downsell products.

Model their pricing and what are they offering and what kind of customers are they getting when creating your own product.
Structure / Model your offer off of theirs, their sequence, and what happens through the entire funnel

**Step #3 – Sketch Out Their Funnel**

Start from here as your ground zero to build your sales funnels.

*Tim’s Tip:* When I go through my competition’s funnel I do two things, one I take a screenshot of each page (I use FastStone Capture to capture the entire page) in the funnel and I also record a video of the funnel itself. If you don’t have screen capture recording software, I highly recommend Screencast-O-Matic – I use it to shoot all of my funnel videos.

That way I can send the screen shots to my designer to model and the video to my marketing team to understand my thoughts and why I think various elements are working.

Model their funnel and make it your own

**How Do You Get Traffic To Your Offer**

http://www.similarweb.com
Take the funnel you want to hack, plug in their URL and they will give you the stats.

It shows you their referring traffic and where that traffic comes from.

Try to find as many sites as possible and see where the traffic is coming from.

Contact the website owner where the traffic is coming from (usually from an ad) directly and ask them how much it cost to run ads on their websites.

WhatRunsWhere shows you all of their ad versions and in the paid version they show how long it has been running and the longer the ads have been running, the more you know it is successful.

You can also reach out to a product creators JV or affiliate manager for traffic info.

Pump up their ego: “Your offer is awesome; we want to promote it, where are you currently getting traffic?”

**Now You Know ...**
1. Where they are advertising
2. What they are saying to their customers to get them to buy

Now you need to model their ads look and feel as much as possible, without directly stealing their content.
20dollarbanners.com will create a similar looking ad when you give them access to your competitors ads so they can model it.

Once you have your funnel setup and your similar ad created, go back to the same websites already selling your competitors traffic and buy from them.

**Things To Remember**

Speaker Porter Stansberry, Agora Publishing “If you model, it becomes easier to be successful the first time”
**List Hacking Funnels & Email Arbitrage** by Russell Brunson

How To use [ClickFunnels](https://clickfunnels.com) To Build An Email List ... And Actually Make Money With It!

**Here Is The Process**

Russell has a junk mail addiction and has been saving it since he was 12 years old.

He started by watching an infomercial from [Don Lapre “Tiny Classified Ads”](https://www.donlapre.com) and bought it.

That started his process of trying to make money but he was so broke (he was 12 at the time) so he never ran any ads but that lead him to [Small Business Opportunity Magazine](https://www.sbo-magazine.com) and started requesting information from every one of the advertisers.

He started reading the sales letters and because he responded to the ad he was considered a hot prospect and he would get new junk mail constantly from companies.

When he first learned about Internet Marketing he applied what he learned from Direct Mail in his business.

**Offline Method**

1. Find Magazine Ad (call or respond for a free report)
2. Respond to the ad
3. Purchase the product
4. See what happens after you do or don’t buy to see how it all works

Companies would mail him a free report that was really nothing more than a sales letter to get him excited enough to buy.

A lot of companies make their money off of list rental. Someone rents their list, mails out the offer letter and if they get a 2/3% response it’s considered a success.

**“Spam Story”**

He thought “All I need is huge email list, a product, and email them constantly with new offers.”

Russell started searching for email addresses he could buy and found spamfreeemailaddress.com where he could buy the email list for $60.

He would simply try to copy and paste emails into Gmail and started mailing offers to them.

He uploaded the list, made up an offer and mailed out to over 6,800 people.

When he woke up the next morning his phone was ringing off the hook and it was his ISP calling him saying they had a ton of spam complaints and they were shutting off his internet instantly.

He was bummed, he told his wife not to quit her job and went to school.
But, when he checked his email at school he saw 5 people had bought the product and that is where the journey into online marketing began.

He knew that he had to make it work in a legal and ethical way.

He got started using pop-up ads without borders

Back then people would send traffic to a website, a pop up ad for a free report would appear and they built their email list from that

Then the pop up ads started getting blocked so they moved the pop up ad onto a squeeze page for email capture and that is how the squeeze page got started.

**The Sequence**

Ad → Squeeze Page → Free Report → Offer

The ad traffic sends them to a squeeze page for them to enter their email address and then a free report which has an offer at the end was sent to them.

Russell then learned of two guys – Frank Kern and Ed Dale and their underachiever formula.

**Underachiever Formula**

The underachiever formula consisted of three simple steps:

**Step 1** – Find A Hot Market (rabid and passionate buyers)

**Step 2** – Ask Them What They Want (send a survey asking them what they want)

**Step 3** – Give It To Them (deliver what they asked for)

From there, Russell created the Ultra Underachiever Method

**Ultra Underachiever Method**

**Step 1** – Find A Hot Offer (find something that is already selling like crazy)

If you don’t have an offer, ask yourself what is a market I want to be in and an offer that is ALREADY selling?

**Step 2** – Pull out the “ONE THING” that is the hook, the most interesting or cool thing or the thing that creates the most curiosity.
Then use a curiosity based headline and put it on a squeeze page Example: *Free Video Reveals A New “Miracle Cure”*

**Step 3 – Squeeze Email Page**

“Free Video Reveals …”

Once they give you their email address send them to an offer

**Step 4 – Give It To Them**

Email them whatever they signed up for.

To get traffic to help scale up your offer, buy from the same traffic sources that already buying this product ([similarweb.com](http://similarweb.com)).

After this is done and the product is a proven winner, Russell will create his own offer and funnel under his brand.

**Different Lead Magnet Then “Bridge Page”**

When using cold traffic to advertise a product, you need to use a landing page that speaks to the masses and had the widest appeal. The wider the appeal, the more people that will enter their email address to get what you have.

Once they enter their email address, email them the free report, etc.

Then you should create a bridge page. A Bridge page is a page in between the squeeze page and the offer that explains why you need the coming offer.
**Tim's Tips:** Here is a great article explaining bridge pages in depth: 
http://internetmarketingbar.com/bridge-marketing/

On bridge pages, use language that appeals to everyone.

For example: “people to come to their website, not traffic”

On the bridge page you explain what they are getting but that there is a problem they haven’t thought of yet.

For example: You are getting your free website but there is a problem (traffic) and the bridge page bridged the gap so they understand the problem and then you show them a product to fix that problem

**Make a funnel for your own specific market**

Have the squeeze page, then create a bridge page, and then send them to the product page

Here is an example Russell used in the real estate niche.

**Squeeze Page**

He ran traffic to a squeeze page called “60 Minutes To Get Rich!” then to a real estate product from Robert Kiyosaki.

**60 Minutes To Getting Rich Robert Kiyosaki - YouTube**

YouTube had the video that he used on the Squeeze page.

Russell uses YouTube videos to help build up his email list and gives it away for free on the squeeze page.

**A Few Other Hacks**

1. Micro-Commitment Squeeze Pages
   - Instead of asking for an email address straight up, ask them a mini survey and then once they respond, ask for their email address at the end
- Have them make a small choice up front with a very simple and vanilla question “how did you hear about us” on the landing page
- This Doubled Russell’s conversions by doing this micro commitment step

If possible, in the questions use well known people to help position and frame yourself and make you appear bigger than you are.

**For example:**
Where did you hear about us?

- Dr. Oz
- Oprah
- XYZ.com
- Other

2. Adding the “other” category he increased his conversions by 200% because people could feel safe if they didn’t have the “correct” answer there.

3. Using finished at the end of the survey increased conversions by 18% but 31% decrease in sales because people thought they were finished and weren’t expecting a product or service to buy.

So when they changed to “get your access” people were more open to seeing an offer.

4. Instead of saying thanks so much for completing your order they now say your order is not complete, we have a special offer for you and it increases sales of their products.

**Email Sequences**

Once you have people on your email list, not all of them will have purchased your product. That’s where you can use Soap Opera Sequences to keep people interested in the product and make more sales.

By adding a SOAP they were able to lose money at first with cold traffic because they knew by day 12 they were profitable.

If you’re not making money on paid traffic, you need to build SOAP, which is an set of emails sent out in sequential order to ensure your customer knows everything about your product and has a story and/or different benefits attached to each email.

**Your Goal:** $1 Per Month, Per’Name on an email list

**List Hacking Funnel is always the first step**

Find an offer → drive traffic → build a list → break even on the offer through direct sales, SOAP sequences → then funnel hack the entire process and build up his own products if the market makes sense and proves profitable.
Cellphone sign extender story

On eBay there was a guy making a killing selling cellphone battery extender stickers. All Russell had to do was find out what was already selling, find the top sellers, model them and then funnel hack and create something similar, run traffic and scale up.

To Get Slides For This Presentation Please Go Here:
http://www.timreallylikes.com/funnelhacksides
**Grow A List & Get Paid** – by Richard Cussons

*How to build a funnel that tests new markets, reveals buyers, tells you what to sell them (and how), builds you a list and makes money all at the same time!*

**Underachiever Method 3.0**

Richard first learned Underachiever Method from Ed Dale, Frank Kern.

They sent traffic from Google or Yahoo to a squeeze page that asked a single question. Once they answered the question they entered their email address and once that was done, they were put onto an email list and he also had a database of answers.

**Squeeze page survey example:**

I’m writing a book on Funnel Hacking and I want to make sure I have covered everything …

If you TELL ME your #1 problem with Funnel Hacking I will send you a free copy when it’s published.

My #1 problem with funnel hacking is …

[Answer Box]

Name

Email

*Tim’s Tip:* If you already have an email list, this would be a great way to segment your list, see who is interested in the topic, and get them to tell you their problems so you can create a product to address them.

The data gave Richard the ability to:
- Work out how responsive the market was
- Write the info product
- Get reviews when he sent the free product
- Sell them additional products and services

Richard was able to build a list through this method and then he added his own twist to the process.
What he did was sign up as an affiliate and send cold traffic with affiliate links to his competitors offers after they filled out the survey. By doing that he figured out what was working and not working with his competitors offers. He had hard facts and data along with money brought in from affiliate sales to buy more traffic.

The Sequence

Traffic → Squeeze Page → Affiliate Products

The data indicated what we should do

- # of ads videos
- Ratio of views to page

In 2015 Richard added some additional steps.

Richard would send traffic from Facebook, Email, Google to a squeeze page. If they left the squeeze page without filling it out they would get an exit pop that would take them to the second step – a quiz / survey page.

Once they filled out the quiz / survey page they were taken to one of the rotating affiliate offers. If they didn’t fill out the quiz / survey page, an exit pop would appear to take them to a rotating affiliate offer.

Once they were on his list, he would use SOAP sequences to reengage them and promote affiliate offers.

He also had retargeting pixels on every step of the process so he also built a retargeting list in the process.

In addition, he was able to segment his list between survey takers and non-takers to reengage them as well.

Then He Added The Secret Sauce

- Richard would take data he’d get from the survey and then personalize the emails as a result of the data.
- Instead of general offers and emails addressed to everyone, he could now say ‘hey if you’re a man age 30 to 50 ..’ instead of “if you’re interested”
- Facebook traffic, email, buy email list drops (where people will email their list your product) that are targeted to the demographic he had on his email list
- Retargeting to Lead capture page at all times to help build his email list
Finding Offers

Clickbank.com, Linkshare (now called Rakuten marketing), ShareASale, Affiliate Window, MaxBounty, PeerFly, Never Blue, Amazon.com

How To Test and Rotate The Affiliate Offers

Convert.com + Clickmeter to manage the split testing and rotate the offer a certain number of clicks to it.

Visual Website Optimizer, CPVLab are other options for you to use

Richard uses ClickFunnels to build the funnel out for this entire process

The funnel looks like this: A video based lead capture page with an Exit Pop if they don’t fill out the lead capture page leading them to the survey.

If they don’t fill out the survey, they get an exit pop taking them to an offer. If they do fill out the survey, the data is collected and then they are taken to an affiliate offer.

Building The Quiz

Richard uses SurveyMonkey.com, and Survey Gizmo to collect the information from the quizzes.

Once they enter their name and email he uses Zaiper to link everything through to put them on his email list.

Autoresponders

OntraPort

Infusionsoft

Active Campaign

*Tim’s Tip: I personally use Active Campaign and have found their deliverability to be one of the best in the business. You have to be careful with constantly promoting affiliate offers through them but they allow list import, etc and have some amazing analytics and tagging not found in other providers.
**Driving The Traffic**

Facebook traffic

Email list and targeted media buys

PPC, adwords, Yahoo, Bing

Retargeting: AdRoll, Perfect Audience, Facebook itself

Remember data is king. Build as fast as you can and fail as fast as you can.

Focus on Traffic, Data, Leads, Sales

**A Live Example**

Looking to enter a new market – the Diabetes market

What Richard did first was look for offers on Clickbank and MaxBounty that were converting well.

Then Richard built the lead capture page with a curiosity based headline

“Free Video Reveals How Man Cured His Diabetes ... Can You?”

The first step on the page was to do a quick and “safe” survey (remember micro commitments from Russell’s talk) asking them where they had heard about him from: American Diabetes Association, Facebook, Yahoo.

Once they selected the option they were taken to step 2 of the survey where they asked for their email address.

If they tried to leave at any time, they were met with an exit pop up that asked the visitor to help him.

“Wait! Please Could You Help Me?”

There was a photo of him and his mom along with some text that sent them to the survey page.

**Built The Survey Page**

Diabetic Survey Question

- What is your biggest single problem / challenge with Diabetes and please be as specific as possible

He then added the exit pop if they didn’t take the survey.
To make everything run smoothly he used ClickFunnels for the funnel and Ontraport as the email provider.

For the survey page he used SurveyMonkey with an iframe and once they put their contact information into the form, he used Zapier to add them to his email list.

**Where He Got This Traffic**

Facebook is where he gets traffic from initially targeting demographics and insights

He also created a Facebook page and got 1600 likes and then used it to build a retargeting list

The retargeting list leads to a quiz page and then exit pops and rotating offers

**Some Email Tips Once They Are On Your List**

Richard has “Tuesday’s Tips” – never sell from it, pure content and then give people a chance to choose their own path and then sell during that path based on the links they click.

First tip email – make them feel special and tell them what to expect and ask them if they have any questions to hit reply and ask it.

By doing that you get a ton of replies, and great deliverability as a result of asking that question.

You also get a ton of interaction and data for you to use.

You can use that data to ...

- See how responsive the marketplace is
- Find out what to sell them
- How to sell it
- The words to use when selling it
- How to best reach them

To Get Slides For This Presentation Please Go Here: [http://www.timreallylikes.com/GrowAList](http://www.timreallylikes.com/GrowAList)
Traffic Hacking – The Dream 100 by Russell Brunson

“How to get unlimited leads in any sales funnels using “The Dream 100”

The Ultimate Sales Machine by Chet Homes

*Tim’s Tip: Buy this book, it is one of my top 5 business book recommendations and what you discover from it will make this one of the best books you’ve ever experienced.

Chet was working for Charlie Munger (Warren Buffett’s business partner) at a magazine he owned. He noticed that the guys who were spending a ton of money on advertising and that they weren’t advertising inside of his magazine.

So he built up a “Dream 100” client list and started aggressively marketing and advertising to them to get them to advertise in his magazine.

He also did this for selling a screen play and making a list of people who could help him the most.

Russell understood the concept but wasn’t sure how he would be able to use it in his own business.

So he started making a **Dream 100 list of affiliate partners** on a pad of paper. He started with…

**List Owners** (who have a huge email list and a great following)

**Bloggers** (who had a huge blog with followers and readers who are interested in what they have to say)

**Podcasts** (who had a big time podcast and followers)

**Social Media** (who has a lot of Facebook, Twitter, Instagram followers)
Once you have the list of dream clients

Do NOT spam them with your offer or opportunity

The first thing you need to do is “dig your well!”

- Dig your well before you are thirsty
- You can’t start digging your well (providing value) when you need them, you have to do it before you ask anything of them.

**How can you provide value to your dream 100 list?**

**Follow, Friend, Subscribe, and Buy**

Buy their products, join their email list, listen to their podcasts, and find ways to add value to their life and business

Ask questions, show up, and provide value before you ask anything of them. Engage them and help them before asking them to help you.

When you have a chance to approach someone, be prepared. Be involved in their life and business and know what is important to them and how you can add value to their life and business.

*Tim’s Tip: To show you a real world example, at this event Russell shared a charity he is involved in and believes deeply in – World Teacher Aid. Once I knew that, I offered him a special link to sell these notes through that 100% of the money would go to them. I even offered to absorb the PayPal and associated fees so that when people bought – it actually cost me money. I was willing to work for free and do that for him so that his favorite charity could make all of the money with zero expectations in return.*

**Podcast**

If you don’t have a podcast, start one.

Once you have a podcast platform you can help share their message and get through their gatekeepers.

You can provide value to your Dream 100 list by interviewing, recommending their products, talking about them on the podcast, etc.

For example: Bacon Wrapped Business Podcast

Russell appeared on the podcast and NEVER asked how many subscribers, etc listened to his calls.
People are less worried about that, and more worried about getting their message out into the world.

Get them on the call, provide value by interviewing them and sharing that message BEFORE ever asking for anything in return.

*Tim's Tip:* I have a podcast, it’s NOT PG (aka I like the dirty words) but it is one of the best business/life podcast you could ever listen to (according to my mom 😊).

You can check it out here: [http://twodrinktim.com/](http://twodrinktim.com/)

**How Else Can You Provide Value?**

One way Russell provides value is by offering to build out funnels for people as a way to get in the door to his Dream 100 client list.

They do it for free to get in front of the influencers.

Jesse Elder allowed Russell to join a course for free and if he ever wanted to sell the course, Russell would promote it because it was so awesome.

He served Russell first, with zero expectations of anything in return and if he ever asked Russell would be more inclined to work with him because of that.

**Promotion**

Packages

Parasites

- Email
- Fans
- Customer Appreciation
- Direct Mail
- Etc

**Packages**

Russell learned this from Chet – send a Lumpy mail package and then call them on the phone to make sure they got the package.

A lumpy mail package is something that makes the package stand out and when they hold it in their hand they feel it’s not a normal letter.
Knowing this, Russell went to Alibaba and found video cards through them and he recorded a personal video for everyone in his Dream 100 and mailed them to the affiliates.

When they opened the card, the video starts instantly playing and the video is direct and personal to that Dream 100 client.

He also sent a t-shirt and book to them along with the video.

Affiliates made posts about getting their packages and some of them even shot unboxing videos of the package and talking about how great it was. The posts and videos went viral and shared it through Facebook, etc which helped get more affiliates as a result. Out of the Dream 100, they got 40 of their top affiliates to promote the offer they were advertising in the video.

**Package Ideas**

- T-shirt
- Books
- Videos

Russell sends a Dream 100 package in the mail once a month.

For his book launch he sent the book out to his dream 100 list two months before the book launch.

30 days before the book launch, he sent the Ferrari keychain to all of their top 100 affiliates to get them excited about promoting the book and the chance to win an actual Ferrari.

During the book launch itself, in the final weeks he gave a $20 commission for every sale of his book affiliates made.

Doing this allowed him to sell 25,000 copies of his book and reach several bestsellers list.

He doesn’t always just send promotional material, he sends gift packages and just keeps him and his company front of mind with his Dream 100 list.
The key is to consistently send cool stuff to cool people and above all you want to get their attention and share cool things with them.

**Being A Parasite**

Through Facebook he can target all of the Dream 100 customers & fans even if the Guru won’t promote him.

For Example: [Dave Asprey, the Bulletproof Coffee guy](https://www.bulletproof.com/). Russell bought a consulting call from him, then asked how he can serve them best.

Dave ended up giving Russell $500 worth of products and Russell created a video with the package and created a giveaway of that product as a way to build an email list by targeting Bulletproof coffee fans and customers.

Russell has also done the same thing with Dan Kennedy and Robert Kiyosaki to build up email lists of their fans to use to help promote his own products and services.

This allows Russell to make specific offers to specific fans through his Dream 100 list.

**Giveaway Strategy**

Noah Kagan of [Appsumo](https://appsumo.com/) gave away drop box lifetime access and created a list of 200,000 people from it at a cost of 30 cents per subscriber.

**Outside of Facebook**

[YouTube](https://www.youtube.com/) and [Twitter](https://twitter.com/) are great places to target outside of Facebook.

The other day Russell clicked on a Tim Ferris video on YouTube and then an ad came up before the video that sends them to the ad’s own product / list because he targeted Tim’s customers.

**ClickFunnels Affiliates**

There are tons of great free videos on YouTube of competitors and what Russell does is buy ad space in front of those videos ([LeadPages](https://leadpages.net), [Infusionsoft](https://infusionsoft.com)), etc.

**Hacking the Dream 100**

This is the faster, quicker way to hack your Dream 100 list.

Every market has a “good ol boy” network or industry leaders.

If you can get 1 of them to think you’re cool and like you, they will endorse you to their friends and you’re in.
Years ago Tellman Knudson called Russell and asked for him to mail to the Squeeze Page. He said no but once one person in Russell’s inner circle said yes the rest of them followed.

“Person X is already doing this, agree to do this ...”

Pick people strategically who can get you into newer markets.

*Tim’s Tip: I really, really didn’t want to include the above strategy in the notes because of how powerful it can be. As soon as I heard it, ideas came rushing into my head on how I can best put the Dream 100 strategy into use to build lists, sell affiliate products, and expand my reach.

So I’m going to expand on this section and how I plan on using it during the free bonus webinar you got as part of buying these notes.

After talking about his Dream 100 Russell shared a new feature for ClickFunnels users. If you aren’t a ClickFunnels user – skip the small section below.

If you ARE a ClickFunnel user, then check out their new affiliate program they have just opened up below.

**First BRAND NEW ClickFunnels Feature**

They are adding a new affiliate platform to ClickFunnels called Backpack.

This new platform will allow you to add an affiliate program to any funnel. It will track sales, clicks, affiliate commissions, etc. They even have affiliate pages pre built into the platform and there are NO additional cost for current ClickFunnels users

678-506-7543 text the word “backpack” and they will manually add it

To Get Slides For This Presentation Please Go Here:
http://www.timreallylikes.com/traffichacking
**Book Launch Recap** - Russell Brunson

This was a very short mini session where Russell shared where the idea for a book launch came from and also shared the stats from his last book launch that sold over 24,000 copies of his *DotCom Secrets* book.

**My First Tripwire**

Russell wanted to create a free plus shipping product so he bought some cheap MP3 players from Hong Kong and had them shipped to their warehouse.

They did a free plus shipping offer and sold about 7,000 copies of his micro-continuity program on those cheap MP3 Players.

A few years later they created the **108 Proven Split Test Winners** book and decided to offer it for free with the customer only having to pay shipping.

They sold over 10,000 copies of that book and allowed them to fill an entire coaching program because of it.

It was the perfect tripwire for the right type of clients because it wasn’t a make money online program, it was for people who were already doing stuff online and were interested in the analytical side of the business and what was working.

It repelled the people who they didn’t want to work with, but the actual business owners loved it because it served them and because they were high quality and targeted leads he could sell high end ticket products and coaching.

**The Secret Formula**

**Step 1** – Figure out who your idea customer or client is.

**Step 2** – Figure out where you can either buy traffic or put your offer in front of them.

**Step 3** – Figure out what tripwire offer you could put in front of them to get them interested in buying from you

**Step 4** – Test and track over time to improve your results

**DotCom Secrets Book Launch**

179,205 visitors to the sales page for the book.

83,697 Leads (46%) gave their information to Russell

25,436 Book (14.19%) were sold
They used a long optin page and were able to still capture lead information from 46% 14% of the people who completed the form bought the book.

The two step order form allowed him to separate leads from buyers instantly

**Order Form Bump (one click upsell on the order page)**

22% Conversion rate (5,595 people @ $37) for the audio book

Over 207k profit

This paid for the entire offer and the traffic cost.

Even if they didn’t sign up for the order bump, they were taken to the first One Time Offer.

**OTO #1**

4.8% Conversion rate

1175 orders of their traffic product which was $197

$231,475 made

**OTO #2**

1.93% Conversion

416 orders of their perfect webinar secrets which was $297

$123,552 made

After that there was an offer wall which showcased a bunch of Russell’s offers and made them an extra six figures in additional sales

Russell use to do 3 upsells and 3 downsells in every funnel but he has a personal rule now to only do 2 upsells in any funnel so he created the offer wall page which allowed him to make more money at the end of the funnel.

**Funnel Hacker TV** where he shares his brand new funnel and their results. He is going to talk about coaching funnels, physical products, and more in future episodes.

**To Get Slides For This Presentation Please Go Here:**

[http://www.timreallylikes.com/booklaunch](http://www.timreallylikes.com/booklaunch)
Tripwire Funnels – by Perry Belcher

The Tripwire is something Perry came up with at 3am one morning after waking up with a giant Ah-Ha and they called it the Del Mar Plan originally.

Perry thinks the Tripwire is the most profound thing he has ever learned and implemented and in the last 3 years they have grossed more sales than ever before because of it.

He started off talking about Columbia House Records and their 13 CDs for $1.00 because they knew their numbers and they knew they would get a certain amount of money per subscriber once they took the $1 offer. The offer ran for 22 straight years.

During that time they sold over a billion dollars worth of music and their sales accounted for 15% of the entire market.

At the peak, they were spending $15 to acquire a customer and then they made an average of $15 on them after the first month.

What is A Tripwire?

A tripwire is an irresistible, super low risk offer that converts prospects into buyers.

As a result of the tripwire, their company no longer does lead generation, they only want and accept buyers onto their email list.

They do this in every market – digital goods, survival, DIY, makeup, and more.

They give away cufflinks in their Hong Kong suit business because they know that if they are wearing cufflinks they will be buying nicer clothing.

*Tim’s Tip: What you’re looking for is a small, but critical part of the buying process. Cufflinks aren’t critical to anyone BUT the people who are wearing nice shirts and if they are going to the trouble of having cufflinks, chances are they are willing to buy suits, etc more than other people.

Tripwire Checklist

- Low barrier to entry / impulse buy
  - $2.95 doubles the performance of a $4.95 offer
  - It has to be a no brainer and cheap to where the customer won’t even have to think about it
- Easy to understand and explain
  - Most tripwire video presentations are only 3 minutes long
What else would they buy if you can’t sell them your main product with paid traffic? If you had a dating product – instead of selling the dating product, what if you sold them a pickup line t-shirt and then as the upsell sold them your dating products?

The tripwire purchase HAS TO signify the buyers intent otherwise it’s worthless and you will lose. Iphone cases can get you a lot of buyers but you know nothing about the buyer except they own an iphone.

But if Perry sells a shirt that says “Guns don’t kill people, Dads with pretty daughters do” he knows he owns a gun, is 40 to 50 years old, typically conservative and now he can sell them products that appeal to that target market.

The tshirt that is designed to start a conversation in the dating world is perfect because once a girl comments on it, the guy doesn’t know what to do or say so they can sell him dating products to help him with that.

*Tim’s Tip: Read that last line again. If you can’t sell your information product through FB ads, etc what if you could create a small tripwire physical product (t-shirt, etc) that appeals to that target market at a broad level and then sell your information products to them once they are on your email list and already a buyer.

Seamlessly leads to the core sales

- The best core offer to make is just a bigger version of the tripwire
- For the survival market their tripwire is a Credit Card Knife and their core offer is just a larger bigger knife along with membership to the Family Protection Association for $20 per month.
- What wouldn’t work as well is a knife tripwire offer that lead to a flashlight. So give them a bigger version of the tripwire offer as your core offer.

Useful but incomplete

- Perry use to have a candle supply business and in order to get a new customer everyone else sold wicks for $20 a 1000 but they only cost $2 a 1000. Because he knew that candle wicks were only one part of making a candle he sold them at cost. When they ordered the wicks, they usually bought something else with it.
- In a few years he had 85% of the market buying from him because of his wick prices and he had a buyers list, not a prospects list which went on to buy stuff from him – usually at a higher price than the competition because they were already buying wicks from him.

Has a high perceived value (find their cheese)

- The credit card knife has a high perceived value and if anyone searched for it they could see it sold for $119 on the internet.
- Video has a higher perceived value than a PDF just like sending something in the mail has a higher perceived value than a digital download.

**Has a high ACTUAL value (positive first transaction)**

- You are going to attract buyers so you want them to have an amazing first experience with you and using your Tripwire.
- Groupon does a horrible job of this because businesses and employees give terrible service to Groupon customers than normal ones because of the biases of them being a discounted shopper which makes the customer experience suck and they will never come back as a result

**Physical Premium Tripwires**

If possible, using a physical product as a tripwire will accomplish all of the things listed above.

For the survival market, they use a strike match (they just ordered 500,000 more) and he will ship all of those out in less than 60 days.

For the free knife offer, it still sells ok but it’s getting harder to buy media for knifes

Example of the Squeeze Page for the credit card knife

The 90/10 Survival Life Example

When Ryan and Perry bought Survival Place (which became Survival Life) it was doing 30k a month in sales and had a list of about 110,000 people.

When they bought it, they mailed 4 tripwire offers to their list of 110,000 people and sold about 10,000 products.

They now had a 10,000 buyers email list and 100k prospects list.

The next month they offered a $47 product and out of the buyers, 51% of the sales came from the 10,000 recent buyers, the 49% came from the other 100,000 prospects

Prospects (non-buyers) clog up your list and your mental space and if they aren’t going to buy from you, you should get them off your list and out of your life as quickly as possible.

With only buyers on their list, their open rates are huge and they don’t have to worry about 20-25% of their list being bloated with fake emails from people trying to get something for free.

Your tripwire must be small but critical

- Candle Wicks (from above)
- Elegant Themes – 1 theme for $19, then $39 for a year of access to 30 themes
- Guitar picks – A guy on ebay sold guitar picks 100 for $12 because he would eventually sell them vintage guitars once they are on his list
- Perry and Ryan own a water filter company and would sell water filters at cost to their customers and wholesale to other companies because they knew they would make more money on repair and replacement of the filtration systems over time.

If he can sell something at cost at the front of the market, they can expand their customer based and once they know their numbers, they can actually sell something at a loss which drives their competition crazy.
$4.95 tripwire offer and then once they buy they are sold a Financial Retirement Guide.

The creator of this has also put the book on Amazon and Barnes & Noble along with various other book sellers on the internet.

Books – if you can tie it to a current event you will do better than just a general and boring topic

Popurls.com is a great place to see what’s going on in the markets and capitalize on trends, topics, and current event for you to come up with new trends and tops to make tripwires out of.

Alexa’s what hot – Perry has this as his homepage on his computer because it shares the top 10 most talked about articles, topics in realtime.

Reddit.com for what is trending and being talked about by the internet.

Digg.com & Mashable.com share popular articles from around the world

You need several tripwire offers for your business so you can rotate the offer and it won’t get stale in front of your target audience.

- This was a paid webinar where they charged $7 for it and then they made their offer at the end of the call
- They also make an additional offer as soon as someone signs up and you can sell them either the same thing you’re pitching on the call or a similar but non competing product

Software Tripwire

[Freshkey.com](http://freshkey.com) example

They paid about $10,000 to have it developed

It scrapes Google Suggest and several other platforms and shows how people are searching something

Wanted to sell it for $79, ended up selling it for $10 as a tripwire for their information products.

They have repurposed the software for Amazon physical products, Kindle authors, Etsy, etc buyers as well.

Using it as a tripwire has given them up to a 30% conversion on the various back end offers

**#1 Book Seller Information Product** – This was a training course on self-publishing for Ryan Deiss and when it launched it sold about 6 million dollars worth of the training.

After the launch, they put the software in front of it and used the #1 Book Seller as an OTO and they sold a ton more copies of the training.

Here’s what was really interesting. Their refund rate was 18% for #1 Book Seller when ran by itself during the launch.

Freshkey refund rate was around 4% by itself.

When they bought the #1 Book Seller as the one time offer on the backend of Freshkey, the refund rate dropped down to 5%
Perry thinks this is because people associated what they bought on the front and back together. If they were happy with the front end product (software), they will be happier with the OTO purchase (training).

When Perry wanted to get in the offline business he came up with a tripwire that allowed them to get $100 worth of ads for just $20 using a coupon code provided from Google to make this happen and then sold them additional services after a few days.

Their offer at the tradeshow they tested this at was: Give us $20 and we’ll get you to the top of Google within 24 hours. They used Adwords to fulfill their promise.

Here is the video they had attendees watch before speaking to anyone.

Watch it: [https://www.youtube.com/watch?v=da9QGgKR558](https://www.youtube.com/watch?v=da9QGgKR558)

900 people came to the convention, 400 people watched the videos and they sold 87 customers right there at the show with the tripwire offer.

They planned on closing them on a $1500 a month program via follow up phone calls but after the first day people started asking what was the real offer was and when they told them, people started signing up for the main offer there.

They were able to close 20% of the people for the higher ticket product that they sold immediately after the $20 offer at the trade show.
Once they left the tradeshow, people had already moved on so what he learned was to sell immediately after the tripwire to get the best results.

Free Cufflink Promotion (YouTube Video)

- This video offered anyone who watched it a free pair of cufflinks which led them to a Squeeze page and additional offers eventually.

Physical products don’t have to be expensive. For example the credit card knife, when they first started buying them they were paying $1.19 per knife, then with volume they were able to get it down to .65 cents, and then got them down to .42 cents and the past year they got it down to .37 cents and 90 day terms direct from China. They were able to buy over 3 million of the knives which allowed them to do this but don’t think physical products have to be expensive.

This was the end of Perry’s presentation, we captured the Q&A session that followed

Q: What would be a good tripwire for a weight loss offer?

A: Depends on the method they would be losing weight with. Weight loss through shakes, physical workouts, etc. Perry recommends a walk yourself thin offer and then giving away a free pedometer, for a juice person send them a special shaker, etc.
A book Perry recommends is *Breakthrough Advertising* by Eugene M. Schwartz – it’s a very expensive book but it is worth its weight in gold.

Weight loss is the oldest market ever and they are a mature market which means they have seen and read everything out there so you have to work REALLY hard to break through the marketing fog surrounding them.

**Q: When you enter a new market, when do you start looking at creating your own brand?**

A: They don’t put a logo on anything they aren’t going to be in the market for a long time.

Ryan Deiss came up with the name for their survival knife by taking the 2 most common German surnames and combining them into one.

When they first bought this knife they bought a generic knife and then made improvements over time to the knife by adding features, improving others and making it better and better and better.

It was only after they started doing that they started branding the knife with their own name.

**Q: What works better - Digital Tripwires vs Physical Products tripwires?**

A: It depends on the market. In the survival market physical products produce a 18% conversion vs free report which produces a 2-3% response as a tripwire. Typically for the markets they are in, a 5 – 11% physical product conversion is common vs a 1-2% digital products

Perry talks about how they know their numbers they actually lose money on the front end offer because they know their numbers and break even points. They love losing money on the front end because it kills competition.

**Tripwires Used For Digital Marketer**

- He uses software ($10) which does the best out of anything they have tried.
- The funnel has to be in place so you can know your numbers and make enough to pay for advertising
- They are testing a $1 shirt and trial offer to join their DM Labs

Try to find tripwires that help identify people who are happy to be part of a particular market segment. Tshirts, Bumper Stickers, etc.

There was a coffee shop that averaged a $100 a day in tips. Then they started using two tip jars and asked identification questions (like which is better Beetles vs Stones) and brought the tips up to $400 a day. People want others to know what they are about.
Q: With a physical product would you ever use a 14 day free trial with a rebill?

A: Trial is a huge negative word because people think they are going to be billed forever. So what they do now is a free gift or product, then the OTO has a continuity offer with it (see the credit card knife example above).

The person asking currently ships them a jug of laundry soap and then offers them lower cost soap as the OTO to help dominate the laundry room.

He does a free + shipping offer for a free jug with a sample package of the cleaner.

Perry recommends him changing the monthly deliverable so people keep with the program because they stick longer to see what it is. If you can cycle or switch the product they get each month they stick longer.

He also talks about the homesteading niche is all about women and talking directly to them, instead of men. Men are interested, women were the buyers. Canning and food stuff sold real well to that market as a result.

A guy in the audience has a singer spray – to help singers protect / preserve their voice. Perry recommends giving a small sample, then sell them more of the same instantly at the OTO.

If you can mix physical goods and digital products it makes you stop being a commodity and harder to compare against other products.

**Random Perry Thoughts:**

Long Form Sales Letter are converting better than video sales letters in the survival life market

Plain black words on a white screen work best for VSL

Tshirts, apparel, and jewelry always seem to do well for their market

Consider this if you’re doing a webinar. Offer a free shirt + online class when they register for it. Offer it for $4.95 but make sure the $4.95 is to buy the class, give them the t-shirt for free and you will get amazing show up rates for the webinar because that is what they paid for.

A construction company offered a free audit of asphalt.

Most of the jobs this company did were over $60,000 per job and they averaged an 85% conversion to do work for people who took them up on their tripwire offer.

Q: Any ideas for a tripwire for online guitar lessons?

A: Tripwire: guitar picks that are branded with the URL and then offer them the class as an OTO.
To be successful at a trade show – make the offer specific to that trade show and match it up to the industry.

Q: For someone in the relationship coaching industry / couples counseling how can you do a tripwire offer for that market?

A: Develop a card deck that asks questions, has dares, things to do, etc and you can get them for 50 cents deck and then use them as a tripwires.

Perry did one for the survival market - 52 ways to piss off a liberal card deck and it is selling amazingly well.

To Get Slides For This Presentation Please Go Here:
http://www.timreallylikes.com/tripwiresslides
The Perfect Tripwire Funnel - Trey Lewellen

Trey is currently moving 20-40,000 physical products per week through his business along with selling thousands of t-shirts a month.

Trey has a saying he lives his life by: It’s all about being committed to being dedicated.

Trey says you show him a successful funnel, he’ll show you a dedicated entrepreneur.

Trey started his business with his brother who is a police officer and big gun fan. When he got started he made a ton of mistakes.

3 Biggest Mistakes he made when he got started

1. His mind wasn’t in the right place. He didn’t know his numbers, how much he wanted to make, etc. Because he didn’t know any of this it was impossible for him to set and achieve goals.

2. He created products that he would want to buy, not what his audience wanted to buy. You are not your customer and the only way you win in this business is by giving people what THEY want, not what YOU want.

3. He wasn’t spending enough money to acquire enough cold data to make enough practical decisions. He was scared of using paid traffic when he got started and because he couldn’t have consistent traffic he couldn’t have consistent numbers.

3 Biggest Mistakes beginners make when coming online

1. I don’t know where to start (because you don’t have a plan you buy everything and consume nothing – which leads to information overwhelm and frustration)

2. I don’t have a product to sell (you make money when you stop consuming and start creating)

3. My funnel doesn’t look pretty enough to launch (perfection is the enemy of success)

In order for someone to buy from you, you must first understand what they are buying. Knowledge does not equal understanding. Until you actually start *implementing* what you learn you won’t have full knowledge or understanding.

Theory in Motion

Knowledge + Understanding + Implementation
For what Amazon doesn’t give you in commissions, they give you in data.

When you send a cookie through Amazon for the next 24 hours you get to see everything they buy and you get to keep that data.

**What Trey Looks For When Searching Through That Data**

#1 He looks at what sold 2 or more units

#2 What had over a 3% conversion in sales

#3 Look if I can outsource the product or find it wholesale

Trey never invest in any inventory, but he has an unlimited supply of inventory through arbitrage from Amazon and Ebay.

**Trey’s First Project**

His first project was a warning shot sign that was being sold on Amazon for $6.98.

Trey had built a Facebook group of gun lovers which is where he advertised the Warning Shot Sign.

Trey’s special price on the website was $13.95. The margin was $6.97 in profit for every sign he sold.

He sold through his Facebook fan page and within 10 minutes he made 15 sales.

When someone comes into your funnel they rarely price shop, especially if you’ve done a good job of establishing trust through your Facebook group.

After the customer purchased the sign, Trey would order the sign directly through Amazon and select for the customer not see the price on the invoice. It still comes in an Amazon box but they get no complaints about the price difference.

**Trey’s Best Optin Page Secrets**

- Use a white background
- Use a 2 Step opt-in
- He uses an image over video so that customers don’t get distracted with the video going full screen on mobile devices.
- Have a benefit driven headline, use a countdown timer to increase conversions, and green buy button
Remember, the more they have to click – the fewer sales you will make so Trey takes out the sales page and pre-sells them on the Squeeze page which sends them directly to an order form.

**Trey’s Perfect Order Form**

Trey has spent over $200,000 in paid traffic and come up with the “perfect order form”

He deletes the top banner, deletes the lock and award buttons to decrease distractions and minimize clicks on the page.

He likes to mirror congruency, so everything looks the same throughout the entire funnel – from the Squeeze Page to the Order Form.

He makes everything look the same and that includes design like squared corners, shadows on both sides of the order form because when he tested he noticed several percentage points improvement when both sides of the page mirrored each other.

He removed dividing lines on the order form so there were less visual stops for the eye and for customers to stop at.

He was losing 5% of his transactions because the public couldn’t spell United States, so he took it out because he only sells to the US.

People hate buying things so he combined the shipping and billing address so people felt like they were “receiving” things and not being “billed” for them so he uses shipping instead of billing address.

Instead of using a checkout button, he changed it to quantity wanted button that reflect the number of items ordered.

On the bottom of every page he has the phone number, address, and contact information so customers can contact his company with any questions.

He put the USPS logo on the page to reassure buyers and borrow the creditability from them.

Instead of a buy button, have them reconfirm their order on the buy button “Yes I want 4 XZY shipped to me as fast as possible”.

He added a timer to increase scarcity and sales on the second day but that created a small problem.

Because the timer didn’t automatically reset when it was at zero, people didn’t think they could still order. That’s why having your contact information on the bottom of every page is important.
When they started to call in to see if they could still buy he his timers automatically reset when they hit zero.

Another thing Trey recommends is making sure your page works for mobile and desktop customers and people can see everything clearly.

If you have ClickFunnels, you can get the perfect order form template from Trey

Text: MrOnIt to 678-506-7545

When trying to create your perfect sales funnel, don’t over think it. Here is what he has found works best for his company

Upsell #1
-  Always sell them more of what they just purchased. More of the same is the first upsell always.
- 35% of his buyers buy more of what they just bought in larger quantities

Upsell #2
-  Test a similar product that can be used with the main product. For their gun Oil product on the front end, they sell a gun cleaning kit on the backend.
- He buys the kits in Wal-Mart and he buys them for $20, sells them for $60 and ships them directly to the customer

Remember, Data Is Everything

When you send 100,000 clicks to a page

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<td>70% optin to the Squeeze Page</td>
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<td>13% order page conversion</td>
<td>9100 Orders</td>
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<td>38% OTO 1 page conversion</td>
<td>3458 Orders</td>
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<tr>
<td>9.68% OTO 2 page conversion</td>
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To Get Slides For This Presentation Please Go Here: http://www.timreallylikes.com/physicaltripwiressides
3,500 Book Buyers For Russell Without A HUGE List by Todd Brown

In this presentation, Todd walked us through his book promotion of Russell’s Book – DotCom secrets and how he sold 3,500 copies of the book. You can use this same approach to promote affiliate products, your own products, and anything you really want to.

**Todd’s Guiding Principal:** If you’re willing to do the things average marketers aren’t willing to do, you’ll crush them.

The methods Todd uses aren’t sophisticated, they just require time and effort.

Todd started promoting the book before it was even available to purchase. He created a seed list by using traffic from a Facebook ad to a landing page 4 to 6 weeks before the launch of the book.

After a week or so his ad got flagged through Facebook and because he had to compete with bigger guys (Jeff Walker, GKIC) and had a smaller list than them, he had to use paid traffic to try and win the affiliate content.

So he started thinking about the other types of information he could use to lead into Russell’s book.

So he thought about who the target customer for the book was and how could he put alternative content in front of them to get them to buy his book.

Todd learned from Michael Masterson and learned about understanding what your prospect is already aware of – their problems and the possible solutions to those problems.

Todd talked about different market awareness segments. From Most Aware to Least Aware segments.
**Easiest to sell to is Most Aware** - they know they have a problem, they know all the other offers, and are ready to buy from you. For this segment, it becomes all about the deal and who has the best price, bonuses, etc.

**Hardest to sell to is Least Aware** - they are not even aware of the problem, so they have no clue about solutions, etc. They aren’t thinking about anything out there because they aren’t even aware of the problem yet.

**The Majority of the market is in the least aware segment and just aren’t aware of their need yet.**

Knowing this, Todd had to figure out a new piece of content that was Facebook compliant and something he could put out in front of the least aware target of the market to sign up to his seed list.

So Todd created a native ad and native ads page where he talked about the top 3 marketing books. By doing this he appealed to the largest segment of the market vs a specific one. This add appealed to anyone who was interested in marketing books generally and not just people who were interested in Russell’s book.

When they visited the page, Todd was able to create a retargeting ad and campaign for just those visitors.

Then he ran a Google Hangout talking about the top 10 marketing books and the biggest lessons from each of them. He included Russell’s book in that top 10 list.

The hangout created content, gave the attendees value, created bonding between Todd and the attendee, put him in a teaching position, and got interaction from his list of people.
After the hangout, he continued to run traffic for the replay of the hangout

Next he created dedicated pages for different target audiences.

So he targeted Tony Robbins fans and sent them to a page that had a photo of Russell and Tony together.

He created a new landing page for each big name audience he was going after and gave each page credibility and endorsement with photos of Russell and the target audience name when possible.

He put a tracking pixel on every thank you page so he knew what was working and not working with paid traffic.

Then he asked Russell if he would do a hangout with him.

This was only the second promotion that Todd has ever done outside of his own products and services.

**Todd's goal is always to add value to the marketplace while PROMOTING a product and he wants prospects to walk away, even if they don’t buy, and be happy they learned something.**
Gary Bencivenga was an amazing copywriter whose control pieces could not be beat and his secret was that he created campaigns that created value for the end user.

Todd didn’t do a fluff interview with Russell, he was asking hard questions like: What didn’t you include in the book? What did you leave out of the book? Knowing what you know now, what would you do differently? Tell me about your failures, etc.

They were also retargeting everyone during this entire promotion and created their own retargeting list for every step of the promotion (people who had watched the Hangout, people who had only signed up, people who watched the replay).

They ran different retargeting promotions for every step of the process (attended the webinar, the hangout, etc).

After the hangout, Todd stripped out a piece of the hangout and used it for an additional marketing piece that allowed people to see the hangout section that talked specifically about the book.

They ran extensive Facebook ads for the last 4 days and updated them constantly with countdown timers to get people to sign up to the list, buy the book, or watch the hangout replay.

Todd also used his email list that helped make more sales and he was good about segmenting the list based upon their behavior (if they attended the hangout they were on one list, if they bought the book they went on another list, etc).

For his emails, he had a screenshot image and when you clicked on the image it went to the book. What made the photo super effective is that they had customized software that would personalize that photo with the readers name “For Example: Is Tim already on the list”

Here is the plugin he used to make that happen

Todd states that until you’re able to pay for a customer, you don’t have a business, you have a promotion. The marketer who is willing to invest the most wins.

The top 2% at one point were the bottom 2% of the market. We all have to start somewhere. You don’t need brilliance, you need to be willing to take action.

The only difference between us all is experience and time.

To get a copy of the funnels used by Todd during this promotion – you can go here: http://www.timreallylikes.com/toddfunnels
After sharing this strategy for Russell’s book launch, Todd went on to talk about how he would use this strategy to get new ClickFunnel users to sign up. You can also use these strategies for marketing your own product/service.

4 Actions Steps To Quickly Get 100 CF Users

Produce content for the most and least aware market segments. Also consider how you can produce content for your specific niche or target market and only end the conversation when you don’t have anything of value to say or add.

Constantly think of new pieces of content that you can leverage and then segue into the ClickFunnels offer

1. List 5 related but not a prime market segment (lower on the awareness scale) who can benefit from ClickFunnels. Think about people who are not already looking for the tool – they have a problem and are slightly aware of it. You can pick up from there and educate them to the best solution which is ClickFunnels.

2. Determine 5 additional pieces of valuable content you can use as a lead in to the ClickFunnels affiliate program. This could be audio, this could be video, a simple PDF, a YouTube video review, a podcast and more.

3. Develop one or more over the top, no brainer bonus offers for anyone who buys ClickFunnels. Make the bonus even more desirable & valuable than ClickFunnels cost. Remember Todd did a 4 week training for free when people bought an $8 book. That made it a no brainer and I bet once the people got on the calls they were told about ClickFunnels.

4. Target your prime, and related market segment with paid traffic and retarget everyone ... and track everything to know what is working on not in your advertising and emails.
**Product Launch Formula** by Jeff Walker

The biggest impact you can have on your business is to turn your marketing into a story and an event instead of boring, everyday advertising.

Jeff released his book “Launch” which became a New York Times Bestseller using the product launch formula.

When he first got started online he started doing product launches and made a few hundred bucks to start. Then he did another launch a few months later and made over $1,000. Slowly and over the course of a few years he went to 6 figures in 7 days launching and now regularly does 7 figure launches.

What success looks like to Jeff is having the ability to live where he wants, surrounded by his family, and in the mountains of Colorado.

He’s also able to make a huge impact, make a lot of money, and live the life he wants in Northern Colorado.

Jeff does one large event once a year and during last year they raised over 100k for World Teacher Aid which will help build an entire school in Africa.

Three primary types of launch funnels

**Seed Launches** – how to get started with no list and no product

**Internal Launches** – products or services that you just offer to your list only

**JV Launches** – having your joint venture partners mail for you

**Hope Marketing**

Hope is an evil word in marketing, you never want to HOPE that something works, you want it to be certain and proven. Jeff is on a crusade to end “hope marketing”

When he started working with John Gallagher he created a board game, had them produced and then had them in a spare bathroom taking up all of the space. Worse than the physical space was the mental space and the daily remember that he wasn’t selling enough of them.

Before Product Launch Formula, he had sold 12 games ($360 in sales)

After Product Launch Formula – he sold 670 games ($20,100 in sales)
Here’s How John Did It

First he used The Sideways Salesletter which allowed him to create several content pieces focused around the following main points.

1. Journey/opportunity
2. Transformation
3. Ownership Experience

On top of that he used proven Mental Triggers that have been successful since the beginning of time.

1. Authority
2. Reciprocity
3. Community
4. Social Proof
5. Anticipation

(plus a dozen more that Jeff never listed)

What Jeff advises is to do a launch for 7 to 10 Days full of prelaunch content and he does a sideways salesletter where he breaks down an entire salesletter and emails the list over 10 days with real value and teaching and then sells the product at the very end.

1st Video – Journey / Opportunity: This is where you share the journey and opportunity that can help transform someone’s daily life.

Something that takes away pain or helping them improve their lives

Typically each of these videos are 12 to 14 minutes or shorter

2nd Video – Transformation: This is where you show the before and after and show them the opportunity that made it all possible.

3rd Video – Ownership experience: You take the customer in and show them what it’s like to own the actual product or service and future pace their lives by using it.

Most people stumble at the end of the launch because they have to switch from providing pure content to starting to sell the opportunity. To prevent that, Jeff recommends in the last few minutes of the third video you make a pivot in it and say something like “... it’s been awesome sharing these videos. I know a lot of you have been taking action and getting amazing results and in my next video I’ll be sharing with you a program that will help you do even more ...”

Then you can offer them to join an “early bird” list to hear more about the opportunity and before anyone else.
You should mail these videos 3 to 4 days apart and take place over 10 days or so.

Jeff HIGHLY recommends the book Influence by Robert Cialdini to help you understand human nature and how to influence others.

For instance before Jeff talked at the event, they had just presented him with the Ferrari he won by being Russell’s top affiliate for his book launch. Also, when Jeff talks on stage he likes to command authority by using video, testimonial, or personal endorsement to help establish authority before he even opens his mouth.

In the first video during your launch, you really want to focus on authority and why people should listen to you.

You are someone who they should listen to but do it in a way that you won’t be beating your chest the better. The more OTHER people tell others how awesome you are, the less you have to. People believe what others say WAY more than what comes out of your own mouth.

Get testimonials, have case studies, and get as many third party endorsements (like JV partners, news agencies, etc)

Through the entire series of videos you are building reciprocity by giving them value and things to use

When someone gives something to you, you want to give them something back – it’s just human nature.

To help build a “community” around you, allow people to post comments below the video (here is a WordPress FB plugin you can use) it allows you to use social proof as well when people comment. If there are a lot of comments, people will feel like they need to comment to be a part of the community.

Book review example: If you see a book with one review and one with 100 reviews chances are you are going to want to buy the 100 review book because more people are endorsing it and more of movement behind it.
The more you can make your community the place to be, the more that people will want to join.

Always be asking for comments or how they will be implementing what they just saw in the comment section at the end of all of your videos.

Once you get to the 3rd video, anticipation starts to build and people get excited.

Marketing Fog – people are just overload with advertisements and things competing for their attention. They get so much email, they see ads all day, and it’s up to you to help break through that mental fog and stand out by getting your people excited about what you’re offering.

Oct 21, 2005 is when he released the first Product Launch Formula course.

In internet marketing he has noticed that:

25% of sales come on the first day
25% during the rest of the launch
50% come on the last day of the launch

Keep the cart open for 5 to 7 days max and at the end of the launch you don’t have to close down your launch offer but you have to take something away.

Something bad has to happen if they don’t take action within the 5 to 7 days the cart is open.

Things like:

- Bonuses go away (least effective)
- Price increases (somewhat effective)
- Product is no longer available (highly effective)

Scarcity is something that can really move you and your clients into action.

The day before the cart closes you start talking about scarcity and how people must take action before the price goes up, bonuses go away or the product is taken off the market.

You’ll notice that 50% of your sales come on the final day if you do it right.

The Seed Launch

Tara Marino at ElegantFemme.com

To start and sell her Seed Launch, she produced one free launch video that provides value and then pitches a live webinar, hangout, etc and get a small group of people to purchase the product from you.

If you don’t get that small group, you don’t have to create the actual product.
**Tim’s Tips:** That is the beauty of a seed launch, you don’t have to produce the actual product until you get paid IN ADVANCE to do so. If no one buys, you haven’t wasted any of your time.

When Jeff did this, the offer was for 5 calls which broke down the 5 major areas of the topic he wanted to cover.

He does his first call and runs people through the survey to help segment his list

**Tim’s Tips:** The way to do this is to take your big topic and split it into 5 major areas you want to cover. Let’s say you wanted to do a training on how to write a successful book. You could break the big topic into 5 major areas.

**Big Idea: How To Write A Successful Book**

Week 1 – How To Research Book Categories & Topics

Week 2 – How to Outline Your Book Properly

Week 3 – How To Write Your First Draft

Week 4 – How To Get Your Book Edited & Published

Week 5 – How To Sell and Promote Your Book

Once you sell them into the live training, you can use survey’s to find out exactly what you want to cover. I recommend [Survey Monkey](https://www.surveymonkey.com) to collect survey responses.

All you do is email your buyers and ask them a question like this:

“Our first call is going to be on how to research book categories & topics and I want to know what questions you have.

If you could sit down and have a coffee from me, what would your number 1 question about how to research book categories & topics be? (please be as specific as possible.”

If you don’t want to use Survey Monkey, you can simply email your buyers and ask them the same question and tell them to just hit the reply button right now and tell me your question

Their questions help design your first module and future trainings.

**After the first call, you do another survey via email:**

Q1: What didn’t I cover that you would have liked me to?

Q2: What questions do you have about “week 2 topic”?

“Before I can go deeper, and to ensure I cover everything possible, I need to know what is your number one question about “week 2” topic?”
If you do this via webinar, typically you can expect them to run 90 minutes per session. If you do this for 5 weeks, you’ll have several hours of amazing content recorded and shared.

Then if you want to keep the goodwill up, add a 6th call which is a bonus call that is a chance to do extra Q&A and answer any questions not covered during the first 5 weeks.

Once the training is done, get everything transcribed, have the video rendered and edited as needed and before you know it, you’ve got an entire product created – that you got paid to create in the first place and that covers everything your buyers want.

**Tim’s Tip:** Read that entire section again, Jeff just gave you a 6 figure business right there. One that you can focus on only creating full offers for people who buy before you create them, give you all the content and expectations they want, and at the end of it you have a completed program.

**Circle of Awesome**

**Seed Launch** (create the product using the method given above). Once the product is finished take some time to get the video transcribed, videos edited, and pull out the audio into MP3s. Then work with a copywriter to put together a salesletter for the product. Use your survey questions and responses to help crafting the sales letter and get the critical points from your target customers.

**Tim’s Tip:** You can also ask participants your seed launch program to provide you testimonials talking about everything they learned, accomplished, etc. during the program and the impact it has had on their life.

Once all of this is done, it’s time to move to the next launch which is an Internal Launch.

**Internal Launch** on the product you just created and polished up. Because you’re launching it internally to your list, your overall launch stats should be higher than an average launch and it gives you another way to monetize the work you already completed during the Seed Launch.

**Tim’s Tip:** Save some of the money you make during the internal launch for the JV Launch prices, graphics, sales copy writing, etc.

Once you have your stats from your own internal launch, take them to your JV Partners (or Dream 100 list) and get them to participate in a JV Launch.

**JV Launch** – This is the big one and the one you’ve been working for. Once you have the entire product done and polished and internal launch statistics from your own internal launch, take them to your JV Partners (or Dream 100 list) and get them to participate in a JV Launch.
This is typically done with 4 videos sent out over a few days / weeks where JV Partners mail to the pre-launch content and help educate the customer on why they should launch when the offer opens. If you’re doing a typical launch, you’ll capture prospects emails and then try to convert them to customers through the launch and after the launch using the SOAP sequence.

**Never** test a brand new offer to your partners list without testing it internally or with cold traffic. You must bring only proven products to your top affiliates.

After Jeff lost this first business (Jeff had a business partner and over the course of a 5 minute phone call he lost the stock trading business to him), this is how he got started again

Jeff’s “Business 2.0”

- Seed launch first
- Then the JV Launch
- Then the “big one”...

Jeff talked on stage → made an offer → and then created a product

Then he did a JV Launch because of the relationships he had already made in the industry.

The big launch he did $1 million dollars in 53 minutes.

This was the end of Jeff’s presentation and he had a short Q&A session to answer 2 questions.

**Q: Why do you do launches for 7 days?**

A: I found that just seemed to work best so I started focusing on 7 days, and now it is down to 5 days for Jeff. The reason he does it this way is because he only wants to email his list for a few days for each promotion.

**Q: How do you develop authority?**

A: Getting on stage, publishing your work, writing a book, but the biggest thing is you need to be trusted and believed. Jeff talked about how he shows photos of his book and mentioned it was a NYT Bestseller, he shows photos of him with famous celebrities, etc.

*There were no slides for this presentation*
**High Ticket Consulting** by Russell Brunson

Russell started his coaching program using the Toilet Letter. Anytime they sold a customer they sent the “toilet” letter in the mail which gave them a free gift if they called in.

When they called in, they were sold a coaching program by a sales rep on Russell’s team.

For every person who called in, they were averaging $450 per lead off of the letter.

So Russell started setting up systems to have sales reps call the customers instead of waiting for the customers to call him.

Even though it was profitable, Russell shut it down because he got tired of trying to manage 60 sales people and their egos, so he got out of high ticket coaching for 5 or 6 years.

After a few years Russell started studying other people who were successful but had small operations that they were personally involved in.

One thing he refused to do was have to be on the phone himself.

He created a new way to get high ticket consulting clients with just two sales people and the funnel is currently making around $70,000 a week.

The sales people are commission only, so they only get paid when they make a sale and because there are only two of them they are much easier to manage.

With this new setup, Russell is currently 5x the net revenue and same amount of sales as he used to do with 60 people working for him.

It’s so successful, he now puts this on the back end of all of his launches

**How to structure your high end program**

**This is high ticket, KEEP it HIGH ticket**

- When he started he charged $5,000
- At that price point the people they allowed in were hard to work with
- When he raised it to $12,000 it weeded out most of the bad customers
- The more they spend, the cooler they are, and better customers they are long term
- Start high – because sales guys have a hard time selling lower ticket and then raising their prices
- Because of the price you can spend more time, do more for the customer and pay for traffic to get them in the door

**Have at least two levels**

- Russell has Ignite and Inner Circle
**Ignite Training Program**

- Ignite is a video training program with 10 modules and once the customer is done and they send traffic to an offer of theirs, Russell will then do a mini hackathon and go through their entire funnel and help improve it once they send traffic (so they have stats to look at and measure)
- Currently $12,000 a year

**Inner Circle Program**

- They can go through the ignite program if they want
- They also get Voxer access to Russell
- Russell holds small mastermind meetings a few times a year with the Inner Circle Members
- Charges $25,000 for a year

**To start your own coaching program, ask yourself if we could serve people at the highest level, what would we do for them?**

Don’t be afraid to test, tweak, and adjust your coaching program through the years.

- Originally they did personal calls with Russell and then left them alone. The customers rarely ran traffic or had any stats to talk with Russell. Now he has a pre-done module program for them to go through first and then get on a call with Russell so they have done the work first before talking with him and getting overwhelmed with info.

**Funnels To Get Clients**

**Funnel #1 - The Case Study**

Brittany – The Black Box Case Study

Case Study Video: This is who she is, what she did, how it all worked, and if you’re interested in having the same thing for you, apply below

These types of videos are easy to advertise on Facebook, etc. because of the type of content and ability to target specific people you want.

You can craft your case study as bait to attract your ideal client and if you have different types of clients or fields you’re working in, be sure to create a new case study for each of them.
Funnel #2 – Results In Advance

(Work for free)

Russell is a big believer in working with clients for free, getting results for them, and sharing their results

This is what Russell prefers to do

Russell played a video of a coaching student – Liz

The video starts talking about how she got into the program and it changed her life.

She thought she was going to do 500k in the first year, but that didn’t happen. In fact she had a ton of challenges, troubles, etc and thought about giving up.

She talked several times about how hard it was to deal with her personal stuff (cancer in her family, etc) but that she stuck with it and Russell helped transform her business.
Russell comes back and talks about he hired professional video teams to do the video testimonial reviews

He figured out what they did so now the majority of the videos are shot on Iphones and Ipads

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

Go here to watch this video: http://ignite.dotcomsecrets.com/

Video testimonial hacks

- Don’t have them look directly at the camera. Some people think direct eye contact on videos, makes you look insincere.
- When he interviews someone for a testimonial video, he has the video camera positioned above and off center of the person.
- He has them talk and look directly at him while filming
- Russell interviews each of them and asks them specific questions
- He gets the sound bites for the things he wants to know & hear
- Get a nice background that is non distracting
- When you edit, pull out your questions, and you’re good to go
- It’s a very tight video shoot because you want to capture them and their emotions
Questions you can ask while shooting testimonial videos

- What were things like before they get started
- You have to dig deeper with each question and go beyond the surface level: “what was it like not to see your kids at night”
  What was your relationship like with your friends, your family, your life before

How the videos work best

Get them to talk about the future and where they are now (this is what people want, the same result as person X)

There are no income claims, etc. she focused on her emotions not the money made during the video.

Mike from the audience story

- Was at Tony Robbins with a guy, they shared a cab back with each other and convinced each other to start IM businesses.
- The guy wanted to join the inner circle and convinced Mike to sign up as well.
- The guy dropped the next day, Mike stayed in and had to drop out of college to pay for the program
- He had no clue what to do, and he was green with zero experience, etc.
- He is the first guy sharing, etc and does everything he is told

Within 8 months he is making a full time income through IM and making money, serving other people & changing lives.

*Tim’s Tip:* This reminds me of the old Wall Street Journal Story where two people got started at the same time, one gave up, the other kept going and achieved his goals while the first person still suffered and struggled.

Russell recommends to pay for people to fly out to you and capture their story on video

Every time you serve someone and get a result – CAPTURE IT in video, text, or audio format

Create lots of pages with different testimonials, and clone the pages

The page setup is simple – a video testimonial from the person, quote from Russell or another thought leader and a link to apply for the coaching program.

Each page is setup to match the ideal client they want to get

After they watch the video, they give them an email address and they go to page 2 to do future pacing and an application.

*Tim’s Tip:* I’m not an NLP student but future pacing is where you show clients/customers what
their lives will look like after purchasing your product/service.

There is a video of Russell saying hello and he talks about people’s experience and cuts to more testimonials.

Applicants reference the videos when they apply so he knows they are listening to it, etc.

If you don’t have a lot of testimonials then walk them through what they can expect:
“this is what it’s going to be like, walk them through the process and what they can expect”

**Page 3**

Homework / Build Bond

If they don’t think you care, they aren’t going to sign up

Why business is important to you (pregnancy story with Russell and his wife)

You are going to change the world with your message and their business

Here’s what to expect (aka the next step)

If you’re really struggling right now (toilet letter) – call us now

Get people to inbound call

Get to know, like, and trust us

Build trust, be transparent

The more you care, the more you put into their success, the better

Then they call the customer to attempt to sell them

**Robbie Summers**

First sales person job to find out what the customer is looking for, if they are a good fit, and if they need to talk with sales person #2 who closes them

He talks about hiring Robbie to help with his sales team, and within 48 hours his team had closed $36,000 in sales.

First thing he said after hearing that “I didn’t charge you enough”

Robbie came up on stage and talked about his process

- First thing to know is that your product / service doesn’t matter
- If you take time to find out about the other person
- It doesn’t matter what you do, you need to focus on the other person
- The only thing that matters is your client
Robbie then brought an audience member up to the stage to role play the sales process.

His instructions were: Imagine you’ve gone through the entire funnel and process so the leads come in the right way and you are interested in learning more about IM.

Here are the questions he asked during the roleplay.

**Q: Tell me a little about your business and what’s going on so I can help.**

A: This person has a migraine product that through a series of test produces a personal recommendation and result for you to overcome, eliminate, or reduce them.

**Q: What are you doing online right now to make money?**

A: We just have a website online.

**Q: Tell me a little more about it.**

A: It’s a simple website where people can find out more about what we offer.

During the entire process he’s using empathy to bond with the person on the phone.

I can understand that.

Use their name, X, do you suffer from migraines?

**Q: What does your product do?**

A: Give them a report on their findings, targets nutraceuticals, customized.

**Q: What you’re telling me is ... you design something to personally help people end migraines forever.**

A: Yes, we even tell doctors to send us their toughest patients.

**Q: What is your vision for the business, where do you want to be?**

I can tell that you’re passionate about this, what’s stopping you from doing your vision?

Would it be fair to say that ...

If he knew and understood the power of ....
How many more people could you impact ...

Q: If you knew how to put that funnel together, implement it, and have RB at your fingertips, would you be interested in working together?
A: Yes

What is your #1 question for Russell?

The sales rep then uses Voxer Russel the question, then he responds directly to the person to show the power of having him to contact when they need him.

Tips From Robbie

You want to keep people focused on the sales process

Talking with Christina of where she’s at, where she wants to be.

She is building the bridge to see how Russell will help her build her business

She talked about how awesome Russell is, how it made her speechless that he actually responded to the question

Don’t talk about your products, you focus on the person

To Get Slides For This Presentation Please Go Here:
http://www.timreallylikes.com/highticketfunnel
Garrett White Presentation by Garrett White

*Disclaimer: Garrett used plenty of colorful and adult language during his presentation. If something like that offends you, you shouldn’t watch his videos or read this summary of this talk.

He started his presentation to us with 5 minute movie talking about his previous life and how it has changed to today.

You can see the video at http://www.wakeupwarrior.com

After showing the video, Garrett comes on stage and starts walking us through his high ticket coaching funnel.

The optin video (at the link above) is a mini movie that tells a story and speaks to the heart of specific people.

It’s meant to cut through the BS and find the target and ideal customer.

It’s meant to divide, upset, and get rid of the people who wouldn’t be a good fit for his program.

He doesn’t market to women, because he doesn’t understand them so he got rid of trying to serve them.

Then he got rid of people who were employees because they can’t afford him.
After he got rid of the people he couldn’t help, he was able to look at entrepreneurs who were married and had children and speak directly to them.

Garrett believes when it comes to selling, you have to give a shit about what you’re selling and you have to feel it in your soul to help others with it.

You have to believe in it and you have to be able to fulfill upon your promises.

You gotta give a shit about your message and your people and that you can’t serve everyone.

The reason you charge a lot is so you can spend time with that person and help them get results you promised in your funnel.

**For Garrett, it breaks down to the following three things:**

**System**

Sales System (sales-u-mentry documentary)

**Secret Weapon**

Before using ClickFunnels, he built off 35 different funnels that he never launched and because he never tested anything.

If you’re afraid to fail – that’s ok because you need to understand one thing – you’re going to suck.

The beginning is going to suck, because you suck at the beginning. The good news is if you keep at it, you’ll suck less and eventually you’ll suck so little, you’ll actually get good.

If you keep at it, you become less dumb and suck less – guaranteed.

Garrett’s tripwire is the documentary, he has a podcast, etc and it’s free content designed to attract the ideal customer.

**Garrett’s Funnel**

Documentary (Front End, Free)

Warrior Week ($10,000)

Kingdom ($50,000)
**Warrior Week - Garrett’s First Offer**

Warrior Week: 5 week online training along with a 5 day live event for $10,000

He sells high ticket (Lambo vs Honda) because he can’t sell low ticket shit

He only coaches 8 to 12 guys per session

**Kingdom - The Upsell**

Garrett offers the Kingdom as an upsell

It is a 6 month experience and it cost $50,000

He consistently closes $200k a month for over 2 years with this funnel

Built his life around his system to live his life his way

**His Landing Page**

The entire funnel is built to get rid of people as fast as possible and if his mom likes it, he scraps it.

On the landing page he has a Sales-U-mentary which is a 90 minute long video and the application button doesn’t pop up until the 20 minute.

This isn’t a boring video, he shoots it like a professional movie would be shot and in the style his target audience wants to watch (like an action movie)

At 20 minutes an application button appears

During the movie, he uses a call to action every 15 minutes after the button appears.

Once they click on the apply page, they go to the application page

**Application page**

- Applicants are shown another movie and given a chance to apply to Warrior Week
- The application is one question at a time instead of all at once

The application pages gives a general idea of what Warrior Week is about as well as high level overview of the program.

Once they fill out the application page, they are taken to an indoctrination page
Indoctrination Page

- Post application page
- Emotional Optin video
- Logical steps also provided

The page also gives them the next 3 steps and unlocks Garrett’s private course for them to watch

- Inside the membership site he gives them 4 videos which were his old sales video
- Once they apply they have to go through the entire 4 hours of videos prior to talking with the Garrett’s sales manager

They also have to give a deposit and be put on a waiting list.

Garrett’s whole goal is to indoctrinate them prior to even talking and the prospect is in complete connection with Garret by the time that they do. The applicant has spent 12 hours on average looking and listening to him before they even talk.

The people want his services so bad they are willing to go through the entire process.

Sales System

The reason people don’t buy from you is because they don’t trust you.

Have you ever been a high ticket buyer, and gone through the same thing you are asking them to do? If not, you’ll have a hard time understanding your buyers mental state and what concerns they have.

Garrett is always asking - how can we get people to actually want to join and not force them to watch it?

To do this, they created a sales-u-mentary for the past two years and created several variations of it to split test.

They shoot everything with a Canon D Mark III camera

You can shoot your own sales-u-mentary and here are three steps to include to make it easier.

Step 1 – Sin and the Success

- **Sin**: tell them about who you are, how successful they are, and how awesome you are
- **Success**: show, don’t tell. Show them who you are and what you stand for and they want to see who you really are
  - Show them little insights into your life
  - Family
- Restaurants
- Show them your results or your clients results

**Step 2 – Move, don’t be stagnant**

- Move around, motion creates emotion
- Movement creates excitement and buy in from the people who watch
- Hope in your car, go to your favorite restaurant
- Keeps them engaged
- Takes pressure off of you

**Step 3 – Cut (edit) like a music video**

- Edit your video like a music video
- Find a song you want to use, and edit your video around the music
- Guide the rhythm
- Edit every 4 to 8 seconds and use cut outs of your life, different locations, hobbies, etc

**The Secret Weapon**

- Stop fucking lying. That’s it.

When he came into the game he felt like a failure and that he didn't have anything to offer or value to people. He tried to be like others and lie about where he was and who he was.

92% of the people online are liars

**Right now there are people ready to follow you no matter where you are, no matter how shitty you think your life is.**

*Tim’s Tip:* Read that last line again. No matter where you are, people are willing to follow you. It doesn’t matter what you have or haven’t done, people are ready to be lead.

Humanity is lying at a level never before. Lying to others and sadly to themselves.

People are self-sedating in record levels with drugs, alcohol, TV and just checking out of life.

**What if you just tell the truth about who you are and where you are?**

Be authentic and be yourself

Be raw, share some emotions, be yourself and show who you are really

Be relevant to your market and your message

Big ticket works when you give a shit about the people buying your product / service

Know you’re going to be slaughtered at first, everyone does but there is good news ...
You can’t be me, I can’t be you.

There are 7 billion people, you only need 100 people to believe in you to create the life you want.

To Get Slides For This Presentation Please Go Here:
http://www.timreallylikes.com/highticketfunnelwalkthrough
Perfect Webinar Funnel – By Russell Brunson

Russell has spent 10 years perfecting this webinar funnel and script.

First Step - For Russell the first step to creating the perfect webinar is coming up with a hot offer.

He recommends taking out a piece of paper and ask yourself “What should people get when they sign up for your offer?”

You are only one powerful webinar offer away from amazing success and income.

Second Step - Next Russell likes to figure out how he can “wrap the offer” so the customer have the greatest chance of success. For example, when someone buys ClickFunnels, then he adds training on how to use ClickFunnels properly, along with training on how to get traffic. He also includes inception secrets (copywriting training), the soup/ Seinfeld secrets (email training) so
that at the end of the day, the customer has everything they need to be successful with the product.

**Third Step** - Russell likes to figure out what is the core thing you’re trying to sell and how he can stack as much value as possible? His goal is to make everything 10x the price of what he is selling the product for.

The way he likes to stack the value is by asking **“What is the next logical sequence they need to be successful with the core offer?”**

So if he is selling them software, the next step is training on how to use the software, the next step is to get traffic to the offer, then what they need to say on the page and once they buy what do you say via email once they are on your list.

Find a way to only offer complete offers for everything they need to be successful and always be asking what would stop them from buying your offer?

**Fourth Step** - Your webinar content needs to be awesome and attendees need to feel like they got value from your webinar even if they don’t buy.

Your content needs to be prolific and specific to what you’re talking about during the call.

Here’s a way to gauge where your content falls:

**Crazy ← Prolific ← Main Stream → Prolific → Crazy**

You want your offer to be a little out of main stream but not nut job crazy so you want to be in the middle of main stream and crazy.

How do you transition from main stream to prolific without going to the crazy side?

Focus on and present only one thing (he learned this from Jason Fladlien) during the webinar along with three “secrets”.

To come up with your one thing – ask yourself **“What is the one core thing or concept your webinar is about?”**

If you try to convince someone of too many things at once, you lose your impact and your message will get diluted.

Then you use the three secrets that support the 1 core thing or concept during the webinar.

**Webinar Structure Example**

One of the hooks Russell likes to use is for the core concept is:

How to do something they want to do without doing the one thing they hate
He starts off his webinar by saying *I’m going to share this one thing that may surprise and shock you* ...

**One Thing Examples**

“How To Instantly Add High Ticket Sales To Your Sales Funnel WITHOUT You Personally Talking To Anyone On The Phone … Ever”

“My Weird Niche Funnel That’s Currently Making Me $17,947 PER DAY …”

After he presents his core thing, Russell starts the transition to the 3 secrets to help convince the audience about the core thing.

- He isn’t teaching just to teach
- Ask yourself what are the belief patterns of the people on the call “what do they believe is true already but actually isn’t true”. Another way to look at this is what are the top 3 objections your potential buyers might have?
- This opens them up to take up the offer once their wrong beliefs are crushed

**The 3 False Belief Patterns**

- What is their first false belief pattern?
  - What is your secret related to that?
- What is their second false belief pattern?
  - What is your secret related to that?
- What is their third false belief pattern?
  - What is your secret related to that?

When Russell is trying to sell his “High Ticket Coaching” he shows them how easy it is to make $100,000 with coaching.

**He does that by sharing 3 Secrets with them**

Secret #1 – I can make more in one day selling high ticket products than I can in A MONTH selling normal products

Secret #2 – I don’t personally have to sell anything (I hate phones)

Secret #3 – I only need a little traffic to make this work

He then goes secret by secret breaking down the old belief patterns and showing them how what he is saying is true.

How many ebooks do you have to sell to make 100k?
How many Amazon HDMI cable sales would it take you to sell 100k?

To make 100k with coaching, all you need to do is sell 3 high ticket customers

**Try to show them how HARD the other way is, and how EASY your way is.**

Start with the 3 biggest objections your customer might have and then break the belief pattern using the 3 Secrets method and now people want the one thing you are offering it

The content makes it easy to transition into the pitch

1. Intro
2. Content
3. Pitch (closing)

During the pitch, Russell uses the stack. He learned the stack from Armand Morin while speaking at one of his events years ago.

**The Stack**

- The Human mind can only cover one thing at a time
- The mind only remembers the last thing. So using the old way, he would tell them the last bonus and the value of it (you get this email template for $1000) which made people think that the total value of the entire package was $1,000.
- What he does now is talk about each thing individually and then stack that product and continue to stack products on top of each other and then give them the total price at the end.
- Doing it this way makes people see the price and offer as the total value of the product, not just the last thing mentioned

For ClickFunnels here is how he stacks the offer

- The first thing you get is 1 year ...
- What you’re going to get (price point)
- Next thing you’re going to get (stack again)

Keep raising the value of the total product with each stack

**After he is done stacking, Russell likes to start using “If, All” statements**

When you show the total price of the product, you have to get them to believe that the product it worth the highest price before discounting it.

To do this Russell usually likes to compare the cost of training vs the cost of college. Once he shows the cost of his training vs college, he starts using If, All statements to get people to see the value of the product at the higher price.
If all you did with this system did was ______________ would it be worth it? (do this 3 times with three different situations)

Once they believe it’s worth the higher price, and you show the lower price you create a buying frenzy

**Trial Closes (get their heads nodding)**

Russell likes to drop one of the trial closes every 3 to 4 minutes and every time he stacks the value of the offer.

Russell learned this from Ted Tomas who taught him to ask simple yes or no questions to get people nodding their heads throughout the entire presentation.

**A Few Sample Trial Closes**

“Does that make sense?”

“Is this amazing or what?”

“Are you guys enjoying this?”

“Can you imagine doing this?”

Get them nodding their heads during the entire presentation so when it’s time to close them, you already have them buying into what you’re offering.

When Russell learned this, he took the time to record a few dozen trial closes and put them into an automated webinar they were already running. Doing that took them from $9.60 to $16 per attendee.

To get started, make note cards of trial closes and post it around where you work or on the wall when doing a webinar so you can use them constantly.

Use them anytime you use a testimonial on a webinar – drop several trial closes each time you do this to get people nodding their heads and agreeing with you and also the results.

After talking about the webinar itself, Russell started sharing more about his webinar funnel.

**Funnel for Webinars**

**Registration page**

Headline is the one thing, 3 secrets helps with your landing page

1 thing up here, 3 secrets down there

Use an interesting picture or a video as the visual element
Curiosity is key and when possible use weird photos on the registration page. The weirder the better.

**Confirmation page**

After signing up to the webinar, they are taken to a confirmation page with a video thanking them for joining you on the webinar and getting them excited to attend the webinar itself.

Under the video have a box telling them what to do next

**Follow These 3 Steps BEFORE the Class**

- Put this on the Calendar
- Free Trial of ClickFunnels
- Get a copy of our book (tripwire offer)

Be sure to put a tripwire (or low ticket offer) on webinar confirmation page

Offer low ticket, noncompetitive products on the confirmation page for additional sales and income

If you can, offer trial offers. For every 1 person who pays for CF, 3 people join the trial from the confirmation page

The offers can’t conflict with the webinar or the content on it.

**Indoctrination Page(s)**

Once they have signed up to the webinar, Russell likes to send them 3 days of indoctrination videos prior to the webinar

They get people more interested in why they should attend the webinar

The key is to get them excited and engage them prior to being on the call

Don’t just get them registered and then forget about them until the day of the webinar

This pushes people over the edge to attend or buy the product after the webinar

**The Promotion Model**

Mon-Thursday: Promote your webinar (Traffic)

Thursday: The live webinar happens (Webinar)
Fri – Sunday – close sales (Closing)

**How Russell Gets Traffic To His Webinars**

Facebook Ads

Solo Ads

Affiliates

Russell likes to do the webinars live until perfected because doing it live provides instant feedback loops and chances to improve the offer and experience based on customers comments and questions.

Russell likes to take the questions people ask during the webinar, make a list of them, and then figure out how to answer those questions on slides and use them when possible during the call.

Questions from customers are an instant feedback loop and lets you know where things are going right or wrong and what people’s sticking point preventing from buying.

This gives you time to find out what people’s objections are and improve upon it each presentation.

Do the webinar live until it converts and everything is “perfected”, then automate the entire process.

Once the webinar is perfected, the recorded one now performs the same as the live ones but Russell refuses to just automate a webinar at the beginning of the process.

**Traffic & Sales Process Expectations**

(Break Even On Ad Spend Matches 1 Sale)

If Russell wants to drive traffic from a new source he will spend as much as he will make off a single sale to test the traffic.

The goal is to break even, get a new customer, and then sell them more stuff while they are on the list.

The sales process is Webinar → Feedback → Tweaking → Webinar → Feedback → Tweaking → Webinar → Feedback → Tweaking
Getting Feedback

Consider emailing, calling, or doing a survey asking attendees why they didn’t BUY to help you overcome objections.

Ask on the webinar, email the people who comment, or call if you feel comfortable to close additional sales.

Attendance & Sales Expectations

You should expect 15 to 30% show up rate and if you can get a 10% close rate = awesome

Understand that this is the front end and that the real opportunity is to create sales and lifetime customers on the backend.

To Get Slides For This Presentation Please Go Here: http://www.timreallylikes.com/perfectwebinarfunnel
**Webinar Hacks** by Jay Boyer

Jay has done over 400 webinars since 2010 both as an affiliate and also as a product creator.

Russell was used to do doing around 100k on a live webinar and usually 50k during the replay and one thing Jay shared with him helped him close 150k in replay sales.

This presentation has nothing to do with the content and instead is designed to show you how to optimize and trick out your webinar campaign

- Turn clicks to registrations
- Turn registrations into attendees
- Turn attendees into buyers

**Hack #1:** Plan on a 6 day webinar campaign to optimize registration and sales

Jay now has a 20,000 person list who love getting on webinars with him because he started this process years ago and trained his people over time. If you’re just getting started with this process, start with one webinar a month and then work up to once per week.

**Jay’s 6 day webinar campaign usually looks like this:**

- Mon – Wed: Traffic and Promotion of the webinar
- Thursday: Live webinar
- Friday: Live Encore

Satuarday - Sunday: Replay, closing day emails

**Hack #2:** Find a single hook and 3 bullets related to the offer that will appeal to your audience and create a benefit oriented title and description for the webinar. If you don’t know your audience well enough to do that, do a survey and ask them what they are interested in learning more about, struggling with, etc

Jay originally built his traffic through WSOs, kindle books, etc. For a year he was doing a new product every week but now he uses Facebook ads to build his audience and list.

Because of his survey, he knows that his customers are interested in Amazon publishing, physical products, and all things Amazon related.

Because he knows that, when Jay hosted a webinar for a press release service he thought of a single hook and 3 bullet points to appeal to his Amazon interested audience.
For the press release webinar, he came up with:

- Books and physical product launches – this is the best way to get free publicity and attention
- Get on the first page of google with this

Spend some time reverse engineering your audience to find their hook

**Hack #3:** Create a thank you page to send people to after registration (with video message, a non-related affiliate offer, Facebook group, trials, etc)

Jay averages 1200 to 2500 registrants per webinar and after they register they go to a thank you page getting them excited about attending the webinar, offering them to join his Facebook group, and a non-related affiliate offer.

He put a banner of Russell’s book on the thank you page and sold over 200 books simply on the thank you page of his registration page.

Jay uses a yellow button with a strong call to action to join his Facebook Group. The hook to join the Facebook group is that he posts webinar replays inside of the group before anything else.

The #1 thing people want is the replay, so he puts the replay in there and when people ask for it, he point them to the Facebook group.

**Hack #4:** Add the replay link to the GoToWebinar follow up message. This is an email sent out by GoToWebinar 24 hours after the webinar is finished and since it’s not sent by you, you don’t have to worry about unsubscribes, etc. It’s a “free email” not sent by you that helps sell your product.

**Hack #5:** Start testing subject lines and possible other hooks in your email copy at least 48 hours prior to the webinar. Keep the copy close to your webinar hook and language so that your message stays congruent throughout the entire promotion.

*Tim’s Tip:* By testing subject lines and different possible hooks via email before the webinar you’ll know what your audience is more interested in and you’ll be able to compile a powerful swipe file for affiliates to use once you roll the webinar out to them so they can have the same results.

**Hack #6:** Setup a Facebook ad campaign using a squeeze page for the webinar. This helps you build a list, promote your offers and have them shared on social media. If the ad campaign can go viral it will help lower the cost of your campaign and increase your reach.
Hack #7: This is the single tip that helped make Russell make an extra $150,000. If you already have a recording of the webinar or a replay from an affiliate, send the video to the writer on Odesk for the webinar summary (cliff notes version). Jay pays about $75 to $100 for about 5 to 10k words and a summary of the presentation. This is not transcripts, it’s a summary of the webinar. Jay has his writer put a screen shot on every other page to break up the text and provide a summary.

Put the logo on the front page, if possible but don’t think this has to be super polished to be effective. Jay also puts the buy link in the footer of every page of the summary so when the customer is ready, they can click it and buy at anytime.

Hack #8: When possible, find a sexy bonus that is relevant and adds value to the offer being presented. Look at the webinar and the product and try to figure out where the holes or missing parts of the offer are, how can you complement, or expand on the offer with your bonus.

Setup a bonus page for the buyers for each webinar. If you don’t have your own product, create or license products to help the customer. Make it real and high value and ask the product creator to throw in a bonus offer or training if you can’t find one on your own.

Hack #9: This sounds simple BUT I’ve seen it bite a presenter in the butt by not testing the buy link BEFORE the webinar and have the full URL handy to drop in the chat box after the pitch if there is a problem. Consider having a backup buy link as well, just in case.

*Tim’s Tip: This has happened to me, when it did it cost me THOUSANDS of dollars in lost sales, angry customers, and angry affiliates. It is so simple people forget it all the time.

Hack #10: Blast GoTo Webinar registrants 4 times before the start of the live event. You can do this by editing the title of the webinar and clicking a button letting attendees know of the change. Jay typically does it ...

- First thing in the morning on the webinar day (it’s happening today)
- 2 hours before the webinar (2 hours before …)
- 1 hour before the webinar (1 hour before …)
- 15 minutes before the webinar (starting now …)

Hack #11: Have a team member who’s only job is to sit on the webinar and interact with everyone who comments and use their name when responding “Tim, awesome”, flags FAQ for you to ask during the Q&A portion.
After a few webinars, setup template responses that the team can cut and paste into the chat box to the most common objections and questions.

**Hack #12:** After the pitch, show the bonus page and tell buyers that you’ll deliver it in your Facebook group right now if they type “I’m in” into the chat box.

Go through each bonus item, tell them how it will help them work with X and improve the overall experience.

When people start saying I’m in, send buyers this message privately in the chat box (get it from slides) and get them over to the Facebook group and ask why they bought.

When they say why they bought, it provides you with golden testimonials and use them when you email out about the replay of the webinar.

**Hack #13:** Take the testimonials in the Facebook group and add them to the PDF document at the end of the summary. “What people are saying about XYZ product” This provides social proof and gives people more reasons why they should buy the product.

**Hack #14:** Have a live encore rebroadcast of the same webinar presentation the next day, using a different time than the original webinar. If the live webinar was on a Thursday, the encore rebroadcast is at Friday, 2pm EST

The Friday webinar is a live replay of the original webinar, but it’s run just like it is a live event minus the presenter. The live encore accounts for 20-25% of the sales.

**Hack #15:** Use a service that records all the webinars and sets them up for rebroadcasting. Jay uses Ely @ webinarwizards@gmail.com and he charges $100 per webinar event but he handles everything.

**Hack #16:** On Saturday, Jay sends out a replay page with a timer at the top and then mails out Sunday 3 times before he closes the replay / offer

First mail – Jays send out a video replay + PDF Summary (cheat sheet, cliff notes, guide) on the page

Second email – Replay of the call
Hack #17: Third email - it’s time to drop the hammer. Close out the campaign with a short last call email 5 to 6 hours before the offer closes. The Sunday night close amounts can be huge. The last email only contains a link that goes directly to the order page, not the replay page or PDF summary.

To Get Slides For This Presentation Please Go Here:
http://www.timreallylikes.com/webinarhacks
Reveal Actionetics by Russell Brunson

This session goes into detail about a new feature being added to ClickFunnels called Actionetics. If you don’t have ClickFunnels, you should still check out some of the improvements being made inside the program and see if they can help you.

Actionetics allows you to know more about your customers and get smart analytics on each of your customers. Once they enter their email address, Actionetics goes out and pulls all the information they can find about them (social media accounts, age, income, etc) and you are able to market to them and their situation.

So for people who make over $100,000 would get a different one time offer instead of someone who makes $50,000. You can also give them custom messages in the ways they best respond – email, text message, phone calls, and more.

Custom message for each user based on the pages they visit, the actions they take, and the data the business knows about them.

Actionetics should be live in the next 2 or 3 weeks through ClickFunnels.

This will allow you to automate and segment your list, your traffic, and customer data to create a perfect custom sales experience.

Email editor

Drag & Drop
Add Rows
Add Elements
Responsive Emails
Mobile responsive emails as well

Email Broadcast

Sent out emails to your contacts any time you want with powerful segmentation tool

Lists & Smart Lists

Smart lists are dynamically created based upon users actions (all who have purchased, not purchased, clicked X number of emails, and what else you can dream of)

You will have full stats of each customer and everything they’ve been able to do
Segmentation through social data, location in the world, lifetime value of the customer, buyers vs prospects

When someone enters your world, you’ll be able to see everything about them.

RFMS score – recency, frequency, monitor

Social score – email used for social media and an email list is worth 80% more than a standard email address

It helps show how legitimate the email address is and where they are using that email address.

**Future improvements**

- Custom funnels on the fly for the customer

**Q&A Session For Actionetics**

**Q: Are you able to import into Actionetics from a previous email service autoresponder?**

A: Actionetics will use third party email providers. They use Sendgrid, Mandrill, and STMP servers as third party integration to ensure that your email lists get imported through them and when it is you pull the social media data

**Q: Do you have a recommendation for email services?**

A: Sendgrid, and Mandrill and they watch to see which ones work best and that is who they use. One thing they recommend is to delete people who don’t have a high social media score because most likely it’s a fake or bad email they have given you.

**Q: Are you able to pull contact information out through API?**

A: Yes, You can eventually eliminate the need for other autoresponder providers once this system is fully functional. They will have a tagging system just like Infusionsoft and they MIGHT be able to import from Infusionsoft.

**Q: Whitelabel option?**

A: Certification people will have a master account for all of their clients
Q: Can this be shared like ClickFunnels funnels can be?
A: It is a feature they are working on

Another cool feature: eventually you’ll be able to see the lifetime value of the customer and the customer base

Q: Can I get rid of infusionsoft?
A: Our goal is for you to be able to eliminate the need for other providers

Q: Single or Double Optin for email importing?
A: They will not require double optin, but you have to abide by the terms and services

Q: Cost?
A: There is a real world cost per lead, customers can get a trial and then decide but they haven’t come up with a hard cost yet.

Q: My list has name, address, phone number, are you guys going to be able to do the same?
A: It’s not a feature they are looking to add for time.

Q: Are you guys looking to sell or be bought out as a company?
A: No, because this is something that they are committed to and have no plans for selling.

Q: Who is providing us this data, ClickFunnels or a third party provider?
A: Most of the partners are collecting that data, ClickFunnels just purchase the customer data for you and they will adjust to privacy concerns and laws.
**Latest Feature**

Here’s how you can make more money inside of ClickFunnels. This won’t be ready for the next 60 days.

ClickFunnels is creating a marketplace for you to buy and sell your successful ClickFunnels to other users.

You will be able to sell your funnels in the editor and hit a button to sell it in the marketplace.

It will have reviews, OTOs, etc for customers and sellers.

Their goal is to have a clean, high value marketplace

The cooler things are, the more they will sell.

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**There were no slides for this presentation**
Funnel Stacking / What If A Funnel Flops – Russell Brunson

Russell started the presentation talking about knowing your numbers and what your funnel is converting at.

Amateurs focus on the front end only and try to get a customer while making money in the process.

Russell was at an event where a guy talked about how he was spending $37 to send someone a free DVD because he wasn’t focused on the front end, he was focusing on the backend and knew that he would make his money back on the backend and other promotions.

Russell shared an example from his own business. When you log into ClickFunnels and watch the 13 minute video, he ships out a free shirt (that cost him $10 to do so).

He does that because he knows that if he provides value up front, money will come back to him.

Russell brings people in and tries to ascend them to the highest level possible through their time with him.

Russell’s 3 Money Making Funnels

**Tripwire** – Perfect Webinar - High Ticket Coaching

**Tripwire** (3 minute videos for an impulse purchase price (under $20))

**Webinar** ($500 to $2000 products, 60 to 90 minutes, provide value and then sell)

**High Ticket Coaching** ($5000 to $50,000+, they have to go through an entire process prior to even talking with a sales person)

When you start thinking about your funnel you need to answer these questions:

What type of sales process do you feel comfortable with?

- Are you willing to do a webinar, do you have the results to do high ticket coaching, and how quickly could you create a tripwire offer?

How do you think you will sell best?

- You need to know your market, what they are currently interested in and at what price points they are currently buying at.

Where is your personality at now and where do you want it to be?
Money and opportunity are waiting for you right outside your comfort area. If there is no way you’d want to get on the phone and talk with the client – that’s an obstacle but you can still create a funnel around you and the way you want to run your business.

**Funnel Examples**

- Tripwire: Book
- Perfect Webinar: Instant Funnel Hacks
- High Ticket: Coaching Program

For the book he created a simple point of sale funnel – they bought and the transaction ended. Then he transitioned them to the webinar funnel, which was pure profit for him. Finally, he transitioned them to the high ticket coaching funnel two weeks later.

To see how you could do this with a live event, Russell shared his goals for the event:

1. Provide as much value as possible
2. Once here, they invited people to the certification program
3. Then after that is trying to get people into the inner circle and high ticket coaching

To know what type of funnel you should create – ask yourself: where can you serve people at the highest level possible?

As long as you’re treating people right, serving them and providing value along the way you should try to get them to the highest level possible.

People are always looking for something else to buy from you as long as you’re following the steps lined up above.

Create this amazing tool and build up over time (this is what they’re doing with ClickFunnels).

The more you can offer to your customers, the more money you make year after year.

How else can you provide value to people?

Creating one funnel is great, how can you get people to the next level and what type of funnel do you need to make that happen?

**How do you move people between funnels?**

On the thank you page, the offer wall provides opportunities for them to join other funnels for his other products.
The other way is to segment them through your email list based upon interest, them entering their email address on a new squeeze page, or using Action Funnels inside of ClickFunnels.

**What happens when the funnel flops?**

In college Russell made a membership site for $27 a month and had 300 people signed up.

During that class a fellow student told Russell that it seemed like a lot of work. Russell worked really hard to make the membership for a few weeks but after that he had an asset that made him money.

Most people can’t do that and because of that they give up too quickly.

If something flops, just continue on your path and put in the time and the work.

You try something and it doesn’t work, you try something else.

You need to look through several funnels a day so you can learn from profitable funnels and become serious students at work by modeling what works.

**What’s it like when one of these blow up!**

What is it like to make a ton of money at once? It won’t happen at once, it won’t be overnight but if you’re hard working and consistent in your actions you will get your message out to an insane amount of money.

Money helps us keep score but the impact is what really matters.

Change people’s lives in your own way.

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[http://www.timreallylikes.com/funnelstacking](http://www.timreallylikes.com/funnelstacking)