

You're Just **ONE** Funnel Away...

THE FUNNEL HACKER'S  
**COOKBOOK**

RUSSELL BRUNSON



**THE FUNNEL HACKER'S**  
**COOKBOOK**

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# USE WITH CLICKFUNNELS



This cookbook was designed to help you build sales funnels more efficiently. All of the elements, pages, and funnels are specific to a powerful software we created for entrepreneurs called ClickFunnels.

*If you don't have a ClickFunnels account yet, get your free 2-week trial at:*

***[www.ClickFunnels.com](http://www.ClickFunnels.com)***





# ACKNOWLEDGEMENTS

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*I want to give a special thanks  
to all the people who made “The Funnel  
Hacker’s Cookbook” possible...*

We turned this project around in a record amount of time because there were so many helping hands that went into making this book so amazing.

Obviously, I can't mention everybody, but there are some people I'd like to specifically thank: Dylan and Wynter Jones for building the editor; Mark Bangerter and Jamie Smith for getting the elements and helping write the element descriptions; Levi Heiple for helping with the transcriptions and writing for this project; Stephen Larsen for the funnel design and helping us “squirrelify” all the pages.

Finally, I'd like to give a very special thanks to Jake Leslie for doing all of the internal funnel designs and Brittanie Byron for designing the book, the layout, and making “The Funnel Hacker’s Cookbook” possible for all of us.

Thank you so much for everything you guys put into this amazing project!



# HOW TO USE THIS COOKBOOK

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***For those who don't know me yet, my name is Russell Brunson. I am the author of two bestselling books: "Expert Secrets" and "Dot Com Secrets"...***

Both of these books teach the strategy and tactics behind successful online sales funnels. They show you how to build your brand and get your message out to the world. These books have helped hundreds of thousands of entrepreneurs around the world.

But we found that a lot of entrepreneurs were still getting confused. They didn't know what type of funnel to build in what type of situation, what pages, what order, what sequences...

For a long time I felt perplexed. I didn't know how to help solve this problem.

Then one day, I was looking at a few bestselling books written by some of my friends in the diet and weight loss industry. I noticed that they would first write a book teaching the strategy behind their diet. Then later, they came out with a cookbook showing the actual recipes needed to have success with the diet.

I realized that was the missing piece. I had the strategy and the book teaching what to do. *Now I needed a cookbook to teach exactly how to do it.* I needed to show what ingredients to put in what order to create each type of funnel. As soon as I realized that, I knew that we needed to create a cookbook. We actually started this project only weeks after launching the Expert Secrets book. The project probably should have taken months, if not years to

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## HOW TO USE THIS COOKBOOK

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put together. But our team was so passionate, we decided to put all our effort into this project. We wanted to make something amazing for you. *We couldn't be more proud of the result.*

### WHAT THIS BOOK WILL AND WILL *NOT* DO FOR YOU

This book is going to show you all the elements necessary to build a funnel. It's going to show you all the pages necessary to build your funnel. It's going to show you all the core funnel types that you need. But this book does not go deep into strategy. It won't show you how to position your offers or craft your messages. I cover these topics inside of the "Dot Com Secrets" and "Expert Secrets" books. We designed this cookbook to be a companion manual to those books. So if you haven't yet read "Expert Secrets" or "Dot Com Secrets", I highly recommend doing so now. You can get your free copies at [ExpertSecrets.com](http://ExpertSecrets.com) and [DotComSecrets.com](http://DotComSecrets.com). Read these books to understand the strategy and the tactics. Then this cookbook will give you all the ingredients you need to be successful.



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## HOW TO USE THIS COOKBOOK

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### KEEP THIS BOOK ON YOUR DESK

We offered a digital version of the cookbook but we also created a physical, wire-bound version. We created the physical version so you can have a copy on your desk at all times. If you're holding a wire-bound copy then congratulations! This is a tool you'll have on your desk all the time as you're building your funnels.

If you didn't get the wire-bound book, I highly recommend getting your free copy of that as well. That way, it's not just on your computer. You can keep it on your desk and open up to the exact page and funnel that you are working on right now. You can get a free spiral-bound copy of this book at [FunnelHackersCookbook.com](https://FunnelHackersCookbook.com).

***Our goal is that this will become an everyday reference for you as you are building out your sales funnels.***

### HOW TO GET THE MOST OUT OF THIS BOOK

I recommend reading the intro section of each chapter. This will help you understand how this cookbook works. Every step builds upon the others:



In the first section, you're going to learn about all the **elements** inside the ClickFunnels editor. Each of these elements are like the ingredients that you would put into a recipe. The better you understand the ingredients, the easier it will be to create these recipes.



The second section is going to show you all the **pages**. Each page has a different function and includes different ingredients on them. Read through all these pages so you understand what's possible.



Then read the section on **funnels**. The funnels are different pages put into a certain sequence, to get a certain result.

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## HOW TO USE THIS COOKBOOK

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### JUST LIKE PLAYING WITH LEGOS...

In the “Dot Com Secrets” book, I talked about how building funnels is like playing with Legos. After you understand the elements and pages, building the funnels is like playing Legos. We’re going to give you 22 funnel recipes that we use every single day. But don’t look at these as the only way to build a funnel. With each of these funnels, you could easily add an upsell block or take it away. You could add a pre-sell page or take it away. You could add affiliate centers, membership sites, or *any* extra step in-between. The sky is the limit.

***We used giant Legos to show how simple it is to use the elements, pages and funnels in this cookbook. Watch the video training series at:***

***[www.FunnelHackersCookbook.com](http://www.FunnelHackersCookbook.com)***



---

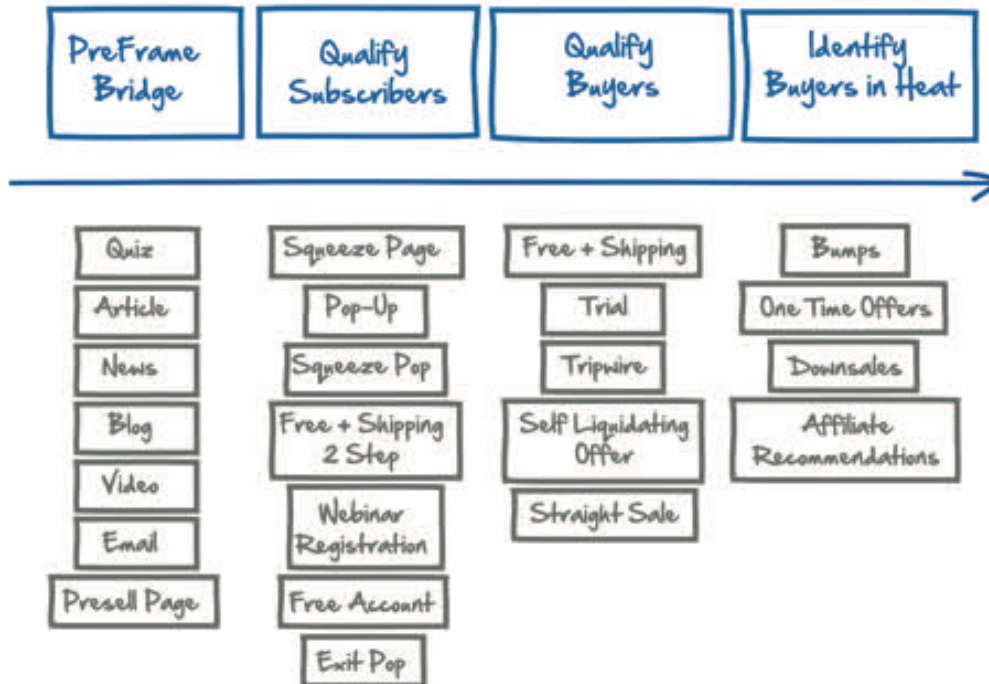
## HOW TO USE THIS COOKBOOK

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But when you're building your first funnel, please stick to the templates we've given you. Each of these funnels has been *tested and proven* to work. The majority of all the funnels we launch inside of our company are based on these exact templates. We rarely deviate outside of them. We only occasionally add an extra upsell or downsell or a pre-sell page, etc.

If you'd like to learn more about this Lego building block concept, I cover this on page 129 in the Dot Com Secrets book. It's Secret #11. We call it "The 23 Building Blocks of a Funnel." With that said, I hope you enjoy the cookbook. Our goal is that this will become an everyday reference for you as you are building out your sales funnels.

# THE 23 BUILDING BLOCKS OF A FUNNEL



# ELEMENTS → PAGES → FUNNELS

*Before we get too far into this, I want to quickly break down how all funnels are built...*



## ELEMENTS

The building blocks of a funnel are what we call elements. These are all of the things that can possibly go on the pages. It could be videos, headlines, images, countdown clocks, etc.

## PAGES

All of the elements go onto a page. A page is a bunch of elements put together in a special order to try to get people to take a certain action.

## FUNNELS

A funnel is a series of pages put in a strategic order. The goal is to take your customer on a journey that makes them most likely to go from a prospect, to a customer, to a client.





CHAPTER 1

# ELEMENTS

[THE INGREDIENTS]



# ELEMENTS

---

*Elements are like the ingredients you would put inside of a recipe...*

For example, if you were to make a cake, you would start with flour, eggs, sugar and water. Those are the ingredients that you mix together in a bowl to make the batter and actually bake the cake. Elements are all the ingredients that go into your pages. Inside this cookbook we have over 50 different types of elements.

## TYPES OF ELEMENTS

At the time of this writing, these are all of the elements available inside of ClickFunnels. It's possible we will add more elements as we come up with cool ideas we'd like to create. Some examples of elements include:

- **Text Elements** like headlines, subheadlines, paragraphs, and bullet lists.
- **Media Elements** like images, image popups, video popups, and audio players.
- **Form Elements** like buttons, input forms, select boxes, and text areas.
- **Advanced Form Elements** like SMS signup, billing address, shipping address, and surveys.
- **Countdown Elements** like countdown timers, minute timers, and day timers.
- **Content Block Elements** like icons, feature images, navigation bars, and FAQs.
- **Miscellaneous Elements** like text blocks, social shares, FB comments, and custom JS/HTML.
- **Special Elements** like order confirmations, user logins, membership content, and webinar dates.



***Elements are all the ingredients that go into your pages. Inside this cookbook we have over 50 different types of elements.***

One thing you need to know is some elements are only available on certain types of pages. For example, order form elements are only available on order form style pages. Membership elements are only available inside of membership pages, etc.

You're not always going to see every element available on every single page. If you're looking for an element and it's not there, it's probably because you picked the wrong page type. You may need to recreate the page. For example, if you're working on an opt-in page and you try to add an order form, it's not going to work. You have to actually create an order form to be able to see the order form elements and add them to that specific page.

In this section, we're going to show you an image of what each element looks like inside of ClickFunnels. We'll include a quick description of what it is as well as an example of what it would look like inside of a page.



# TEXT ELEMENTS

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## HEADLINE

Headlines can make or break your funnels and pages. Most pages should have a headline element at the top of the page. You may also choose to have a headline for additional page sections to highlight additional information or features about your offer. Headlines may be formatted with different colors, fonts, sizes, hyperlinks, and more



## SUBHEADLINE

Subheadlines can be used to help page visitors understand more about what is happening on your page. Use Subheadlines to provide instructions to users to opt in, watch videos, click links or buttons, or to add additional information to your Headlines. Subheadlines may be formatted similarly to Headline elements.



## PARAGRAPH

Use Paragraph elements for the bulk of your sales copy. Paragraph elements should be used for smaller sized text areas that users will read or scan on your pages. They should contain the stories, ideas, and information that you wish to convey to page visitors. Paragraph elements may be formatted similarly to Headline and Subheadline elements.



## BULLET LIST

Bullet lists can be used to provide concise lists of information to page visitors. This is great for showcasing the features of your offer. In addition to a variety of icons that can be used as bullet points, you can also format your copy just like the other text elements.

---

// HEADLINE / SUBHEADLINE

---

# Here's Your Attention Getting Headline

This is your sub-headline to increase credibility or curiosity

---

// PARAGRAPH

---

Here's where you write your compelling message, keep your sentences and paragraphs short.

Use **bold**, underline and *italics* to emphasize important points.

Don't be boring! Pretend you're telling a mystery story. Keep your audience captivated. Eliminate any and all superfluous redundant words that only serve to unnecessarily complicate and hinder the flow and ease of the reader's experience ( i.e. get to the point)

---

// BULLET LIST

---

- Here's some bullets to get them curious...Something they just have to know the answer to...
- Or something bizarre detail about how you found your solution...
- Maybe something they're secretly insecure about or afraid of...
- Or how to avoid something really painful
- Or something counterintuitive about how your solution works...
- Basically, any detail that gets people to say " tell me more"

# MEDIA ELEMENTS

---

*Media elements help you reach people using different modalities, including endless options for placing text, audio, and video on your pages.*

---



## IMAGE

The image element allows you to add images to your pages. You can upload your own images from your computer or search multiple stock photo sites from within the image manager. You can also upload custom headline or button graphics and link these images to various pages or actions within your funnel.



## IMAGE POPUP

The image popup is another type of image element that allows you to create an image with a preview popup. This is helpful for creating an image gallery or for organizing many images onto a page. You may select different thumbnail and full size images.



---

// IMAGE

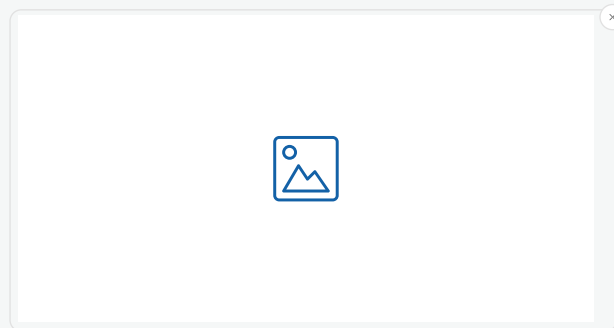
---



---

// IMAGE POPUP

---



# MEDIA ELEMENTS

---



## VIDEO

Video is critical to engaging your audience. You have a few precious seconds to make a first impression on page visitors. Use video to your advantage. With the ClickFunnels video element, you can add YouTube, Vimeo, Wistia, EasyVideoSuite, HTML5, or even custom code to embed your videos onto your pages. Set your videos to autoplay to engage visitors even more quickly. You can even set your video to scroll with the page as users scroll so that they can continue watching as they read your amazing copy!



## VIDEO POPUP

Video popups are similar to the standard video element, however, they will only play in a popup lightbox when a user clicks on them. This is very useful for adding video galleries to your pages for testimonials. It is also helpful when you want the user to watch the video and not be distracted by anything else on the page.



## AUDIO PLAYER

The ClickFunnels audio player element will allow you to add podcast episodes and audio snippets to your pages in order to engage visitors. This is helpful if you want to provide them with a preview of an audiobook, course, or even audio testimonials from your customers.

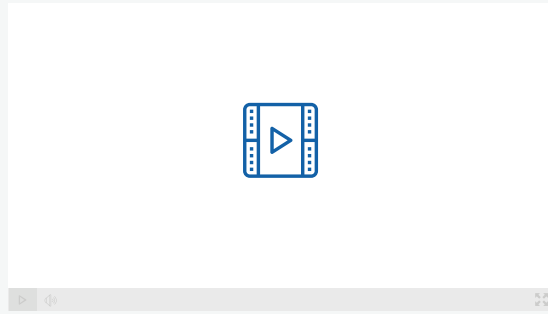
---

***Add elements to your pages by choosing the icons shown above in the ClickFunnels editor.***

---

// VIDEO

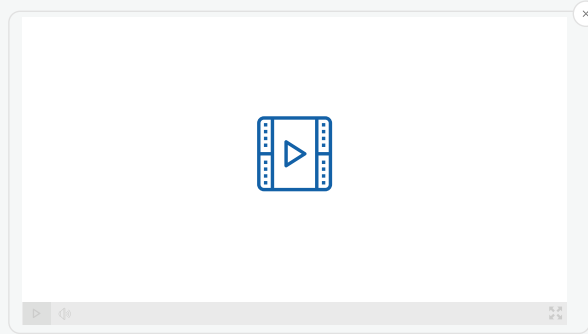
---



---

// VIDEO POPUP

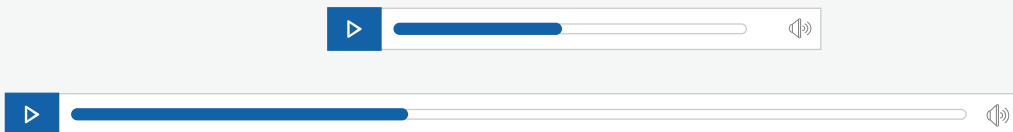
---



---

// AUDIO PLAYER

---



# FORM ELEMENTS

---



## BUTTONS

Buttons are an essential element to any great ClickFunnels page. Buttons will allow visitors to submit an optin form, go to your order page, finalize their order, or trigger a one-click upsell. Add your button to the page and configure what you want it to do and how you want it to appear in the settings. Make sure you check out the “Advanced” settings tab for even more options.



## INPUTS

The input element is the most basic form element. Configure the input field to accept names, email addresses, phone numbers, custom information and more. You can also adjust the style of the fields to match the style of your page. When creating a form on a ClickFunnels page, you must at least have an input field that captures an email address and a button.



## SELECT BOX

The select box allows you to offer visitors a dropdown selection of options. This is helpful when creating an application or asking questions with a range of values such as income, credit score, favorite color, or anything else.



## TEXT AREA

The text area element allows visitors to enter multiple lines of additional text when filling out a form or completing an application. This may be useful if you need to collect longer responses from users when they opt in to your pages or apply to a coaching program.

---

// **BUTTONS**

---

**BUY NOW**



**GET FREE BOOK NOW!**

**SPECIAL OFFER CLICK HERE**

YES! I Want This FREE OFFER Now!

---

// **INPUTS**

**SELECT BOX**

**TEXT AREA**

---

Zip Code

Name

Email

Menu for Several Options



Input - Bullets

Bullet Item

Message Box

# ADVANCED FORM ELEMENTS

---

*Advanced form elements allow you to add extra layers of customization to your forms.*

---



## SMS SIGNUP

The SMS signup element will allow you to get permission to send contacts SMS messages. You can connect Twilio to your ClickFunnels account and send text messages to contacts to remind them to attend your webinar or simply as a part of your follow up funnels in Actionetics.



## SURVEY

The survey element is an amazing app by itself. You can create questions with branching and conditional logic, segment contacts and trigger tracking pixels based on answers, and send users to different landing pages based on how they answer the survey altogether. Combined with the survey script inside Funnel Scripts it becomes a very powerful marketing tool.

---

// SMS SIGNUP

---

- I Would Like To Receive an SMS Text Alert Before The Event Starts

Country code for Mobile

Enter Mobile Phone Here...

---

// SURVEY

---

## Here's Your Attention Getting Question?

Progress Bar

- Answer #1 - That will allow you to know who they are...
- Answer #2 - Or what they are looking for...
- Answer #3 - How they would like to do it...

# ADVANCED FORM ELEMENTS

---



## SHIPPING ADDRESS

Occasionally customers will have a separate billing and shipping address. You can add the shipping address element to your pages to collect this information if you are shipping a physical product.



## BILLING ADDRESS

The billing address element allows you to collect a separate billing address if required by your payment gateway provider. This isn't usually required, but is available if you need it.

---

***Add elements to your pages by choosing  
the icons shown above in the ClickFunnels editor.***



---

// SHIPPING ADDRESS

---


**SHIPPING ADDRESS**

Address

City

State / Province

Zip Code

Country 

**Submit**  
Encouragement to submit information


Text that goes down here that nobody actually reads but you need it so you don't get sued :)

---



// BILLING ADDRESS

---


**CHECKOUT PAGE**

 Card Number

Expires

MM  YY 

CSC

3 Digits 


**BILLING ADDRESS**

Address

City

State / Province

Zip Code

Country 

# COUNTDOWN ELEMENTS

---



## COUNTDOWN TIMER

Countdown timers help create a sense of urgency for page visitors. The countdown timer element will allow you to set a countdown clock to a specific date and time on your page. Once the timer has expired, you may redirect users to a specific page or change the content that is displayed on the current page.



## MINUTE TIMER

The minute timer is similar to the Countdown Timer except that it counts down a specific number of hours and minutes instead of counting down to a date and time. If you set your Minute Timer to 15 minutes, the clock will start counting down from 15 min for every visitor who lands on the page. Once the timer expires, you may redirect users to a specific page or change the content that is displayed on the current page.



## DAY TIMER

The Day Timer is another type of countdown clock in ClickFunnels. It will count down to a specific time each day. For example, you can set the Day Timer to count down to 5pm every day. If a visitor lands on your page after that time, the timer will be expired and redirect them to a different page or display different content based on your settings.

---

***Add elements to your pages by choosing the icons shown above in the ClickFunnels editor.***

// COUNTDOWN TIMER

**14** : **5** : **40**  
HOURS MINUTES SECONDS

**5** : **5** : **40**  
HOURS MINUTES SECONDS

// MINUTE TIMER

**25** : **12**  
MINUTES SECONDS

**12** : **40**  
MINUTES SECONDS

// DAY TIMER

**2** : **3** : **25** : **12**  
DAYS HOURS MINUTES SECONDS

**7** : **15** : **35** : **12**  
DAYS HOURS MINUTES SECONDS

# CONTENT BLOCKS

---

*Content blocks make it easier for your users to navigate and process information.*

---



## ICON

The icon element is useful for adding icons to your pages. Icons can be linked to other pages in your funnels or other websites entirely. This is useful for creating links to your social media pages or blogs. You can also use them to accentuate various features of your offer.



## DIVIDER

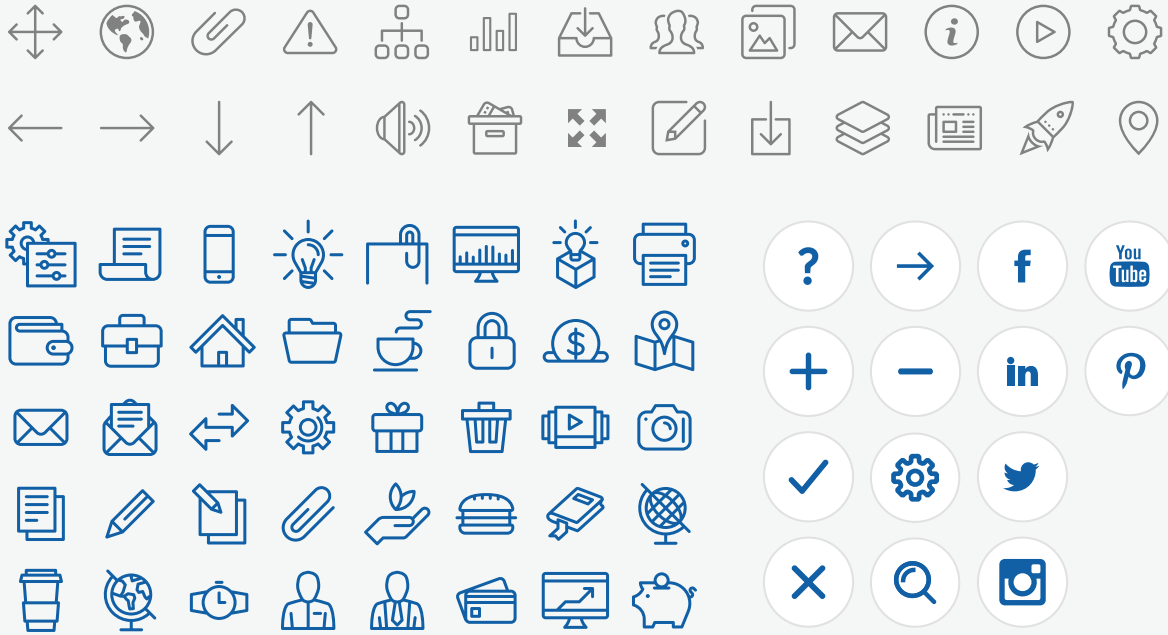
The page divider element is a horizontal line that can be used between elements on the page. Create a solid or dashed line of varying widths and colors to break up the content on your pages.



## PROGRESS

Add a progress bar to your pages so page visitors can see how close they are to finishing an option form or order. Progress bars can be animated and stylized to match your pages.

// ICONS



// DIVIDER

// PROGRESS BAR



# CONTENT BLOCKS

---



## IMAGE LIST

An image list is a bullet list element that allows you to upload your own 32x32px image to use as the bullet point. You can upload your own square logo or whatever image you like to customize or brand your bullet list even more.



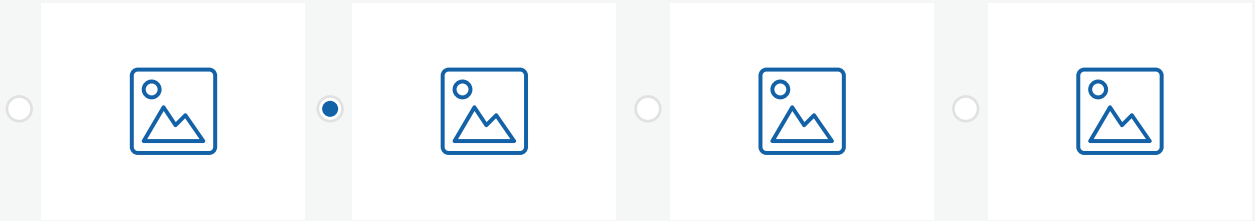
## PRICING TABLE

The pricing table can be used to highlight various price points for your products and features that are included. This is helpful if you have plan levels that include different benefits. Take this one step further and make the price table for your best selling product a different color from the others in order to draw page visitors' attention to the best offer.

---

***Add elements to your pages by choosing the icons shown above in the ClickFunnels editor.***

// IMAGE LIST



// PRICING TABLE

## Pricing Table

Pricing Standard	Featured Price	Business Pricing
<p data-bbox="320 905 443 1002"><b>\$27</b> MONTHLY</p> <p data-bbox="263 1048 494 1071"><b>List What They Get</b></p> <ul data-bbox="263 1082 471 1233" style="list-style-type: none"><li>• Some of this</li><li>• Some of that</li><li>• Some of those</li><li>• Some of these</li><li>• Some of it</li></ul> <p data-bbox="309 1279 486 1302"><b>Choose Plan</b></p>	<p data-bbox="725 905 848 1002"><b>\$57</b> MONTHLY</p> <p data-bbox="668 1048 930 1071"><b>List What They Get</b></p> <ul data-bbox="691 1082 899 1233" style="list-style-type: none"><li>• Some of this</li><li>• Some of that</li><li>• Some of those</li><li>• Some of these</li><li>• Some of it</li></ul> <p data-bbox="714 1302 891 1325"><b>Choose Plan</b></p>	<p data-bbox="1161 905 1284 1002"><b>\$97</b> MONTHLY</p> <p data-bbox="1119 1048 1350 1071"><b>List What They Get</b></p> <ul data-bbox="1127 1082 1335 1233" style="list-style-type: none"><li>• Some of this</li><li>• Some of that</li><li>• Some of those</li><li>• Some of these</li><li>• Some of it</li></ul> <p data-bbox="1150 1279 1327 1302"><b>Choose Plan</b></p>

# CONTENT BLOCKS

---

*Content blocks make it easier for your users to find the information they're looking for.*

---



## NAVIGATION

The navigation element can be used to create up to five links on your pages. The navigation element will usually be placed in the Header or Footer of your pages. You can use the navigation element to link to different sections on your pages, to other pages in your funnels, or to another website altogether.



## FAQ

The FAQ element is a text element with a question mark icon, a small headline and a text area. Add multiple FAQ elements to your pages to create an FAQs section. This is helpful for providing information about your products or offers and answering questions that potential customers might have.



## IMAGE FEATURE

The image feature element is great for creating testimonial boxes, quote boxes, or for showcasing features of your products or offers. You can also use the image feature element to create Brunson Boxes under your videos.



---

// NAVIGATION

---



SAMPLE LOGO

HOME

ABOUT US

LEARN MORE

CONTACT US

BLOG



SAMPLE LOGO

HOME

ABOUT US

LEARN MORE

CONTACT US

BLOG

Q Search

---

// FAQ

---

## ? FAQ

**Q.** Here's where you post a question that you're sick of answering over and over...

*A.* And here's where you post your amazing definitive answer for all to see.

---

// IMAGE FEATURE

---

## Featured Image



IMAGE

**Featured Image Headline**

Here is some info about the picture on the left..

# MISC ELEMENTS

---



## SOCIAL SHARE

The social share element allows visitors to easily share a link to your funnel on Facebook, Twitter, or Google+. You can write a pre-populated tweet for users to quickly share a link to your optin or order forms to get the word out about your offers.



## FACEBOOK COMMENTS

Quickly get social proof and engagement on your pages. The Facebook comments element allows page visitors to comment on your pages using their Facebook account. If they choose, they can also post their comment to their own Facebook profile.



## TEXT BLOCK

The text block element is another text editor that allows for more advanced editing. You will be able to edit the text as well as the HTML and CSS of your text directly in the editor.



## CUSTOM CODE

Take full control by adding your own JavaScript and HTML to your pages using the Custom Code element. This is another element for advanced users.

---

***Add elements to your pages by choosing the icons shown above in the ClickFunnels editor.***

---

// BUTTONS

---



---

// FACEBOOK COMMENTS

---

## Facebook Comment



**Rusty Branson**

Create a post that will motivate your customers to act. The more engagement you receive through your facebook post, the more you will relevant/interesting to facebook.

22 Minutes ago Like Reply



**David Wardwood**

Be sure to respond to all comments that are created on your feed.

15 Minutes ago Like Reply

---

// TEXT BOX

---

Here's where your user can type a message

Hello World!

---

// CUSTOM CODE

---



Custom HTML



Custom CSS



Custom jQuery



Custom Java Script

# ORDER FORMS

---



## ORDER SELECT

You may create multiple products to sell on your order pages. The order select element will allow your customers to select which product they wish to purchase. This is useful if you wish to sell variations of the same product or different payment plan options.



## ORDER SUMMARY

The order summary element will summarize the customer's order. It will show the product they have selected and the price for that product. It will also show the order bump if applicable. This helps customers to review what they are purchasing prior to finalizing their order.



## CREDIT CARD

The credit card element allows your customers to enter their credit card information on your order pages. Once a buyer has entered and submitted a valid credit card number, their card will be charged for that purchase prior to moving through your funnel to any upsell pages that you might have.



## ORDER BUMP

The order bump is an impulse buy. It is an add-on product or upsell at checkout. The customer can check a box to add an additional product to their order without entering any additional information. This is useful for selling related products along with your main product.

---

// ORDER SELECT

<u>Item</u>	<u>Price</u>
<input checked="" type="radio"/> Purchased Item	\$7.95

---

// ORDER SUMMARY

<u>Item</u>	<u>Amount</u>
Purchased Item	\$7.95
Purchased Bump	\$37.00

---

// CREDIT CARD

Checkout Page

CSC

Expires

---

// ORDER BUMP

**Order Bump**

**The Order Bump** is an impulse buy. It is an add-on product or upsell at checkout. The customer can check a box to add an additional product to their order without entering any additional information. This is useful for selling related products along with your main product.

**ENCOURAGE BUMP**

# ORDER FORMS

---

*Order form elements give your customers the ability to purchase something from you.*

---



## 2 STEP ORDER FORM

The 2-step order form combines all of the order elements into one with two steps. The first step collects the visitor's name, email, phone number and address. When they click the "next" button, they will be able to enter their credit card information and select the product that they wish to purchase. If a visitor submits the first part of the 2-step order form, but not the second part, they will still be added as a contact in your ClickFunnels account.



## ORDER CONFIRMATION

The order confirmation element goes on the order confirmation page and summarizes the customer's purchases. It will include any applicable upsells or downsells. You can also link to the thank you page or membership area where your product will be fulfilled.

// 2 STEP ORDER

<b>1 SHIPPING</b> Where Should We Ship It?	<b>2 Your Info</b> Complete Your Order
---	---

Full Name...	
Email Address...	
Phone Number...	
<b>SHIPPING</b>	
Address	
City	
State / Province	Zip Code
Country	▼

**Something Sexier Than "Submit Order"**  
YES! Send Me This Amazing Offer Now

Text that goes down here that nobody actually reads but you need it so you don't get sued :)

// ORDER CONFIRMATION

Product	Item Total
Dynamically Updated	\$XX.00

# AFFILIATE

---



## USER LOGIN

The User Login element allows affiliates to register, login, or retrieve their password for your affiliate areas. This element is only available on the Affiliate Access page type.



## AFFILIATE LINK

The affiliate link element allows you to create affiliate links for your funnels and pages. Add the URL from the pages in your funnel that you want affiliates to promote and when your affiliate logs in to his or her affiliate dashboard, the link will dynamically update with the affiliate ID.



## AFFILIATE STATS

The affiliate stats element will update for each affiliate who logs into the affiliate dashboard. It will display the total page visitors they have referred, total number of buyers, and the total commissions that they have earned.



## VISUAL FUNNEL

The visual funnel element allows you to display how your funnel and commissions are structured. Update this element to show how much affiliates can potentially earn by promoting your offers.



// USER LOGIN

// AFFILIATE LINK

Email:

Your email...

Address:

Address...

**Affiliate Link**

<https://affiliates.clickfunnels.com/AffiliateID>

Password:

Your password...

City:

City...

Confirm Your Password:

Confirm your password...

State:

Address...

First Name:

Your password...

Zip:

City...

Last Name:

Last Name...

Country:

Country...

Phone:

Phone Number...

Paypal Email:

Paypal Email...

Payment Preference

Phone Number...

Tax ID/SSN#:

Tax ID...

// AFFILIATE STATS

VISUAL FUNNEL

Your Affiliate Stats So Far...

**2,000**



**568**



**\$5,589**

Unique Visitors

Unique Buyers

Total Commissions

**Free**

0% Commission



**\$996**

30% Commission



**\$2,997**

10% Commission

**\$17**

Frontend



**\$67**

OTO #1



**\$127**

OTO #2



**\$997**

Coaching

50% Commission

50% Commission

50% Commission

25% Commission

# AFFILIATE

---



## IMAGE ASSET

The image asset element allows you to upload banners that you wish to provide to your affiliates in order to promote your offers. You can select the image and decide which page you want that image to link to. When the affiliate logs in, they will be able to copy the HTML embed code for that affiliate banner with their affiliate ID attached.



## TEXT ASSET

The text asset is similar to the image asset. Write your copy for email swipes or blog posts and the content will update with the affiliate's tracking links. All they have to do is copy the HTML and add it to the email or web page.



## LINK BUILDER

The link builder is a very powerful affiliate tool. This element allows you to provide multiple links in one spot for your affiliates. They can then select which link they want to promote, configure options for their links, and add sub-IDs for their own tracking.

---

***Add elements to your pages by choosing the icons shown above in the ClickFunnels editor.***

---

// IMAGE ASSET

// TEXT ASSET

**Banner Ad - 320 X 200**



**COPY IMAGE CODE**

**Text Asset Copy**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

**COPY IMAGE CODE**

---

// LINK BUILDER

**Create Tracking Links - Select Different Landing Pages:**

Choose Link:

Affiliate Sub ID 1:

Affiliate Sub ID 2:

Custom Link:

- Turn Off Popups
- Turn Off AutoPlay
- Turn On Cookie Preview

# MEMBERSHIP

---



## USER LOGIN

The user login element is available on the Member Access page inside your membership funnel. This element will allow members to register, login, and reset their password if necessary.



## SEARCH

The member's area search element allows customers to search your lessons. This makes it easy to quickly access content or start up right where they left off.



## MEMBERSHIP NAV 2.0

The membership nav element is used inside your membership area page and will dynamically display all of your Lesson and Lesson Section titles. The Membership Nav 2.0 element is mobile friendly and will allow your customers to view your content on any device.



## MEMBERSHIP CONTENT

The membership content element works in conjunction with the membership nav element to display the lesson that is selected. It will automatically update when customers click on the menu to display each lesson that you have created.

## Log Into Your Account:

Email:

Password:

**LOGIN TO ACCOUNT**

[Forgot Password?](#)

## Course Search



### First Section Overview

Welcome to the course

**Instructions** 

Links

Section One Process 

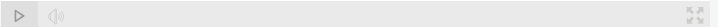
Section Two How It's Done 

Section Three Why You Do It 

Section Four Implementation 

## Instructions

Your module brief of what your about to teach



This is your break down for your module and what is being taught. Be sure to provide very descriptive, to the point text. Helping your students learn and understand what you are teaching. The goal with each class is to help them because an Expert in the topic provided. Load each class up with as much value as possible.

# WEBINAR

---



## **AUTOWEBINAR REGISTRATION**

When you create an automated webinar (or autowebinar), you will need to give page visitors the ability to register. This allows you to send follow up emails as well as future marketing emails. The autowebinar will also track and send emails based on whether or not someone attends, sees your offer, or purchases your product.



## **WEBINAR DATE**

The autowebinar date element allows visitors to select which date they would like to attend the webinar. They will be able to select the option to view the webinar right away or select a date to view the webinar. The element will automatically update to display three available dates on any given day.



## **WEBINAR TIME**

The webinar time element can be updated to show between one to five different time slots during which attendees may view your autowebinar. Registrants will be able to select the time they wish to attend the webinar. Reminder emails will be sent to the registrant based on this selected time and date.



## **ADD EVENT**

The add event element is available on the Autowebinar Confirmation page and will allow registrants to add the event to their own calendar.

---

// AUTOWEBINAR REGISTRATION

---

Email:

I would like to receive an SMS text alert before the event starts

**SECURE YOUR SPOT NOW**

We will now spam, rent, or sell your information...

---

// WEBINAR DATE WEBINAR TIME

---

 **June 28th, 2017**

 **4:00 PM (EST)**

 **6:00 PM (CST)**

 **8:00 PM (PST)**

---

// ADD EVENT

---



Add To Calendar

# INTEGRATIONS

---

Often times, more advanced users of ClickFunnels will ask for other elements that may not be part of the ClickFunnels editor right now. If we like the suggestions and it's something that the majority of our members would benefit from, we often add those for everyone to use. Right now, we seem to add a few new elements each quarter. At the time we started writing this book, there were about 50 elements inside the editor, but even by the time we went to print, there were more that had been added.

Often times there are things you may want to do in your pages, or with your funnels that ClickFunnels doesn't currently offer. Because of that, we integrate with most of the major service providers online. Out of all of the integrations that we provide, our favorite is with a company called Zapier.

Zapier is powerful because they already integrate with thousands of other companies, and we integrate with Zapier. So if there's something custom you want to add in your funnels that we may not have right now, you can usually find an integration with Zapier. If there is an integration between Zapier and the third party service that you want to use, it makes the integrations very simple to do.





CHAPTER 2  
**PAGES**

[PAGE RECIPES]



# PAGE RECIPES

---

*Now that you've learned about all of the elements (or ingredients), look at these pages as if they were a cake...*

...and the elements are just ingredients that you put into each of these pages. For example, on a sales page you may have a logo element, a navigation bar element, a video element, and order button element. Those few elements create a sales page. An order page would be a different type of "cake" so it's made up of different types of "ingredients." For example, you still have an image, navigation and headline, but you'd also have the order form elements. Once you understand this correlation, it makes building pages inside of ClickFunnels very simple.

## THE 37 TYPES OF PAGES

There are currently 37 types of pages broken into 10 categories. Each page is shown in this chapter and include:

- **Presell Pages:** Survey Page, Article Page, Presell Page, Clickpop Page
- **Optin Pages:** Squeeze Page, Reverse Squeeze Page, Lead Magnet, Coupon
- **Thank You Pages:** Thank You Page, Offer Wall, Bridge Page, Share Page
- **Sales Pages:** Video Sales Page, Sales Letter Page, Product Launch Page
- **OTO Pages:** Upsell Page, Downsell Page
- **Order Forms:** Two Step Order Page, Traditional Order Page, Video Sales Letter Order Page, Sales Letter Order Page, Product Launch Order Page

---

## PAGE RECIPES

---

- **Webinar Pages:** Webinar Registration Page, Webinar Confirmation Page, Webinar Broadcast Room, Webinar Replay Room
- **Membership Pages:** Access Page, Member's Area
- **Affiliate Pages:** Access Page, Affiliate Area
- **Other Pages:** Application Page, Ask Page, Store Front, Home Page, Hero Page, Hangout Page, Live Demo Page

These 37 pages will literally create every type of funnel that you can dream of.

### PAGE STRUCTURE

Pages are made up of sections, rows, columns, and elements. **Sections** are green, **Rows and columns** are blue, and **Elements** are orange.



*Basic Page Structure*

Sections are the basic containers on your page. If I was making a new page from scratch, I would first setup the sections like the example in Image #1. You'll notice that all websites are initially broken down into sections. Inside of each section we place rows and columns (Image #2).

These rows and columns break up the page and create the containers where we will place the elements you learned about in the last chapter (Image #3).

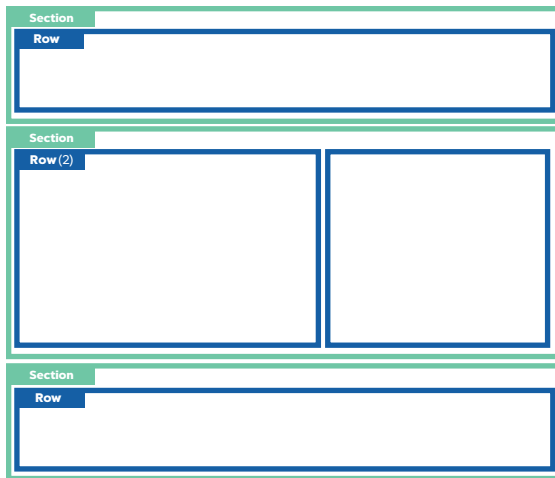
---

## PAGE RECIPES

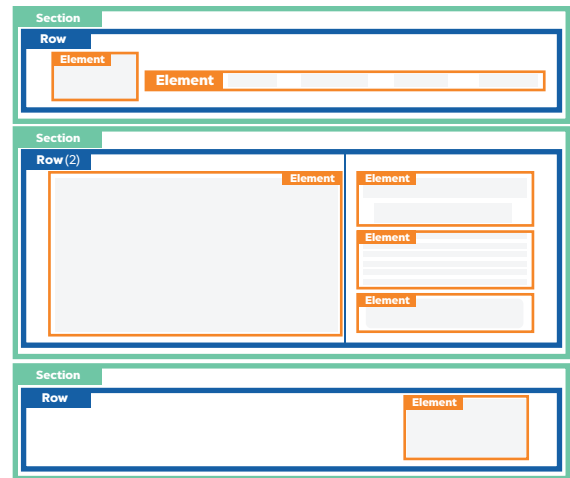
---



*Image #1: Sections*

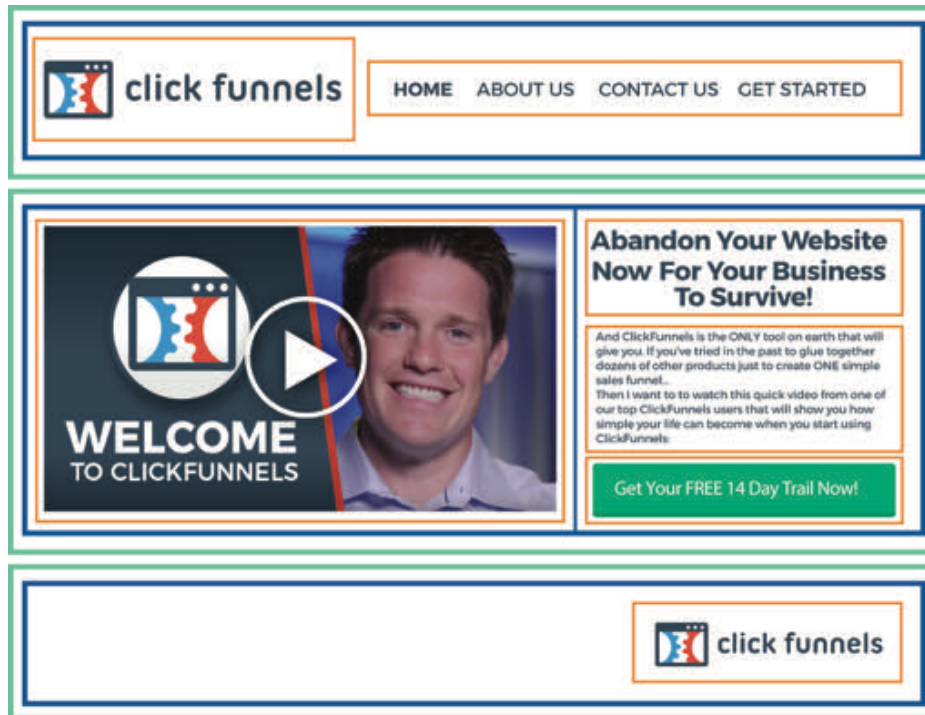


*Image #2: Adding Rows and Columns*



*Image #3: Adding Elements*

*We've created templates that already have the sections and rows completed, all you need to do is replace the elements with your own!*



*Wireframe Showing A Finished Page*

Above you can see an example screenshot of what the page will look like after you plug all of the elements into their rows and columns.

And those are the basics you need to understand about how to create page designs. For new users, we've created

templates that already have the sections and rows completed, all you need to do is replace the elements with your own! For advanced users, you have absolute flexibility to create almost anything that you can dream of!

### HOW TO USE THE COOKBOOK

As you go through the different page recipes inside of the cookbook, you'll notice a few different views. The first view will explain what that type of page is used for and which elements are used. We'll also show you what funnels the page is used in and which funnel scripts you would use on each individual page.

Next, we're going to show you an example of how we would use this page if we were selling "nude squirrel art." If you're not familiar with the nude squirrel art joke, it came from the viral video on ClickFunnels.com. One of the jokes is that the prospector was selling nude squirrel art. So we decided to demonstrate all the page types as if you were actually selling nude squirrels. Obviously, we're not really selling nude squirrel art, but hopefully it will give you an idea of how you could layout the page for your own business.



---

## PAGE RECIPES

---



Then, when you flip over the page, you'll see the wireframe breakdown of the page. You'll see what the page looks like with sections, rows and elements so you know exactly what to put in what section. Then you'll also see a flat element version of the page as well so you see exactly where the elements in the editor lay on the specific page.

We're hoping that between understanding the strategy behind the page, and seeing a "nude squirrel art" example, the wireframe and flat element version of each page, you'll be able to see how simple it is to actually design these pages. There's not a lot that goes into them, it's just understanding what elements go in what order to create any page.

### FUNNEL SCRIPTS

Many people struggle to come up with the right words to use for any element that requires copy, including headlines, subheadlines, videos, webinars, etc. The easiest way to get all of your copy and all of your scripts



*The easiest way to get all of your copy and all of your scripts written is by using a tool we created called Funnel Scripts. You can get your own copy at [www.FunnelScripts.com](http://www.FunnelScripts.com)*



written is by using a tool we created called Funnel Scripts. You can get your own copy of Funnel Scripts at [www.FunnelScripts.com](http://www.FunnelScripts.com).

Inside of the cookbook, we'll show you what funnel scripts we'd use for each of the text elements on the pages. We hope that this will become a huge shortcut to getting your funnels to convert! I'm sure that you'll soon love Funnel Scripts as much as we do!



**PRESALE PAGES**



# PRESALE PAGE

H



A



## INGREDIENTS

Headline

Video

Paragraph

Subheadline

Bullet List

Button



Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)

## DIRECTIONS

This is a presale page. There are a couple reasons for using a page like this. Some advertising platforms won't allow you to send traffic directly to a sales page. Other times, you want to build a relationship with your traffic before you send them to your sales page. Presale pages are great for audiences who are not familiar with your products and services. You can "warm them up" before sending them into your funnel. You'll notice that on this presale page we used 6 elements inside of Clickfunnels.

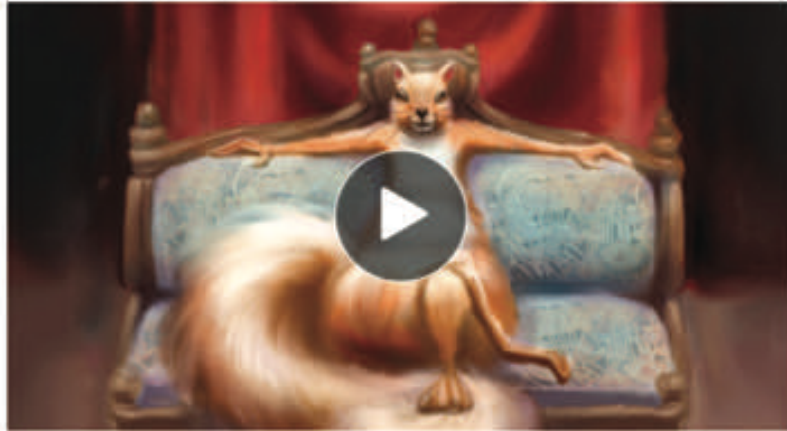
## FUNNEL SCRIPTS

**Use the following Funnel Scripts:** Killer Headlines, Who, What, Why, How Script, Brunson Bullet Script, Feature, Benefit, Meaning [FBM] Bullets Script, Call to Action Script

**If you need to tell your story as the bridge, try these scripts:** Epiphany Bridge Script, Origin Story Script

## PRESALE PAGE RECIPE #1

### "Why I Buy Nude Squirrel Art..."



I love squirrel art...

I'm not afraid to admit it. The little guys are so cool, but looking at them makes me grateful that I'm a human.

#### What Keeps Others From Taking The Plunge?

I really don't know... it confuses me. Just look at the video at the top of this page to see all of the reasons that we love squirrels.

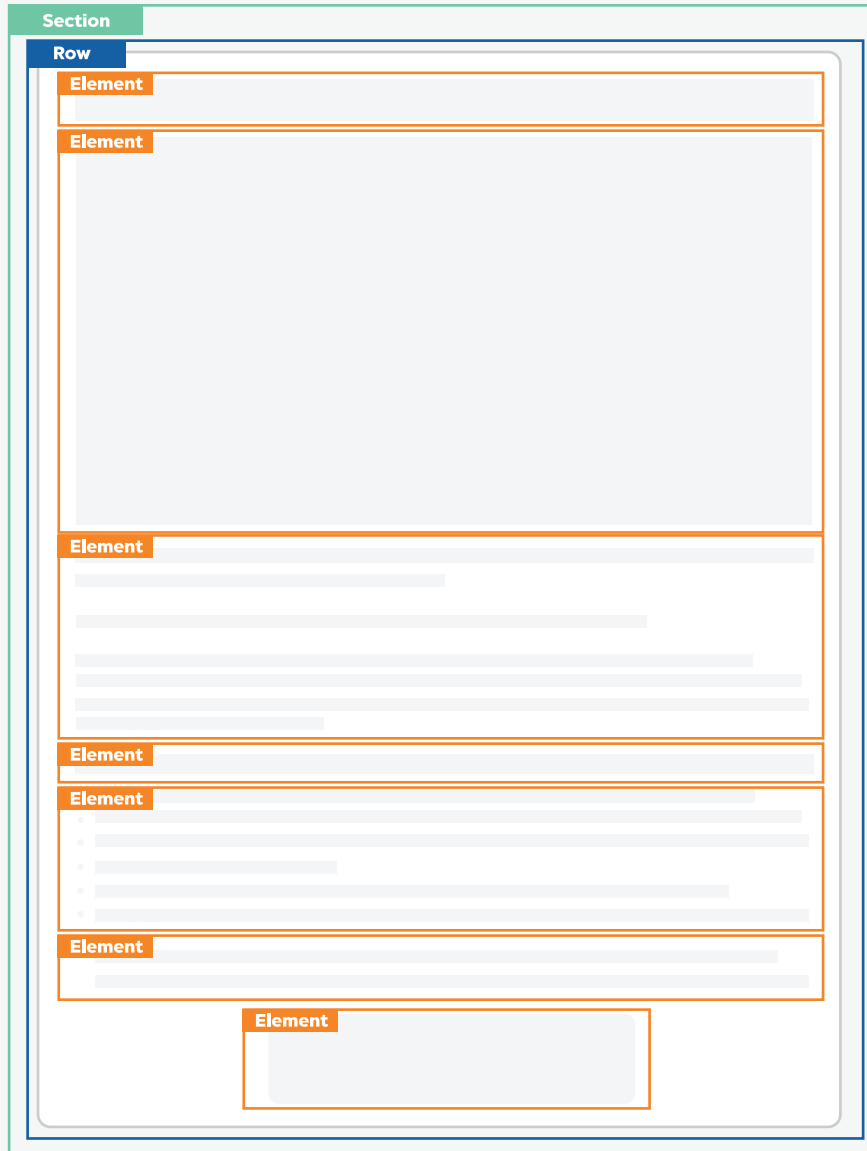
- ✓ **Selfish?** maybe they want to keep all their wall space for their kids?
- ✓ **Confused?** Maybe they assume others will judge them?
- ✓ **Unaware:** The only logical thing I can think of is they are unaware of where to get their own...

If I were you, I'd go check out [IPaintSquirrels.com](http://PaintSquirrels.com) and see how cool these little critters really are.

[Go To Page #2](#)

*Example Presale Page*

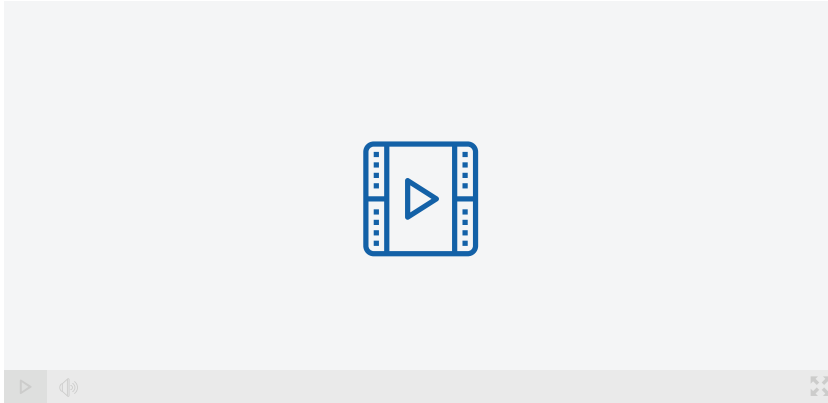
# PRESALE PAGE RECIPE #1



*Presale Page Wireframe*

## PRESALE PAGE RECIPE #1

### Here's Your Attention Getting Headline



Here's where you write your compelling message, keep your sentences and paragraphs short.

Use **\*bold\***, underline and *italics* to emphasize important points.

Don't be boring! Pretend you're telling a mystery story. Keep your audience captivated. Eliminate any and all superfluous redundant words that only serve to unnecessarily complicate and hinder the flow and ease of the reader's experience ( i.e. get to the point)

#### **This is your sub-headline to increase credibility or curiosity**

- Here's some bullets to get them curious...Something they just have to know the answer to...
- Or something bizarre detail about how you found your solution...
- Maybe something they're secretly insecure about or afraid of...
- Or how to avoid something really painful
- Or something counterintuitive about how your solution works...
- Basically, any detail that gets people to say " tell me more"

**SPECIAL OFFER CLICK HERE**

YES! I Want This FREE OFFER Now!

*Flat Presale Page*

# ARTICLE PAGE



## INGREDIENTS

Image (optional logo)

Navigation

Headline

Paragraph

Subheadline

Bullet List

Subheadline

Paragraph

Image Feature

Button

Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)

## DIRECTIONS

Article pages are the second type of presale page. Articles are a great way to educate your audience before they come to your funnel.

The article presale page is very simple. You can break up the copy with subheadlines, bullet points, featured images, and more. The key to a good presale article is to include a button at the end of the article that links to your funnel. Inside of this article page we use 8 different elements inside of Clickfunnels. But you can add more or less depending on what you need.

## FUNNEL SCRIPTS

**Use the following Funnel Scripts:** Million Dollar Content Headline Scripts, Call to Action Script, Seinfeld Email Topic Idea Scripts

## PRESALE PAGE RECIPE #2



Features Pricing Order Now

# Did You Know Nude Squirrel Art Has Become The #1 Type Of Squirrel Art In 17 States...?

Yes, it's true, over the past 12 months, nude squirrel art has actually become the #1 selling type of squirrel art in the world! Now, I know what you're probably thinking, "aren't all squirrels nude in all pictures?"

While the answer to that is yes, it doesn't change the fact growth in this sector is almost unheard of.

### Why Would You Want To Invest In Nude Squirrel Art Now?

Just like any types of investments, those who get in early almost always see the highest returns. Those who do invest now will often see some of these benefits:

- ✓ **Envy:** Become the envy of your friends when they see that you are the first one with their own nude squirrel art..
- ✓ **Investment:** Watch as you investments goes up in value daily!
- ✓ **Happiness:** Become happier everyday with your own squirrel paintings hanging in your bedroom, living room, and your office!

### Limited Quantity - Act FAST!

You can get a free squirrel guide that will help you to know what are the best paintings for you, and which investments would be best for you to make today!



### Get Your FREE Squirrel guide...

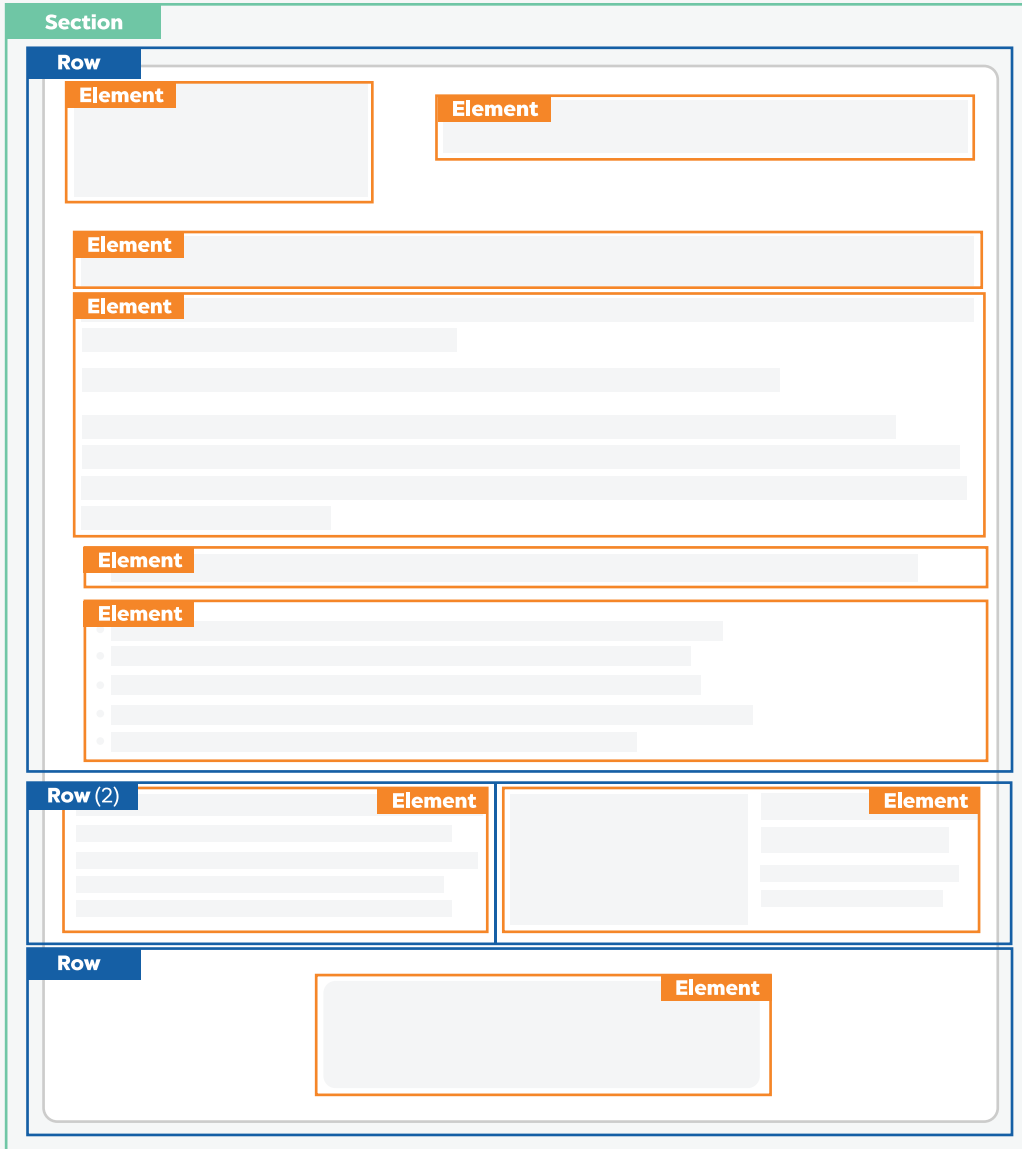
This guide will show you this years collection of our best selling squirrel art!

[Get Your FREE Squirrel Guide Now](#)

Example Article Page



## PRESALE PAGE RECIPE #2



Article Page Wireframe

## PRESALE PAGE RECIPE #2



[Features](#) [Pricing](#) [Order Now](#)

# Here's Your Attention Getting Headline

Here's where you write your compelling message, keep your sentences & paragraphs short.

Use **\*bold\***, underline and *italic* to emphasize important points.

Don't be boring! Pretend you're telling a mystery story. Keep your audience captivated. Eliminate any and all superfluous redundant words that only serve to unnecessarily complicate and hinder the flow and ease of the reader's experience ( i.e. get to the point)

### This is your sub-headline to increase credibility or curiosity

- Here's some bullets to get them curious...Something they have to know the answer to...
- Or something bizarre detail about how you found your solution...
- Maybe something they're secretly insecure about or afraid of...
- Or how to avoid something really painful
- Basically, any detail that gets people to say " tell me more"

### Large Call to Action Headline

Here is another paragraph with more awesome information. It should be long enough to explain the concepts, but short enough to keep their attention.



### Featured image headline

Here is some info about the picture on the left...

**SPECIAL OFFER CLICK HERE**

YES! I Want This FREE OFFER Now!

*Flat Article Page*

# SURVEY PAGE



## INGREDIENTS

Image (optional logo)

Survey

Button



Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)

## DIRECTIONS

A survey page is one of my favorite types of presell pages. A basic quiz can skyrocket your conversions on whatever page comes immediately after. This works even when you ask something as simple as “where did you hear about us?” Simple questions like this get people engaged and more likely to sign up. You don’t even have to collect the answers.

If you like, you can do more advanced quizzes. You can ask people questions to find out who they are. Then you show them a specific sales message based on who they are. For example, you could ask someone if they’re a man or a woman. Then, on the next page, you send them to a video that sells to men or women depending on their answer.

There are many ways you can use survey pages, but this is the basic layout. Notice, there are only three core elements we use in a survey page: an image, survey and button.

## FUNNEL SCRIPTS

*Use the following Funnel Script: Easy Survey Script*

## PRESALE PAGE RECIPE #3

*The small commitment of answering a question helps increase conversions.*



**Should You Invest In Squirrel Paintings?  
Take The Quiz To Find Out!**

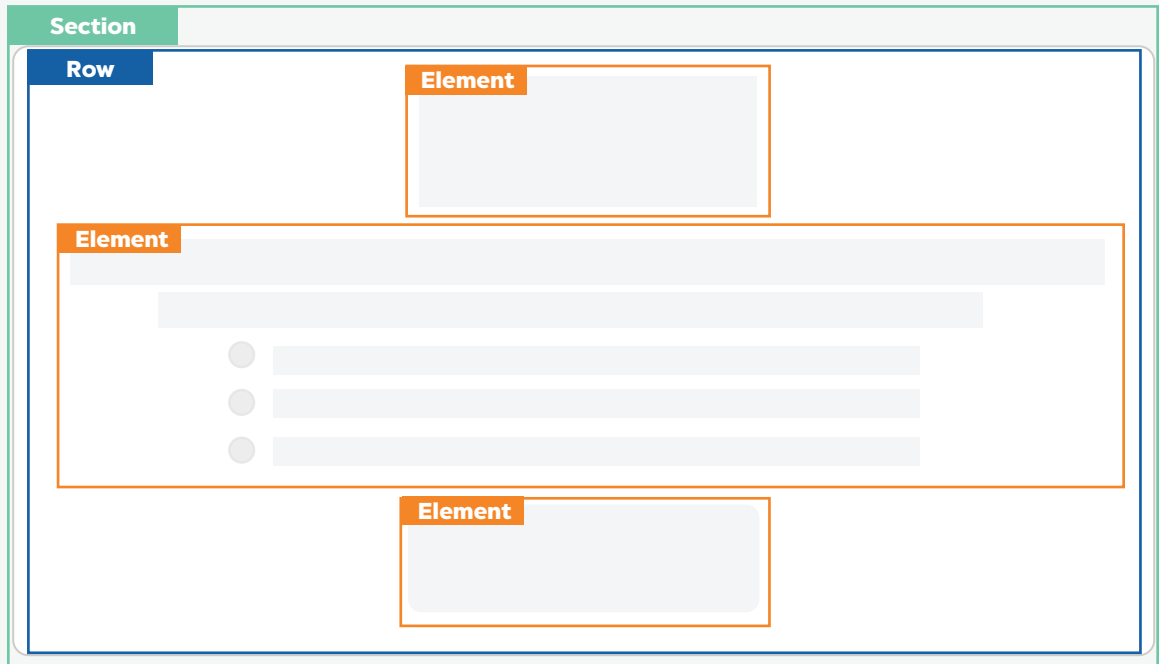
---

- I Think That Squirrels Are Kinda Creepy...
- The Thought Of Squirrel Art Gets Me Excited...
- What's A Squirrel...?

**Next →**

*Example Survey Page*

# PRESALE PAGE RECIPE #3



*Survey Page Wireframe*

## PRESALE PAGE RECIPE #3



# Here's Your Attention Getting Question?

Progress Bar

- Answer #1 - That will allow you to know who they are...
- Answer #2 - Or what they are looking for...
- Answer #3 - How they would like to do it..

**NEXT →**

*Flat Survey Page*

# CLICK POP



## INGREDIENTS

Headline

Input

Button

Subheadline



Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)

## DIRECTIONS

Click pop is a pop up that appears on a page. There are a couple ways to create these. One option is to have a button that appears on any of your pages. When you click the button a popup will appear. You can also set it so when a visitor tries to leave your page a popup appears.

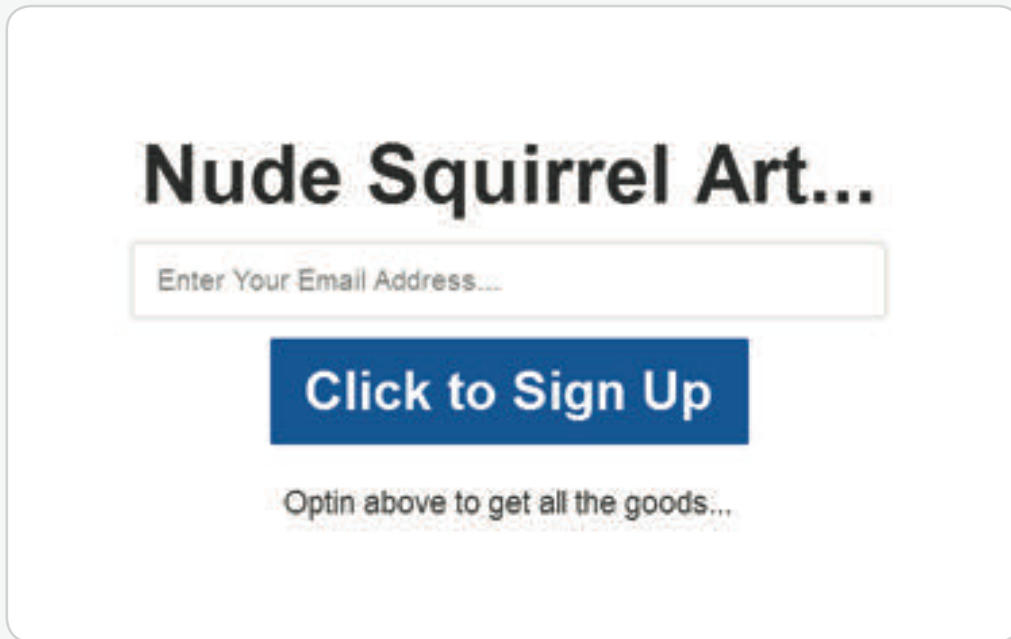
You can also put a click pop button on your blogs or other pages. When someone clicks on the button it will show the ClickFunnels popup. This is an easy way to get people to join your list before you put them into your funnels.

There are a lot of cool ways to design popups. We have seen a huge increase in conversion rates by using popups as opposed to just embedding forms on our pages.

## FUNNEL SCRIPTS

*Use the following Funnel Scripts:* Short Headline Scripts, Million Dollar Sales Headlines

## PRESALE PAGE RECIPE #4



**Nude Squirrel Art...**

Enter Your Email Address...

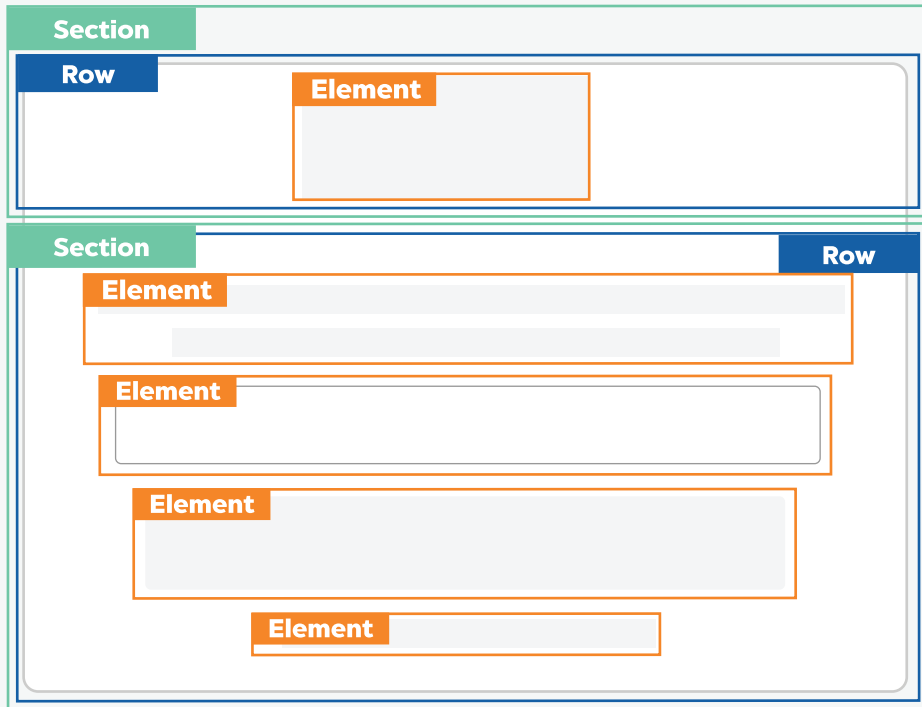
**Click to Sign Up**

Optin above to get all the goods...

*Example Click Pop*



## PRESALE PAGE RECIPE #4



*Click Pop Wireframe*

## PRESALE PAGE RECIPE #4



# Here's Your Attention Getting Headline

**Get Started**

*Flat Click Pop*



**OPTIN PAGES**



# SQUEEZE PAGE

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## INGREDIENTS

Headline

Input

Button



Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)

## DIRECTIONS

This is a squeeze page. The only goal of a squeeze page is to get somebody to give you their email address. These pages have very few other distractions. Often times, I won't even put a logo on the page or any complicated footers or extra links. The #1 secret I found to get the highest conversion rate on a squeeze page is to use a curiosity-based headline. Then they have to put in their email address and click "submit" to figure out the answer to the question. The better the curiosity, the more likely they are to give you their email address.

When I use a squeeze page, I'm usually going after a new audience so I don't use a lot of branding. I'm focusing on curiosity to get them to opt-in. Then, on the next pages in the funnel is when I'll start introducing my branding, videos, etc.

## FUNNEL SCRIPTS

*Use the following Funnel Scripts:* Killer Headlines, Call to Action Script

## OPTIN PAGE RECIPE #1

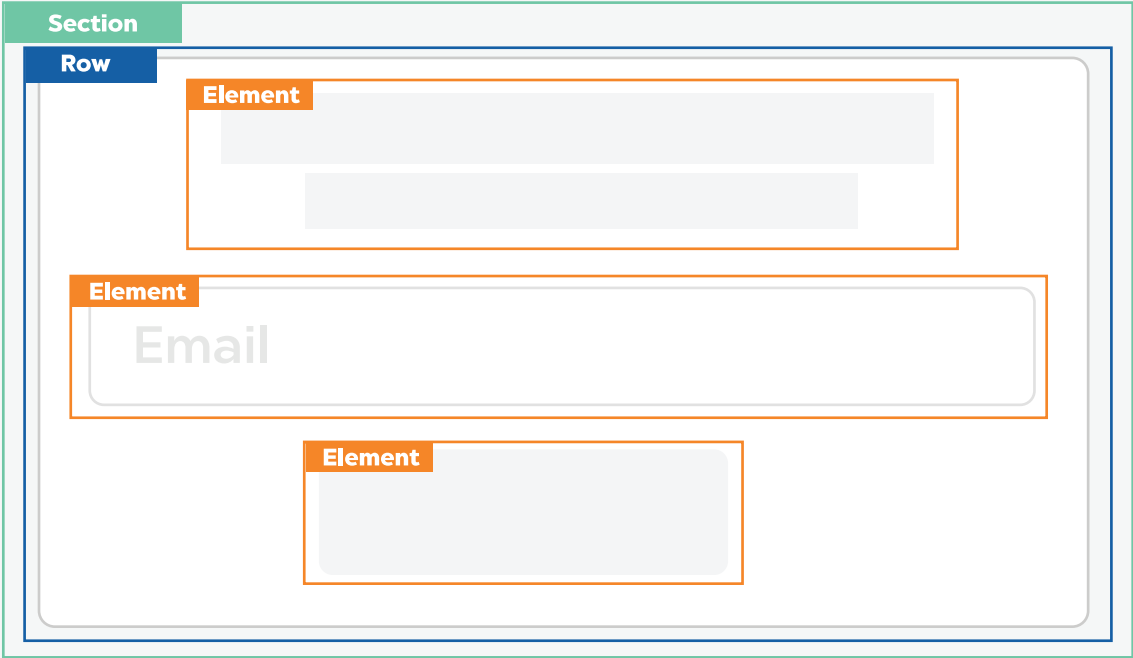
**How To Paint Squirrel Art**  
Even If You've Never Picked Up A Brush...

Your Email Address Here... 

**Tell Me More →**

*Example Squeeze Page*

# OPTIN PAGE RECIPE #1



*Squeeze Page Wireframe*

## OPTIN PAGE RECIPE #1

# Here's Your Attention Getting Headline

**NEXT** →

*Flat Squeeze Page*

# REVERSE SQUEEZE PAGE

---



## INGREDIENTS

Image (optional logo)

Video

Input

Button



*Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)*

## DIRECTIONS

A reverse squeeze page is like a squeeze page, except I'm not using curiosity to get people to sign up. Instead, I have a video where I teach or train them on a concept. After the training is over, I invite them to opt-in on the form below to get more information. Your conversion rates are going to be a lot lower, because they have to watch the video training first. But because of the pre-framing, the quality of the person who opts in is much higher. They're much more likely to buy or do whatever you want them to do on the next page.

Reverse squeeze pages are great when you need to pre-sell or indoctrinate somebody before they're ready to buy.

## FUNNEL SCRIPTS

*Use the following Funnel Scripts:* Million Dollar Content Headline Scripts, Short Headline Scripts



## OPTIN PAGE RECIPE #2

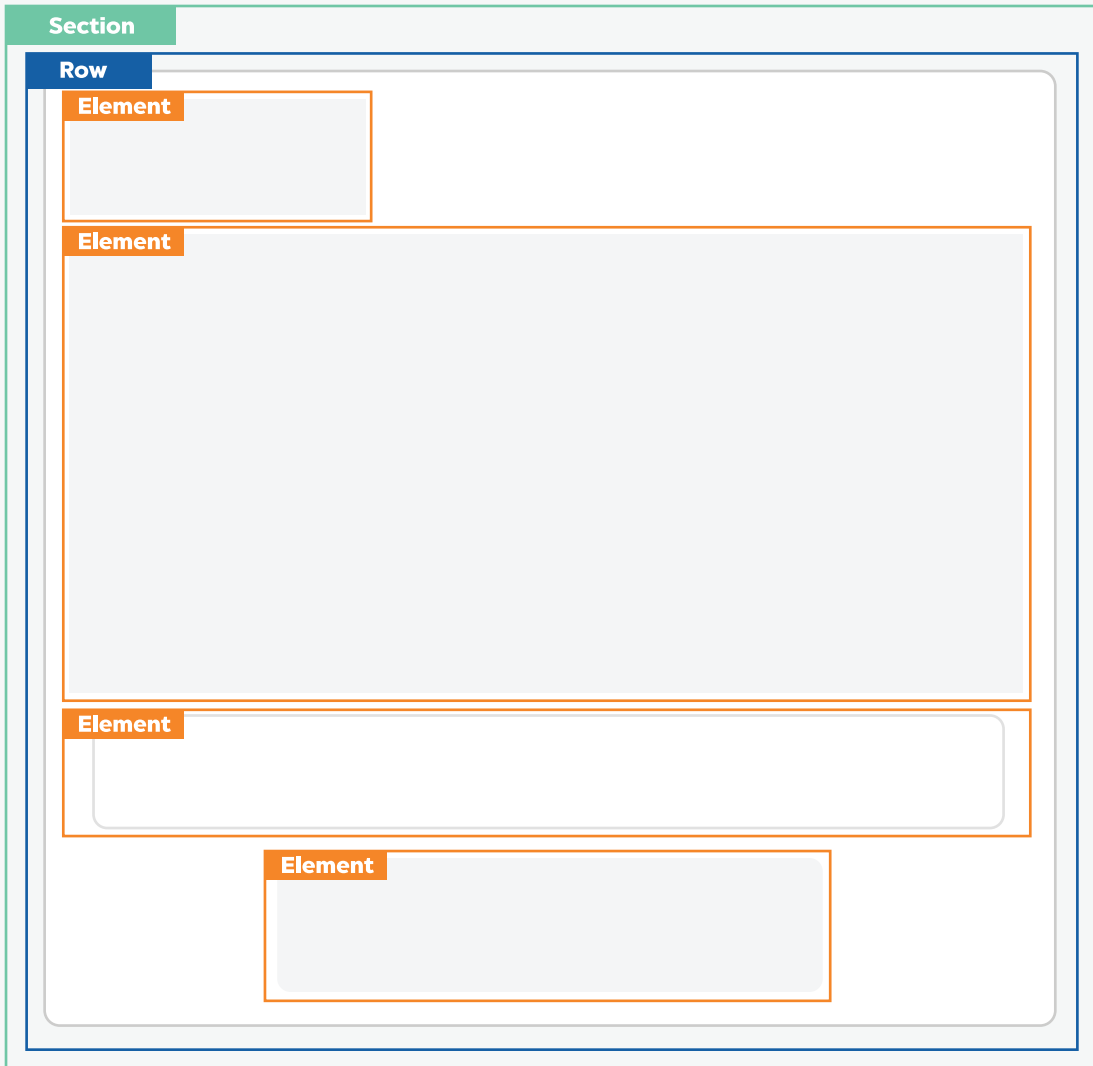


Your Email Address Here...

**Go To Step #2 →**


*Example Reverse Squeeze Page*

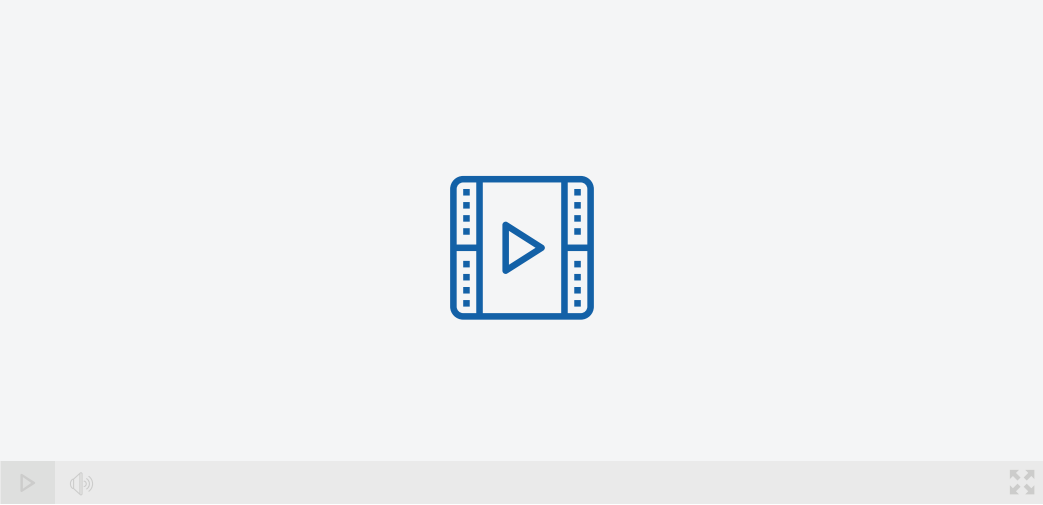
## OPTIN PAGE RECIPE #2



*Reverse Squeeze Page Wireframe*

## OPTIN PAGE RECIPE #2

 **LOGO**



**SPECIAL OFFER CLICK HERE**  
YES! I Want This FREE OFFER Now!

*Flat Reverse Squeeze Page*

# LEAD MAGNET PAGE

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## INGREDIENTS

Headline

Image or Video

Subheadline

Input

Button



Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)

## DIRECTIONS

A lead magnet page is used to bribe someone into giving you their email address in exchange for some type of gift. We call it a “magnet” because you’re drawing people in. It’s not based on curiosity or pre-selling them like the squeeze page or reverse squeeze page. This one is a straight up bribe. “You give me your email address, I will give you this thing.” Often times it’s a report, an ebook, a video, or something else. If you create a lead magnet that people really want, your conversion rate can be very high. You’ll know you created the wrong lead magnet if your conversion rate on this page is low.

## FUNNEL SCRIPTS

*Use the following Funnel Scripts:* Free Report Scripts, Million Dollar Sales Headlines, Killer Headlines

*And if you want to make a video, use this to create the script:* Who, What, Why, How Script

## OPTIN PAGE RECIPE #3

### FREE Squirrel Art Class Tomorrow...



Reserve Your Spot For The  
Next Free Squirrel Art Class ...

+ and we'll send you a signature portrait FREE...



Your Email Address Here...

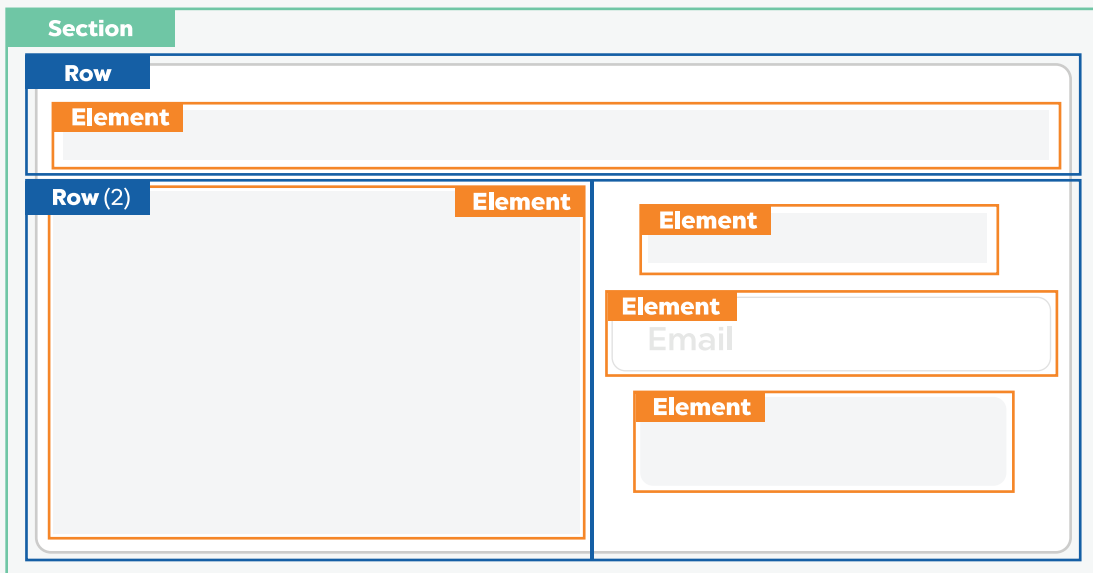


Yes! Reserve My Squirrel Seat Now →

*Example Lead Magnet Page*

To get this template go to: [www.ClickFunnels.com/cookbook](http://www.ClickFunnels.com/cookbook)

## OPTIN PAGE RECIPE #3



*Lead Magnet Page Wireframe*

## OPTIN PAGE RECIPE #3

# Here's Your Attention Getting Headline



IMAGE

### SubHeadline

**Submit** →

*Flat Lead Magnet Page*

# COUPON PAGE

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## INGREDIENTS

Headline

Subheadline

Image

Countdown Timer

Input

Button



Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)

## DIRECTIONS

A coupon page is like a lead magnet. But instead of an information product, you're giving a discount on your product or service. You want to use urgency and scarcity. For example, you tell them the offer will expire after a certain amount of time. That's the reason you'll notice there's a countdown clock on this type of opt-in page. These types of opt-in pages are a great way to reactivate your existing audience. It's also good for people who know about your product and may be more likely to buy if they were able to get a discount.

## FUNNEL SCRIPTS

*Use the following Funnel Scripts:* Million Dollar Sales Headlines, Killer Headlines



## OPTIN PAGE RECIPE #4

# DISCOUNT: Nudes

Become The Jealous Talk By Hanging Your Very Own Nudes...  
(squirrel's that is)

**Order Today**  
FOR YOUR **61% DISCOUNT NUDE**



**\$497 JUST \$197**  
\*LIMITED OFFER AND SUPPLY

**Rush-Ship Your Squirrel  
Nude Painting Today...**

**DISCOUNT EXPIRES IN:**

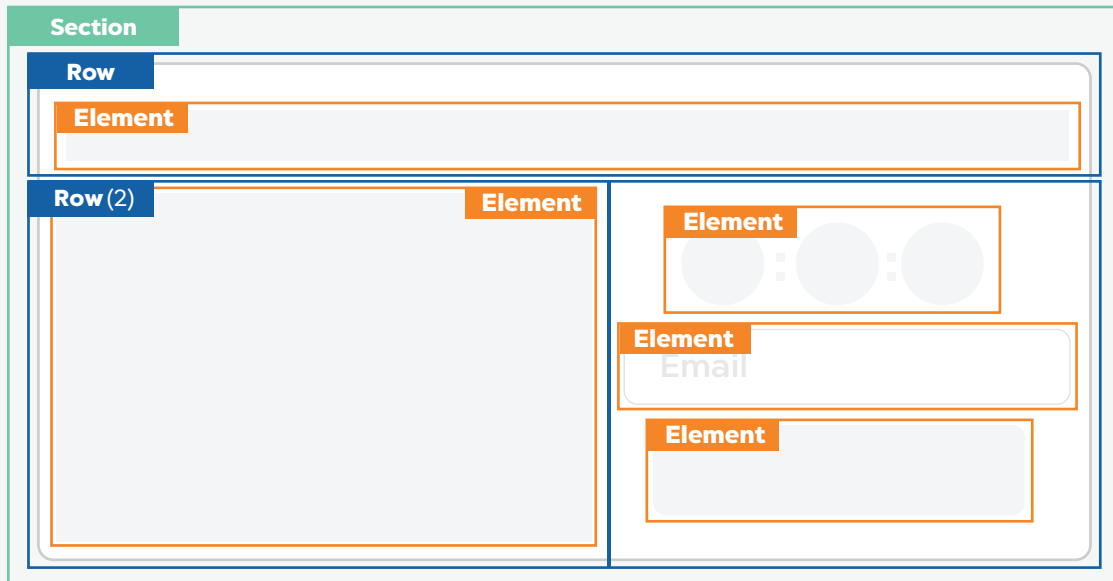
**00 00 00**  
HOUR MINUTE SECOND

Your Email Address Here... 

**Claim Coupon →**

Example Coupon Page

## OPTIN PAGE RECIPE #4



*Coupon Page Wireframe*

## OPTIN PAGE RECIPE #4

### Here's Your Attention Getting Headline

This is your sub-headline to increase credibility or curiosity



**Claim Coupon →**

*Flat Coupon Page*



**THANK YOU PAGES**



# THANK YOU PAGE

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## INGREDIENTS

Image (optional logo)

Headline

Video

Subheadline



Watch me build this page  
step-by-step at [www.](http://www.FunnelHackersCookbook.com/pages)

[FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)

## DIRECTIONS

A thank you page shows up after someone fills out an opt-in form or purchases a product or service from you. On this page we thank them for whatever action they took on the prior page. Thank you pages are a great place to build a relationship or sell them the next product or service that you have. There's usually some type of thank you page at the end of almost every funnel you will create.

## FUNNEL SCRIPTS

*Use the following Funnel Script if you want to make an offer with a Video  
Sales Letter:* VSL Wizard

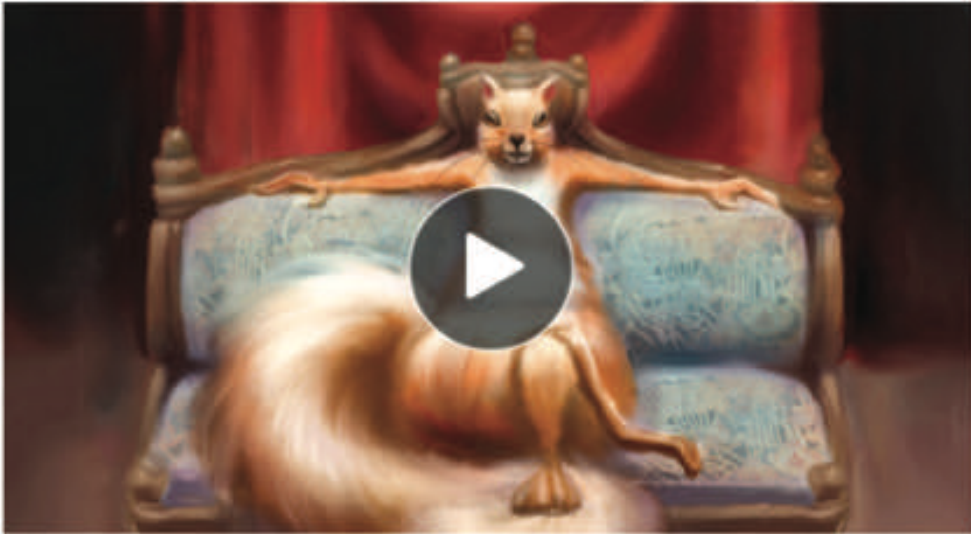
*If you want to make a ONE-TIME-OFFER:* One Time Offer (OTO) "Need Help / Coaching / Done For You Service" Script, One Time Offer (OTO) "Next Thing" / Next Step Script

## THANK YOU PAGE RECIPE #1



# Thank You! Your Order Is Complete!

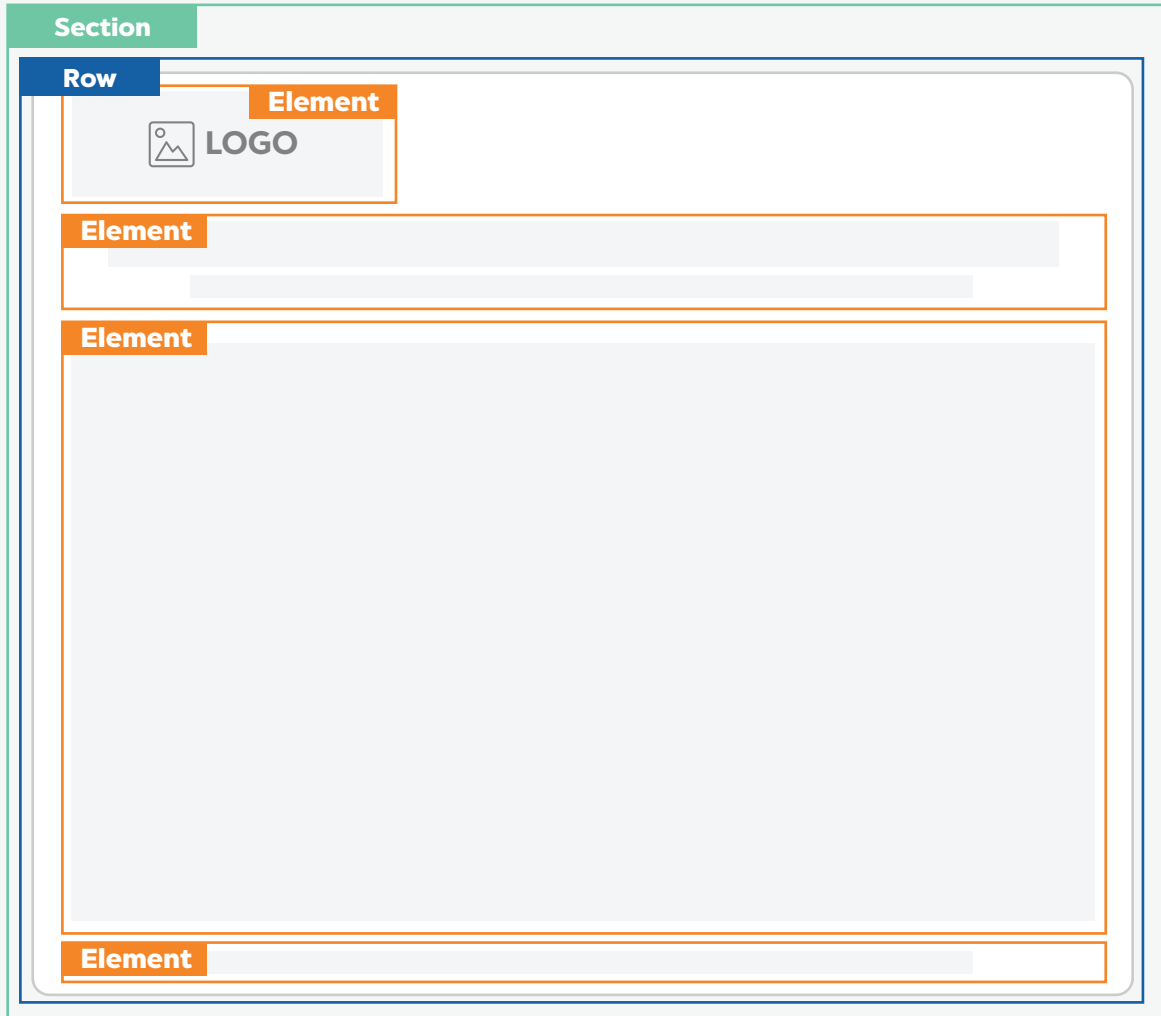
We're Packing Up And Shipping Your Squirrel's Now...



If you have any questions, please contact us at [help@idrawsquirrels.com](mailto:help@idrawsquirrels.com)

*Example Thank You Page*

# THANK YOU PAGE RECIPE #1



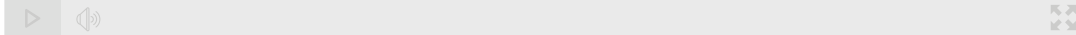
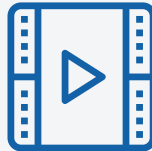
*Thank You Page Wireframe*

## THANK YOU PAGE RECIPE #1



# Here's Your Attention Getting Headline

This is your sub-headline to increase credibility or curiosity



This is your sub-headline to increase credibility or curiosity

*Flat Thank You Page*



# OFFER WALL

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## INGREDIENTS

Image (optional logo)

Headline

Subheadline

Order Summary

Images

Buttons



Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)

## DIRECTIONS


We use offer wall pages when we have other products or services in our product line. We thank customers for their initial purchase, then we give them links to the other products or services we sell.

Our goal with an offer wall is to push them into the front end of other funnels that we have created. Often times, customers will continue to purchase until you stop making them offers. That's why an offer wall is such a powerful way to increase your customer value. If you have enough products or services, I recommend using an offer wall. And even if you don't have other products, this is a great place to promote your affiliate offers.

## FUNNEL SCRIPTS

**Use the following Funnel Scripts:** Short Headline Scripts, Killer Headlines, Million Dollar Sales Headlines

## THANK YOU PAGE RECIPE #2

**I Paint Squirrels**

# Congrats - Order Complete!


below you can find all the squirrel's you purchased...

✓ Your Product Receipt:

Product	Price
Dynamically Updated <a href="#">Access Purchase</a>	\$XX.XX

\* More Squirrel Nude Art...


### Squirrely



Make your guests uncomfortable with a rodentine stare-down.

[Click For More Info →](#)

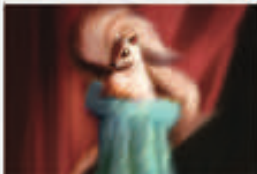
### Cold Night



Give your imagination a break! Little guessing is needed with this piece.

[Click For More Info →](#)

### The Teacher

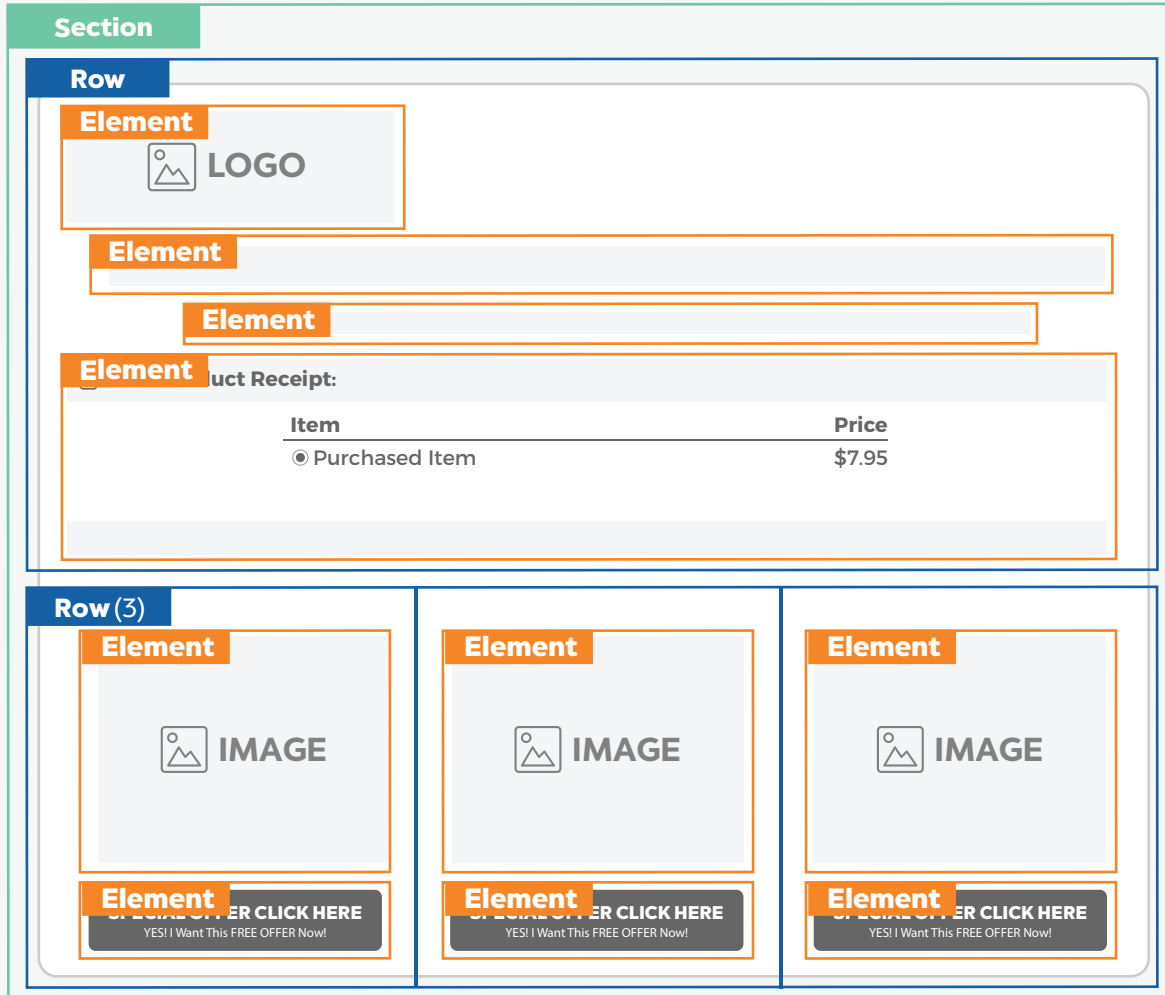


Elevate and educate your senses with *The Teacher's* help.

[Click For More Info →](#)

Example Offer Wall

# THANK YOU PAGE RECIPE #2



Offer Wall Wireframe

## THANK YOU PAGE RECIPE #2



# Here's Your Attention Getting Headline

This is your sub-headline to increase credibility or curiosity

### Your Product Receipt:

Item	Price
<input type="radio"/> Purchased Item	\$7.95



**SPECIAL OFFER CLICK HERE**

YES! I Want This FREE OFFER Now!



**SPECIAL OFFER CLICK HERE**

YES! I Want This FREE OFFER Now!



**SPECIAL OFFER CLICK HERE**

YES! I Want This FREE OFFER Now!

*Flat Offer Wall*

# BRIDGE PAGE

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## INGREDIENTS

Image (optional logo)

Headline

Video

Headline

Paragraph

Button



*Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)*

## DIRECTIONS

Bridge pages are used in a couple different scenarios. The first is if you are an affiliate or a network marketer and you've just got somebody to join your list. Instead of taking them to a traditional thank you page, you take them to a bridge page. This allows you to help them understand what you're going to sell them. The bridge page gives you a chance to tell your story before you send them off to the next page in your funnel. Bridge pages are also good for cold traffic who may not understand the product or service yet. It allows you to pre-sell them and explain why the thing they're going to get on the next page is important. It works well for building a connection with your audience before you start selling.

If a funnel isn't converting, inserting a bridge page will often increase your conversions on the sales page.

## FUNNEL SCRIPTS

*Use the following **Funnel Scripts**: Short Sales Letter Script, Call to Action Script, Killer Headlines, Million Dollar Sales Headlines, VSL Wizard*

## THANK YOU PAGE RECIPE #3



### Step #1- Find Your Favorite Squirrel



### Step #2 - Get Nude Squirrel Art Coupon

Owning Nude Squirrel Art is NOT just a pompous privilege for the sophisticated mind...

It's a necessity to demonstrate your clear and backstabbing power over others...

Nothing says "I'm better than you" than the stare-down from rodentine nude art.

While you hold dying testimony of your own stimulated senses, you'll also create a friendly neighborhood social division and inspire those lower than you to aim higher - meh, they don't stand a fighting chance anyway...

Protect your social-climbing hinny with this Nude Squirrel Art, which does all your arguing for you...

You're better than everyone...

You're better than even the artist...

You're already an elitist, we're just here to help everyone else realize it...

And though you don't need it, and would rightly never accept it from anyone, click below to get your measly and unbecoming coupon...

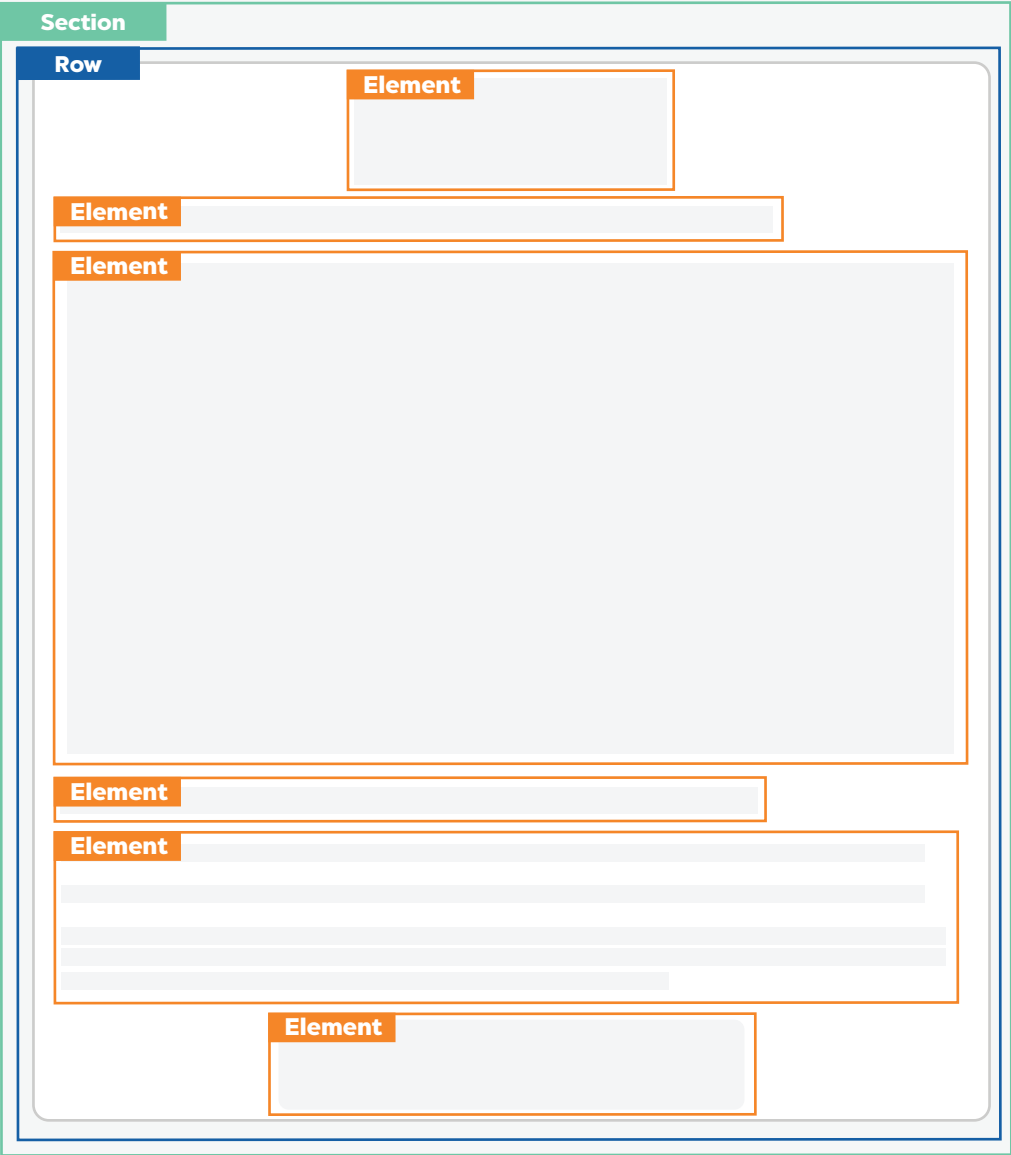
(we recommend tearing it up immediately, with a raised nose of course - snoot snoot)

[Claim Your Unneeded Coupon Now →](#)

*Example Bridge Page*

To get this template go to: [www.ClickFunnels.com/cookbook](http://www.ClickFunnels.com/cookbook)

# THANK YOU PAGE RECIPE #3



Bridge Page Wireframe

## THANK YOU PAGE RECIPE #3



### Here's Your Attention Getting Headline



### Here's Your Attention Getting Headline

Here's where you write your compelling message, keep your sentences and paragraphs short.

Use **\*bold\***, underline and *italics* to emphasize important points.

Don't be boring! Pretend you're telling a mystery story. Keep your audience captivated. Eliminate any and all superfluous redundant words that only serve to unnecessarily complicate and hinder the flow and ease of the reader's experience ( i.e. get to the point)

[Go To Step #2 Now →](#)

*Flat Bridge Page*



# SHARE PAGE

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## INGREDIENTS

Image (optional logo)

Headline

Video

Social Share



Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)

## DIRECTIONS

A share page is like a basic thank you page. The only difference is we are asking customers to share the process that they just went through. I may ask them to share on Facebook, Twitter, Google +, or other places.

I want my subscribers to share and bring more subscribers in. Marketers often call this “viral marketing.” If you have a good offer, people may be willing to share with their friends and followers. This is a great way to get more traffic from every visitor who comes into your funnel.

## FUNNEL SCRIPTS

*Use the following Funnel Script:* Short Headline Scripts

## THANK YOU PAGE RECIPE #4



# Thank You!

You're Now The Proud Owner Of Nude Squirrel Art...



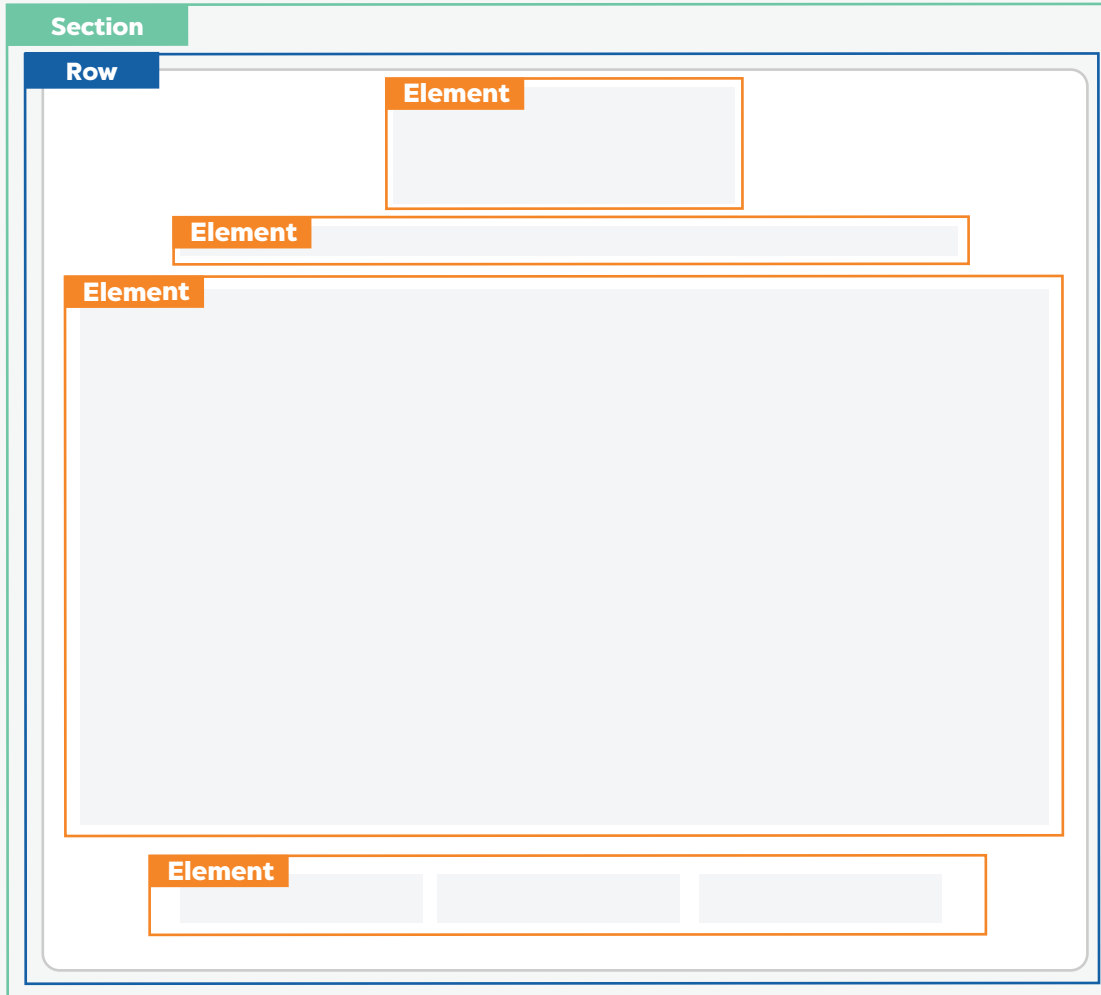
\*IT'S NOW TIME TO PROVE HOW MUCH BETTER YOU ARE THAN EVERYONE

↓ Click below to share your new-found social status with your friends



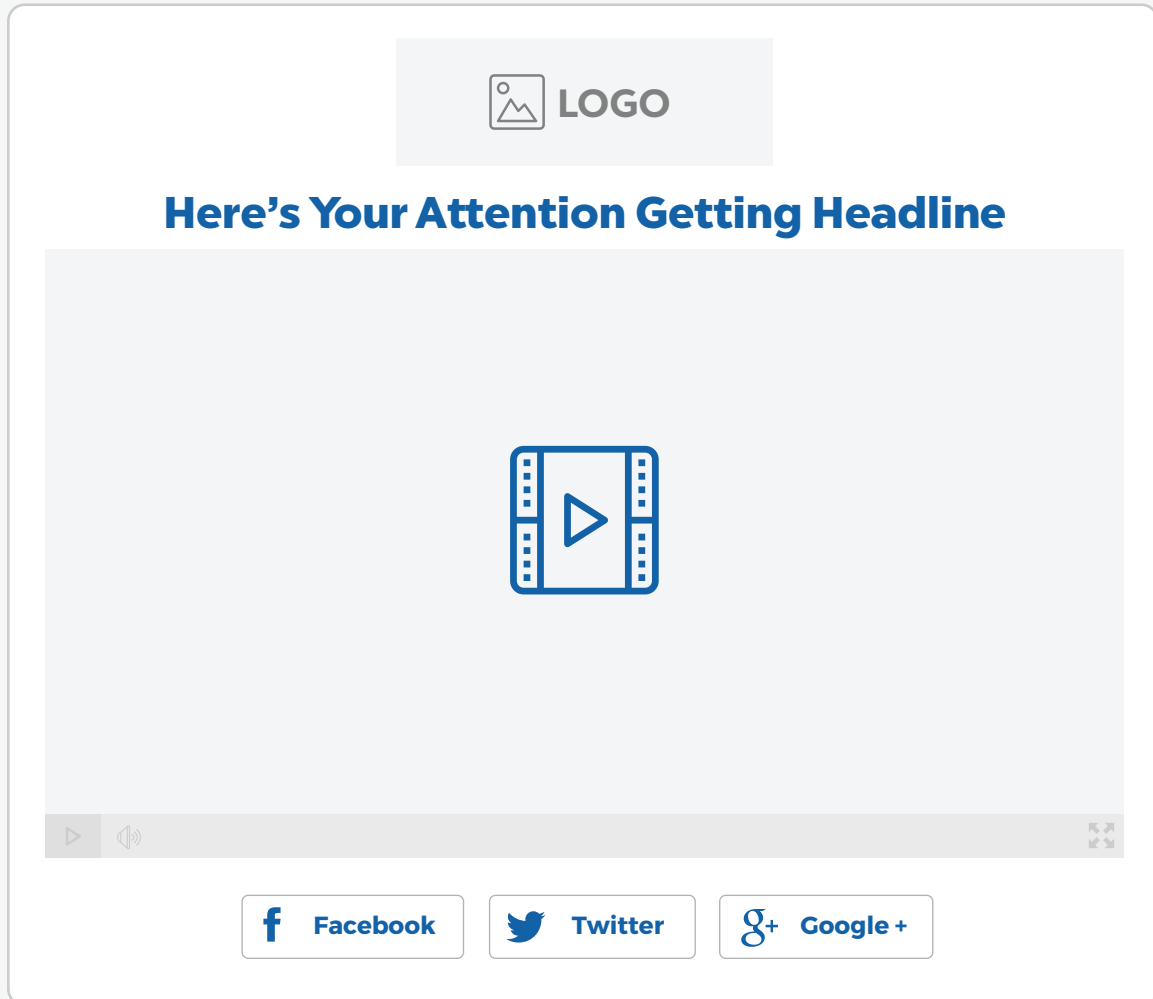
*Example Share Page*

# THANK YOU PAGE RECIPE #4



*Share Page Wireframe*

## THANK YOU PAGE RECIPE #4



*Flat Share Page*



# VIDEO SALES LETTER

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## INGREDIENTS

Headline

Subheadline

Video

Headline

Image Features

Button



Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)

## DIRECTIONS

This is an example of a video sales letter page. Video sales letters have become popular since videos began streaming faster online. Many people convert traditional sales letters into video sales letters. This layout has been what we've found typically converts the highest for video sales letters.

Underneath the video we have what we refer to as the "Brunson Box" or "video spoiler box." Here we pull out four elements from the video that cause intrigue and curiosity. This gets people to watch the video longer. After they click on the "Add to Cart" button, they go to an order form.

## FUNNEL SCRIPTS

**Use the following Funnel Scripts:** Killer Headlines, VSL Wizard, PPT Video Sales Letter Script, Who, What, Why, How Script, Brunson Bullet Script, Feature, Benefit, Meaning (FBM) Bullets Script, Call to Action Script

## SALES PAGE RECIPE #1

# How To Paint Award-Winning Nude Squirrel Art

WITHOUT ACTUALLY EVEN KNOWING WHAT A PAINTBRUSH LOOKS LIKE...



### In Today's Free Presentation:



#### Secret #1 - to brush or not to brush

How to be a successful painter, without the hassle and years of actually learning how to paint.



#### Secret #2 - making the cut every time

How to make award winning pieces, all from the pieces of other artists' work. (scissors needed)



#### Secret #3 - a picture is worth... meh, whatever

The much easier path of acting and looking the part of a successful portrait artist, without actually BEING one.



#### What's Next?!

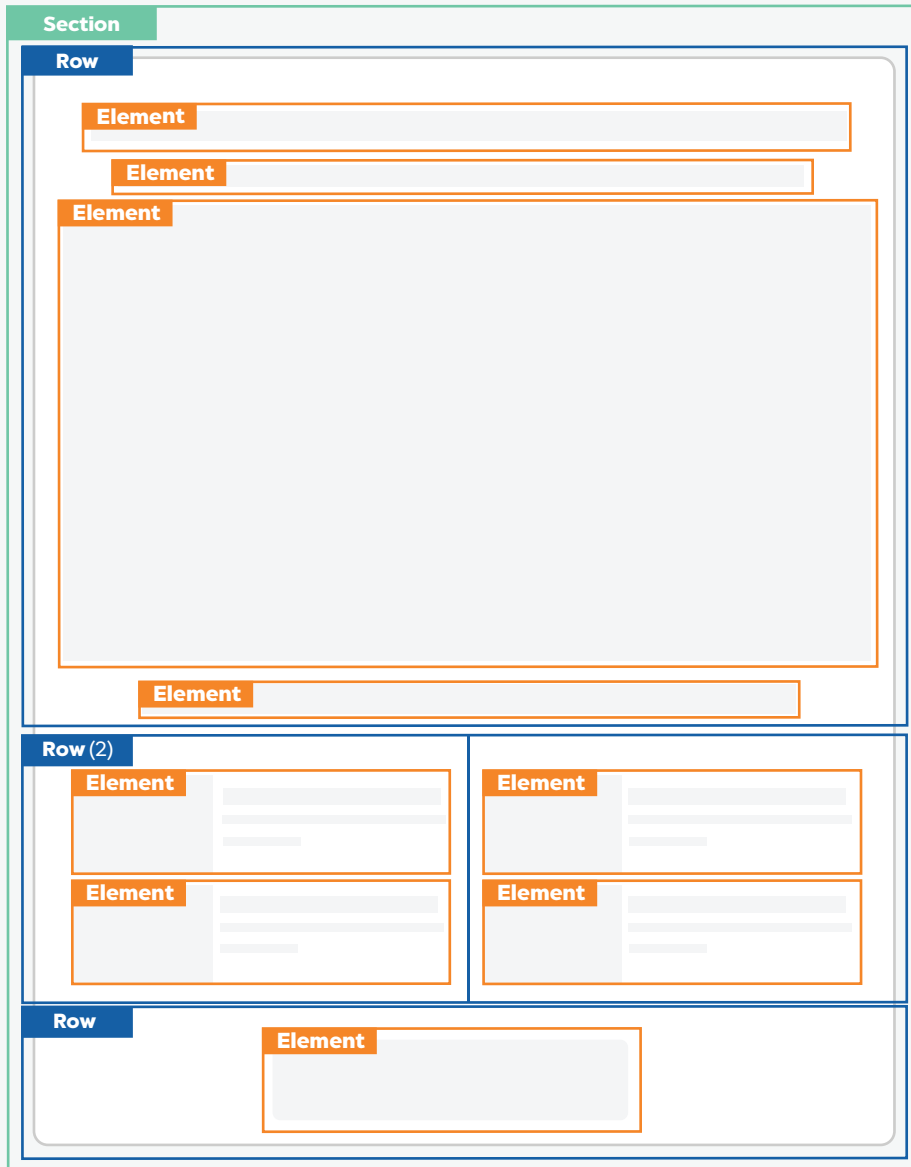
Join me to learn the 3 essentials of creating award-winning portrait paintings, without any experience or intent at all.

 **Add To Cart**

Example Video Sales Page

To get this template go to: [www.ClickFunnels.com/cookbook](http://www.ClickFunnels.com/cookbook)

# SALES PAGE RECIPE #1



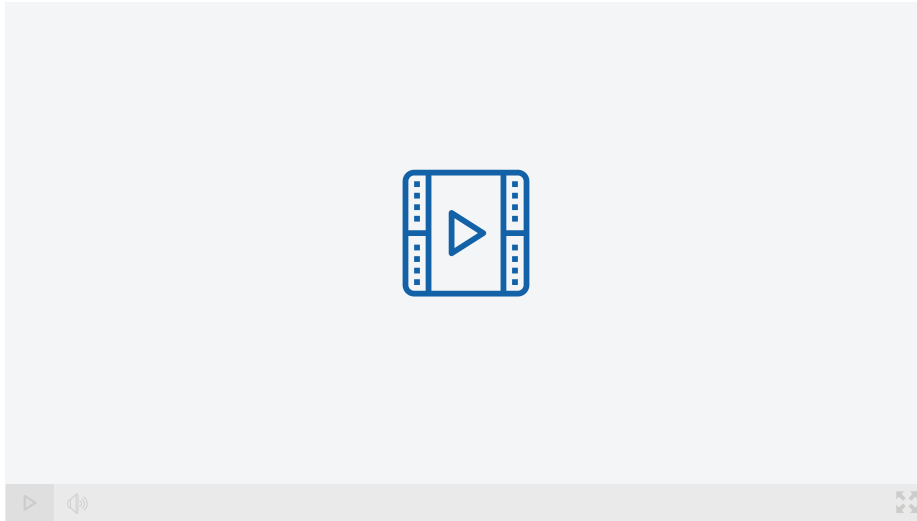
*Video Sales Page Wireframe*



## SALES PAGE RECIPE #1

### Here's Your Attention Getting Headline

This is your sub-headline to increase credibility or curiosity



### Here's Your Attention Getting Headline



**Featured image headline**  
Here is some info about the picture on the left...



**Featured image headline**  
Here is some info about the picture on the left...



**Featured image headline**  
Here is some info about the picture on the left...



**Featured image headline**  
Here is some info about the picture on the left...



*Flat Video Sales Page*

# SALES LETTER

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## INGREDIENTS

Headline

Subheadlines

Paragraphs

Image(s)

Button

Image (logo)



Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)

## DIRECTIONS

Sales letters started before the internet when marketers would actually send out long form physical letters through the post office to sell their products. These sales letters have proven to be effective offline, and even more so online. Most people in our community use the Star-Story-Solution script (from the Dot Com Secrets book) to write their sales letters.

Sales letters are still one of the best ways to convert visitors into buyers. In fact, a few years ago, most people thought that video would completely beat out long form sales letters. Yet the opposite has been true. Sales letters often convert better than video because there are so few people still using this modality.

## FUNNEL SCRIPTS

**Use the following Funnel Scripts:** Killer Headlines, Long-Form Sales Letter Scripts, Short Sales Letter Script, Call to Action Script

## SALES PAGE RECIPE #2

### You're Bored.

we know... (but it's really you, not us)

From: Russell Brunson  
Date: Forever Young  
Location: Boise, Idaho

"My guess is that if you're reading this, you're dissatisfied with the way you've been living...  
Right?"

Although nothing is immediately wrong with your life (your bills are covered, you have food,  
and you're not in immediate danger...)

...YOU need a change. It's the same, day after day.

#### Create A New Sense Of Life With Nude Squirrel Art...

Nothing destroys your old boring life AND brings you a new  
sense of purpose like nude squirrel art.

Food will taste like gold...  
Air will smell like sweet success...  
Colors will appear that you didn't know existed...

(You don't even realize that you're ONLY seeing in boring  
black and white right now...)



#### Life Without Nude Squirrel Art... is not a life...

don't take our word for it... but actually you should just trust us and take our word for it  
because your life is literally nothing without nude squirrel art on your wall...

everybody is doing it! feel total social pressure...

the duke of canada...  
the monarch of florida...  
the queen of madagascar... that's right, she has nude squirrel art on her wall...

so unless you've never used your eyes, ever, click below to abandon your lousy state and join  
the upper social class...

 Add To Cart

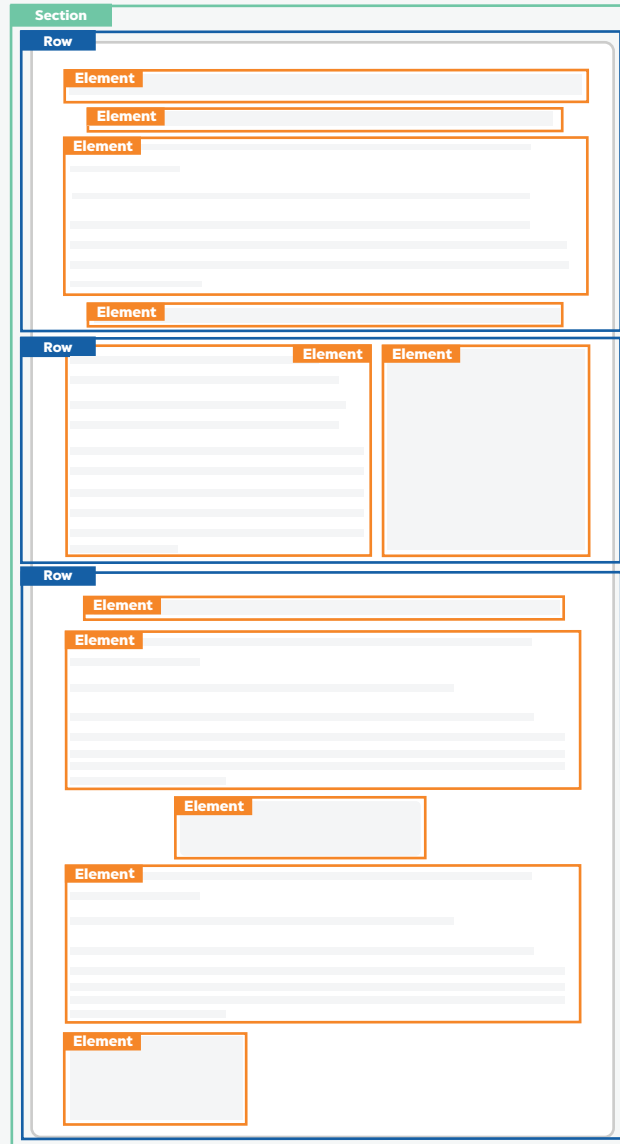
Thanks  
Russell Brunson



P.S. you're already an elitist above the rest, we're just here to prove it to others for you.

Example Sales Letter

## SALES PAGE RECIPE #2



*Sales Letter Wireframe*

## SALES PAGE RECIPE #2

### Here's Your Attention Getting Headline

This is your sub-headline to increase credibility or curiosity

Here's where you write your compelling message, keep your sentences and paragraphs short.

Use **\*bold\***, underline and *italics* to emphasize important points.

Don't be boring! Pretend you're telling a mystery story. Keep your audience captivated. Eliminate any and all superfluous redundant words that only serve to unnecessarily complicate and hinder the flow and ease of the reader's experience ( i.e. get to the point)

This is your sub-headline to increase credibility or curiosity

Here's where you write your compelling message, keep your sentences and paragraphs short.

Use **\*bold\***, underline and *italics* to emphasize important points.

Don't be boring! Pretend you're telling a mystery story. Keep your audience captivated. Eliminate any and all superfluous redundant words that only serve to unnecessarily complicate and hinder the flow and ease of the reader's experience ( i.e. get to the point)



This is your sub-headline to increase credibility or curiosity

Here's where you write your compelling message, keep your sentences and paragraphs short.

Use **\*bold\***, underline and *italics* to emphasize important points.

Don't be boring! Pretend you're telling a mystery story. Keep your audience captivated. Eliminate any and all superfluous redundant words that only serve to unnecessarily complicate and hinder the flow and ease of the reader's experience ( i.e. get to the point)

 Add To Cart

Here's where you write your compelling message, keep your sentences and paragraphs short.

Use **\*bold\***, underline and *italics* to emphasize important points.

Don't be boring! Pretend you're telling a mystery story. Keep your audience captivated. Eliminate any and all superfluous redundant words that only serve to unnecessarily complicate and hinder the flow and ease of the reader's experience ( i.e. get to the point)



*Flat Sales Letter*

# PRODUCT LAUNCH PAGE



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## INGREDIENTS

Image (optional logo)

Headline

Video

Images

Facebook Comments



Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)

## DIRECTIONS

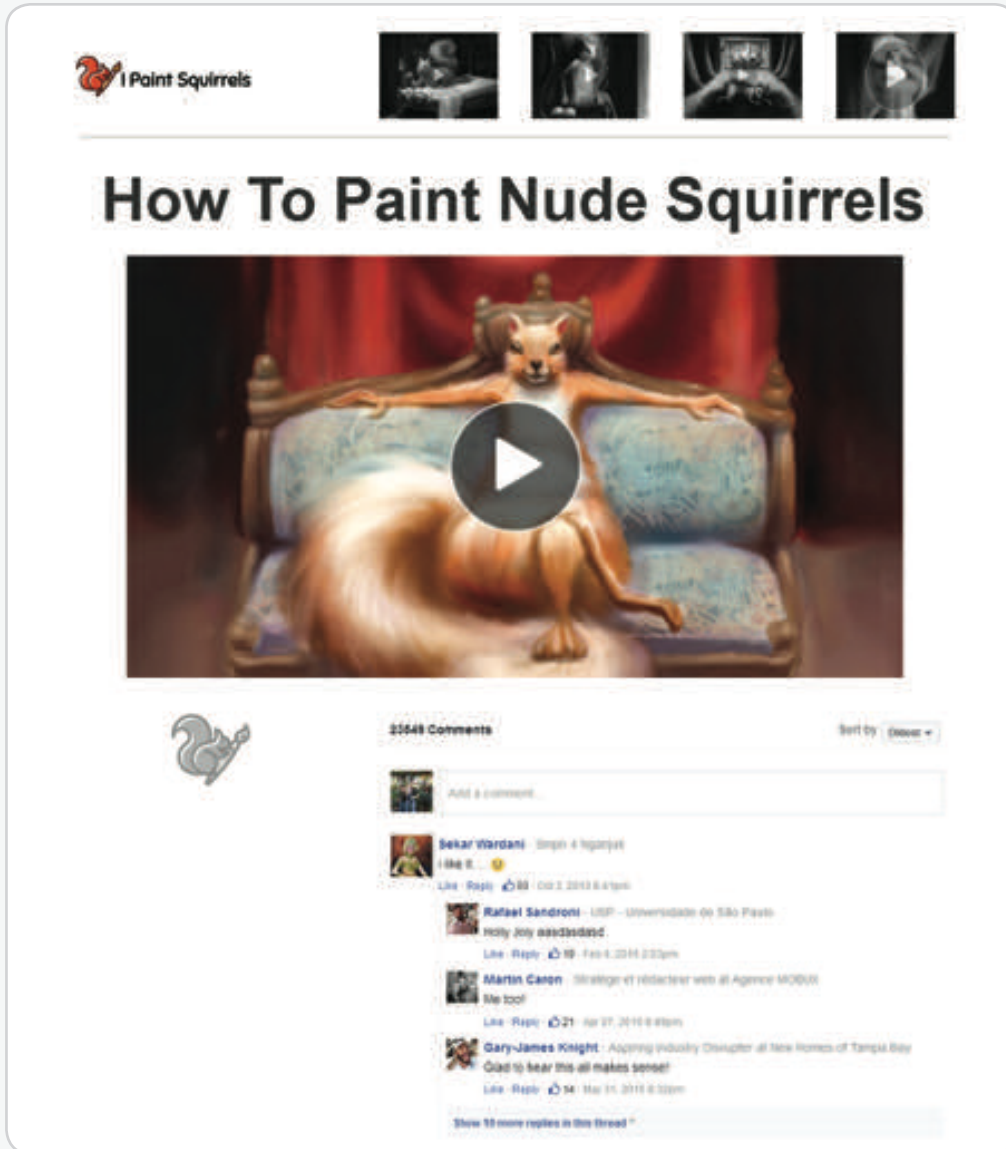
We use these pages for Jeff Walker's popular product launch sequence. Somebody will opt-in to the sequence and see 3-4 videos. Each video teaches and presells them for the next video. We unlock each video after a certain time. The last video is the video where they can actually buy the product.

When using a product launch page, you'll usually be creating four of these. One for each of the sales messages to sell your product or service.

## FUNNEL SCRIPTS

*Use the following Funnel Scripts:* Million Dollar Content Headline Scripts, Killer Headlines, Million Dollar Sales Headlines, Short Headline Scripts, Call to Action Script

### SALES PAGE RECIPE #3

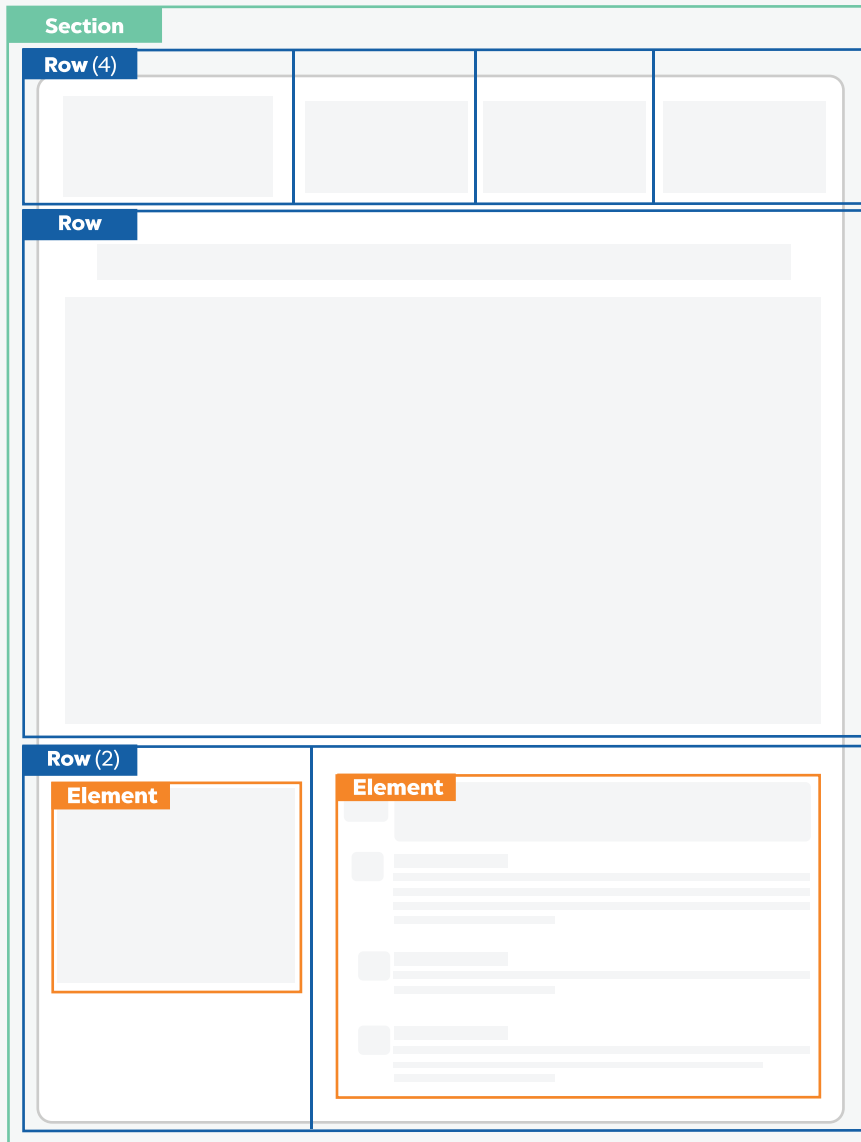


The image shows a Facebook post from the page 'I Paint Squirrels'. At the top left is the profile picture and name. To the right are four small video thumbnails. The main title of the post is 'How To Paint Nude Squirrels'. Below the title is a large video player showing a squirrel sitting on a blue and gold ornate chair, with a play button in the center. Below the video is a comment section with 2548 comments. The first comment is from 'Bekar Wardani' (Singapore) with 88 likes. The second is from 'Rafael Sandroni' (Brazil) with 19 likes. The third is from 'Martin Canon' (Australia) with 21 likes. The fourth is from 'Gary-James Knight' (Singapore) with 34 likes. A 'Show 18 more replies in this thread' link is at the bottom of the comments.

Example Product Launch Sales Page

To get this template go to: [www.ClickFunnels.com/cookbook](http://www.ClickFunnels.com/cookbook)

## SALES PAGE RECIPE #3



*Product Launch Sales Page Wireframe*



## SALES PAGE RECIPE #3

LOGO

Here's Your Attention Getting Headline

IMAGE

**Rusty Branson**  
Create a post that will motivate your customers to act. The more engagement you receive through your facebook post, the more you will relevant/interesting to facebook.  
22 Minutes ago • Like • Reply

**David Wardwood**  
Be sure to respond to all comments that are created on your feed.  
15 Minutes ago • Like • Reply

**David Wardwood**  
Be sure to respond to all comments that are created on your feed.  
15 Minutes ago • Like • Reply

*Flat Product Launch Sales Page*



## ORDER FORMS



# 2-STEP ORDER FORM

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H

A



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---

## INGREDIENTS

Headline

Subheadline

Video

Headline

Paragraph

2 Step Order



*Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)*

## DIRECTIONS

The 2-Step is my favorite order form for lower ticket products, especially free + shipping offers. We created this after a lot of testing to figure out the best way to get people to fill out an order form. In Step 1, you get people to enter their address. In Step 2 you ask for their credit card information. The small commitment from Step 1 makes them much more likely to enter their credit card info. If the customer fills out Step 1 but not Step 2, you can trigger a follow up sequence to get them to go back and finish Step 2. This also dramatically increases conversion rates.

The 2-Step order form can also be the sales page. You can have your sales message on the left hand side of the order. You can also add an order form bump which increases average cart value. Abandoned carts is one of the places where people lose the most money in a sales funnel. A two-step order form gives you the ability to follow up with people who don't complete the checkout process.

## FUNNEL SCRIPTS

**Use these Funnel Scripts:** Killer Headlines, Short Headline Scripts, Who, What, Why, How Script, VSL Wizard, PPT Video Sales Letter Script, Call to Action Script

## ORDER FORM RECIPE #1

# Get 2 Free Nude Squirrel Paintings

When You Buy 1 Of Equal Or Lesser Value...



\*Each Painting Is Exclusively Handcrafted In The Hills Of Iceland...

You as a person, are an exclusive individual. There's no man, woman, or child that is even close to you. Therefore, we believe your paintings should reflect you and the unique gift you are the to world...

You're already an elitist above the rest. We're just here to make everyone else see it too...

**1 SHIPPING** Where To Ship Froming      **2 YOUR INFO** Your Billing Info

---

Full Name...

Email Address...

Phone Number...

SHIPPING

Full Address...

City Name...

State / Province...      Zip Code...

Select Country

**Go To Step #2**

We Respect Your Privacy & Information

Example 2-Step Order Form

# ORDER FORM RECIPE #1

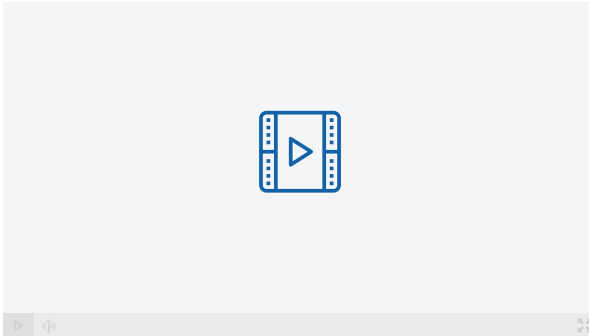
The wireframe illustrates a 2-step order form layout. It is contained within a light blue border. The top section is labeled "Section" in a green header. Below this, the first row is labeled "Row" in a dark blue header. This row contains two "Element" boxes: a long one on the left and a shorter one on the right. The second row is labeled "Row (2)" in a dark blue header and is divided into two columns. The left column contains three "Element" boxes: a large one at the top, and two smaller ones below it. The right column contains a single, large "Element" box.

*2-Step Order Form Wireframe*

# ORDER FORM RECIPE #1

## Here's Your Attention Getting Headline

Here's Your Attention Getting Headline



### Here's Your Attention Getting Headline

Here is another paragraph with more awesome information. It should be long enough to explain the concepts, but short enough to keep their attention.

**1 SHIPPING**  
Where to Ship

**2 Your Info**  
Your Billing Info

**SHIPPING**



**Ship Me My Product**

Sub Headline button text here

Text that goes down here that nobody actually reads but you need it so you don't get sued :)

*Flat 2-Step Order Form*

# TRADITIONAL ORDER FORM

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## INGREDIENTS

Headline  
Subheadline  
Progress Bar  
Inputs  
Shipping Address  
Order Select  
Credit Card  
Order Bump  
Button  
Image Features

*Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)*

## DIRECTIONS

This order form collects all the information on one page. I use this for higher priced products and services. You can use testimonials, guarantees, and other things to help increase conversions. This traditional order form is a much more traditional order form. They're used by most ecommerce and other type of businesses online.

## FUNNEL SCRIPTS

*Use the following **Funnel Scripts**: Order Bump Scripts, Killer Headlines, Short  
Headline Scripts, Call to Action Script*

## ORDER FORM RECIPE #2

# Get A New Set Of Squirrel Art

At This Amazing Deal Of Just \$997..

Almost Done (complete the form below) ...

### Step 1: Contact

Full Name
Email
Phone
Phone

### Step 2: Shipping Address

#### Shipping:

Full address...	
City name...	
State / Province...	Zip Code...
Select Country	

### Step 2: Shipping Address

Item	Price
● Dynamically updated	\$0.00

#### Credit Card Number:

Card number

#### CVC Code:

CVC

#### Expiry Month:

01

#### Expiry Year:

2017

#### Yes, I Want The Extra Painting

**ONE TIME OFFER (Just \$97)** Why not give the gift of exclusive Huckle Squirrel Art joy and happiness to your friends and family? Check the box above to take advantage of this special offer for just another measly \$97 (don't worry, you'll make that back in moments from all your estates and vineyards). Remember, to thoroughly enjoy your art, it's best to go about life with your pinksy straight out for no reason...

 **Add To Cart**



#### "Forever Interview"

Nothing speaks total chaos to the brain of complete strangers like a set of rodentine eyes staring directly at you for extended periods of time...



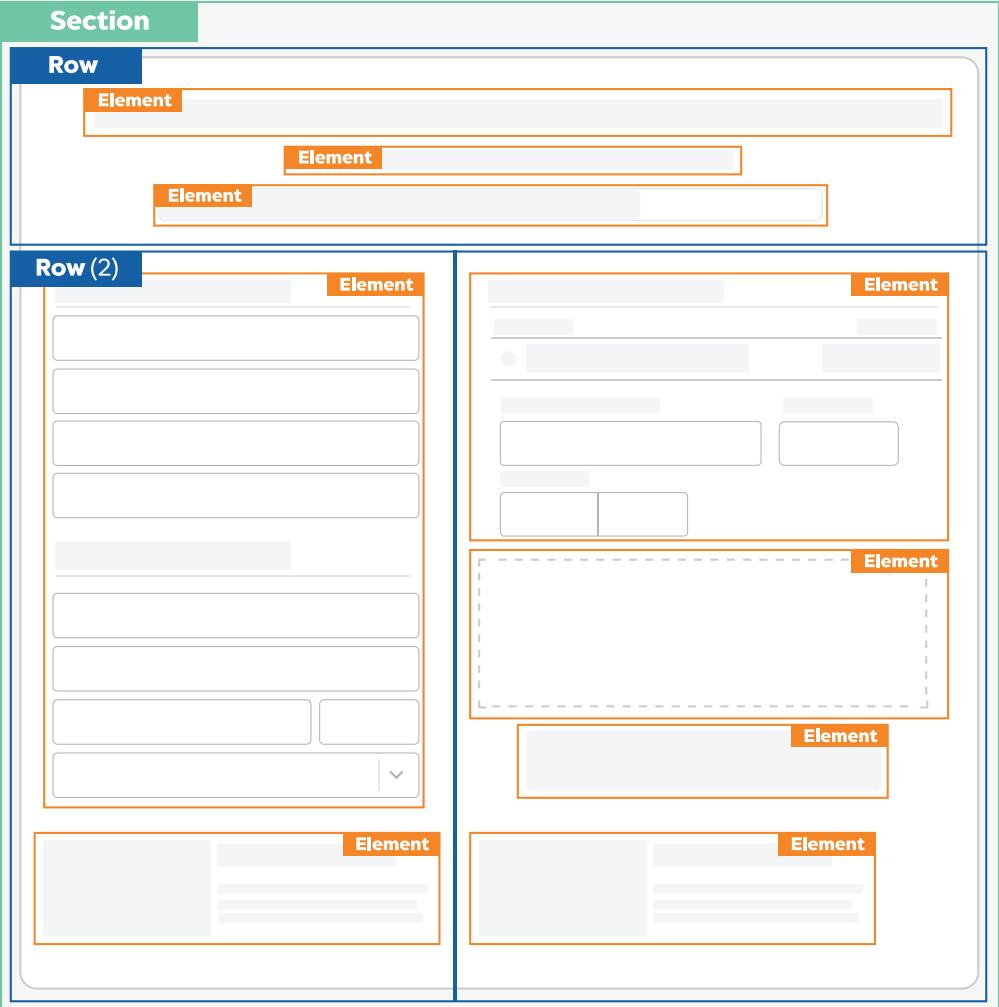
#### "Snooty"

It was in a danky lit, but highly polished nightclub. Though she may not remember my name, I know it's love. I'll never forget the very first thing she said to me. "You're the worst coat boy I've ever had... peasant..."

Example Traditional Order Form



# ORDER FORM RECIPE #2



Traditional Order Form Wireframe

## ORDER FORM RECIPE #2

# Here's Your Attention Getting Headline

Here's Your Attention Getting Headline

Progress Bar

### Step 1: Contact

### Step 2: Shipping Address



IMAGE

#### Featured Image Headline

Here is some info about the picture on the left...



IMAGE

#### Featured Image Headline

Here is some info about the picture on the left...

### Step 3: Offer Selection

Item

Price

Purchased Item

\$7.95

Credit Card Number

CVC



Expires

MM



YY



### Order Bump

The **Order Bump** is an impulse buy product or upsell at checkout the customer can check a box to add an additional product to their order without entering additional information. This is useful for selling related products along with your main product.



ADD TO CART

Flat Traditional Order Form

# VSL + ORDER

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## INGREDIENTS

Headline  
Subheadline  
Video  
Button  
Inputs  
Shipping Address  
Order Select  
Credit Card  
Order Bump  
Button

*Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)*

## DIRECTIONS

The video sales letter order form is almost identical to the video sales letter sales page. The only difference is that the order form is not on a separate page. Instead, the form appears below the video when someone clicks on the “Add to Cart” button. Many of our tests have shown that having the order form open on the same page dramatically increases conversion rates. When I’m doing a video sales letter, I almost always try to keep the order form on the page that the video is on. This page allows you to do that.

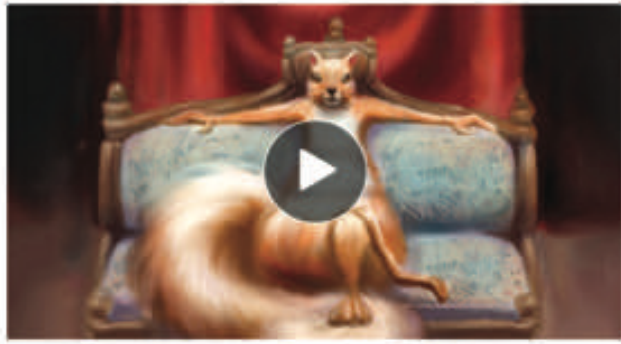
## FUNNEL SCRIPTS

*Use the following Funnel Scripts:* VSL Wizard, PPT Video Sales Letter Script, Who, What, Why, How Script, Order Bump Scripts, Killer Headlines, Short Headline Scripts, Call to Action Script

### ORDER FORM RECIPE #3

## Nude's

(Squirrel's, That is...)



**Add To Cart**

**Claim Your Squirrel Art Below...**

**Step 1: Contact**

Full Name

Email

Phone

Phone

**Step 2: Shipping Address**

Item	Price
* Dynamically updated	\$1.00

**Credit Card Number:**  **CVC Code:**

Card Number  CVC

**Expiry Month:**  **Expiry Year:**

01 2017

**Yes, I Will Take A Clearing Kit...**

**ONE YEAR MONEY BACK!** You're not going to love Squirt Art, the \$1.00 investment and included in your order states... would you let your appearance get dirty by the tears of this you would not let you wouldn't let your Squirrel get dirty either. Click above to get this clearing kit to your name for a handy \$17.00!

**Shipping:**

Full address...

City Name...

State / Province...  Zip Code...

Select Country

**Add To Cart**

Example Video Sales Order Form

# ORDER FORM RECIPE #3

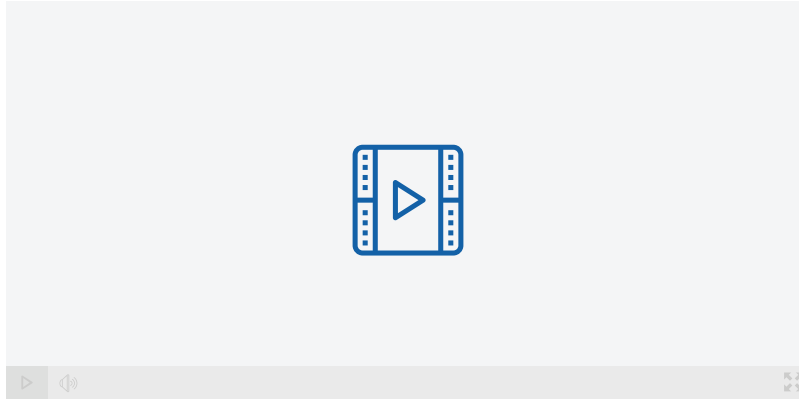
The wireframe is organized into a grid structure. At the top, a green header bar is labeled "Section". Below this, the form is divided into two main rows. The first row is labeled "Row" and contains three elements: a wide top element, a smaller middle element, a large central area, and a bottom element. The second row is labeled "Row (2)" and is split into two columns. The left column contains a vertical stack of eight input fields, with the bottom one having a dropdown arrow. The right column contains a complex form with multiple input fields, a dashed rectangular area, and a final bottom element.

Video Sales Order Form Wireframe

## ORDER FORM RECIPE #3

### Here's Your Attention Getting Headline

Here's Your Attention Getting Headline



ADD TO CART

#### Step 1: Contact

#### Step 2: Shipping Address

#### Step 3: Offer Selection

Item	Price
<input checked="" type="radio"/> Purchased Item	\$7.95

Credit Card Number

CVC

Expires

#### Order Bump

The Order Bump is an impulse buy is an add-on product or upsell at checkout the customer can check out to add an additional product to their order without entering additional information This is useful for selling related products along with your main product.

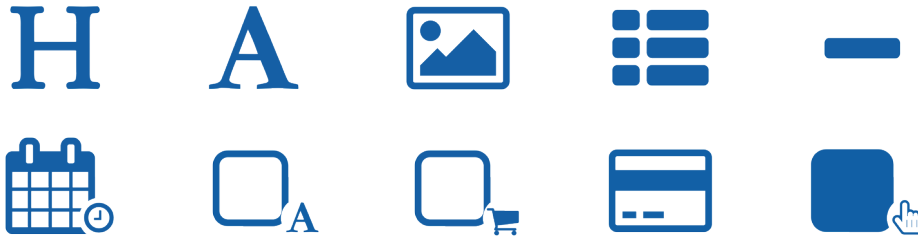


ADD TO CART

Flat Video Sales Order Form

# SL + ORDER

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## INGREDIENTS

Headline  
Subheadline  
Image  
Bullet List  
Divider  
Countdown  
Input Form  
Billing Address  
Credit Card  
Button

*Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)*

## DIRECTIONS

The sales letter order form is almost identical to the sales letter page. The only difference is that you embed the order form into the page instead of having a separate order form page. Some tests have shown that having the order form on the sales page increases conversions. When someone clicks on any of the “Add to Cart” buttons in your sales letter, it will scroll them down to the order form. They can buy your product right there on the page.

## FUNNEL SCRIPTS

***Use the following Funnel Scripts:*** Killer Headlines, Long-Form Sales Letter Scripts, Short Sales Letter Script, Brunson Bullet Script, Feature, Benefit, Meaning [FBM] Bullets Script, Call to Action Script

## ORDER FORM RECIPE #4

**Note: The two frames shown below make up one long page.**

**Man Was Made On The 6th Day...**  
Clearly... You Were Made On The 7th...

From: Russell Brunson  
Date: Now  
Location: Boise, Idaho

Let's be real here...

I'm Russell, but you don't care. And that's ok.

You see, I know you're a big deal.  
You were put here to be a big deal.  
AND to be an example of what everyone else is striving for...

**Pure. Succulent. Loud. Dominance.**

And guess what?

I KNOW! That's why I'm here.

The reality of it all is there's really just so much that we can learn from you.

So...

Show others how great you are...

Help others KNOW your social superiority...

HOW??


**Nude Squirrel Art...**

Few other decisions in your life mean as much as this...

Rather...

Choosing to NOT hang Nude Squirrel Art on your wall MEANS you're now touchable...

What's it made of? Who cares!  
This is about your ability to belittle those around you.




How much is it? WHO CARES!  
(How much is your elitist stature worth? )

Click Below To Add "Insurance Policy" To Your Social Status...

**Add To Cart**

Thanks  
Russell Brunson



P.S. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

**Buy Your Sophisticatedly Dominant Nude Squirrel Art Below**

**Step 1: Contact**

Full Name:   
Email:   
Phone:   
Phone:

**Step 2: Shipping Address**

Address:   
City Name:   
State:  Zip Code:   
Select Country:

**Step 2: Shipping Address**

Item	Price
☛ Dominantly Superior	\$100

Credit Card Number:  CVC Code:   
Card number:  CVC:

Expiry Month:  Expiry Year:

01 | 2017

Shipping:

Post Address:

City Name:

State:  Zip Code:

Select Country:

**Add To Cart**

**Yes, I will Take It!**

**Don't miss out on this!** Lets face it, "you" will need that "you" don't need it. For you, this is all about spending more money on you than you need. And for those begging rights to your family around and every 4 second total at the Shopping Club, always a member must of "the world" the most successful will no-need a "over head of". So go ahead. Liberty with those begging rights, but telling that "they" better show and not add another \$100 to your order. See all changes "those" welcome.

Example Sales Letter Order Form

To get this template go to: [www.ClickFunnels.com/cookbook](http://www.ClickFunnels.com/cookbook)



## ORDER FORM RECIPE #4

*Note: The two frames shown below make up one long page.*

The wireframe illustrates the layout of a sales letter order form, divided into two side-by-side frames. The left frame is organized into three rows:

- Section:** A green header bar.
- Row:** A blue header bar.
- Element:** Three orange-bordered boxes containing horizontal lines, representing text input fields.
- Row (2):** A blue header bar.
- Element:** Two orange-bordered boxes side-by-side, each containing horizontal lines.
- Row:** A blue header bar.
- Element:** Two orange-bordered boxes side-by-side, each containing horizontal lines.

The right frame is organized into two rows:

- Element:** A large orange-bordered box containing horizontal lines.
- Element:** A smaller orange-bordered box containing horizontal lines.
- Row (2):** A blue header bar.
- Element:** Two orange-bordered boxes side-by-side, each containing horizontal lines.
- Element:** A large orange-bordered box containing horizontal lines.
- Element:** A smaller orange-bordered box containing horizontal lines.

*Sales Letter Order Form Wireframe*

## ORDER FORM RECIPE #4

*Note: The two frames shown below make up one long page.*

### Here's Your Attention Getting Headline

This is your sub-headline to increase credibility or curiosity

Here's where you write your compelling message, keep your sentences and paragraphs short.

Use **\*bold\***, underline and *italics* to emphasize important points.

Don't be boring! Pretend you're telling a mystery story. Keep your audience captivated. Eliminate any and all superfluous redundant words that only serve to unnecessarily complicate and hinder the flow and ease of the reader's experience ( i.e. get to the point)

This is your sub-headline to increase credibility or curiosity

Here's where you write your compelling message, keep your sentences and paragraphs short.

Use **\*bold\***, underline and *italics* to emphasize important points.

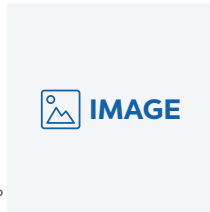
Don't be boring! Pretend you're telling a mystery story. Keep your audience captivated. Eliminate any and all superfluous redundant words that only serve to unnecessarily complicate and hinder the flow and ease of the reader's experience ( i.e. get to the point)

This is your sub-headline to increase credibility or curiosity

Here's where you write your compelling message, keep your sentences and paragraphs short.

Use **\*bold\***, underline and *italics* to emphasize important points.

Don't be boring! Pretend you're telling a mystery story. Keep your audience captivated. Eliminate any and all superfluous redundant words that only serve to unnecessarily complicate and hinder the flow and ease of the reader's experience ( i.e. get to the point)



 Add To Cart

Here's where you write your compelling message, keep your sentences and paragraphs short.

Use **\*bold\***, underline and *italics* to emphasize important points.

Don't be boring! Pretend you're telling a mystery story. Keep your audience captivated. Eliminate any and all superfluous redundant words that only serve to unnecessarily complicate and hinder the flow and ease of the reader's experience ( i.e. get to the point)

 LOGO

#### Step 1: Contact

Full Name...
Email Address...
Phone Number...
Phone Number...

#### Step 2: Shipping Address

Address	
City	
State / Province	Zip Code
Country	

#### Step 3: Offer Selection

Item	Price
<input checked="" type="radio"/> Purchased Item	\$7.95
Credit Card Number	
Card Number	CVC
<input type="text"/>	<input type="text"/>
Expires	
MM	YY

#### Order Bump

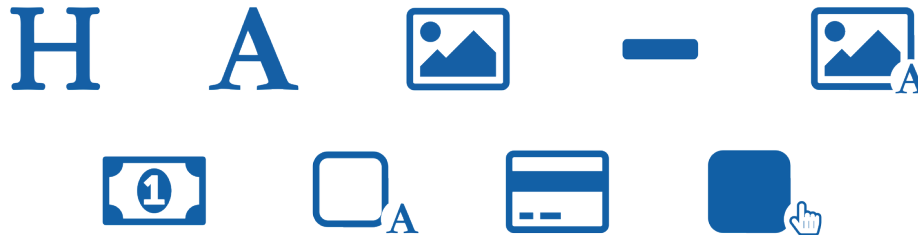
The Order Bump is an impulse buy is an add-on product or upsell at checkout. customer can check a box to add an additional product to their order without entering additional information. This is useful for selling related products along with your main product.

 ADD TO CART

Flat Sales Letter Order Form

# PRODUCT LAUNCH + ORDER

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## INGREDIENTS

Headline  
Subheadline  
Image  
Divider  
Image Feature  
Order Select  
Input Form  
Credit Card Form  
Button

*Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)*



## DIRECTIONS

The product launch order form is usually the last page in the product launch sequence. Earlier pages have videos, training, and comments but the last page is where you actually ask for money. Because of that, it's very important to use the product launch order form for the last page in this type of funnel. This version of the product launch page has an order section instead of a comments section.


## FUNNEL SCRIPTS

*Use the following Funnel Scripts:* Killer Headlines, Million Dollar Sales Headlines, Short Headline Scripts, Call to Action Script

# ORDER FORM RECIPE #5



## How To Create Beautiful Squirrel Paintings...



### Get Started Now...

#### Step 1: Contact

Full Name

Email

Phone

Phone

#### Step 2: Shipping Address

Shipping:

Full Address

City Name

State / Province  Zip Code

Select Country

#### Step 2: Shipping Address

Item	Price
<input checked="" type="checkbox"/> Dynamically Systemed	\$0.00

Credit Card Number:  CVC Code:


Card number:  CVC:

Expiry Month:  Expiry Year:

.01 - 2017

Yes, I Will Take The Address.

**Send Your Order Just \$29!** Place your own record time for your next equipment and for friends. Just a one payment of just \$29, you can get more beautiful squirrel toys in the form of these fine art pieces.

 **Add To Cart**

Example Product Launch Order Form

To get this template go to: [www.ClickFunnels.com/cookbook](http://www.ClickFunnels.com/cookbook)

# ORDER FORM RECIPE #5

**Section**

**Row (4)**

<b>Element</b>	<b>Element</b>	<b>Element</b>	<b>Element</b>
----------------	----------------	----------------	----------------

**Row**


<b>Element</b>
----------------




**Row (2)**

<b>Element</b>	<b>Element</b>
----------------	----------------

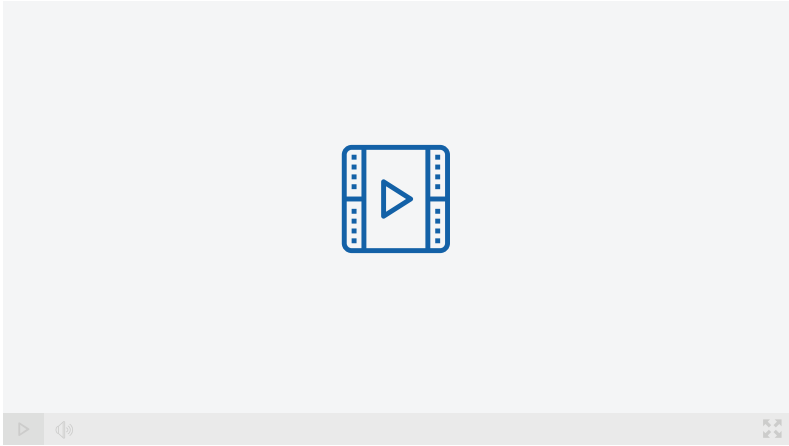
Product Launch Order Form Wireframe

# ORDER FORM RECIPE #5

 LOGO



## Here's Your Attention Getting Headline



### Step 1: Contact


### Step 2: Shipping Address

### Step 3: Offer Selection


Item	Price
<input checked="" type="radio"/> Purchased Item	\$7.95

Credit Card Number  CVC

Expires

 **Order Bump**

The Order Bump is an impulse buy is an add-on product or upsell at checkout the customer can check out to add an additional product to their order without entering additional information. This is useful for selling related products along with your main product.

 **ADD TO CART**

Flat Product Launch Order Form



# OTO PAGE

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H A



## INGREDIENTS

Logo (optional)

Headline

Subheadline

Video

Buttons



Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)

## DIRECTIONS

This is an OTO (one-time offer) page. It's also known as an upsell page. After someone puts in their credit card information to purchase a product, they'll land on this page. We offer them a one-click upsell to add to their order. All they have to do is click "yes" and their credit card is automatically billed.

The OTO page is one of the greatest developments inside of sales funnels over the last ten years. People used to have to re-enter their credit card information on every upsell page. This killed conversions. One click upsells have literally transformed marketing for all of us.

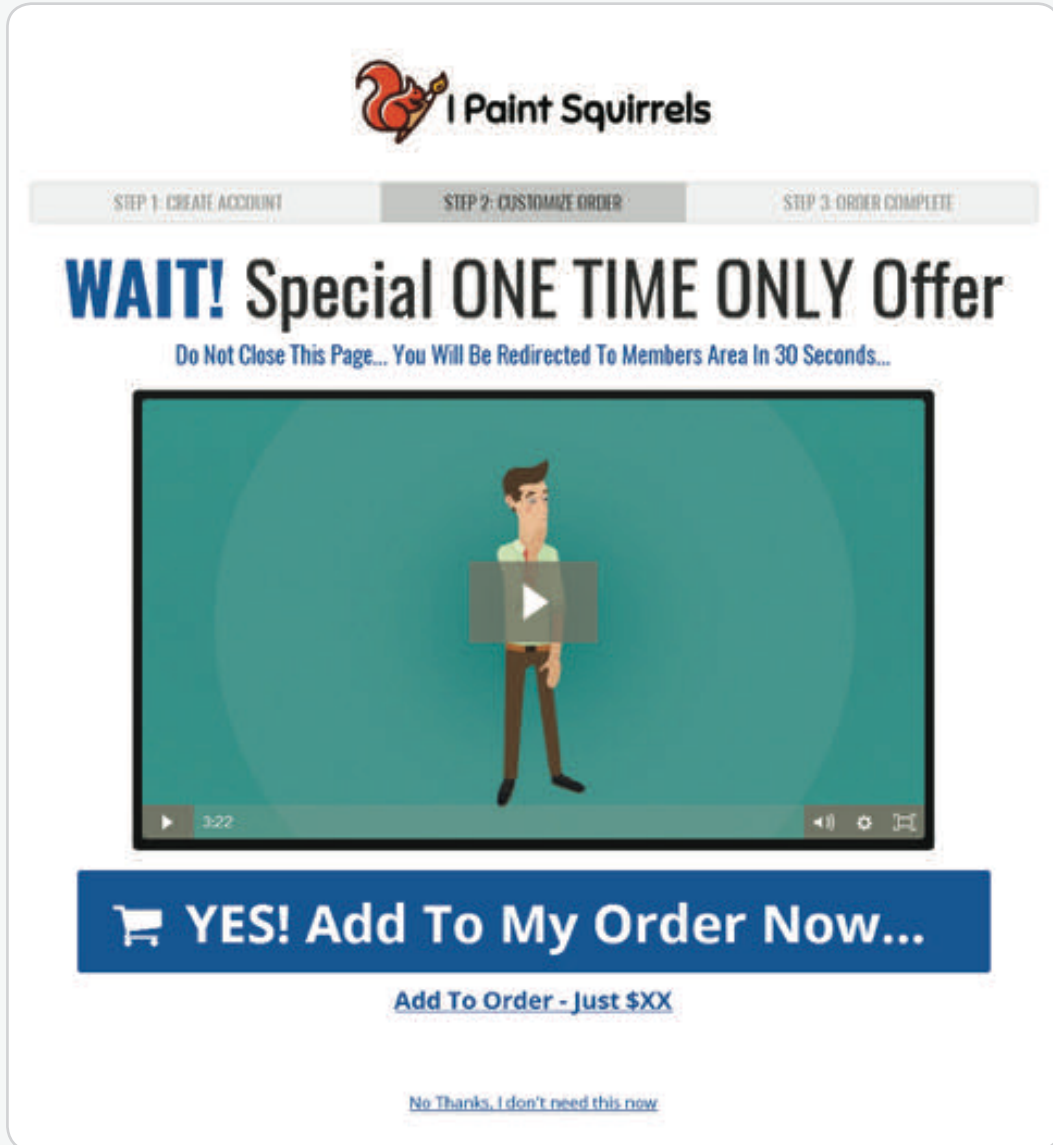
Generally, any time somebody purchases a product from you, you should offer them something that will add more value to the thing they just purchased. This is one of the best ways to increase your average cart value.

## FUNNEL SCRIPTS

*Use the following Funnel Scripts:* One Time Offer (OTO) "Need Help / Coaching / Done For You Service" Script, One Time Offer (OTO) "Next Thing" / Next Step Script, Killer Headlines



## OTO RECIPE #1



The image shows a screenshot of a One-Time Offer (OTO) page for 'I Paint Squirrels'. At the top, the logo features a red squirrel holding a paintbrush. Below the logo is a progress bar with three steps: 'STEP 1: CREATE ACCOUNT', 'STEP 2: CUSTOMIZE ORDER', and 'STEP 3: ORDER COMPLETE'. The main heading is 'WAIT! Special ONE TIME ONLY Offer' in large, bold, blue and black text. Below this is a sub-headline: 'Do Not Close This Page... You Will Be Redirected To Members Area In 30 Seconds...'. A video player is embedded, showing a cartoon man in a green shirt and brown pants. Below the video is a large blue button with a shopping cart icon and the text 'YES! Add To My Order Now...'. Underneath the button is a link: 'Add To Order - Just \$XX'. At the bottom, there is a link: 'No Thanks, I don't need this now'.


I Paint Squirrels

STEP 1: CREATE ACCOUNT    STEP 2: CUSTOMIZE ORDER    STEP 3: ORDER COMPLETE

# WAIT! Special ONE TIME ONLY Offer

Do Not Close This Page... You Will Be Redirected To Members Area In 30 Seconds...

3:22

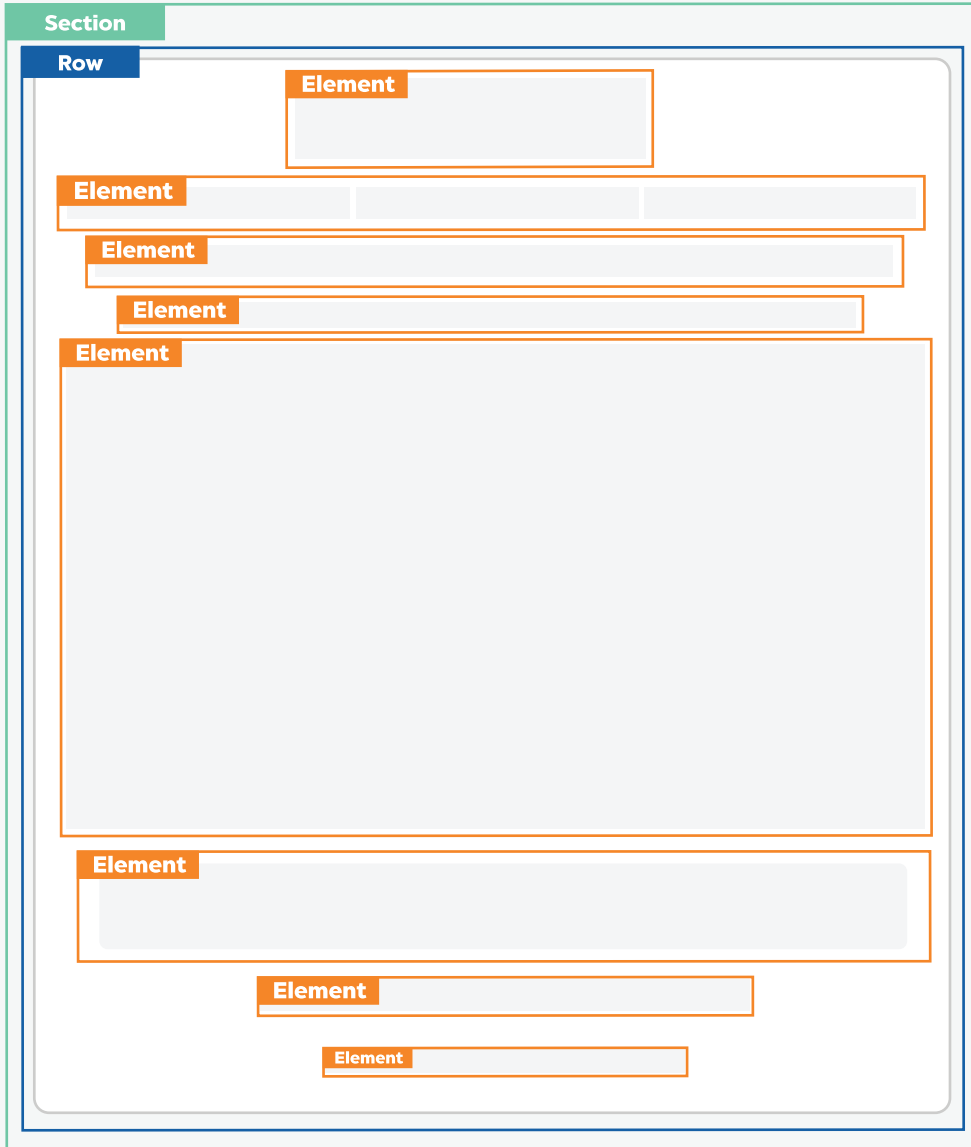
 **YES! Add To My Order Now...**

[Add To Order - Just \\$XX](#)

[No Thanks, I don't need this now](#)

Example OTO Page

# OTO RECIPE #1



*OTO Page Wireframe*

## OTO RECIPE #1



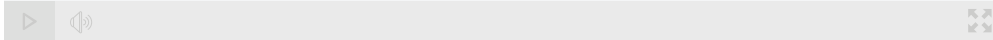
Step 1: Create AccountS

Step 2: Customize Order

tep 3: Order Complete

# Here's Your Attention Getting Headline

This is your sub-headline to increase credibility or curiosity



 **YES! Add To My Order Now...**

[Add to Order - Just \\$27](#)

[No Thanks, I Don't Need This Now](#)

*Flat OTO Page*

# DOWNSELL PAGE

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H A



## INGREDIENTS

Logo (optional)

Headline

Subheadline

Video

Buttons



Watch me build this page  
step-by-step at [www.](http://www.FunnelHackersCookbook.com/pages)

[FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)

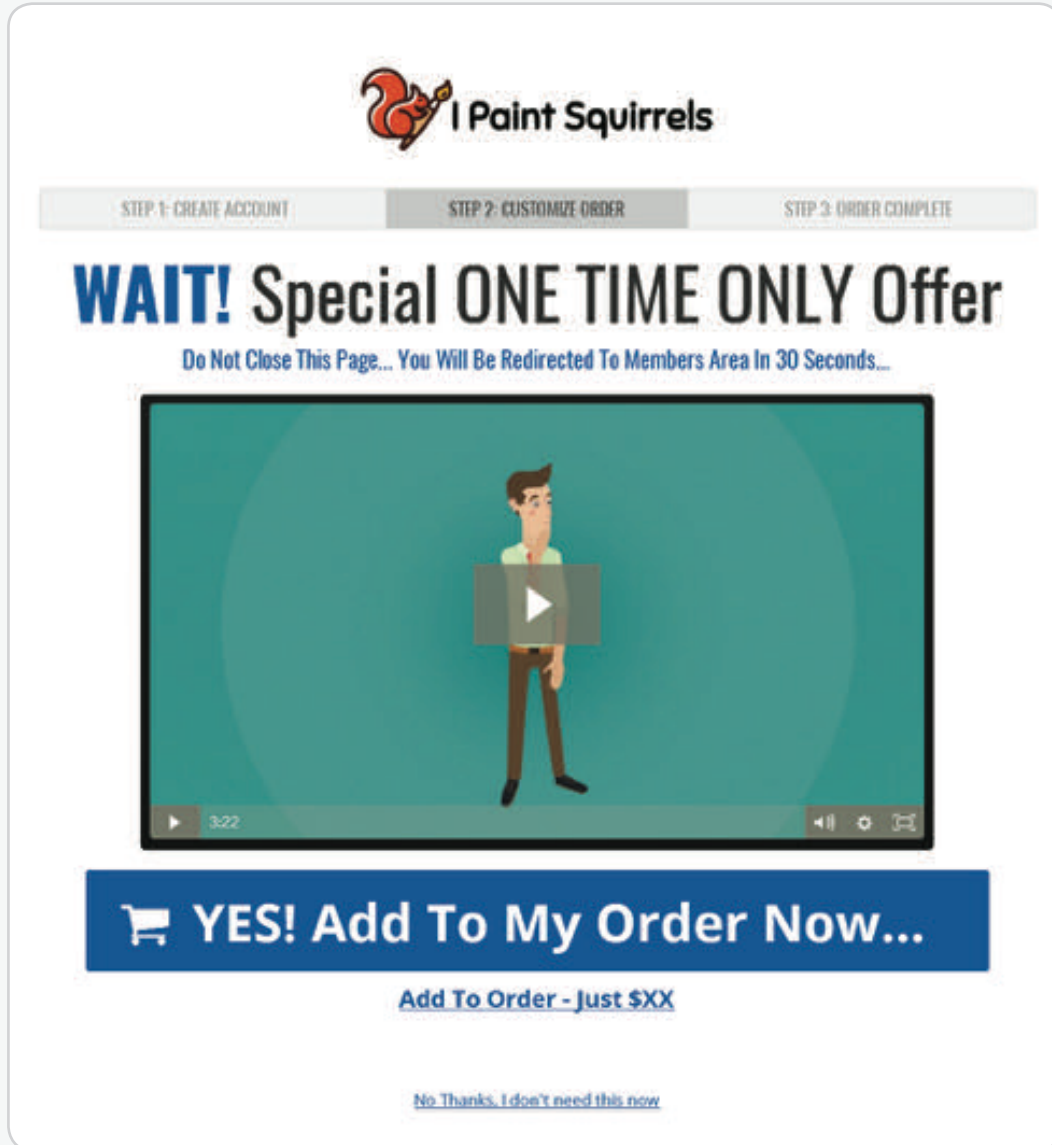
## DIRECTIONS

We use downsell pages when someone says “no” to your initial upsell. Often, we offer a payment plan or less expensive digital version of a physical product. If somebody says “yes” on the prior OTO, it will skip over the downsell page and they won’t see this special offer. Downsell pages are usually a watered-down version of what you offered on the upsell page. Downsell pages are a great way to increase your cart value for those who may have said “no” to your initial offer.

## FUNNEL SCRIPTS

*Use the following Funnel Scripts:* VSL Wizard, PPT Video Sales Letter Script, Killer Headlines, Short Headline Scripts, Call to Action Script

## OTO RECIPE #2



The image shows a webpage layout for an upsell/downsell offer. At the top, there is a logo for 'I Paint Squirrels' featuring a red squirrel holding a paintbrush. Below the logo is a progress bar with three steps: 'STEP 1: CREATE ACCOUNT', 'STEP 2: CUSTOMIZE ORDER', and 'STEP 3: ORDER COMPLETE'. The main heading is 'WAIT! Special ONE TIME ONLY Offer' in large, bold, blue and black text. Below the heading is a sub-headline: 'Do Not Close This Page... You Will Be Redirected To Members Area In 30 Seconds...'. In the center is a video player with a play button and a 3:22 duration. Below the video is a large blue button with a shopping cart icon and the text 'YES! Add To My Order Now...'. Underneath the button is a link: 'Add To Order - Just \$XX'. At the bottom is a link: 'No Thanks, I don't need this now'.


I Paint Squirrels

STEP 1: CREATE ACCOUNT    STEP 2: CUSTOMIZE ORDER    STEP 3: ORDER COMPLETE

# WAIT! Special ONE TIME ONLY Offer

Do Not Close This Page... You Will Be Redirected To Members Area In 30 Seconds...

3:22

 **YES! Add To My Order Now...**

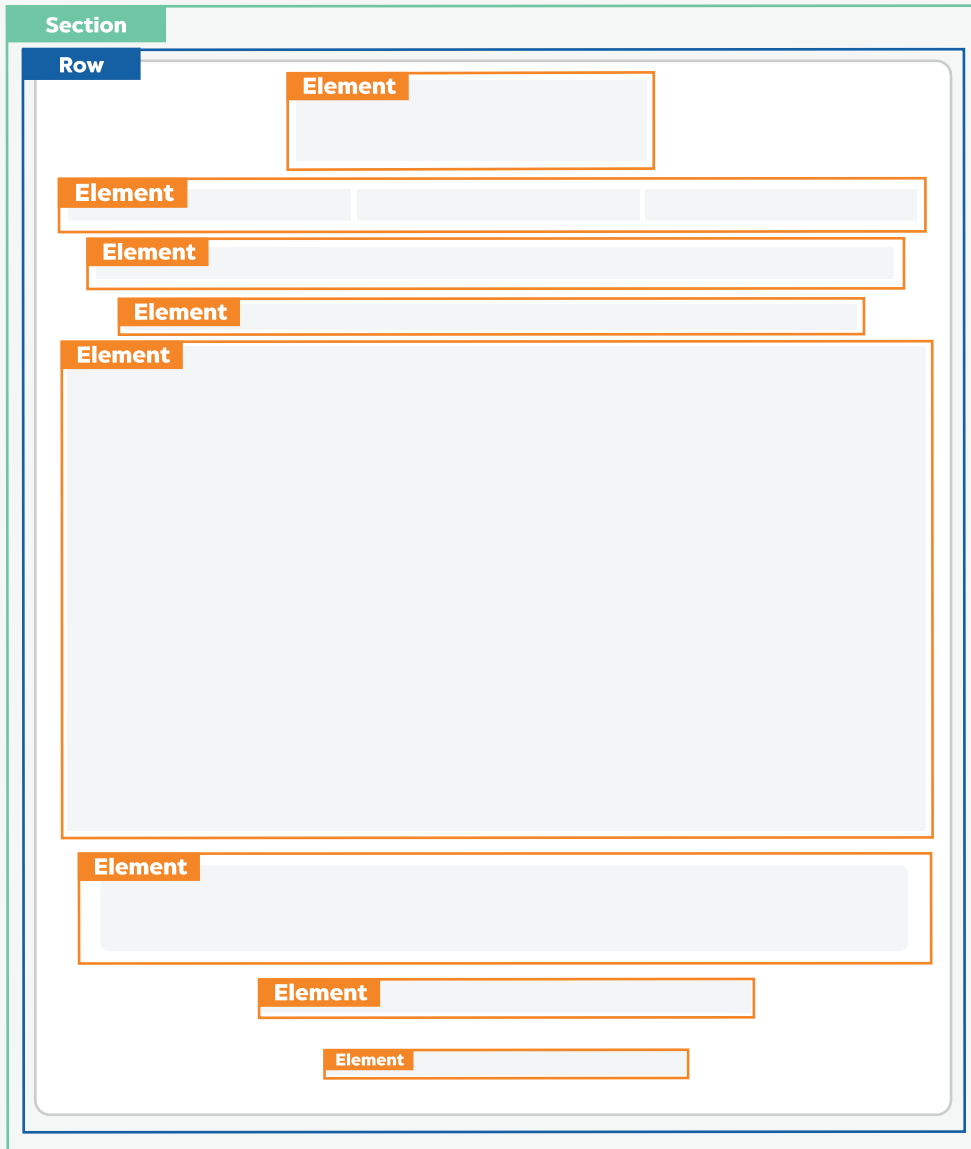
[Add To Order - Just \\$XX](#)

[No Thanks, I don't need this now](#)

*Example Downsell Page*


To get this template go to: [www.ClickFunnels.com/cookbook](http://www.ClickFunnels.com/cookbook)

## OTO RECIPE #2



*Downsell Page Wireframe*

## OTO RECIPE #2



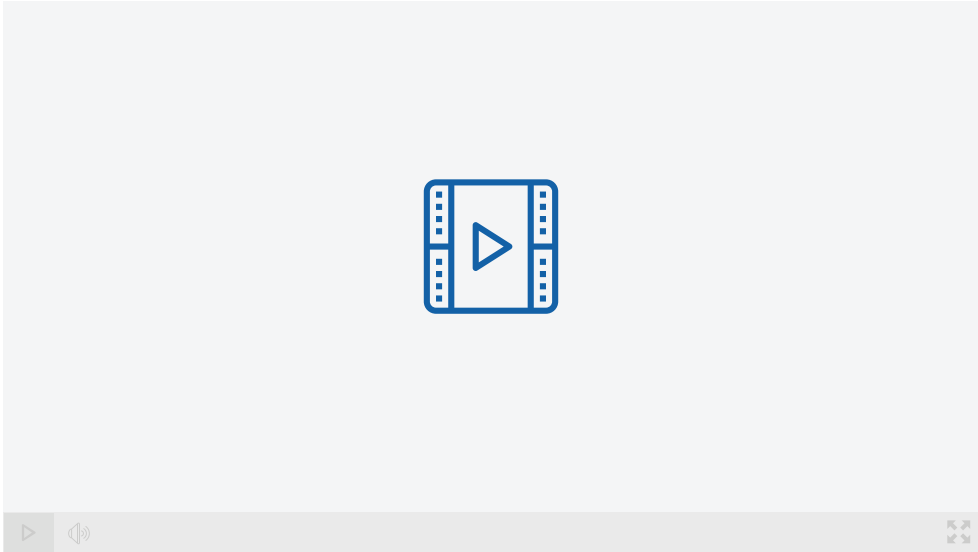
Step 1: Create AccountS


Step 2: Customize Order

tep 3: Order Complete

# Here's Your Attention Getting Headline

This is your sub-headline to increase credibility or curiosity



 **YES! Add To My Order Now...**

[Add to Order - Just \\$27](#)

[No Thanks, I Don't Need This Now](#)

*Flat Downsell Page*





# WEBINAR REGISTRATION

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## INGREDIENTS

Image (optional logo)

Navigation

Images

Headlines

Subheadline

Input

Button



Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)

## DIRECTIONS

This is a typical webinar registration page. The goal of the registration page is to get people excited about your upcoming webinar or web class. Use a curiosity-based headline to increase your conversion rates. Most of the time, we also include a unique image, but sometimes people use a video. Though very rarely have I seen tests where a video has actually won on a registration page. This registration page works well for webinars, web classes, live trainings, automated webinars, and more.

## FUNNEL SCRIPTS

*Use the following Funnel Scripts:* Perfect Webinar Wizard, Brunson Bullet Script, Webinar Opt-in Scripts, Promote Your Webinar Scripts, Killer Headlines

# WEBINAR RECIPE #1

Register Support Order Now



FREE PRESENTATION REVEALS

## How To Create Your DREAM LIFE By Painting

**Nude Squirrel Art**

Your Email Address Here...

[Register For Webinar Now](#)

+ Plus, Get Our Free Painting Checklist Just For Registering Today...

**Seating Is Limited...**

Register now to Get Your FREE seat before we begin Charging For This Course...

**Top Techniques & Cash...**

You'll Learn The #1 Technique You Need To Become Successful AND How To Monetize Your Masterpiece For Additional Cash...

### What You'll Learn In This Free Presentation...

**Secret #1**



The **ONLY** Painting Technique You Need To Actually Make Money... Even If You've Never Painted Before

**Secret #2**



How To Get People Standing In Line And Begging For Your Art So You Can Charge The Big Bucks

**Secret #3**



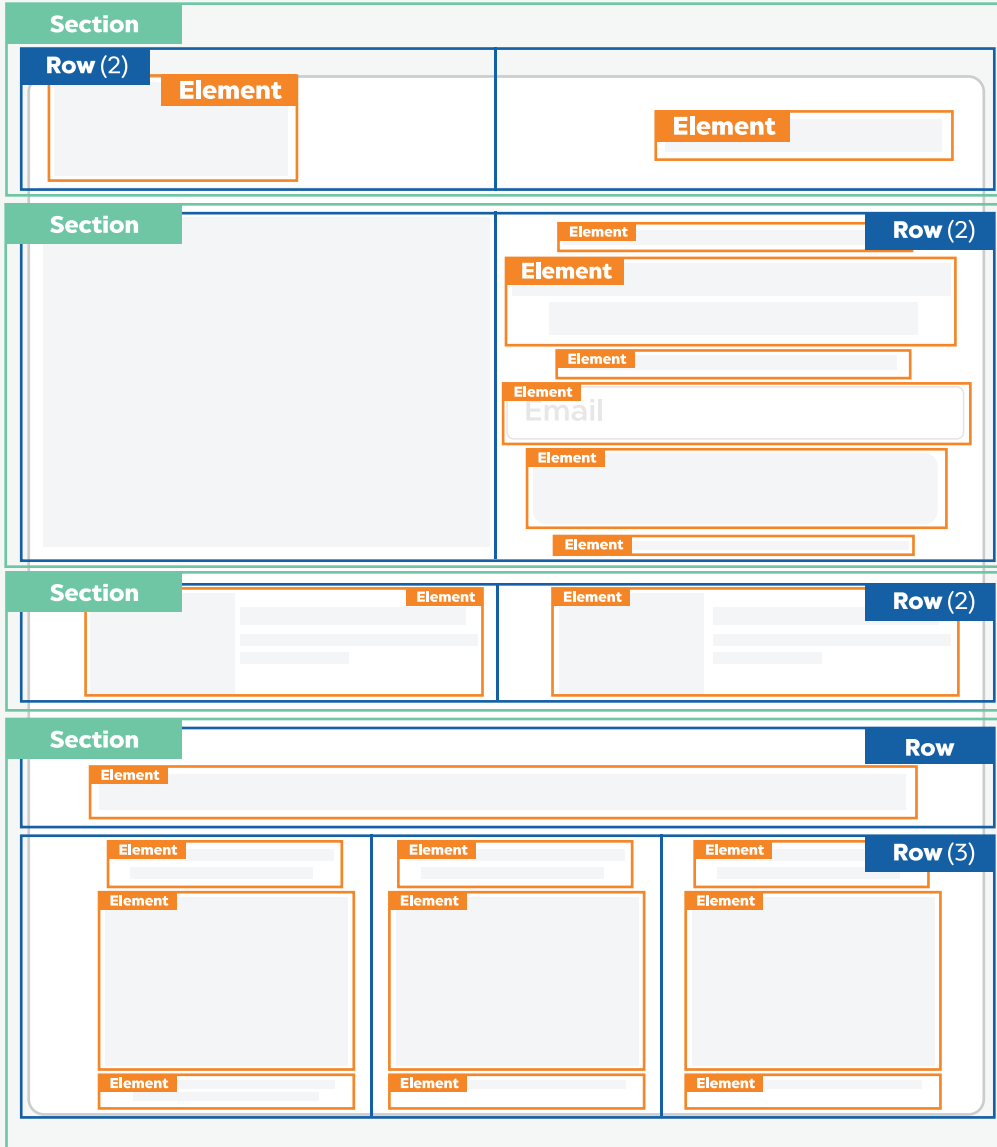
How To Duplicate And Resell Your Art Without All The Hassle Of Actually Painting Another Piece

Example Webinar Registration Page

To get this template go to: [www.ClickFunnels.com/cookbook](http://www.ClickFunnels.com/cookbook)


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# WEBINAR RECIPE #1



Webinar Registration Page Wireframe


# WEBINAR RECIPE #1



LOGO

[Features](#) [Pricing](#) [Order Now](#)

---



IMAGE


This is your sub-headline to increase credibility or curiosity

## Here's Your Attention Getting Headline

This is your sub-headline to increase credibility or curiosity


[Register for Webinar Now](#)

This is your sub-headline to increase credibility or curiosity



IMAGE

**Featured image headline**  
Here is some info about the picture on the left...




IMAGE

**Featured image headline**  
Here is some info about the picture on the left...

## Here's Your Attention Getting Headline


**Here's Your Attention Getting Headline**



IMAGE

This is your sub-headline to increase credibility or curiosity


**Here's Your Attention Getting Headline**



IMAGE

This is your sub-headline to increase credibility or curiosity

**Here's Your Attention Getting Headline**



IMAGE

This is your sub-headline to increase credibility or curiosity

Flat Webinar Registration Page

# WEBINAR CONFIRMATION

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## INGREDIENTS

Headline  
Subheadline  
Video  
Button  
Featured Image  
Webinar Date  
Webinar Time  
Add Event

*Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)*

## DIRECTIONS

This is the webinar confirmation page. Use this page to thank people for registering for your webinar and get them excited about the event so they'll be more likely to show up. You can also make them a special offer to buy something before the webinar starts. We call this a self liquidating offer or SLO. The #1 goal of this page is to create excitement for the webinar so people will actually show up. The secondary goal is to break even on your ad cost if you do push them into one of your other funnels.

## FUNNEL SCRIPTS

*If you want to make an offer with a Video Sales Letter: VSL Wizard*

*If you want to make a ONE-TIME-OFFER [special deal]: One Time Offer (OTO) "Need Help / Coaching / Done For You Service" Script, One Time Offer (OTO) "Next Thing" / Next Step Script*

## WEBINAR RECIPE #2

# Welcome!

## We're Excited To Have You!



### STEP #1: ...

We want to hit the ground running during our free presentation. So, be sure to watch the video above, which will help you set up your own sketch pad using our technique. Are we on the same "page"?

### STEP #2: ...

Just as important is to get a trial of our digital sketch pad software for free. Simply click the button below and get set up before you join us on the free presentation.

[Click to Sign Up](#)

### ↓ Before You Attend:



#### Save And Print This Page...

Due to high volume, it's a good idea to bookmark, save, and print this page so you can login to the free presentation more quickly.

#### Webinar Time:

📅 June 28th, 2014

#### Webinar Time:

🕒 4:00 PM (EST)

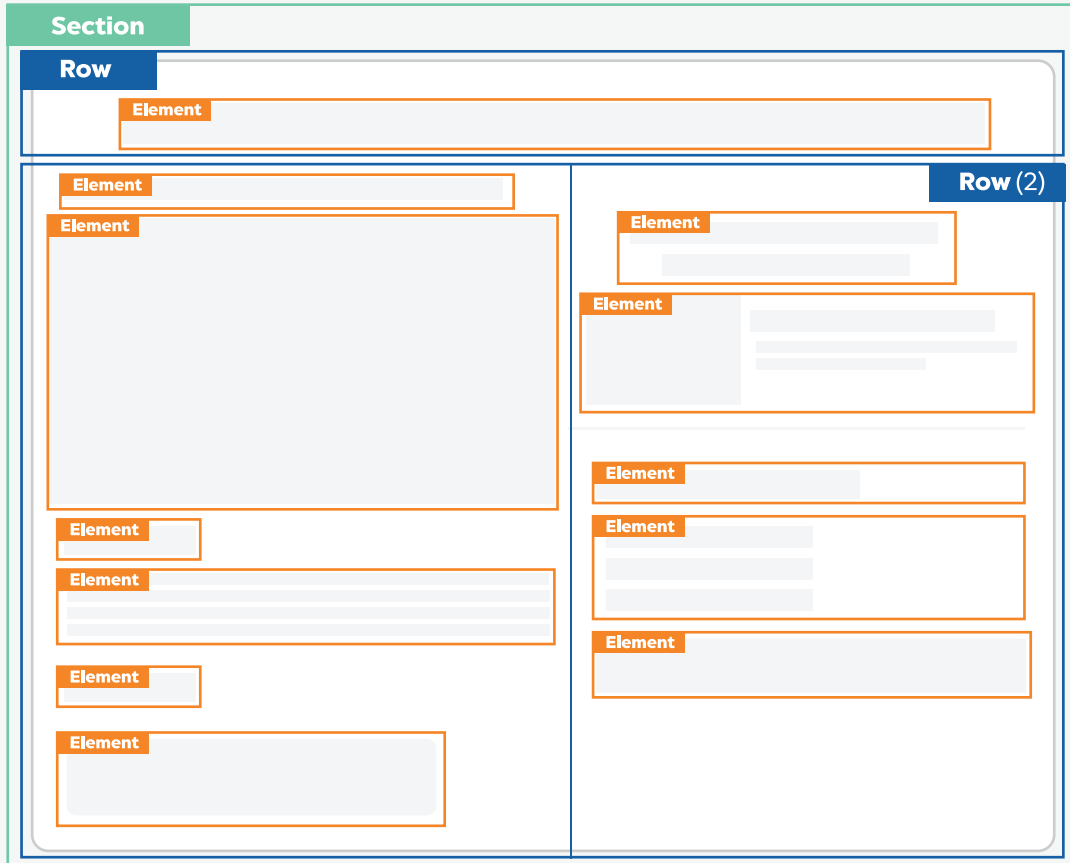
🕒 6:00 PM (CST)

🕒 8:00 PM (PST)

📅 [Add to Calendar](#)

*Example Webinar Confirmation Page*

## WEBINAR RECIPE #2

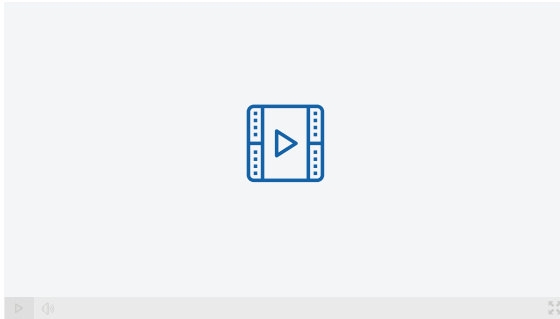


*Webinar Confirmation Page Wireframe*

## WEBINAR RECIPE #2

# Here's Your Attention Getting Headline

## Here's Your Attention Getting Headline



### Step #1:

Here is another paragraph with more awesome information. It should be long enough to explain the concepts, but short enough to keep their attention.

### Step #2:

[Click to Sign Up](#)

## Here's Your Attention Getting Headline



IMAGE

### Featured image headline

Here is some info about the picture on the left..

## Webinar Time:

 **June 28th, 2017**

 **4:00 PM (EST)**

 **6:00 PM (CST)**

 **8:00 PM (PST)**



[Add To Calendar](#)

*Flat Webinar Confirmation Page*



# BROADCAST ROOM

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## INGREDIENTS

Headline

Subheadline

Video

Countdown Clock



Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)

[www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)

## DIRECTIONS

This is the broadcast room if you are doing an automated webinar. (If you're doing a live webinar you'd be using some kind of third party service like GoToWebinar or Zoom). This is where you'll be broadcasting the video presentation to your audience. These pages are stylized to make people feel like it's a live presentation even though it is a recording. One cool thing is that in a broadcast room, people aren't able to play or pause the videos that are playing. As soon as it starts, they need to watch the video in real time.

## FUNNEL SCRIPTS

*Use These Funnel Scripts:* Short Headline Scripts, Killer Headlines, Million Dollar Sales Headlines, Million Dollar Content Headline Scripts

### WEBINAR RECIPE #3

## How To Create The Nude Squirrel Painting Of Your Dreams Without Actually Doing Any Of The Painting



Your Webinar is In Progress. Do NOT Close Window Or Presentation Will End

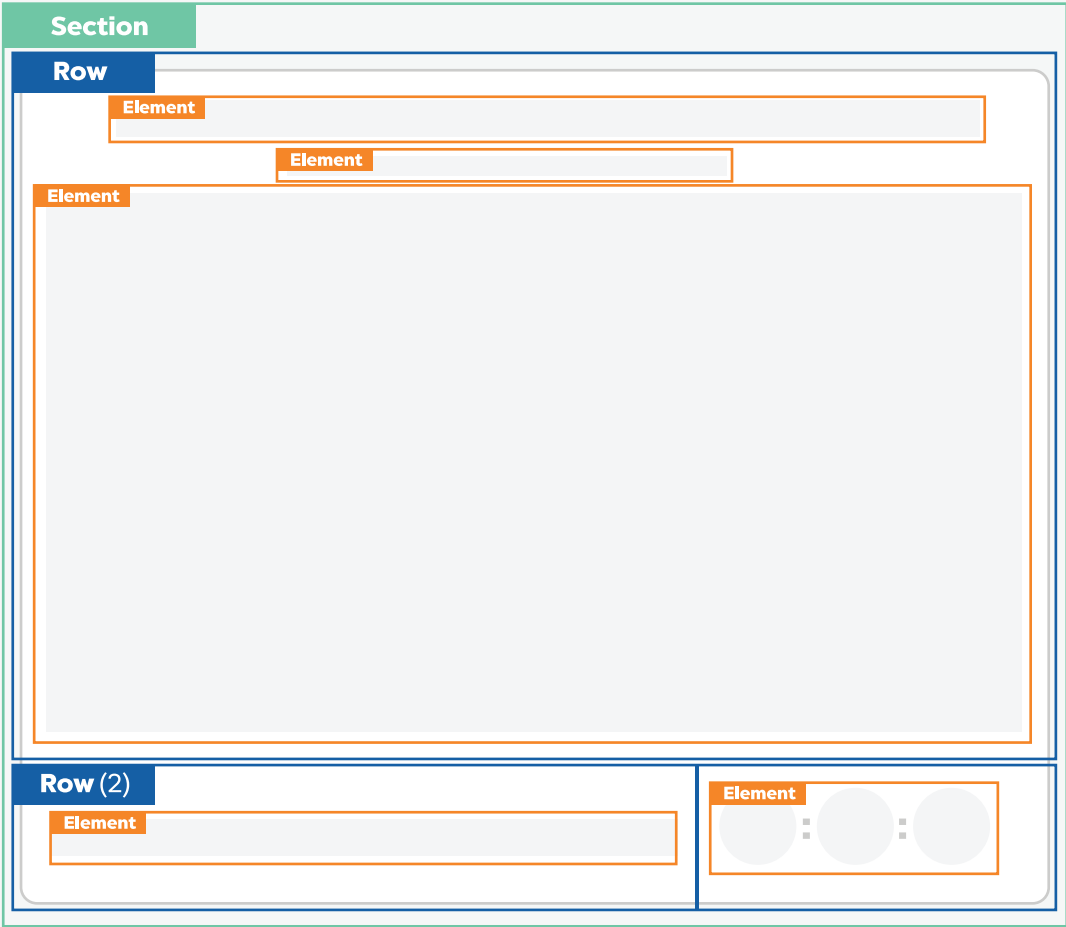
This Presentation Will End In:



*Example Broadcast Room*

To get this template go to: [www.ClickFunnels.com/cookbook](http://www.ClickFunnels.com/cookbook)

# WEBINAR RECIPE #3



Broadcast Room Wireframe

## WEBINAR RECIPE #3

# Here's Your Attention Getting Headline

Here's Your Attention Getting Headline



Here's Your Attention Getting Headline

**5** = **5** = **40**  
HOURS MINUTES SECONDS

*Flat Broadcast Room*

# REPLAY ROOM

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## INGREDIENTS

Headline

Subheadline

Video

Countdown Clock

Button



Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)

## DIRECTIONS

The webinar replay room is like the webinar broadcast room. The biggest difference between the two is that, if you want, you can allow people to play and pause the presentation. Typically, there's a countdown clock and add to cart button. Often times, the timer can be set to appear as soon as you make the offer. This page will usually be live for a certain period of time. Then it will expire and disappear when the replay period is over. We see the highest conversion rates when we pull down these pages after 48 to 72 hours.

## FUNNEL SCRIPTS

**Use These Funnel Scripts:** Short Headline Scripts, Killer Headlines, Million Dollar Sales Headlines, Million Dollar Content Headline Scripts

## WEBINAR RECIPE #4

**How To Create The Nude Squirrel Painting Of Your Dreams Without Actually Doing Any Of The Painting**



Your Webinar is In Progress. Do NOT Close Window Or Presentation Will End

**This Presentation Will End In:**

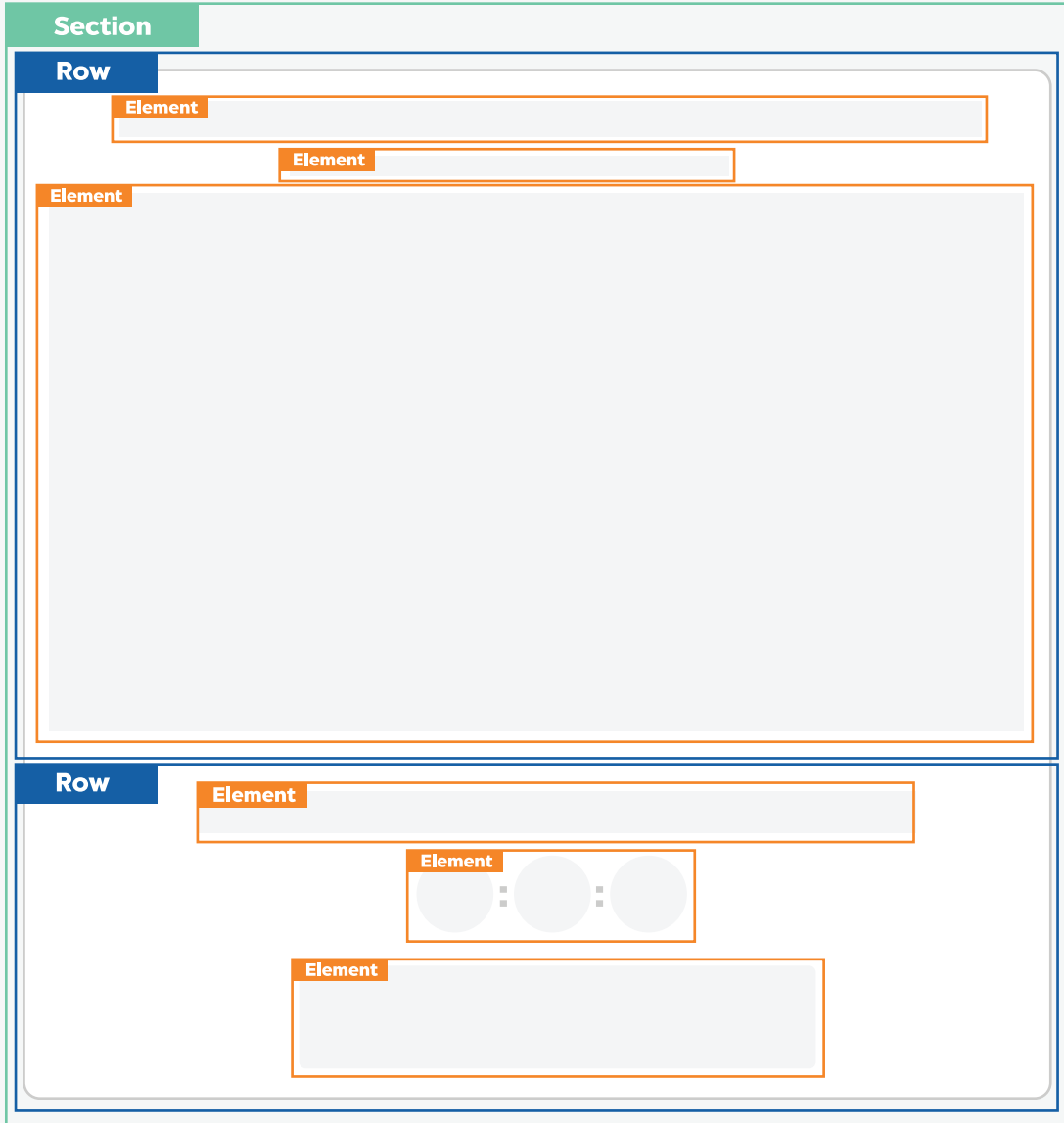


** Add To Cart**

*Example Replay Room*

To get this template go to: [www.ClickFunnels.com/cookbook](http://www.ClickFunnels.com/cookbook)

## WEBINAR RECIPE #4

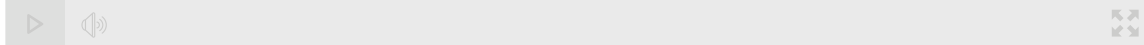
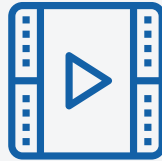


*Replay Room Wireframe*

## WEBINAR RECIPE #4

# Here's Your Attention Getting Headline

Here's Your Attention Getting Headline



## Here's Your Attention Getting Headline

**5** : **5** : **40**  
HOURS MINUTES SECONDS

 **Add To Cart**

*Flat Replay Room*





# MEMBER'S ACCESS PAGE

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## INGREDIENTS

Image (optional logo)

Headline

User Login



Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)

[www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)

## DIRECTIONS

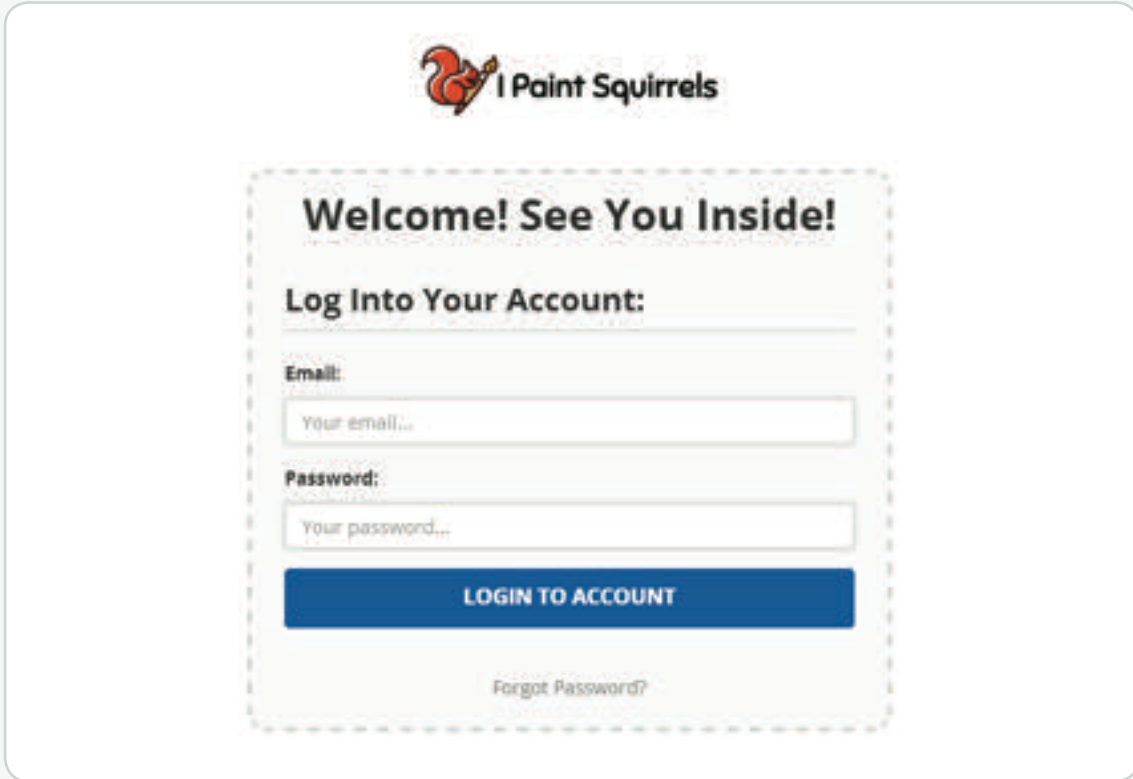
The access page allows people who join your program to create and login to their account. Both the account creation and login pages are only designed once here. One link will send your customer to the account creation box; a different link sends them to the login box.

There's not a lot of design on this page. Just some branding and maybe a quick message letting them know the purpose of this page. Once again, you only design this page once for both the login and the create account page.

## FUNNEL SCRIPTS

**Use These Funnel Scripts:** Short Headline Scripts, Killer Headlines, Million Dollar Sales Headlines, Million Dollar Content Headline Scripts

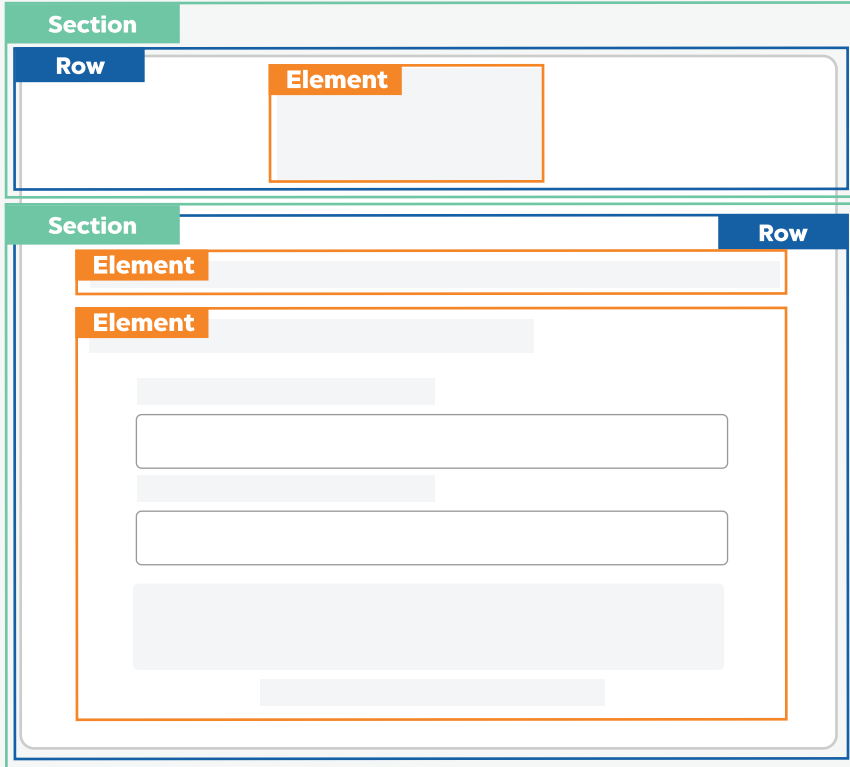
## MEMBERSHIP RECIPE #1



The image shows a login form for 'I Paint Squirrels'. At the top is the logo, which consists of a red squirrel holding a paintbrush. Below the logo is a dashed-line box containing the following elements: a heading 'Welcome! See You Inside!', a sub-heading 'Log Into Your Account:', an 'Email:' label with a text input field containing 'Your email...', a 'Password:' label with a text input field containing 'Your password...', a blue button labeled 'LOGIN TO ACCOUNT', and a link labeled 'Forgot Password?'.

*Example Member's Access Page*

# MEMBERSHIP RECIPE #1



*Member's Access Page Wireframe*

## MEMBERSHIP RECIPE #1



### Here's Your Attention Getting Headline

Log Into Your Account:

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Email:

Password:

**LOGIN TO ACCOUNT**

[Forgot Password?](#)

*Flat Member's Access Page*

# MEMBER'S AREA



## INGREDIENTS

Logo

Navigation

Search

Membership Nav 2.0

Membership Content

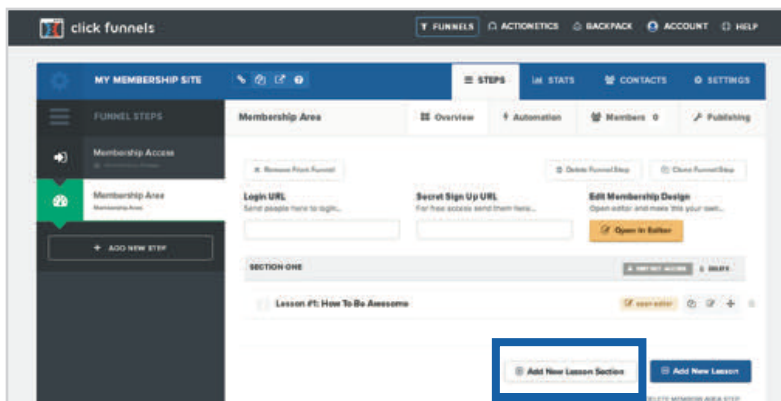


Watch me build this page  
step-by-step at [www.FunnelHackersCookbook.com/pages](http://www.FunnelHackersCookbook.com/pages)

## DIRECTIONS

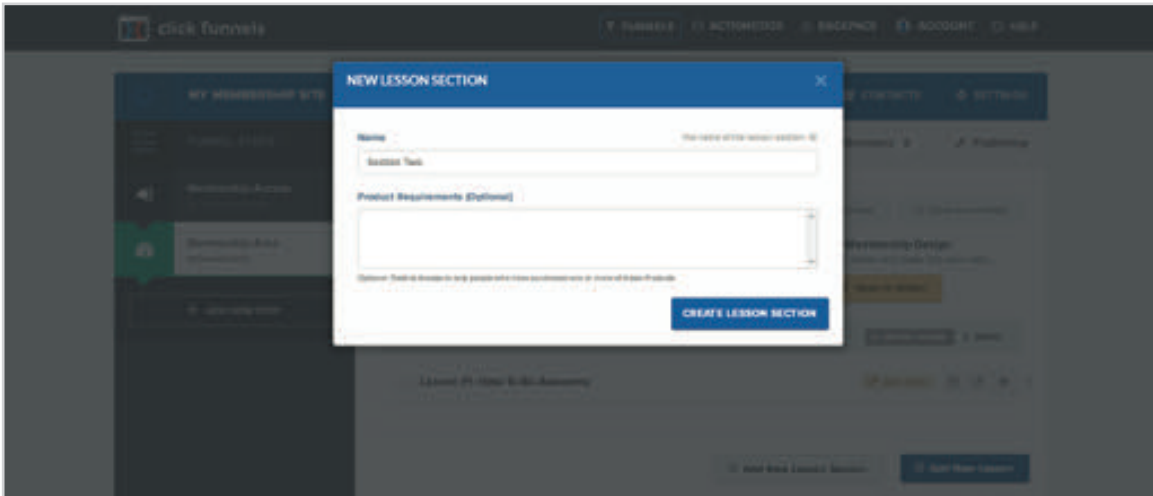
The member's area is built a little differently inside of ClickFunnels. You can create the basic page template inside the editor, then add content, sections, and lessons from outside of the ClickFunnels editor. Below I will show you how easy it is to add elements into a member's area:

**Step 1: Add New Lesson Sections.** This is where you can create different sections inside of your membership site.



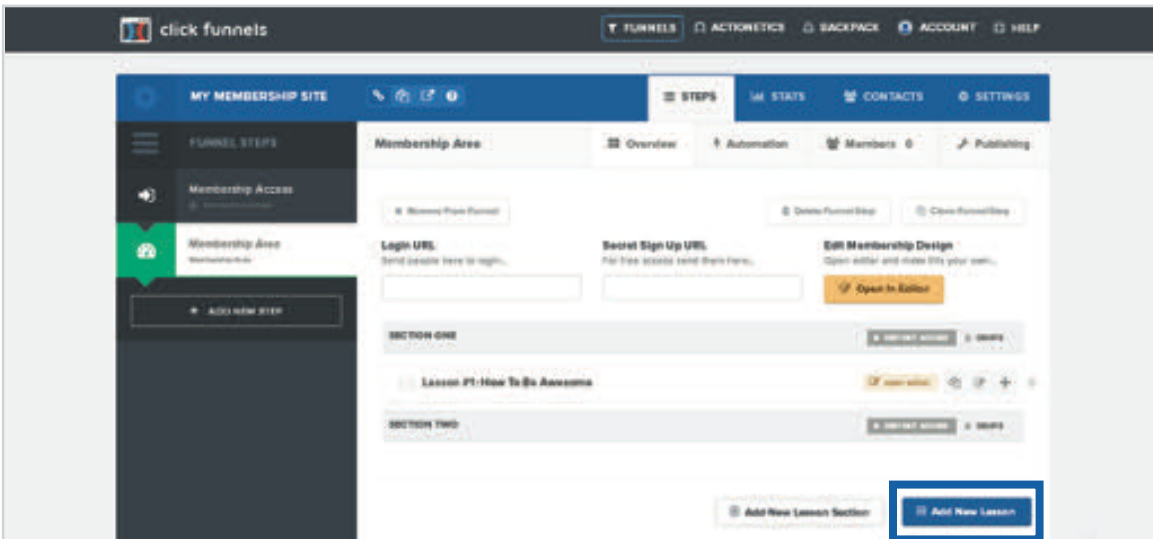
*"Add New Lesson Section" Button*

## MEMBERSHIP RECIPE #2



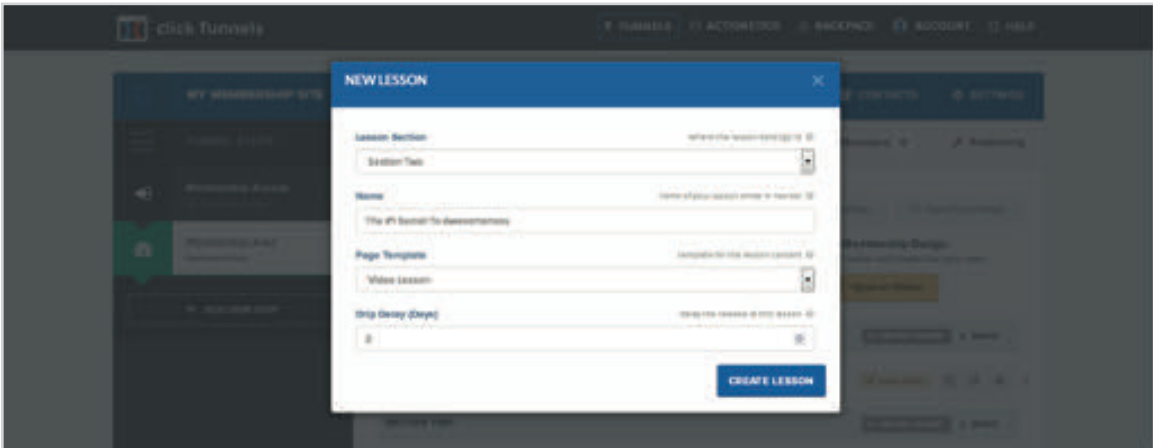
*Adding A Lesson Section*

**Step 2: Add New Lesson to the Section.** Click this button to create a lesson that will go inside of the section you have just created.



*"Add New Lesson" Button*

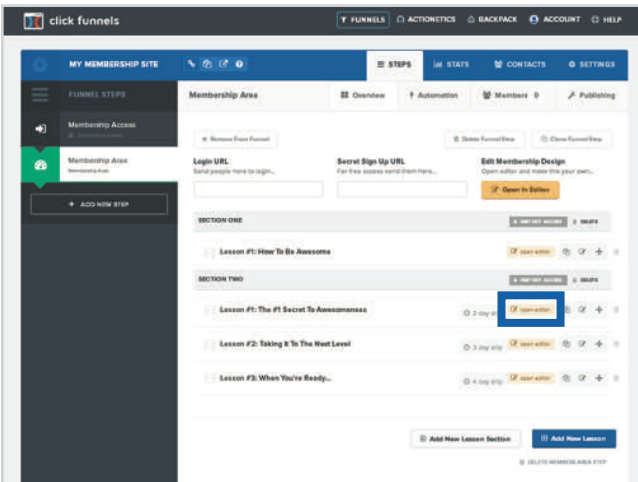
## MEMBERSHIP RECIPE #2



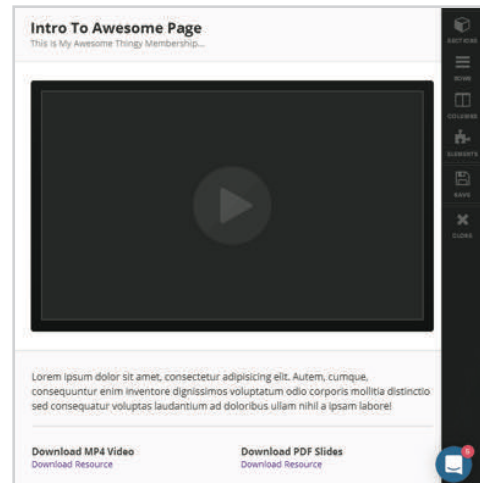
*Adding A New Lesson*

Here you will be able to select the following: which section the lesson will be in, the name of the lesson, a page template, and a trip delay for when you want to unlock this [how many days after they become a member].

Next, you can drag and drop to move the lessons around into a different order. Then click on the editor to add content into the lessons.



*Click "Open Editor" To Add Content*



*Lesson Page In The Editor*

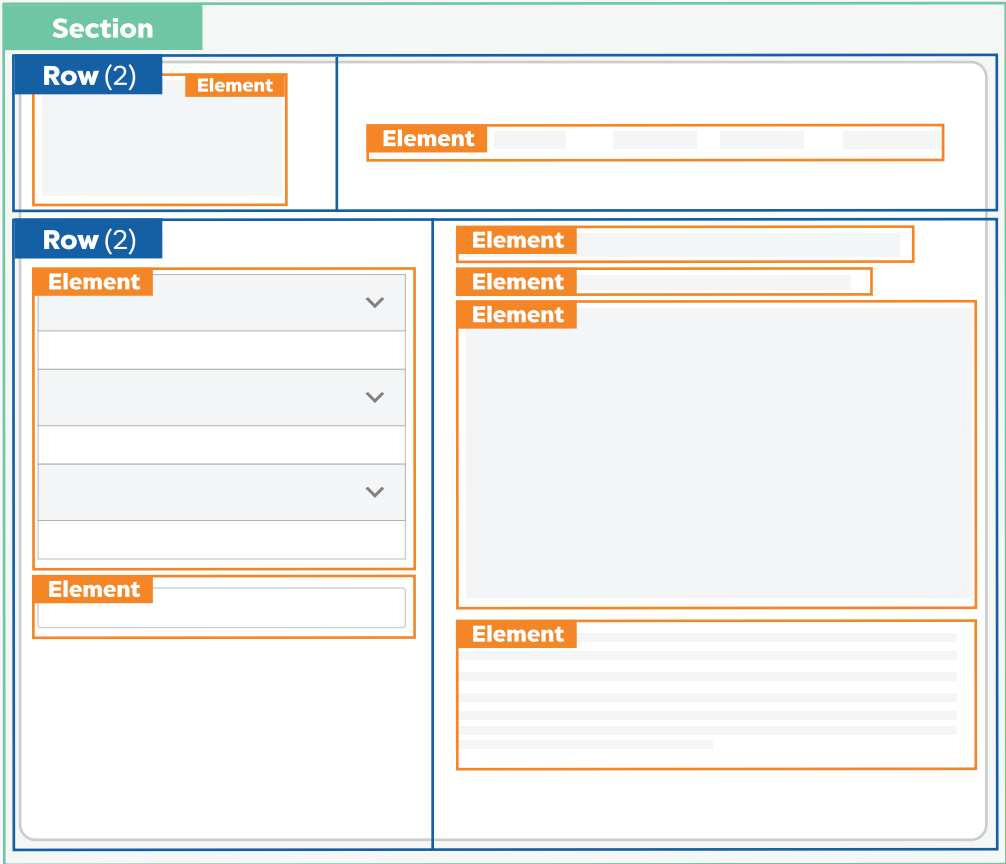


## MEMBERSHIP RECIPE #2

The screenshot displays a user interface for a membership area. At the top left is the logo for 'I Paint Squirrels'. To the right are navigation links for 'Dashboard', 'Support', and 'Logout'. On the left side, there is a sidebar with a 'First Section' dropdown menu, a 'First Lesson' dropdown menu, and a search bar labeled 'Search through course...'. The main content area features a large header for a lesson titled 'Lesson Title: How To Be Awesome' with a sub-title 'Here is the sub title for the lesson here...'. Below this, there are three identical lesson cards. Each card includes a thumbnail image of a squirrel, the title 'Lesson Title: How To Be Awesome', the sub-title 'Here is the sub title for the lesson here...', and a blue 'Download Now!' button.


Example Member's Area

# MEMBERSHIP RECIPE #2



Member's Area Wireframe

## MEMBERSHIP RECIPE #2

 LOGO

[Features](#) [Pricing](#) [Order Now](#) [About Us](#) [Resources](#)

**Introduction** ▾


Getting Started

**How It's Done** ▾

This is how you do it

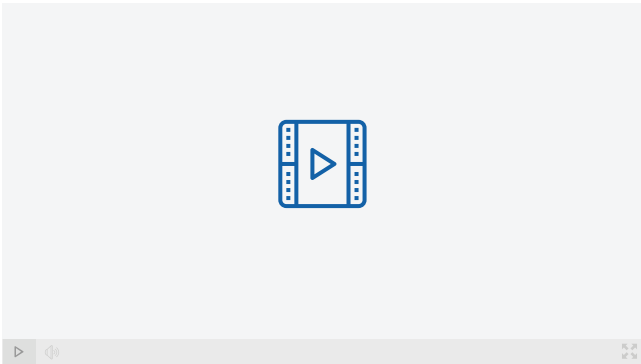
**How to Implement It** ▾

This is how you implement it

Search  

### Here's Your Attention Getting Headline

This is your sub-headline to increase credibility or curiosity



Here's where you write your compelling message, keep your sentences and paragraphs short.

Use **\*bold\***, underline and *italics* to emphasize important points.

Don't be boring! Pretend you're telling a mystery story. Keep your audience captivated, Eliminate any and all superfluous redundant words that only serve to unnecessarily complicate and hinder the flow and ease of the reader's experience (i.e. get to the point)

*Flat Member's Area*



**AFFILIATE PAGES**



# AFFILIATE ACCESS PAGE

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## INGREDIENTS

Headline

Image

User Login



Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)

## DIRECTIONS


The affiliate access area only shows up if you've activated Backpack. Backpack is a ClickFunnels add-on for affiliate management. When you create these two pages, Backpack automatically creates an affiliate program for that funnel. I recommend adding an affiliate program to *all* your funnels. To keep things simple, we have not shown them on every single page in the cookbook. But I want to show you these pages here so you're aware that you can add these to any funnel you create.

The first page is the affiliate access page. This is where an affiliate will create their account and where they will come back to login in the future. You can create one page that will do both jobs - create an account and let affiliates login. Adding these pages to a funnel creates an affiliate program for that specific funnel.

## FUNNEL SCRIPTS

*Use These Funnel Scripts:* Short Headline Scripts, Killer Headlines, Million Dollar Sales Headlines

## AFFILIATE RECIPE #1

Welcome To My Squirrel Affiliate Area 

**Create Your Account:**

<b>Email:</b> <input type="text" value="email@squirreleguy.com"/>	<b>Address:</b> <input type="text" value="Address"/>
<b>Password:</b> <input type="password" value="Your password"/>	<b>City:</b> <input type="text" value="City"/>
<b>Confirm Your Password:</b> <input type="password" value="Confirm your password"/>	<b>State:</b> <input type="text" value="State"/>
<b>First Name:</b> <input type="text" value="First Name"/>	<b>Zip:</b> <input type="text" value="Zip code"/>
<b>Last Name:</b> <input type="text" value="Last Name"/>	<b>Country:</b> <input type="text" value="Country"/>
<b>Phone:</b> <input type="text" value="Phone Number"/>	<b>Paypal Email:</b> <input type="text" value="Paypal Email"/>
<b>Payment Preference:</b> <input type="text" value="Paypal"/>	<b>Tax ID / SSN:</b> <input type="text" value="Tax ID"/>

**CREATE YOUR ACCOUNT**

[Already an affiliate? Log in now!](#)

Example Affiliate Access Page

# AFFILIATE RECIPE #1

**Section**

**Row (2)**

**Element**

**Element**

**Element**

<b>Element</b>	<b>Element</b>
<b>Element</b>	<b>Element</b>
<b>Element</b>	<b>Element</b>
<b>Element</b>	<b>Element</b>
<b>Element</b>	<b>Element</b>
<b>Element</b>	<b>Element</b>
<b>Element</b>	<b>Element</b>
<b>Element</b>	<b>Element</b>
<b>Element</b>	<b>Element</b>
<b>Element</b>	<b>Element</b>

**Row (2)**

**Element**

**Element**

Affiliate Access Page Wireframe

## AFFILIATE RECIPE #1

**Here's Your Attention Getting Headline**



**Email:**

**Password:**

**Confirm Your Password:**

**First Name:**

**Last Name:**

**Phone:**

**Payment Preference**

**Address:**

**City:**

**State:**

**Zip:**

**Country:**

**Paypal Email:**

**Tax ID/ SSN#:**

**Create Your Account**

**Already an affiliate? Login Now!**

*Flat Affiliate Access Page*



# AFFILIATE AREA

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## INGREDIENTS

Image

Navigation

Headline

Subheadline

Video

Affiliate Link

Link Builder

Affiliate Stats

Visual Funnel

Image Asset

Text Asset

*Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)*

## DIRECTIONS

The affiliate area is where you add tools to help your affiliates promote your products and services. The more tools you give to affiliates, the more ways they'll be able to promote. You can provide banner ads, sample email copy, Facebook ads, and more. This page will become a resource for your affiliates to come back to over and over again.

## FUNNEL SCRIPTS

*Use any of these to create cool tools and ads your affiliates can use to promote:* Curiosity Ad Copy Scripts, Facebook Newsfeed Ad Scripts, PPC Ad Scripts, Stealth Close Script, Free Report Script, Fast Teaser and Tweet Scripts, Killer Headline Scripts, Million Dollar Content Headline Scripts, Million Dollar Sales Headlines Scripts, Short Headline Scripts, VSL Wizard, Star Story Solution Script

## AFFILIATE RECIPE #2

The screenshot displays the ClickFunnels affiliate dashboard for 'Squirrel Guy'. The top navigation bar includes the ClickFunnels logo, 'DASHBOARD', and 'MY ACCOUNT'. The main content area is divided into several sections:

- Earnings Summary:** Shows 'Lifetime Earnings' as \$0.00, with a breakdown of pending and paid amounts. A 'Pending Breakdown' table lists earnings by date from Aug 27 to Aug 31, all at \$0.00. An 'Earnings Snapshot' for the week of Aug 23-29 shows \$0.00 for all metrics.
- Breakdown by Funnel:** Includes filters for 'Affiliate Sub ID 1' (All), 'Affiliate Sub ID 2' (All), and 'Date Range' (Last 7 Days). It features a table for 'ClickFunnels Affiliate Center' with columns for 'Transactions' and 'Earnings', showing a 'Net Total' of \$0.00.
- Recurring Revenue Matrix (RRM):** A grid of metrics including MRR (\$0.00), New Trials (0), Currently Training (0), Life Time Value (LTV) (\$0.00), Churn (0.000%), Trial Exit Rate (0.000%), Potential Trial CTV (\$0.00), Potential Trial MRR (\$0.00), Recurring Plans, Customers, and Current MRR (\$0.00).
- ClickFunnels Certification Application Funnel:** A table showing 'Transactions' and 'Earnings' for 'Certification Partner' (0, \$0.00) and 'Certified Renewal - 3 Payments' (0, \$0.00), with a 'Net Total' of \$0.00.

Example Affiliate Area

## AFFILIATE RECIPE #2

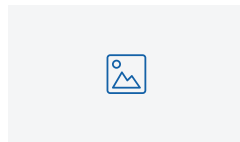
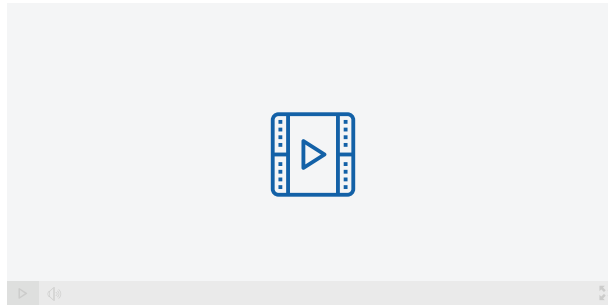
<b>Section</b>	
<b>Row</b>	
Element	
Element	
Element	
<b>Row (2)</b>	<b>Element</b>
Element	Element
Element	Element
<b>Row</b>	<b>Element</b>
Element	Element
Element	Element
<b>Row (2)</b>	<b>Element</b>
Element	Element
Element	Element

Affiliate Area Wireframe

# AFFILIATE RECIPE #2

## Here's Your Attention Getting Headline

Here's Your Attention Getting Headline



### Affiliate Link

<https://affiliates.clickfunnels.com/AffiliateID>

### Create Tracking Links - Select Different Landing Pages:

Choose Link:  Affiliate Sub ID 1:  Affiliate Sub ID 2:

Custom Link:   Turn Off Popups  Turn Off AutoPlay  Turn On Cookie Preview

### Your Affiliate Stats So Far...

2,000 > 568 > \$5,589

Unique Visitors	Unique Buyers	Total Commissions
-----------------	---------------	-------------------

Free 0% Commission	\$996 30% Commission	\$2,997 10% Commission
-----------------------	-------------------------	---------------------------

Banner Ad - 320 X 200

[COPY IMAGE CODE](#)

Banner Ad - 320 X 200

[COPY IMAGE CODE](#)

Text Asset Copy

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut no...

[COPY IMAGE CODE](#)

Text Asset Copy

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut no...

[COPY IMAGE CODE](#)

Flat Affiliate Area



**OTHER PAGES**



# APPLICATION PAGE



H

A



## INGREDIENTS

Image (optional logo)

Headline

Subheadline

Video

Input

Button



Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)

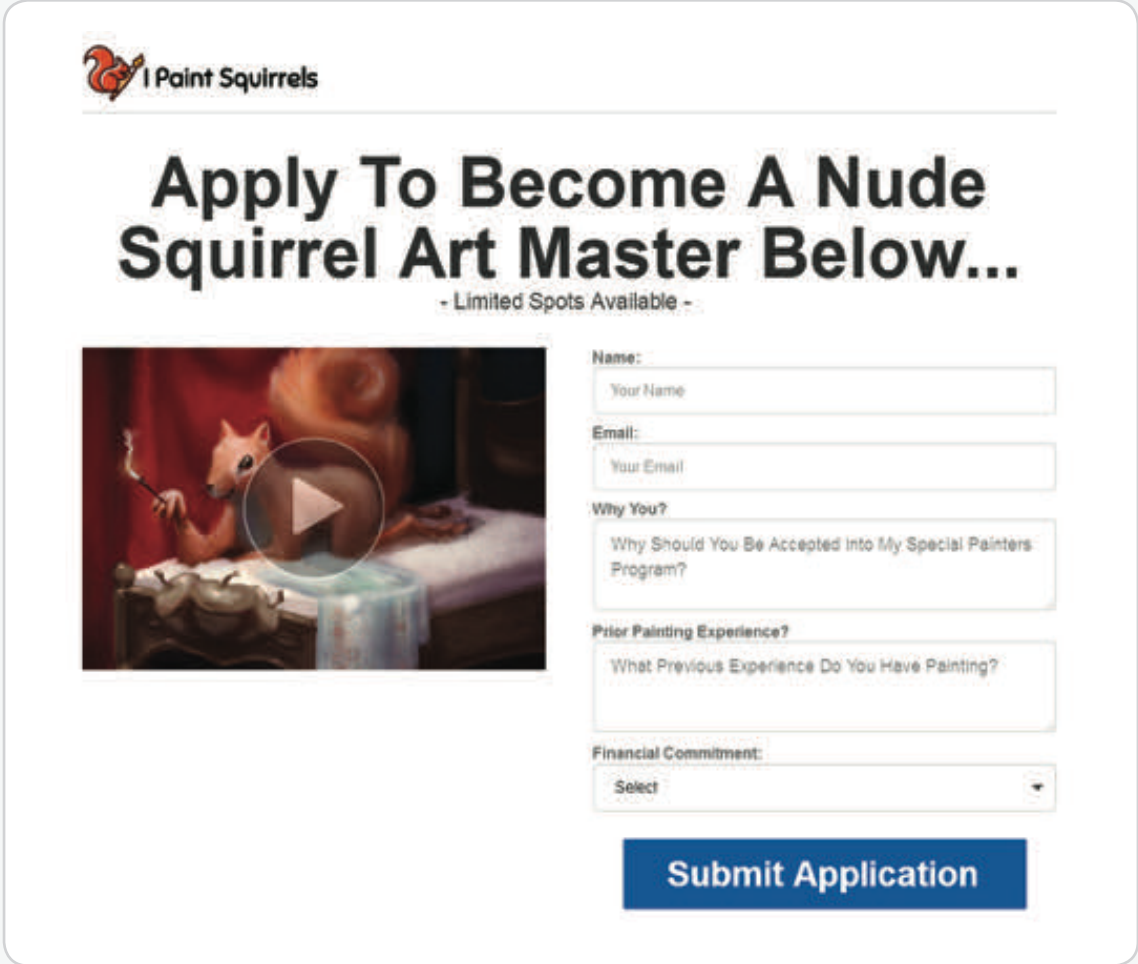
## DIRECTIONS

The application page is the best page to use to get people to apply to work with you. We often use these for high-ticket coaching programs or consulting programs. It works great for any product or service that requires a phone call before selling. Any business that wants to collect more than just an email address from leads should be using these application forms.

## FUNNEL SCRIPTS

*Use These Funnel Scripts:* Killer Headlines, VSL Wizard, PPT Video Sales Letter Script, Call to Action Script

**OTHER PAGES RECIPE #1**

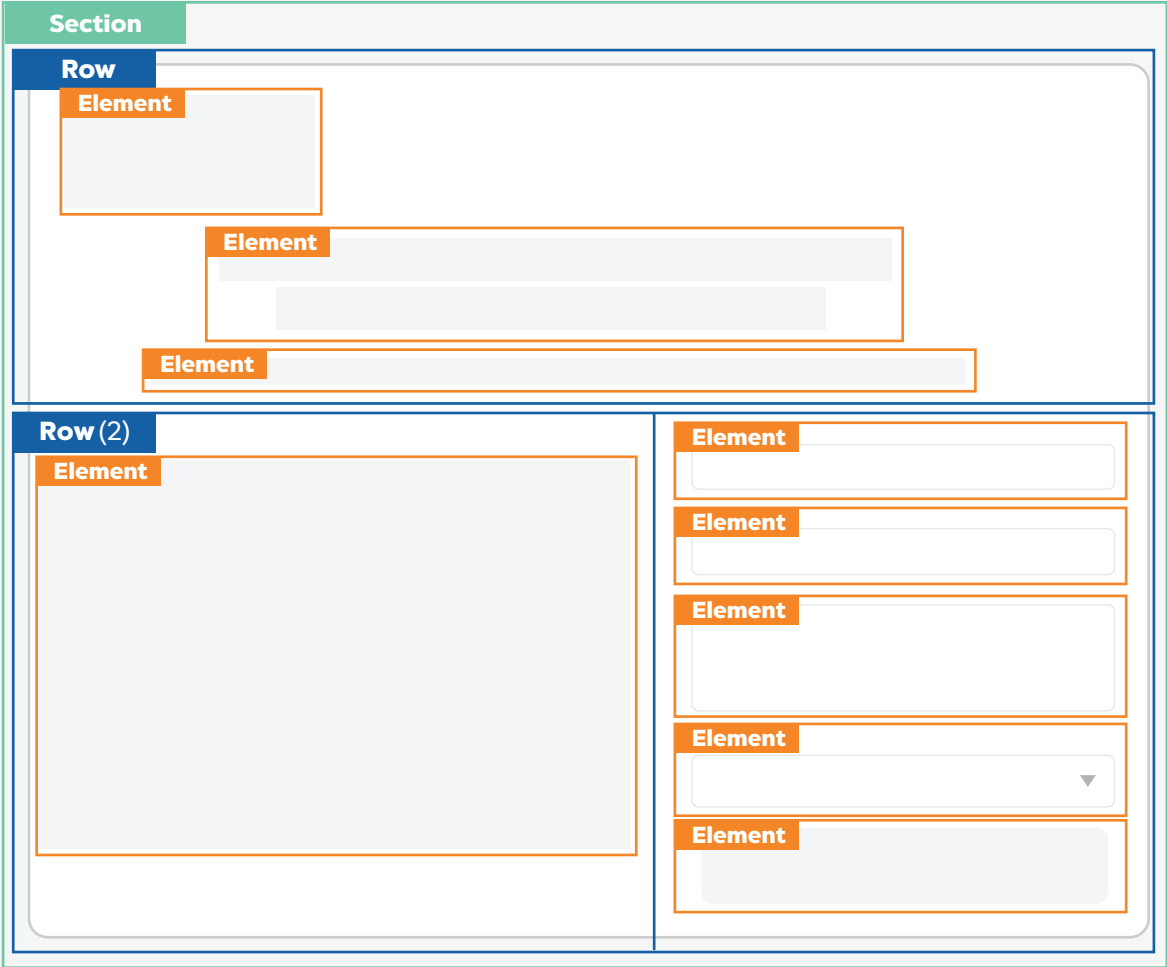


The screenshot shows a landing page for 'I Paint Squirrels'. At the top left is the logo, which features a squirrel holding a paintbrush. The main heading is 'Apply To Become A Nude Squirrel Art Master Below...' in a large, bold, black font. Below the heading is a sub-headline '- Limited Spots Available -'. To the left of the form is a video player showing a squirrel painting a squirrel on a canvas. To the right of the video is a form with the following fields: 'Name:' with a text input field containing 'Your Name'; 'Email:' with a text input field containing 'Your Email'; 'Why You?' with a text area containing 'Why Should You Be Accepted into My Special Painters Program?'; 'Prior Painting Experience?' with a text area containing 'What Previous Experience Do You Have Painting?'; and 'Financial Commitment:' with a dropdown menu showing 'Select'. At the bottom right of the form is a blue button with the text 'Submit Application'.

*Example Application Page*

To get this template go to: [www.ClickFunnels.com/cookbook](http://www.ClickFunnels.com/cookbook)

# OTHER PAGES RECIPE #1



Application Page Wireframe

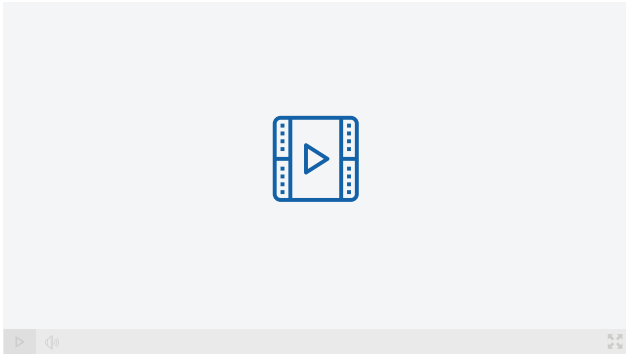


**OTHER PAGES RECIPE #1**



# Here's Your Attention Getting Headline

This is your sub-headline to increase credibility or curiosity



Name

Email

Why You?

Dropdown Menu

**Sumit Application**

*Flat Application Page*

# STOREFRONT PAGE

---



H A



## INGREDIENTS

Image (optional logo)

Headline

Subheadline

Images

Buttons



Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)

## DIRECTIONS

The storefront is a powerful page if you have a lot of different products and services that you're selling. The storefront is more like a traditional ecommerce site. We have pictures of all the different products and services we offer. The links go out to the individual funnels for each of those products. A storefront can be a powerful alternative to a traditional ecommerce website. It looks similar but pushes people into a sales funnel instead of a generic product page.

## FUNNEL SCRIPTS



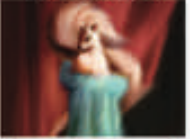



*Use These Funnel Scripts:* Killer Headlines, Short Headline Scripts, Million Dollar Sales Headlines

## OTHER PAGES RECIPE #2

 I Paint Squirrels

# Nude Squirrel Art

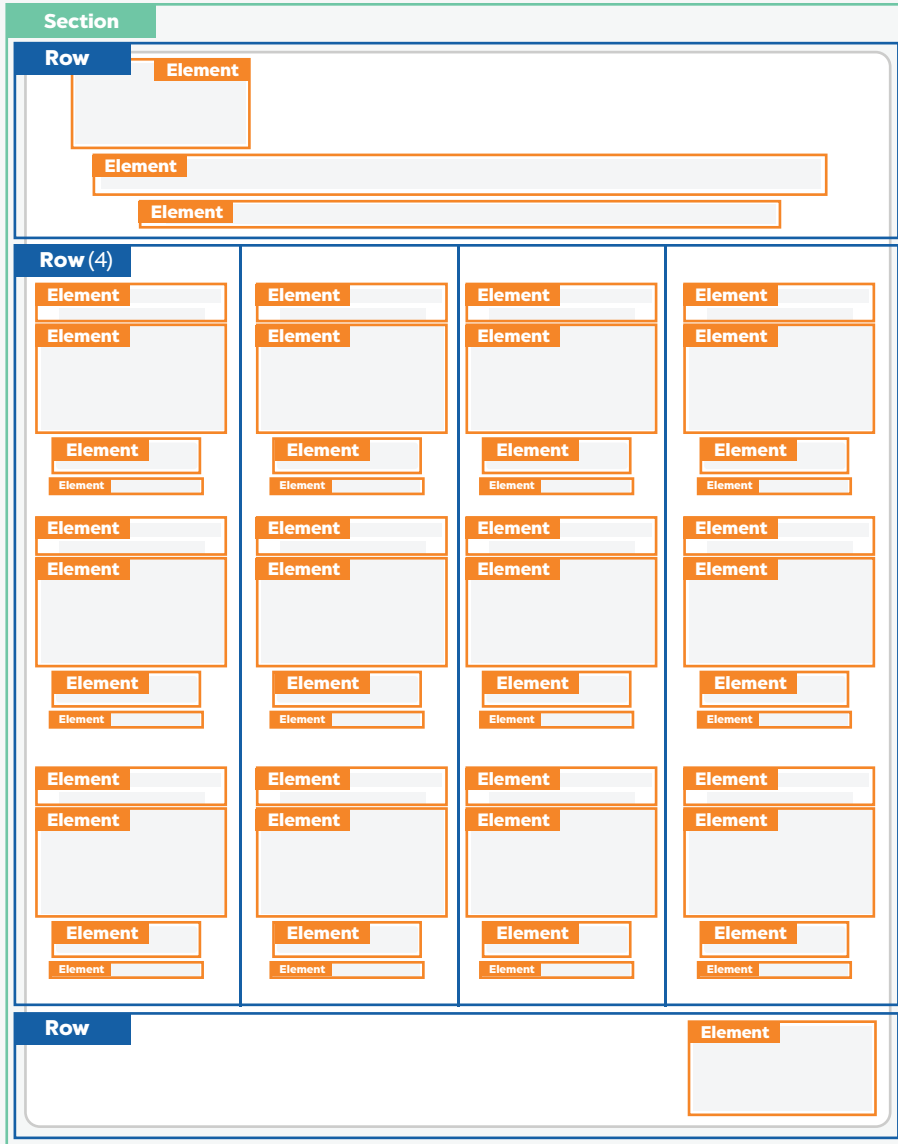
Certified Online Retailer

<p><b>SQUIRRELY</b></p>  <p><b>MORE INFO</b></p> <p>4 left in stock</p>	<p><b>COLD NIGHT</b></p>  <p><b>MORE INFO</b></p> <p>1 left in stock - order soon</p>	<p><b>THE TEACHER</b></p>  <p><b>MORE INFO</b></p> <p>17 left in stock</p>	<p><b>SCAMPER ALONG</b></p>  <p><b>MORE INFO</b></p> <p>Good seller</p>
<p><b>A MAN</b></p>  <p><b>MORE INFO</b></p> <p>45 left in stock</p>	<p><b>A MYTH</b></p>  <p><b>MORE INFO</b></p> <p>1 left in stock - oops</p>	<p><b>A LEGEND</b></p>  <p><b>MORE INFO</b></p> <p>1 left in stock</p>	<p><b>...BATMAN</b></p>  <p><b>MORE INFO</b></p> <p>average seller</p>
<p><b>A MAN</b></p>  <p><b>MORE INFO</b></p> <p>12545 left in stock</p>	<p><b>A MYTH</b></p>  <p><b>MORE INFO</b></p> <p>0 left in stock - backordered</p>	<p><b>A LEGEND</b></p>  <p><b>MORE INFO</b></p> <p>101 left in stock</p>	<p><b>...BATMAN</b></p>  <p><b>MORE INFO</b></p> <p>april seller</p>



Example Storefront Page

## OTHER PAGES RECIPE #2



Storefront Page Wireframe

## OTHER PAGES RECIPE #2



# Here's Your Attention Getting Headline

This is your sub-headline to increase credibility or curiosity

Here's Your Attention  
Getting Headline



Click to Sign Up

This is your sub-headline to increase credibility or curiosity

Here's Your Attention  
Getting Headline



Click to Sign Up

This is your sub-headline to increase credibility or curiosity

Here's Your Attention  
Getting Headline



Click to Sign Up

This is your sub-headline to increase credibility or curiosity

Here's Your Attention  
Getting Headline



Click to Sign Up

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Here's Your Attention  
Getting Headline



Click to Sign Up

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Here's Your Attention  
Getting Headline



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Here's Your Attention  
Getting Headline



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Getting Headline



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Here's Your Attention  
Getting Headline



Click to Sign Up

This is your sub-headline to increase credibility or curiosity

Here's Your Attention  
Getting Headline



Click to Sign Up

This is your sub-headline to increase credibility or curiosity

Here's Your Attention  
Getting Headline



Click to Sign Up

This is your sub-headline to increase credibility or curiosity

Flat Storefront Page

# HOME PAGE



## INGREDIENTS

Image (optional logo)

Navigation Bar

Videos

Headline

Input

Buttons

Paragraphs



Watch me build this page  
step-by-step at [www.](http://www.FunnelHackersCookbook.com/pages)

[FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)


## DIRECTIONS

The home page is a traditional style website. Many people like having a home page because they've been seeing them for over a decade. Honestly, home pages don't make people much money. It's a place where people can come to see who you are. Then you want to push them out to join your email list or push them into one of your funnels. These home pages work great on your root domain as a way to push people into your other sales funnels.

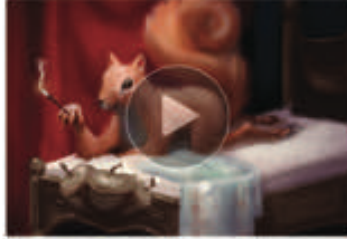
## FUNNEL SCRIPTS

*Use These Funnel Scripts:* Killer Headlines, VSL Wizard, Short Headline Scripts, Million Dollar Sales Headlines, Million Dollar Content Headline Scripts, Call to Action Script

## OTHER PAGES RECIPE #3



Features Pricing Order Now About Us Resources




### Join Me On My Journey To Paint Nudes (Squirrel's) All Day

[▶ Follow My Journey Here](#)

---

#### ... Not Just A Pretty Face



My passion for the kind of art is weird. But you know what? You looking at it right now. You literally could be doing anything else in your life. But you not. You're here. Enjoying my paintings.

Is it weird to call it "nude apparel"? Of course not. They're not wearing any clothes. So of course they're nude. I pick-a girl over it. But I do think you should follow my journey and buy all my stuff by clicking that little red button below. You know you want to click the button. Go on. Do it. Why are you still reading this? All I really have told you 'don't push the red button!' But this little red button is so catch that ahh. Go for it. Now.

[The Red Button ▶](#)

---

#### "Nudes - Squirrel's That is..."


I'm pretty sure that Kennedy requested himself and asked to say, "Some people look at the weird nude squirrel paintings and ask 'who?' I look at nude squirrel paintings and ask 'why not?'"

A long story? Not at all. The red nude squirrel are all over the place. It's true. And this page, and TOON purpose, is to follow my journey by clicking the red button below. Do it now before I go smile you.

[The Other Red Button ▶](#)

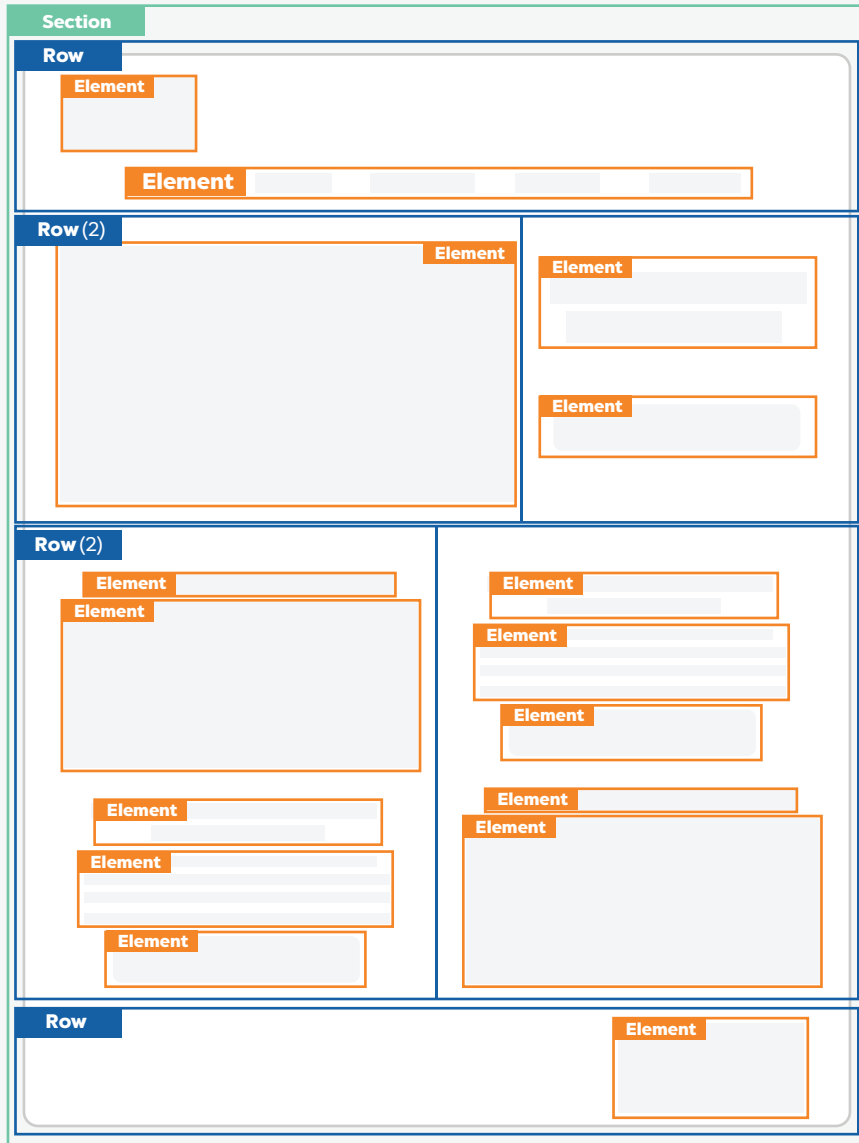
---

#### The Man. The Myth. The Legend.



Example Homepage

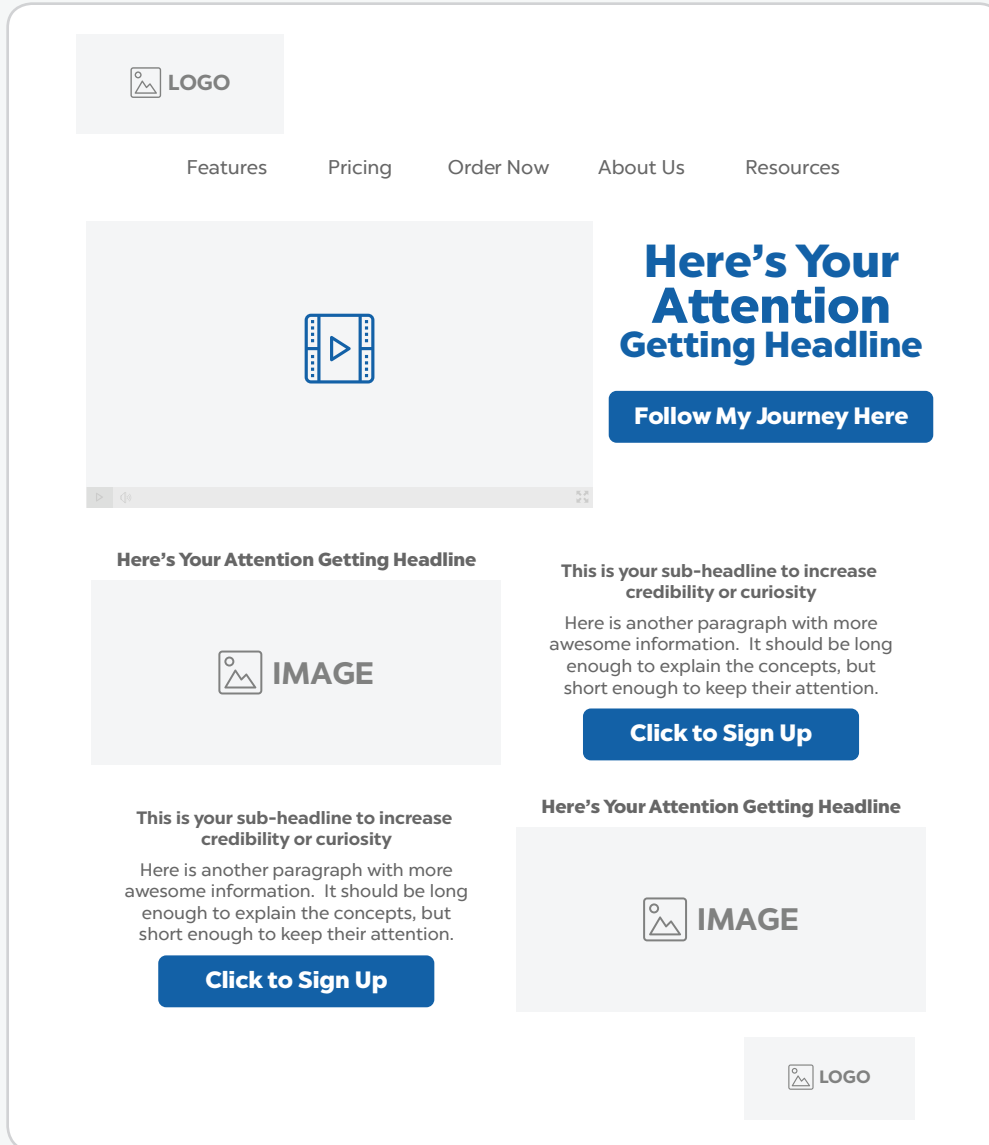
# OTHER PAGES RECIPE #3



Homepage Wireframe



## OTHER PAGES RECIPE #3



Flat Homepage

# LIVE DEMO



H

A



## INGREDIENTS

Image (optional logo)

Headline

Subheadline

Videos

Images

Buttons



Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)


## DIRECTIONS

The live demo page is something we use to demonstrate a product or service. They also work well for weekly TV shows and other ways to show your followers how to consume your product. We use live demo funnels all the time. The one you're probably most familiar with from us is FunnelFridays.com.

## FUNNEL SCRIPTS


*Use These Funnel Scripts:* Million Dollar Sales Headlines, Million Dollar Content Headline Scripts, Call to Action Script

## OTHER PAGES RECIPE #4






### Ep 4: How To Funnel Hack The Top Nude Squirrel Painters

Going Live At 1:00PM EDT Every Friday







All Episodes Are Recorded And Stored Below

**↓ Get Set Up With Your Own Kit**

<p><b>The #1 Painter Kit</b></p>  <p>Shorned Not Included ... ?</p> <p><a href="#">BUY NOW →</a></p>	<p><b>Top Rated Easel</b></p>  <p>Easel Only Not Included</p> <p><a href="#">BUY NOW →</a></p>	<p><b>Low Rated Canvas</b></p>  <p>Canvas Totally Included</p> <p><a href="#">BUY NOW →</a></p>
---	---	---

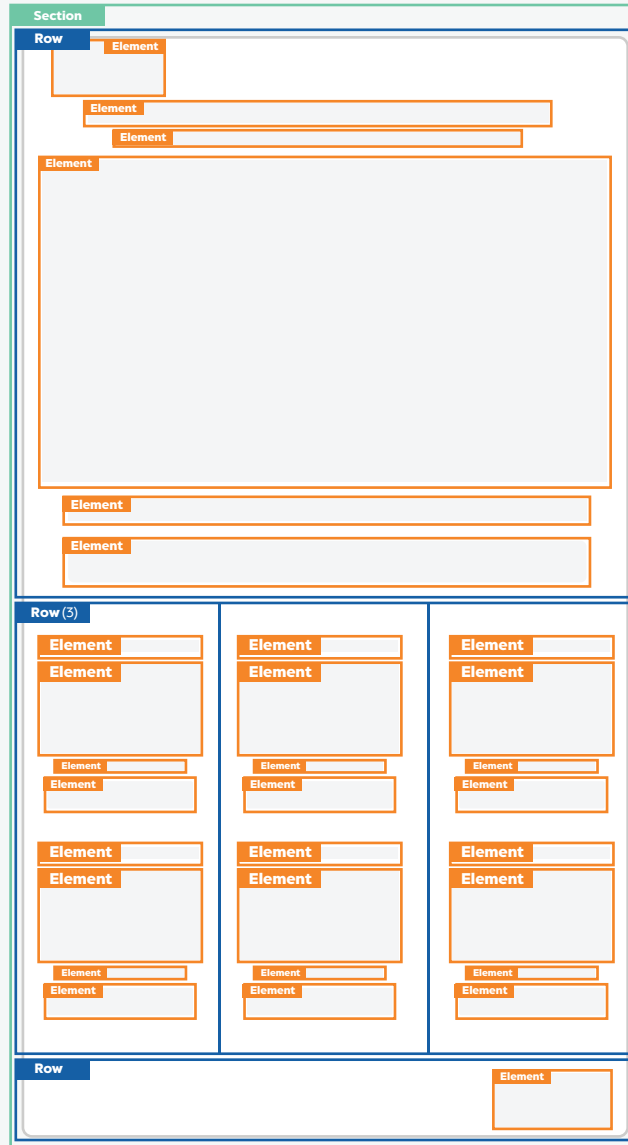
**Watch The Episode Replay's Here**

<p><b>Ep 1: To Paint Or Not To Paint...</b></p>  <p>Not Live Right Now</p> <p><a href="#">Get Your Free Thing →</a></p>	<p><b>Ep 2: For The Love Of The Canvas</b></p>  <p>Painting Is Noting Without Canvas</p> <p><a href="#">Free Thing ... Maybe →</a></p>	<p><b>Ep 3: How To Actually Paint Stuff</b></p>  <p>Maybe Not Live Anymore</p> <p><a href="#">Free? Nah, Paid Up →</a></p>
--	---	--



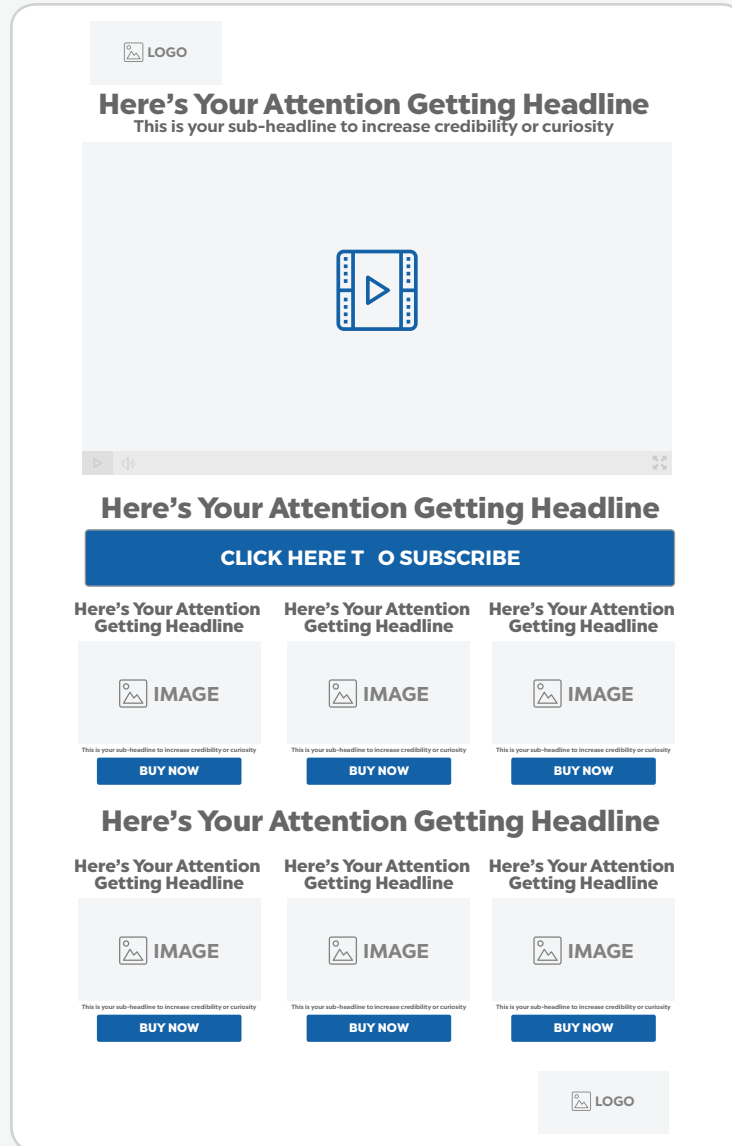
Example Live Demo

## OTHER PAGES RECIPE #4



*Live Demo Wireframe*

## OTHER PAGES RECIPE #4



Flat Live Demo

# ASK PAGE



## INGREDIENTS

Paragraph

Headline

Input Form

Button

Image



Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)

## DIRECTIONS

The ask page is a simple one-question survey to discover your customer's #1 challenges related to your topic. In the "Expert Secrets" book, I talk about creating "Ask Campaigns." These campaigns are great at identifying your customer's needs so you can create products or services to help them. These pages are powerful for running simple surveys and Ask Campaigns.

## FUNNEL SCRIPTS

*Use This Funnel Script:* Ask Campaign Script

## OTHER PAGES RECIPE #5

**Dear Friend,**

I know your time is valuable, so I'll get right to the point.

**I need your advice!**

I'm putting the finishing touches on a new course called "How To Paint Nudes (Squirrel's) Without Actually Painting..." and want to make sure that I don't leave anything out.

So, will you let me know you biggest question about how to paint nude squirrel's? It could anything... even if you think it's silly.

All you have to do is type your question in the box below and click submit. In exchange for your advice, if you have leave your email, I'll send you a free copy of the course before we release it to the market (Should be ready in a couple weeks).

Ok here's the easy form:

**What's Your #1 Question/Challenge About Painting Nude Squirrel's??**



**Write Your Response Below And Get Free Access To The Masterclass ...**

What's Your #1 Question/Challenge About Painting Nude Squirrel's??

Your Email Address Here

**Submit Answer ✓**

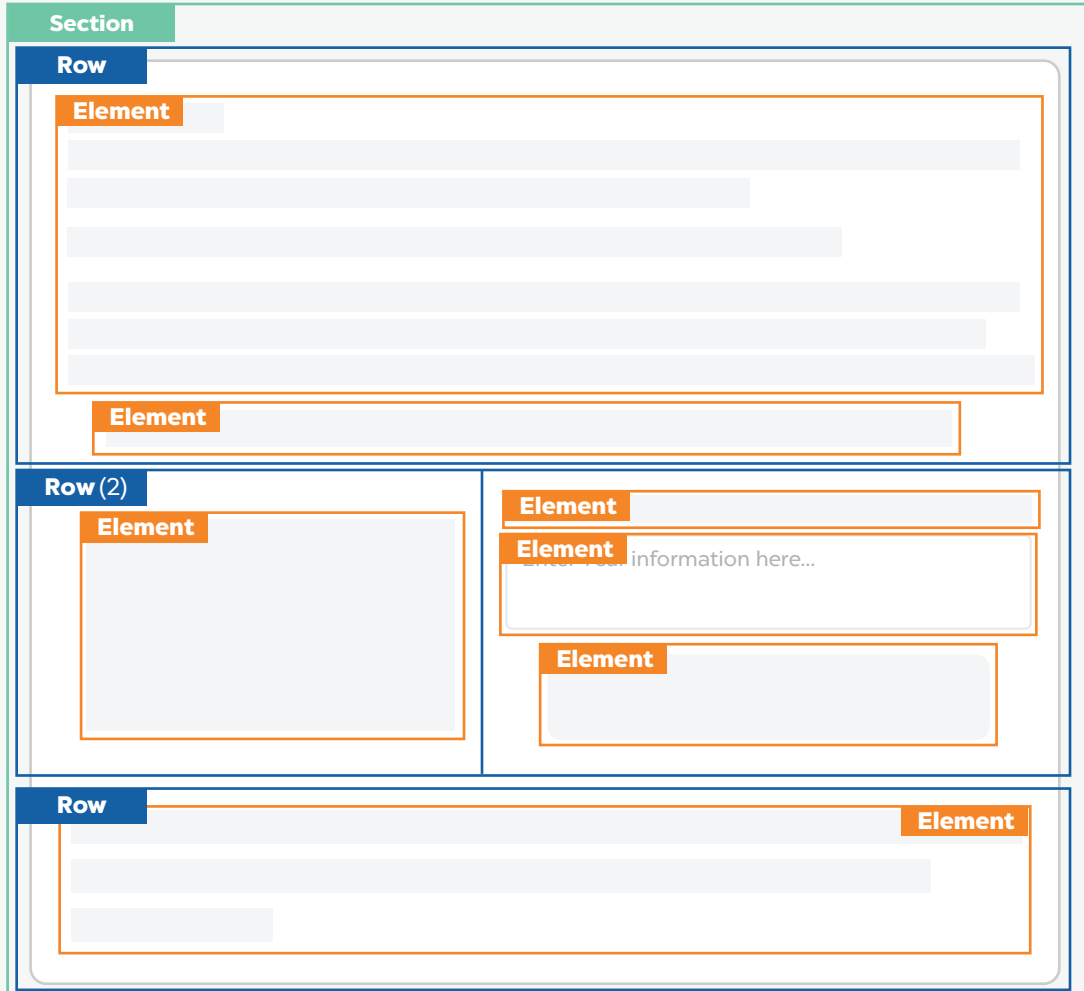
Thank you very much for helping make this the best "How To Paint Nude's (Squirrel's) Without Actually Painting..." resource possible.

Sincerely,

The Prospector

*Example Ask Page*

# OTHER PAGES RECIPE #5



*Ask Page Wireframe*



## OTHER PAGES RECIPE #5

Dear Friend,

Here's where you write your compelling message, keep your sentences and paragraphs short.

Use **\*bold\***, underline and *italics* to emphasize important points.

Don't be boring! Pretend you're telling a mystery story. Keep your audience captivated. Eliminate any and all superfluous redundant words that only serve to unnecessarily complicate and hinder the flow and ease of the reader's experience ( i.e. get to the point)

### Here's Your Attention Getting Headline



### Here's Your Attention Getting Headline

Enter Your information here...

**Click to Sign Up**

Here's where you write your compelling message, keep your sentences and paragraphs short.

Use **\*bold\***, underline and *italics* to emphasize important points

*Flat Ask Page*

# HERO PAGE

H



A



## INGREDIENTS

Headline

Image

Subheadline

Paragraphs

Input

Buttons



Watch me build this page  
step-by-step at [www.FunnelHackersCookbook.com/pages](http://www.FunnelHackersCookbook.com/pages)

[www.FunnelHackersCookbook.com/pages](http://www.FunnelHackersCookbook.com/pages)

## DIRECTIONS

The hero page is used to highlight a business or individual. You can get people to join your email list and follow you on your favorite social media channels. Often times we link to our hero pages in our email signatures and other social media bios. You can add links into all your social networks and ask people to join your email list directly from the hero page.

## FUNNEL SCRIPTS

*Use These Funnel Scripts:* Opportunity Switch Headline / Title Script, Origin Story Script, Epiphany Bridge Script, Lead Capture Scripts, Million Dollar Sales Headlines, Million Dollar Content Headline Scripts

## OTHER PAGES RECIPE #6

### The Prospector Now Paints Nude's ...



#### SQUIRREL'S, THAT IS...

Yes, for the last few months I, The Prospector, have been quietly honing my nude squirrel painting skills during the silent morning hours in Boise, Idaho. When was confronted about it, I regrettably became violent, irate, and even said my first swear word ever...

Why squirrels? It was exhilarating. I don't know what happened. The brush did all the work and I've found myself hiding in the corners of my newest cave just to paint again. Follow My Journey Below ...

→ Follow My Guilty Journey Here...

Like What You See? Get More On Your Favorite Social Media Below...

Facebook 

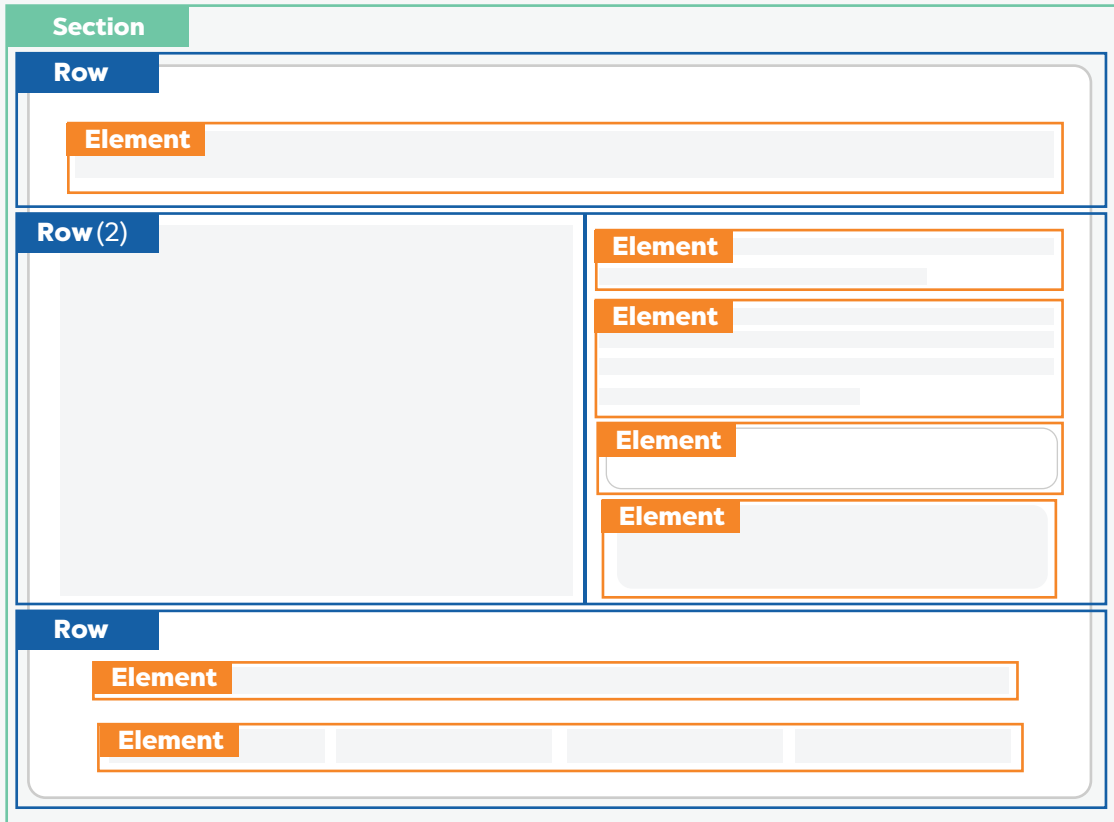
Instagram 

Twitter 

Youtube 

*Example Hero Page*

## OTHER PAGES RECIPE #6



*Hero Page Wireframe*

## OTHER PAGES RECIPE #6

# Here's Your Attention Getting Headline



IMAGE

**This is your sub-headline to increase credibility or curiosity**

Here's where you write your compelling message, keep your sentences and paragraphs short.

Use **\*bold\***, underline and *italics* to emphasize important points.

**Click to Sign Up**

**This is your sub-headline to increase credibility or curiosity**



Facebook



Twitter



Instagram



Youtube

*Flat Hero Page*

# INDOCTRINATION PAGE



## INGREDIENTS

Headline

Subheadline

Video

Button



Watch me build this page  
step-by-step at [www.  
FunnelHackersCookbook.  
com/pages](http://www.FunnelHackersCookbook.com/pages)

## DIRECTIONS

The indoctrination page is where you send somebody after they join your list or register for a free webinar. The goal is to pre-indoctrinate them on the product or service you're going to be selling later on in the funnel. We use indoctrination pages often in our follow up funnels. These indoctrination (or "pre-suasion") pages will typically increase your conversions for whatever you're selling on the next page.

## FUNNEL SCRIPTS


*Use These Funnel Scripts:* Million Dollar Sales Headlines, Million Dollar Content Headline Scripts, Killer Headlines

## OTHER PAGES RECIPE #7

Secret #1

### How To Begin Your Career As A *Pro-Nude Painter* (Squirrel's That Is)

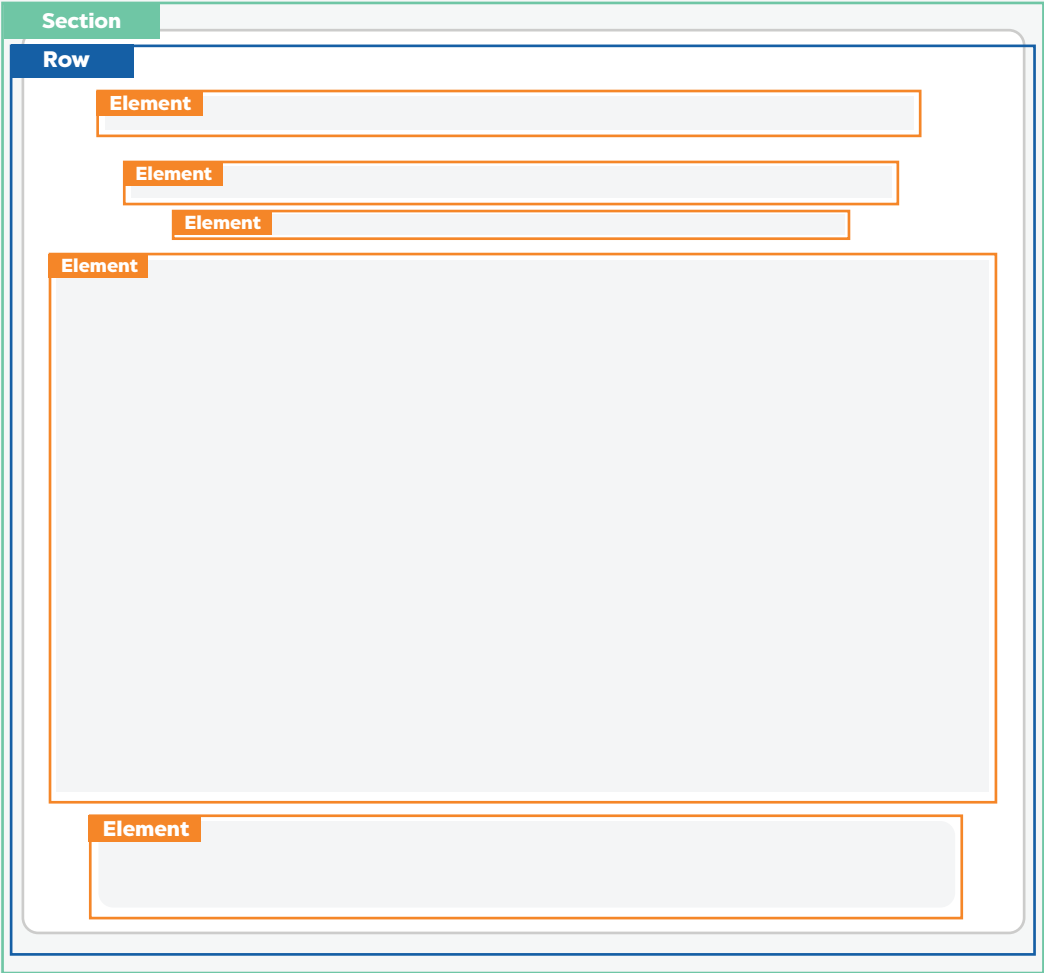
WITHOUT EVER HAVING ACTUALLY SEEN A SQUIRREL.... EVER...



> Reconfirm Your Seat Here...

*Example Indoctrination Page*

**OTHER PAGES RECIPE #7**



*Indoctrination Page Wireframe*

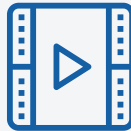


## OTHER PAGES RECIPE #7

**Here's Your Attention Getting Headline**

**Here's Your Attention Getting Headline**

This is your sub-headline to increase credibility or curiosity

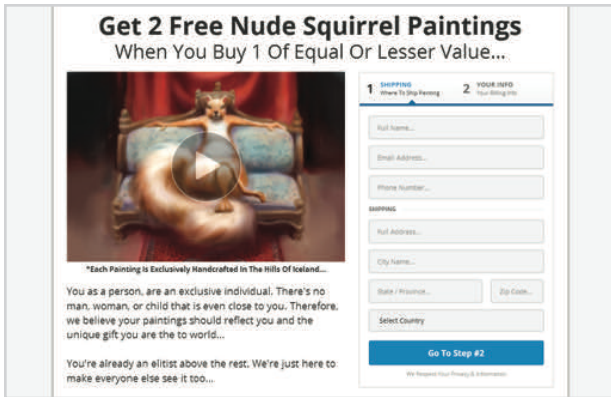


**Reconfirm Your Seat Here...**

*Flat Indoctrination Page*

# ADVANCED PAGE DESIGN

Most of the pages that we've given you here inside the cookbook consist of very simple designs. The reality is, in most situations, simplicity will out convert more complex page designs. But ClickFunnels also gives you the ability to create almost anything that you can dream of. You can add multiple sections, do custom CSS, add backgrounds to sections or rows and more. For example, I can quickly add a custom background to this section and turn this picture from version one to version two below:



Version 1: Basic Background



Version 2: Custom Background

As you master the ClickFunnels editor, you'll learn so many cool ways to make each of these pages match your brand and become your own.



CHAPTER 3

# FUNNELS

[FUNNEL RECIPES]



# FUNNEL RECIPES

---

*Now we're getting into the exciting part!  
For this section, I want you to look at each funnel as  
a huge cake, and each of the pages you just learned  
about now become ingredients in these funnels...*

As I was working on this cookbook, I started to look at all of the possible types of funnels that someone could create for every type of business and every type of situation. There are literally millions of possible variations, but as I started to really dig deep, I found that there are 22 types of funnels that cover almost every possible situation for almost any type of business or industry! You could tweak these funnels by adding presale pages, or adding more upsells, etc... but the framework of these 22 are the foundation of all good funnels.

We've broken down these funnels into four types:

- **Lead Funnels:** These funnels are specifically for generating leads, applications, and contact information from your future customers.
- **Buyer Funnels:** These funnels are structured in a way to get someone to actually pay you inside of the funnel. They have integrated shopping carts, one click upsells, downsales and more.
- **Event Funnels:** These funnels are for hosting events like webinars, automated webinars, etc.
- **Other Funnels:** There are other funnels that are useful that don't really fit into any of the situations above. They are included here inside of other funnels.

### The Four Types of Funnels

#### LEAD FUNNELS



#### BUYER FUNNELS



#### EVENT FUNNELS



#### OTHER FUNNELS



---

One thing I want to stress again is that these funnels are a framework. The frameworks we give you are the ones that have been proven to work in almost every situation possible. You can add pages to these funnels, but only do that if you're an advanced user. If you're a beginner, stick with the funnels that are proven to work and try to fit your products and services into those funnels.

#### INDUSTRIES

The #1 question we get from people using ClickFunnels is "will this work for my type of business?" For some reason, some people think that their business is different and that funnels may not work for them. The reality is that funnels work for *any* type of business that is trying to generate leads or create customers.

The only businesses I know that aren't trying to generate leads or create customers are businesses that aren't dying, but are already dead. *So unless your company is dead, you need a funnel.* There are situations where you may have to think outside the box to figure out how to make a funnel work for your specific business, but I promise you that if you think about it enough, you'll see how to apply them to your company.

At the end of each of the funnel recipes, we will have a quick sentence or two describing one possible way you can use this funnel inside of *your* type of business.

Obviously, every funnel isn't going to be right for every business. You have to think through it on your own and figure

---

## FUNNEL RECIPES

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out which funnel would be best for you. But these hints should at least give you some idea of where you can start.

We've broken down all of the types of businesses into six main categories:

- ***Authors, Speakers, Coaches, Consultants:*** These are people who are selling information products, books, masterminds, coaching, consulting, live events, and more. While these industries are different, the types of funnel they use and how they use them are very similar.
- ***Professional Services:*** There are a lot of different types of professional services. This would include businesses like chiropractors, real estate agents, dentists, CPAs, financial and insurance agents and more.
- ***Retail:*** Retail would include restaurants, gyms, spas, salons, entertainment, auto shops and more.
- ***Ecommerce:*** Ecommerce are physical products such as those typically sold on Amazon, Shopify, Etsy, eBay, and other online stores.
- ***Network and Affiliate Marketing:*** These are people selling other people's products, so it could include distributors, affiliates, people doing home parties, direct sales, etc.
- ***Business To Business (B2B):*** The last category is B2B. This is anyone selling any type of product or service, consulting, equipment, or more from one business to another.

As you learn about each funnel, look at the hints of how you could use it inside of your specific industry.

# SQUEEZE PAGE FUNNEL



TYPE  
**Lead**



PAGES  
**2**



TIME  
**30m**

## PAGES

Squeeze Page

Thank You Page



Watch me build this  
funnel live at [www.  
FunnelHackersCookbook.  
com/funnels](http://www.FunnelHackersCookbook.com/funnels)

## DIRECTIONS

The Squeeze Page Funnel's goal is to create so much curiosity that someone has to give you their email address. The Squeeze Page hooks them for more information. On the Thank You Page you deliver what you promised, and then lead them into your next funnel.



# How to Use The Squeeze Page Funnel In Your Business

---



*If I was selling as an Author / Speaker / Coach / Consultant...* I'd use this funnel if I had a good hook that someone would want to know, my headline is the hook, and after they give me their email address, I tell them the rest of the story on the next page.



*If I was selling in Network or Affiliate Marketing...* I'd find the best hook for my product, and use that as the headline, and then get them to give you their email address to find out what the product is.



*If I was selling in Ecommerce...* I'd use this funnel introduce them to a weird new way to do something, after they have given me their email address, I would show them how my product fulfills on that promise.



*If I was selling my Professional Services...* Again, I'd find my best hook, and use that for the headline to build curiosity and after they join the list, give them the rest of the story on the Thank You Page.



*If I was selling Business-to-Business...* I'd use this funnel to hook people with a power claim for a case study about what you can do for them, then on the Thank You Page show them the casestudy and push them into your next funnel.



*If I was selling in a Retail / Brick & Mortar Business...* I'd share a little known fact about my company on the Squeeze Page and then reveal who you actually are on the Thank You Page.

# SQUEEZE PAGE FUNNEL



# REVERSE SQUEEZE PAGE FUNNEL



TYPE  
Lead



PAGES  
2



TIME  
30m

## PAGES

Reverse Squeeze Page  
Thank You Page



Watch me build this  
funnel live at [www.  
FunnelHackersCookbook.  
com/funnels](http://www.FunnelHackersCookbook.com/funnels)

## DIRECTIONS

Use a Reverse Squeeze Page Funnel to give before you take. Give away some of your best information and items before asking for a visitor to optin. Then, ask customers to “optin for more” after they watch the video.

This is helpful when you need to drop your customers walls quickly, since you’ve already contributed to your ‘relationship’ with them. Usually you’ll have a lower conversion rate than a traditional Squeeze Page Funnel, but the quality of the leads will be much higher. The Thank You Page is used to give more information and Share with their friends.

# How to Use The Reverse Squeeze Page Funnel In Your Business

---



***If I was selling as an Author / Speaker / Coach / Consultant...*** I'd use this funnel to answer my dream-customer's biggest false belief with some free training before asking for their contact information.



***If I was selling in Network or Affiliate Marketing...*** I'd use this funnel to demo my product, and then have them give me their email address to follow up with them later.



***If I was selling in Ecommerce...*** I'd use this funnel to share a story of people using my product before asking for their email address so I could send them more information.



***If I was selling my Professional Services...*** I'd use this funnel to show a case study of my services before collecting a phone number and email to follow up.

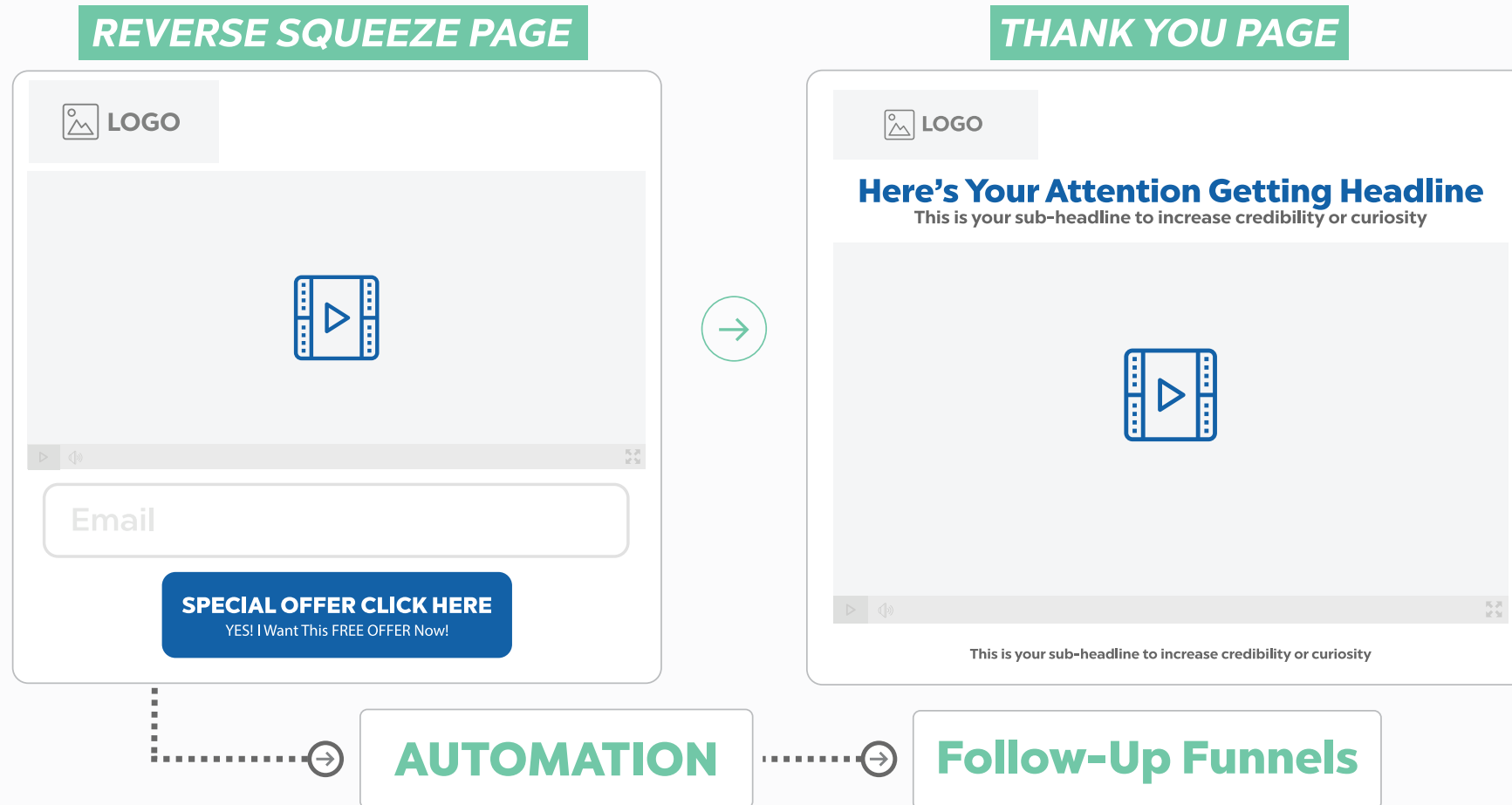


***If I was selling Business-to-Business...*** I'd use this funnel to show product-demo videos to my dream customers before asking for their phone number or email to follow-up.



***If I was selling in a Retail / Brick & Mortar Business...*** I'd use this funnel to tell the story about why I opened my store, and then get them to opt-in to get discounts and special offers.

# REVERSE SQUEEZE PAGE FUNNEL



# LEAD MAGNET FUNNEL



TYPE  
**Lead**



PAGES  
**2**



TIME  
**30m**

## PAGES

Lead Magnet  
Thank You Page



*Watch me build this  
funnel live at [www.  
FunnelHackersCookbook.  
com/funnels](http://www.FunnelHackersCookbook.com/funnels)*

## DIRECTIONS

A lead magnet funnel is similar to the other optin funnels, except you are actually giving away something in exchange for their email address. It may be a report or video, but it's typically something tangible that they are exchanging for their email address.

## How to Use The Lead Magnet Funnel In Your Business

---



*If I was selling as an Author / Speaker / Coach / Consultant...* I'd use this funnel to give away a free ebook teaching something awesome in exchange for their email address.



*If I was selling in Network or Affiliate Marketing...* I'd use this funnel to give an info product teaching how your product can solve a specific problem.



*If I was selling in Ecommerce...* I'd use this funnel to give away a coupon in exchange for an email address.



*If I was selling my Professional Services...* I'd use this funnel to give away a report in exchange for a name, email, and phone number.

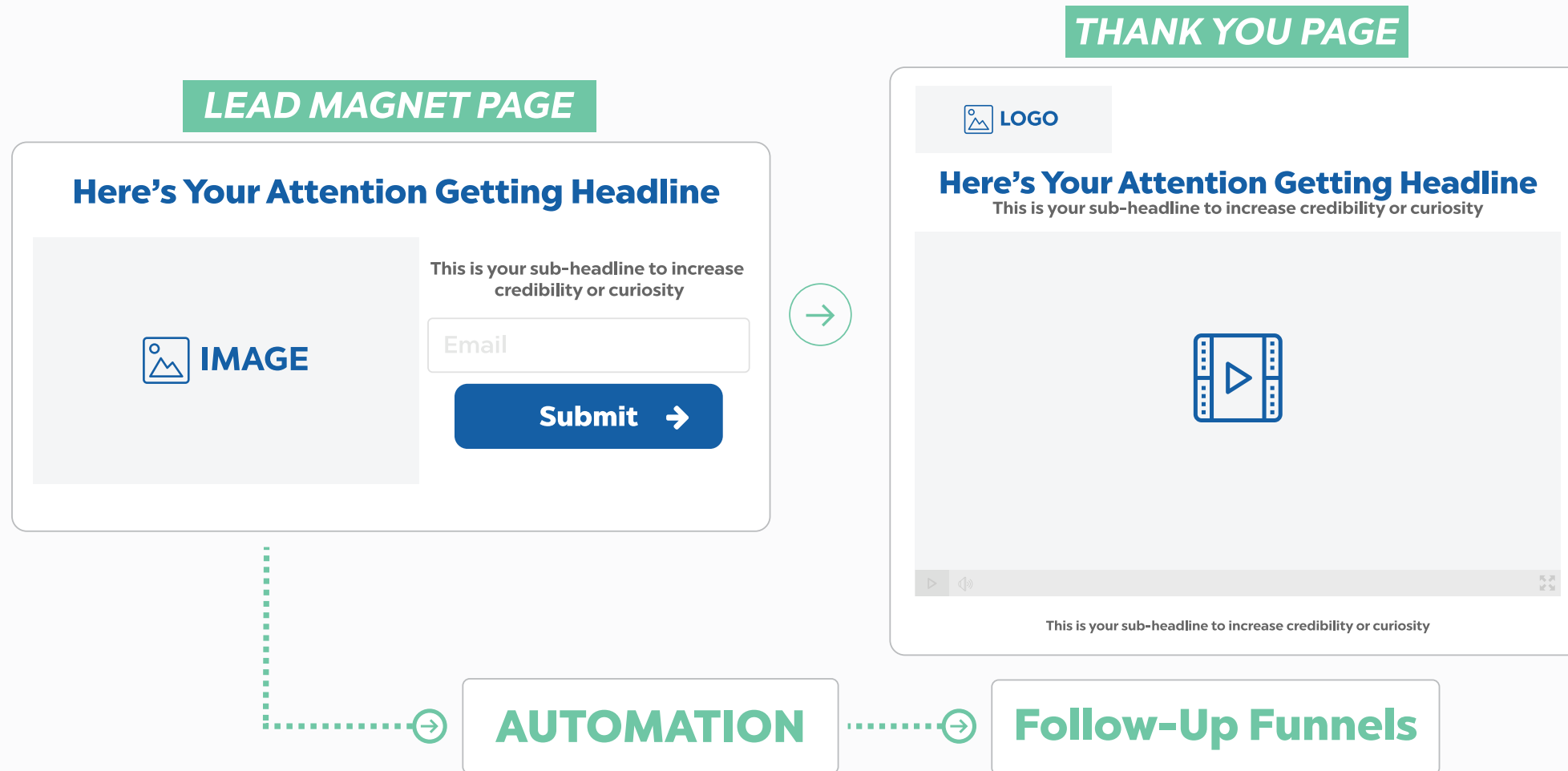


*If I was selling Business-to-Business...* I'd use this funnel to give away a white-paper in exchange for contact information and personal follow-up.



*If I was selling in a Retail / Brick & Mortar Business...* I'd use this funnel to give away a walk-in coupon in exchange for an email and phone number.

# LEAD MAGNET FUNNEL





# BRIDGE FUNNEL

---



TYPE  
**Lead**



PAGES  
**2**



TIME  
**30m**

---

## PAGES

Squeeze Page

Bridge Page



*Watch me build this  
funnel live at [www.  
FunnelHackersCookbook.  
com/funnels](http://www.FunnelHackersCookbook.com/funnels)*

## DIRECTIONS

Use a Bridge Funnel when you need to connect two different, but related ideas for the customer, or to pre-frame the thing you really want to sell. This is especially helpful for affiliate or network marketers who don't control the pages they are sending their visitors to when they are ready to signup. This pre-frame bridge page gives you the ability to presell them before sending them into a funnel you don't control.

For example, lets say that you are selling a product for a company that puts someone's body into ketosis. I may have a Squeeze Page that tells them my #1 weight loss trick that helped me to lose 30 pounds in two weeks. They opt in, then on the Bridge page, I would have a video explaining that I did that by getting my body into ketosis, and that the best way to get into ketosis is by using a product from a certain company. I would then link from the bridge page over to the funnel where they can purchase the product. I bridged the concept of weight loss and ketosis and then setup the sale that happens in the next funnel.

# How to Use The Bridge Funnel In Your Business

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***If I was selling as an Author / Speaker / Coach / Consultant...*** If I was selling to cold traffic who didn't understand exactly who I am or what I did, I'd get them to optin for their main result they desire, and then on the bridge page have a video explaining how they can get that result through what I offer.



***If I was selling in Network or Affiliate Marketing...*** I'd target ads at people who are looking for the result that my company's product can give them (like weight loss, or more energy). On the bridge page, I'd show how my product does that and then forward them to the corporate website through my link.



***If I was selling in Ecommerce...*** I'd target ads at people who are trying to solve a certain problem. After they optin, I'd do a demo to create a bridge between what they want and how my product can give that to them and then bridge them into my funnel to get a special offer.



***If I was selling my Professional Services...*** I'd use this funnel to reach out to cold-traffic who aren't aware of the industry I'm in or the problem I solve, bridge the gap, and then send them to funnel to make an appointment.

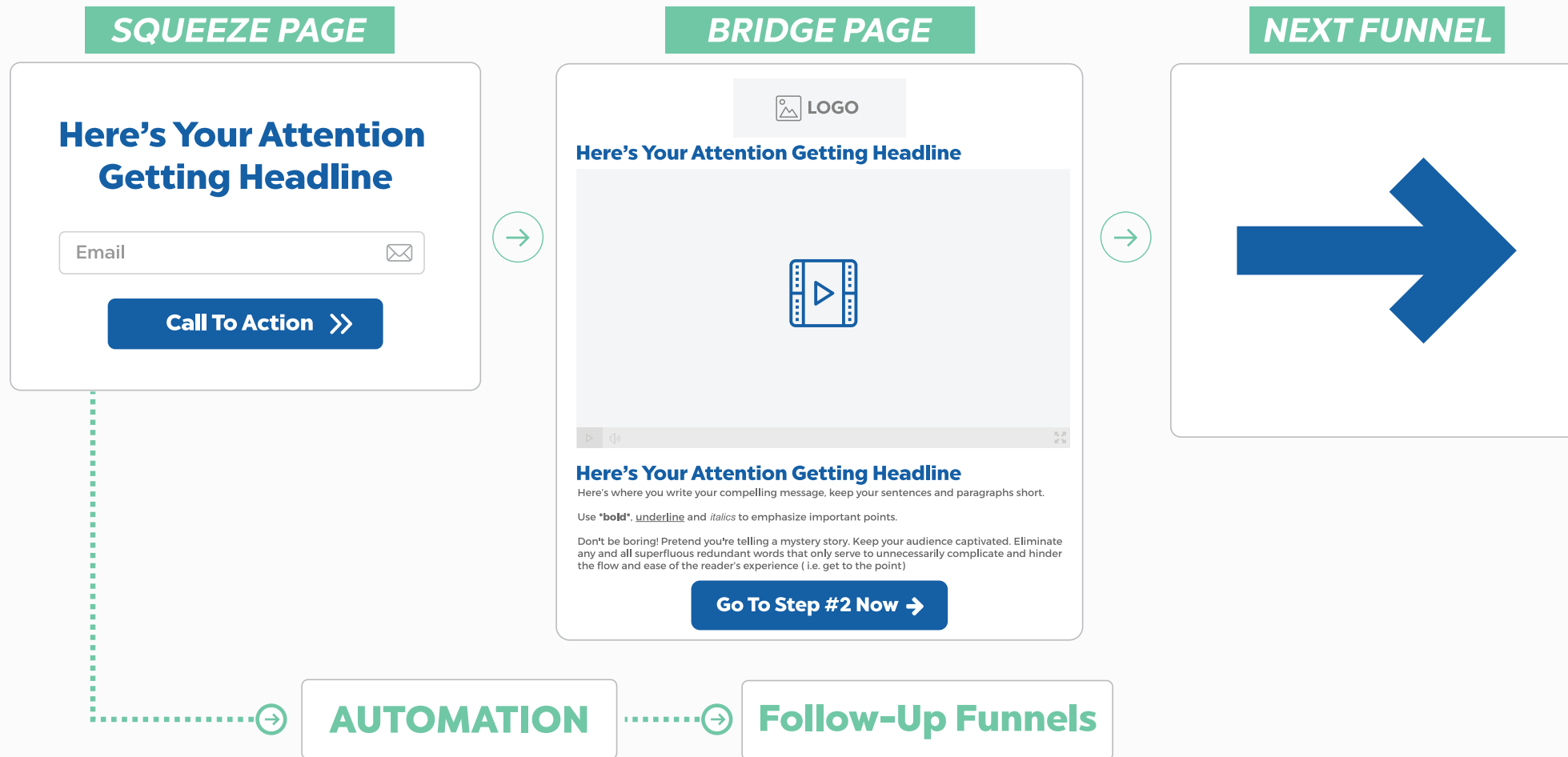


***If I was selling Business-to-Business...*** Just like the other industries, I'd see what result they want, and create the bridge funnel to connect what they want with what I have to offer.



***If I was selling in a Retail / Brick & Mortar Business...*** I'd use this funnel to bridge the gap between what they want, and how my company can get them there quickly.

# BRIDGE FUNNEL



# SURVEY FUNNEL

---



TYPE  
**Lead**



PAGES  
**1**



TIME  
**15m**

---

## PAGES

Survey Page



Watch me build this  
funnel live at [www.  
FunnelHackersCookbook.  
com/funnels](http://www.FunnelHackersCookbook.com/funnels)

## DIRECTIONS

A survey funnel has two main purposes. The first is to help your visitors engage with you more because they are required to answer questions and make micro commitments. The second is it allows you to figure out who your visitors are, and then you can show them a different sales message based on who they are.

So in the survey I may ask questions like, "Are you a man, or women." If they choose man, I would then direct them to a version of my funnel that is setup to sell to a man, but if they tell me that they are a woman, I may have a different sales video or webinar to show them.

# How to Use The Survey Funnel In Your Business

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*If I was selling as an Author / Speaker / Coach / Consultant...* I'd use this funnel to figure out who the visitor is, or what they are interested in, and then direct them to the funnel that sells that thing.



*If I was selling in Network or Affiliate Marketing...* I'd use this funnel to figure out who the visitor is, or what they are interested in, and then direct them to the funnel that sells that thing.



*If I was selling in Ecommerce...* I'd use this funnel to figure out who the visitor is, or what they are interested in, and then direct them to the funnel that sells that thing.



*If I was selling my Professional Services...* I'd use this funnel to figure out who the visitor is, or what they are interested in, and then direct them to the funnel that sells that thing.

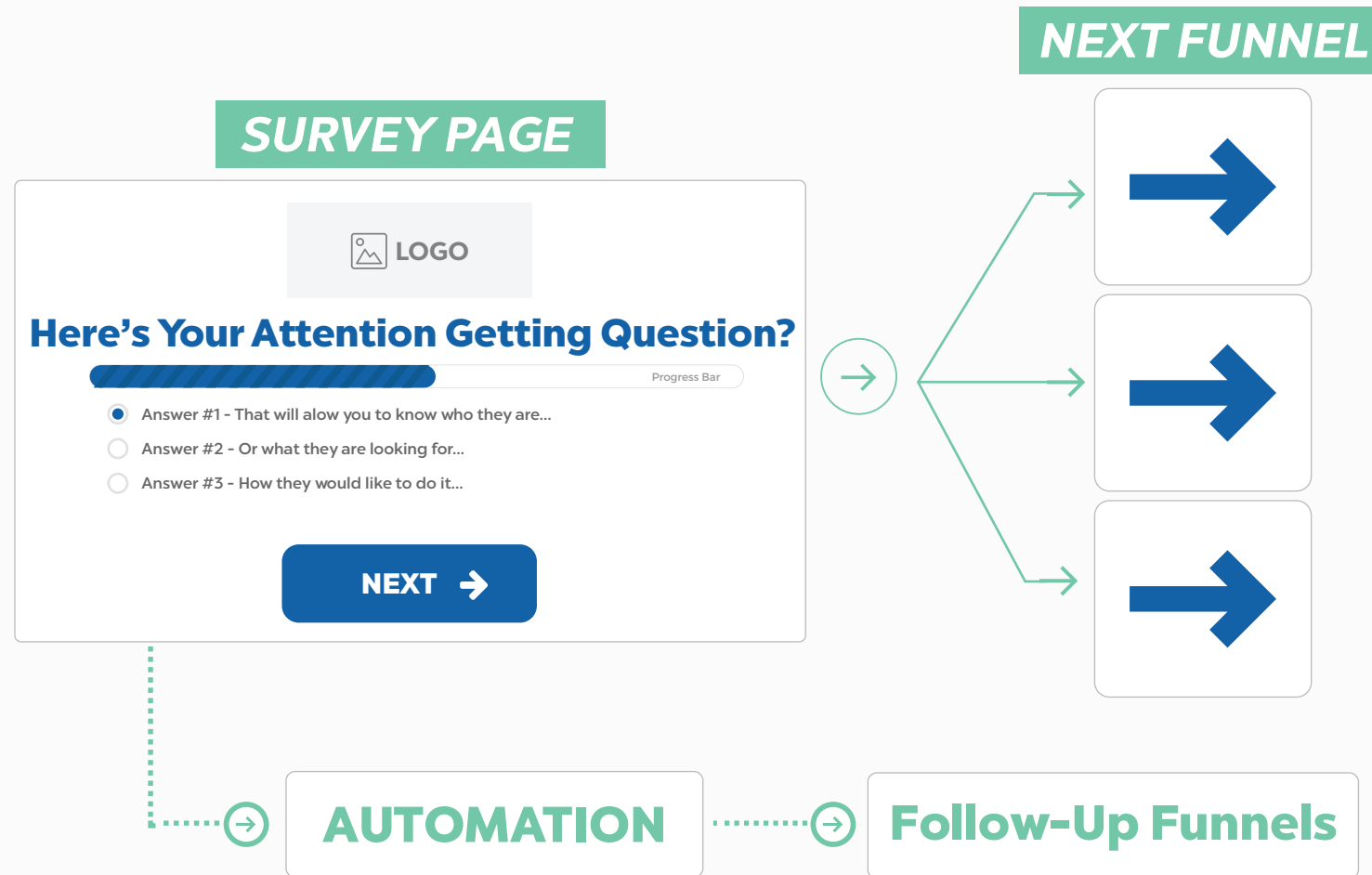


*If I was selling Business-to-Business...* I'd use this funnel to figure out who the visitor is, or what they are interested in, and then direct them to the funnel that sells that thing.



*If I was selling in a Retail / Brick & Mortar Business...* I'd use this funnel to figure out who the visitor is, or what they are interested in, and then direct them to the funnel that sells that thing.

# SURVEY FUNNEL



# APPLICATION FUNNEL



TYPE  
**Lead**



PAGES  
**3**



TIME  
**45m**

## PAGES

Reverse Squeeze Page

Application Page

Thank You Page



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funnel live at [www.  
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com/funnels](http://www.FunnelHackersCookbook.com/funnels)

## DIRECTIONS

Application Funnels work by using a “take away” sale, where the potential client must ‘apply’ to become a client. It lets you qualify people to work with you and is used often in high end coaching and consulting.

## How to Use The Application Funnel In Your Business

---



***If I was selling as an Author / Speaker / Coach / Consultant...*** I'd use this funnel to sell high-ticket and high-touch coaching. I'd begin by placing a success story on the first page, then asking them to apply on the next page. This would be the default backend funnel after every mid-tier funnel.



***If I was selling in Network or Affiliate Marketing...*** I'd use this funnel to make people apply to join my team. This would let them know how serious my team is, but also add exclusivity. The funnel would result in a phone call with the 4-Question Close.



***If I was selling in Ecommerce...*** I'd use the Application funnel to get people to purchase my more exclusive high-end products. I'd do a demo video of the new product, and then have them apply to get on a waiting list to have the ability to buy in the future.



***If I was selling my Professional Services...*** I'd use this funnel for existing customers to apply for special continuity-based pricing. If they apply, make it through the qualifications, and are added to continuity with my business, then they get special pricing and coupons.



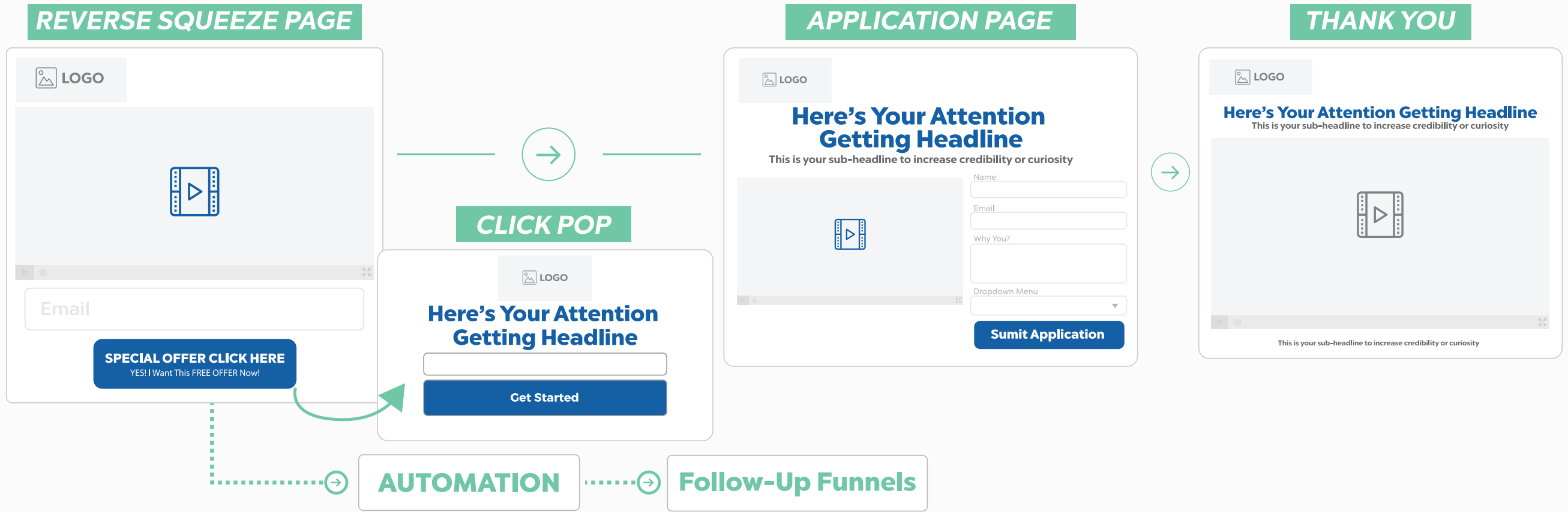
***If I was selling Business-to-Business...*** I'd send potential sponsors to an Application Funnel which results in a phone call. The first Reverse Squeeze page would highlight the success of other companies we have gotten results for in the past.



***If I was selling in a Retail / Brick & Mortar Business...*** I'd use this funnel for new and existing customers to apply for high-discount holiday tickets. If they're accepted, they'll get huge discounts and offers during holiday shopping seasons delivered to their email or door.



# APPLICATION FUNNEL



# ASK CAMPAIGN FUNNEL



TYPE  
**Lead**



PAGES  
**2**



TIME  
**30m**

## PAGES

Ask Page

Thank You Page



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funnel live at [www.  
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com/funnels](http://www.FunnelHackersCookbook.com/funnels)

## DIRECTIONS

Use an Ask Campaign funnel at all stages of your business to find out what customers actually want. Typically, the open-ended question is phrased, "What's Your #1 Question/Challenge With XYZ?" Customer responses become the basis of your offers and helps you discover the false-beliefs potential customers will experience before they'll give you money. You can also offer the product as a gift if they respond to your campaign.

## How to Use The Ask Campaign Funnel In Your Business

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*If I was selling as an Author / Speaker / Coach / Consultant...* I'd use this funnel before even starting a new product idea. First, I'd ask what people are struggling with or what their top questions are, and use that to create my next product.



*If I was selling in Network or Affiliate Marketing...* I'd run the ask campaign to see what people are struggling with most, create an info product answering the questions, and then use that report for lead generation to build my team.



*If I was selling in Ecommerce...* I'd ask people to answer my survey in return for a coupon. I'd then use their feedback to know how to better sell the product in the future.



*If I was selling my Professional Services...* I'd run the Ask Funnel to my existing customers to find out what other products and services I should create to help serve them more.



*If I was selling Business-to-Business...* I'd ask people what their #1 issues are related to what I can offer them, and then use that information to create a custom presentation that resolves all of their concerns and sells my product.



*If I was selling in a Retail / Brick & Mortar Business...* I'd run an Ask campaign to people in my local area to figure out what they are looking for from my type of company, and then I would create a front end offer to sell based on the feedback to get people into my business.

# ASK CAMPAIGN FUNNEL

## ASK PAGE

Dear Friend,  
Here's where you write your compelling message, keep your sentences and paragraphs short.

Use **bold**, underline and *italics* to emphasize important points.

Don't be boring! Pretend you're telling a mystery story. Keep your audience captivated. Eliminate any and all superfluous redundant words that only serve to unnecessarily complicate and hinder the flow and ease of the reader's experience ( i.e. get to the point)

### Here's Your Attention Getting Headline



### Here's Your Attention Getting Headline

Enter Your information here...

Click to Sign Up

Here's where you write your compelling message, keep your sentences and paragraphs short.

Use **bold**, underline and *italics* to emphasize important points

## THANK YOU PAGE

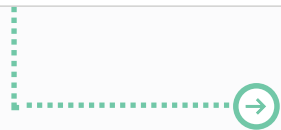
LOGO

### Here's Your Attention Getting Headline

This is your sub-headline to increase credibility or curiosity



This is your sub-headline to increase credibility or curiosity



AUTOMATION



Follow-Up Funnels

# 2-STEP TRIPWIRE FUNNEL



TYPE  
**Buyer**



PAGES  
**4**



TIME  
**1h**

## PAGES

Two Step Order Page

OTO Page

Downsale Page

Offer Wall



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funnel live at [www.  
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com/funnels](http://www.FunnelHackersCookbook.com/funnels)

## DIRECTIONS

A Tripwire is a low ticket front end product that is so irresistible people have to purchase it. After they put in their credit card, you can then upsell them your more expensive products through Order Form Bumps and One Click Upsells or Downsales.

The 'Two-Step' gets its name from the Two-Step Order Form used on the first page of this funnel-type. During Step One, a potential customer is asked for and submits their contact information. During Step Two, the potential customer selects their product and enters their credit card information. The real power of the two-step comes from the ability to follow-up with a potential customer if they didn't complete Step Two.

Upsells and Downsales follow the first page to increase the Average Cart Value. Typically, the goal of this funnel is to breakeven on ad-spend, then ascend paying customers to higher-ticket offers on the Thank You Page.

## How to Use The 2-Step Tripwire Funnel In Your Business

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***If I was selling as an Author / Speaker / Coach / Consultant...*** I'd use this funnel to run a 'Free + Shipping' offer to sell my book, reports or case studies. My OTOs would be additional info products that complement the Free + Shipping offer.



***If I was selling in Network or Affiliate Marketing...*** I'd use this funnel to give away free samples of my product when they pay the costs of the shipping. My upsells would be about getting on a subscription of the product at a discount or about joining my opportunity.



***If I was selling in Ecommerce...*** I'd figure out which of my products was the best Tripwire offer and sell it on the Two Step Sales Page. I would then look at my OTOs as my "cart" - what would be the next logical thing that these customers would want to purchase? I would make those all one click upsells.



***If I was selling my Professional Services...*** I'd create an 'in-home kit' version of my services on a Free + Shipping model. My OTOs would include a purchase to my regular service and a complementary info product as my second OTO.



***If I was selling Business-to-Business...*** I'd create an amazing white paper report on my industry and give it away for free when they pay shipping. I could then easily upsell my core product.



***If I was selling in a Retail / Brick & Mortar Business...*** I'd take my most popular, lower-ticket product and offer it on a Free + Shipping model to those in my community. I'd be sure to offer a walk-in coupon on my Order Confirmation page too.

# 2-STEP TRIPWIRE FUNNEL

## TWO STEP SALES PAGE

**Here's Your Attention Getting Headline**  
Here's Your Attention Getting Headline

**1 SHIPPING** Where to Ship    **2 Your Info** Your Billing Info

Full Name...  
Email Address...  
Phone Number...

**SHIPPING**  
Address  
City  
State / Province    Zip Code  
Country

**Ship Me My Product**  
Sub-Headline button text here

Text that goes down here that nobody actually reads but you need it so you don't get sued



## OTO PAGE

LOGO

Step 1: Create Account    Step 2: Customize Order    Step 3: Order Complete

**Here's Your Attention Getting Headline**  
This is your sub-headline to increase credibility or curiosity

**YES! Add To My Order Now...**  
Add to Order - Just \$27

No Thanks, I Don't Need This Now



## OFFER WALL PAGE

LOGO

**Here's Your Attention Getting Headline**  
This is your sub-headline to increase credibility or curiosity

Your Product Receipt:

Item	Price
Purchased Item	\$7.95

IMAGE    IMAGE    IMAGE

**SPECIAL OFFER CLICK HERE**  
YES! Grab This FREE OFFER NOW!

**SPECIAL OFFER CLICK HERE**  
YES! Grab This FREE OFFER NOW!

**SPECIAL OFFER CLICK HERE**  
YES! Grab This FREE OFFER NOW!



## Downsale Page

LOGO

Step 1: Create Account    Step 2: Customize Order    Step 3: Order Complete

**Here's Your Attention Getting Headline**  
This is your sub-headline to increase credibility or curiosity

**YES! Add To My Order Now...**  
Add to Order - Just \$27

No Thanks, I Don't Need This Now

**AUTOMATION**

**Follow-Up Funnels**

# VIDEO SALES LETTER FUNNEL



TYPE  
**Buyer**



PAGES  
**4**



TIME  
**1h**

## PAGES

VSL + Order

OTO

Downsell

Offer Wall



Watch me build this  
funnel live at [www.  
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com/funnels](http://www.FunnelHackersCookbook.com/funnels)

## DIRECTIONS

A video sales letter funnel has a video that makes the sale for your product or service. Often times people will hide the “Add To Cart” button until after the video has revealed the price. This isn't necessary, but simple to do inside of ClickFunnels. The video sales letter sells your product, you can include an Order Form Bump on the order form, and then we normally have an upsell and potentially a downsale.



# How to Use The Video Sale Letter Funnel In Your Business

---



***If I was selling as an Author / Speaker / Coach / Consultant...*** I'd take my sales copy and turn it into a Video Sales Letter pitching people on my main offer. Then I'd upsell a more expensive info product and downsell a payment plan. My offer wall would include more free or low-ticket products.



***If I was selling in Ecommerce...*** I'd use this funnel to sell ecommerce products that were more expensive. My upsell would be an offer to get more of the same thing. My downsell may include a payment plan.



***If I was selling Business-to-Business...*** I'd find my competitors customers and ask why they didn't buy from me. Then, I'd take that feedback and create a VSL to sell my main product. My upsell would sell a seat to my next corporate event, about my product. My downsell would sell cheaper seats, further back.



***If I was selling in Network or Affiliate Marketing...*** I'd take my MLM's sales message and turn it into a VSL to sell the opportunity. The upsell would offer the product, and the downsell would offer a payment plan.

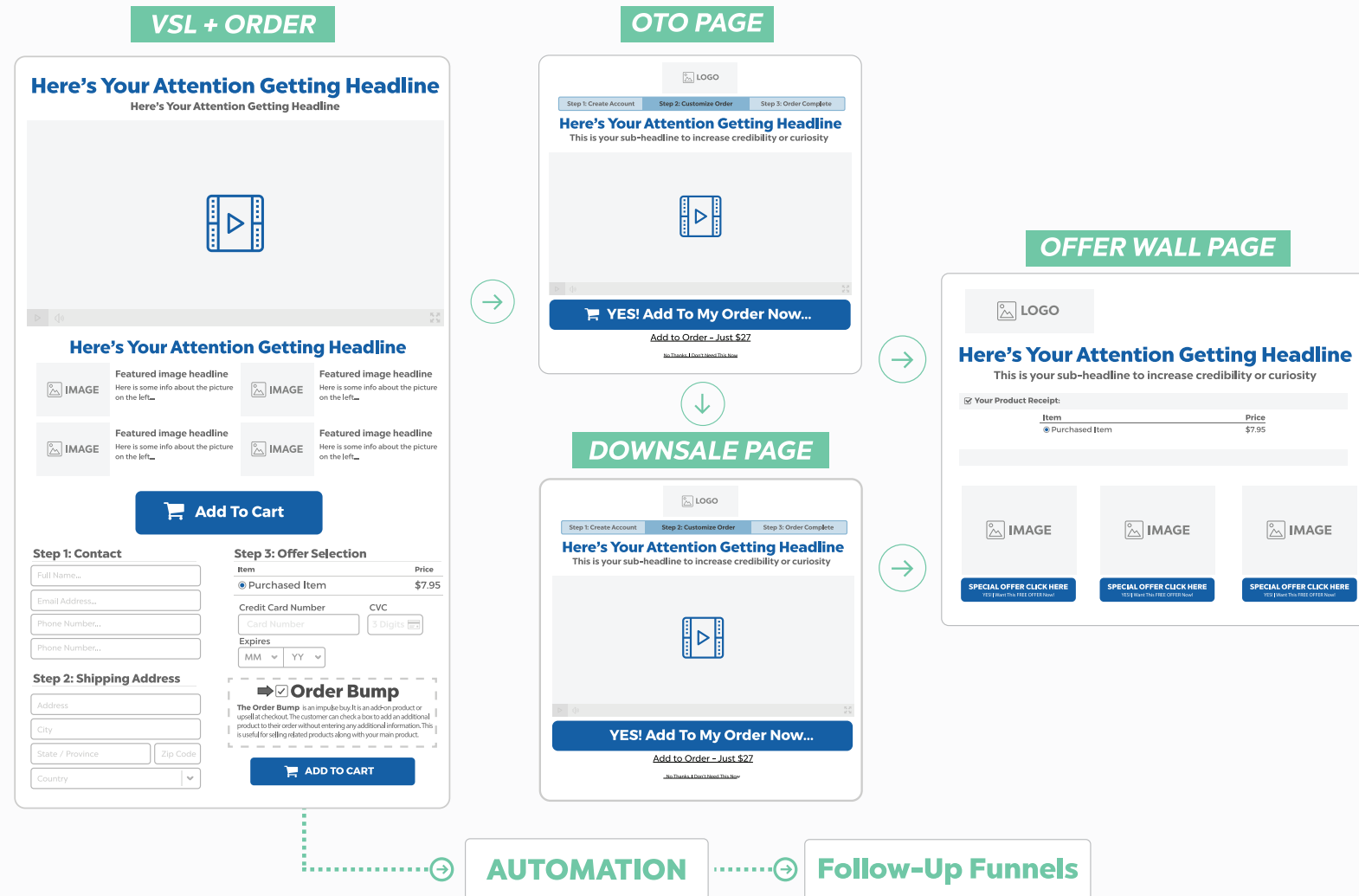


***If I was selling my Professional Services...*** I would create a VSL offering either a discount for my services or a bundle of my service with other training or info products I had created. My upsell would be offering continuity and my downsell would offer a payment plan if they agree to schedule a follow up session.



***If I was selling in a Retail / Brick & Mortar Business...*** I'd create a VSL selling a bundle of my products or services. Then my upsell would ask them to buy a higher priced item with a coupon for a second in the future. My downsell would offer a 2-pay option.

# VIDEO SALES LETTER FUNNEL



# SALES LETTER FUNNEL



TYPE  
**Buyer**



PAGES  
**4**



TIME  
**1h**

## PAGES

Sales Letter Order Form

OTO Page

Downsell

Offer Wall



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funnel live at [www.  
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com/funnels](http://www.FunnelHackersCookbook.com/funnels)

## DIRECTIONS

This funnel uses a long form sales letter to sell the product or service up front. It gets its name because of the script we use for our sales letters in the DotComSecrets book called “Star, Story, Solution.”

The sales letter sells your front end product, and then you have upsells and downsells immediately after the main offer to increase the average cart value.

## How to Use The Sales Letter Funnel In Your Business

---



***If I was selling as an Author / Speaker / Coach / Consultant...*** I'd use this funnel to sell an introductory product and tell the story of how I got into my industry. I'd upsell a higher-ticket info product. My downsell would be the same thing but with a payment plan.



***If I was selling in Ecommerce...*** I'd use this funnel to tell the story around a customer using my product or how / why we created it. My one-time-offers could include other complementary products and services.



***If I was selling Business-to-Business...*** I'd use this funnel to tell the story of the founder and the early epiphanies and trials that were involved in the company's main product or service and then sell that thing to them through the sales letter. I would then upsell them other complementary services.

***If I was selling in Network or Affiliate Marketing...*** I'd use this funnel to tell the



story behind the main front end product, and then make them a special offer in the letter. I could then possibly upsell other products in the product line or try to get them to become a distributor.



***If I was selling my Professional Services...*** I'd find out why people go to my competitors instead of me, then I'd write a story that included false beliefs potential customers have about my business. I'd offer my main service on the first page, a membership program as the upsell, and then a \$10 coupon if they book their follow up session with me before they leave.



***If I was selling in a Retail / Brick & Mortar Business...*** With emotion, I'd briefly write the story of why I got into my brick and mortar business and then create an offer for them. My upsells would include another higher ticket item, and the downsell would be a payment plan version of the same. My offer wall would include special walk-in coupons.

# SALES LETTER FUNNEL

## SALES LETTER PAGE

**Here's Your Attention Getting Headline**  
This is your sub-headline to increase credibility or curiosity

Here's where you write your compelling message, keep your sentences and paragraphs short.  
Use **\*bold\***, underline and *italics* to emphasize important points.  
Don't be boring! Pretend you're telling a mystery story. Keep your audience captivated. Eliminate any and all superfluous redundant words that only serve to unnecessarily complicate and hinder the flow and ease of the reader's experience ( i.e. get to the point)

**This is your sub-headline to increase credibility or curiosity**

Here's where you write your compelling message, keep your sentences and paragraphs short.  
Use **\*bold\***, underline and *italics* to emphasize important points.  
Don't be boring! Pretend you're telling a mystery story. Keep your audience captivated. Eliminate any and all superfluous redundant words that only serve to unnecessarily complicate and hinder the flow and ease of the reader's experience ( i.e. get to the point)



**This is your sub-headline to increase credibility or curiosity**

Here's where you write your compelling message, keep your sentences and paragraphs short.  
Use **\*bold\***, underline and *italics* to emphasize important points.  
Don't be boring! Pretend you're telling a mystery story. Keep your audience captivated. Eliminate any and all superfluous redundant words that only serve to unnecessarily complicate and hinder the flow and ease of the reader's experience ( i.e. get to the point)

Add To Cart

Here's where you write your compelling message, keep your sentences and paragraphs short.  
Use **\*bold\***, underline and *italics* to emphasize important points.  
Don't be boring! Pretend you're telling a mystery story. Keep your audience captivated. Eliminate any and all superfluous redundant words that only serve to unnecessarily complicate and hinder the flow and ease of the reader's experience ( i.e. get to the point)

**Here's Your Attention Getting Headline**  
Here's Your Attention Getting Headline

**Step 1: Contact**

Full Name...  
Email Address...

**Step 3: Offer Selection**

Item	Price
☉ Purchased Item	\$7.95
Credit Card Number	CVC

## OTO PAGE

LOGO

Step 1: Create Account Step 2: Customize Order Step 3: Order Complete

**Here's Your Attention Getting Headline**  
This is your sub-headline to increase credibility or curiosity

**YES! Add To My Order Now...**  
Add to Order - Just \$27

## DOWNSALE PAGE

LOGO

Step 1: Create Account Step 2: Customize Order Step 3: Order Complete

**Here's Your Attention Getting Headline**  
This is your sub-headline to increase credibility or curiosity

**YES! Add To My Order Now...**  
Add to Order - Just \$27

## OFFER WALL PAGE

LOGO

**Here's Your Attention Getting Headline**  
This is your sub-headline to increase credibility or curiosity

☑ Your Product Receipt:

Item	Price
☉ Purchased Item	\$7.95

IMAGE IMAGE IMAGE

SPECIAL OFFER CLICK HERE SPECIAL OFFER CLICK HERE SPECIAL OFFER CLICK HERE

## AUTOMATION

## Follow-Up Funnels

# MEMBERSHIP FUNNEL



TYPE  
**Buyer**



PAGES  
**4**



TIME  
**1h**

## PAGES

VSL + Order  
Offer Wall  
Membership Access  
Page  
Membership Page



*Watch me build this  
funnel live at [www.  
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com/funnels](http://www.FunnelHackersCookbook.com/funnels)*

## DIRECTIONS

Membership Funnels were created to sell people into membership sites, paid newsletters and more. There are different ways you could sell a membership site (for example, with a webinar or a sales letter), but in this template we will be using a video sales letter.

On the first page, someone will typically signup for some type of trial. On the Thank You Page they get a link to create their account in the member's area. Users create their own unique username and password and content unlocks based on the user's specific purchases.

## How to Use The Membership Funnel In Your Business



***If I was selling as an Author / Speaker / Coach / Consultant...*** I'd create a membership site that I could drip access to my trainings each week and sell access to the membership site in the VSL.



***If I was selling in Network or Affiliate Marketing...*** I'd create my team's marketing plan and put it in the members area. I'd give the marketing plan away for free when they join my downline.



***If I was selling in Ecommerce...*** I'd take my most popular physical products and create a membership training customers how to use it best. I then may give the product away for free when they join the membership site, or give the membership site for free when they purchase the product.



***If I was selling my Professional Services...*** I'd create a high-end info product upsell to my professional service and deliver it in a member's area.

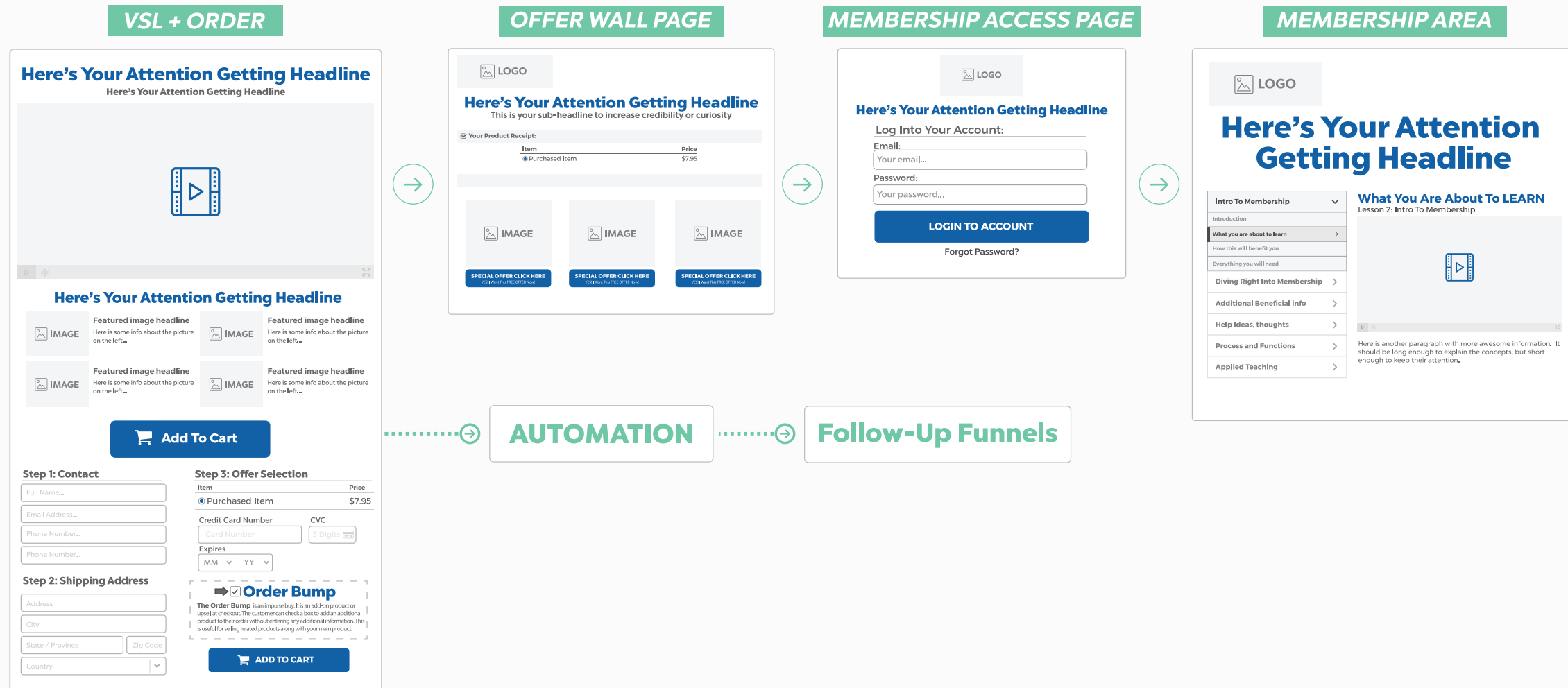


***If I was selling Business-to-Business...*** I would create an exclusive member's area for high-end, potential or current clients to do custom onboarding for them. This would allow me to personalize the experience of each client.



***If I was selling in a Retail / Brick & Mortar Business...*** I'd offer a rewards club (like Costco or Sams Club) where people could get discounts on our products and sell it through the Video Sales Letter Page.

# MEMBERSHIP FUNNEL





# DAILY DEAL FUNNEL



TYPE  
**Buyer**



PAGES  
**2**



TIME  
**30m**

## PAGES

Two Step Order Form  
Share Page



Watch me build this  
funnel live at [www.  
FunnelHackersCookbook.  
com/funnels](http://www.FunnelHackersCookbook.com/funnels)

## DIRECTIONS

Companies like Living Social and Groupon made the Daily Deal Funnel famous by getting companies to make an irresistible offer to get new clients into the front door. You can quickly create an offer, and run it as an evergreen campaign to consistently get new people into your business.

Begin with a Two-Step Order Page where you make the special offer, then on the Thank You Page, encourage your customers to share the same deal with their friends.

## How to Use The Daily Deal Funnel In Your Business

---



*If I was selling as an Author / Speaker / Coach / Consultant...* I'd use the Daily Deal funnel to highlight one of my products each week or during special holidays and attach a big discount coupon on the Thank You page that they can share with their friends.



*If I was selling in Network or Affiliate Marketing...* I'd use the Daily Deal Funnel to offer one of my bestselling products to first time customers and then ask them to share this offer with their friends on the Thank You Page. I'd use this funnel every time I needed new leads.



*If I was selling in Ecommerce...* I'd use the Daily Deal funnel to highlight one of my products each week or during special holidays and attach a big discount coupon on the Thank You page that they can share with their friends.



*If I was selling my Professional Services...* I'd use the Daily Deal Funnel to steeply discount my most popular service and give buyers a walk-in coupon to share with their friends.



*If I was selling Business-to-Business...* I'd take my most popular product or service and create a special discount offer for first time customers. My Thank You page would include a way to schedule a phone call for one-on-one onboarding.



*If I was selling in a Retail / Brick & Mortar Business...* I'd study the best selling offers on Groupon and model one of those to create my offer, then run it as an evergreen offer for new customers only.

# DAILY DEAL FUNNEL

## TWO STEP ORDER FORM

**Here's Your Attention Getting Headline**  
Here's Your Attention Getting Headline



**1 SHIPPING** Where to Ship    **2 Your Info** Your Billing Info

Full Name...  
Email Address...  
Phone Number...

**SHIPPING**


Address  
City  
State / Province    Zip Code  
Country

**Ship Me My Product**  
Sub Headline button text here


Text that goes down here that nobody actually reads but you need it so you don't get sued :)






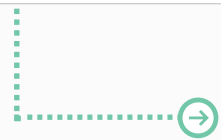
## SHARE PAGE

 LOGO

**Here's Your Attention Getting Headline**



 Facebook     Twitter     Google +



**AUTOMATION**



**Follow-Up Funnels**

# INVISIBLE FUNNEL

---



TYPE  
**Event**



PAGES  
**3**



TIME  
**45m**

---

## PAGES

VSL + Order

OTO

Offer Wall



Watch me build this  
funnel live at [www.  
FunnelHackersCookbook.  
com/funnels](http://www.FunnelHackersCookbook.com/funnels)

## DIRECTIONS

Invisible Funnels work by giving away a lot of value for free upfront, and only charging if the customer liked what they received. It's like going to a restaurant and only paying if you liked the food. Although it is free to attend, visitors register their seat after a Video Sales Letter on the first page by entering their credit card information even though no money is charged. An OTO is offered on the second page to increase Average Cart Value with additional products offered on the thank you page. If the customer likes the free training they are told to "do nothing, and your credit card will be billed in two days. If you didn't like the training, just let me know and we won't bill you at all."

## How to Use The Invisible Funnel In Your Business

---



***If I was selling as an Author / Speaker / Coach / Consultant...*** I'd use this funnel to test and sell a new product to my existing customers.



***If I was selling in Ecommerce...*** I'd give a little of my product away for free if they register their seat for this free training, which they'll only pay for if they liked it.



***If I was selling Business-to-Business...*** I'd let my customers attend a "live, free training" when they get a free demo version of my product/service. They'd only begin paying for the product if they saw an increase to their bottom line.



***If I was selling in Network or Affiliate Marketing...*** I'd get customers on a free training which demo's a new product, and

they'd only pay if they liked the demo. If I was selling the business opportunity, I'd create a free training on the opportunity and they'd only pay (the same amount as it is to join the MLM) if they liked the training...



***If I was selling my Professional Services...*** I'd use this funnel to get people to attend an in-person special training with others, about my services, which they'd only pay for if they liked the training, and which would go towards the purchase of a bundle of my services offered only to them at the end.

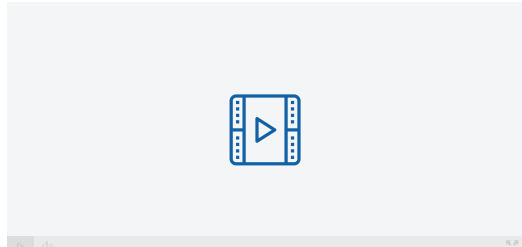


***If I was selling in a Retail / Brick & Mortar Business...*** I'd offer a bundle of my products at a steep discount but only if they attended my free training. They'd only pay if they liked it and it would go towards the purchase of my bundled-product offer.

# INVISIBLE FUNNEL

## VSL + ORDER

**Here's Your Attention Getting Headline**  
Here's Your Attention Getting Headline



**Here's Your Attention Getting Headline**  
Here is some info about the picture on the left...

**Here's Your Attention Getting Headline**  
Here is some info about the picture on the left...

**Here's Your Attention Getting Headline**  
Here is some info about the picture on the left...

**Here's Your Attention Getting Headline**  
Here is some info about the picture on the left...

**ADD TO CART**

**Step 1: Contact**

Full Name...  
Email Address...  
Phone Number...  
Phone Number...

**Step 2: Shipping Address**

Address...  
City...  
State / Province... Zip Code...  
Country...

**Step 3: Offer Selection**

Item	Price
<input checked="" type="radio"/> Purchased Item	\$7.95

Credit Card Number... CVC...  
Card Number... 3 Digits...  
Expires... MM... YY...

**Order Bump**

The Order Bump is an impulse buy. It is an add-on product or upsell at checkout. The customer can check a box to add an additional product to their order without entering any additional information. This is useful for selling related products along with your main product.

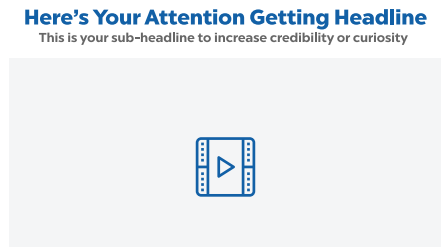
**ADD TO CART**

## OTO PAGE

LOGO

Step 1: Create Account Step 2: Customize Order Step 3: Order Complete

**Here's Your Attention Getting Headline**  
This is your sub-headline to increase credibility or curiosity



**YES! Add To My Order Now...**

Add to Order - Just \$27

No Thanks... I Don't Need This Now

## OFFER WALL PAGE

LOGO

**Here's Your Attention Getting Headline**  
This is your sub-headline to increase credibility or curiosity

Your Product Receipt:

Item	Price
<input checked="" type="radio"/> Purchased Item	\$7.95

**IMAGE** **IMAGE** **IMAGE**

**SPECIAL OFFER CLICK HERE** **SPECIAL OFFER CLICK HERE** **SPECIAL OFFER CLICK HERE**

**AUTOMATION**

**Follow-Up Funnels**

# WEBINAR FUNNEL

---



TYPE  
**Event**



PAGES  
**4**



TIME  
**1h**

---

## PAGES

Webinar Registration  
Webinar Confirmation  
Indoctrination Page  
Replay Page



*Watch me build this  
funnel live at [www.  
FunnelHackersCookbook.  
com/funnels](http://www.FunnelHackersCookbook.com/funnels)*

## DIRECTIONS

The Webinar Funnel gives the entrepreneur more time to close potential customers at a higher price point, as most webinars are at least one hour long, and gives more time to address the false beliefs of customers. Webinar Funnels are an “event” and are broken into two phases. During the first phase, visitors register for a seat to attend and hear success stories to increase curiosity. Unlike the Auto Webinar Funnel, this live version is usually hosted on a 3rd party software (Go-To-Webinar, Zoom, etc). During the second phase, visitors attend the live webinar and watch replays while the window to buy begins to close, creating true scarcity and urgency.

To learn more on how to create a webinar that sells, read my book “Expert Secrets” and it shows you slide by slide what to say to sell any product or service. You can get a free copy at [www.ExpertSecrets.com](http://www.ExpertSecrets.com).

# How to Use The Webinar Funnel In Your Business

---



***If I was selling as an Author / Speaker / Coach / Consultant...*** I'd use the Webinar Funnel to sell my mid-priced info product.



***If I was selling in Ecommerce...*** I'd bundle together several of my items to sell at a discount during a webinar.



***If I was selling Business-to-Business...*** Rather than calling it a "Webinar," I'd call it a "Product Demo" and use the webinar funnel to show off my product or services to potential, high-end buyers.



***If I was selling in Network or Affiliate Marketing...*** I'd use the webinar funnel to close people on my MLM's product or services at a bundled price and, during checkout, have the option for people to join auto-ship at an event bigger discount.



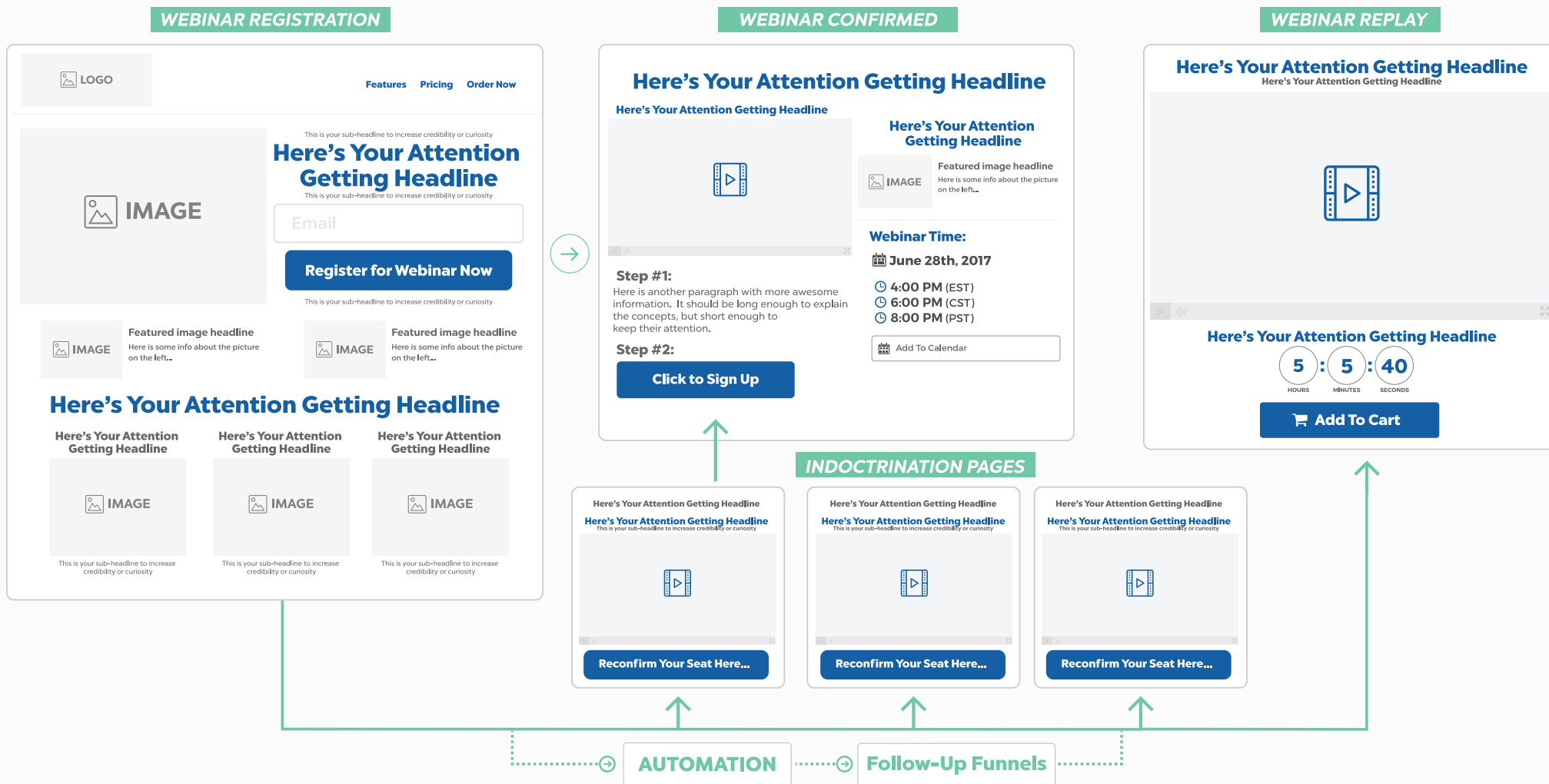
***If I was selling my Professional Services...*** I'd use this funnel to sell my services on a recurring basis at a discount. I'd tell my customers the "event" is coming up and ask them to fill out a "survey" about their biggest challenges with my industry. The webinar would be sure to hit their collective challenges.



***If I was selling in a Retail / Brick & Mortar Business...*** I'd use this funnel to sell repeat customers on my customer rewards program to keep them attending my location.



# WEBINAR FUNNEL



# AUTOWEBINAR FUNNEL

---



TYPE  
**Event**



PAGES  
**5**



TIME  
**1.25h**

---

## PAGES

Webinar Registration  
Webinar Confirmation  
Webinar Broadcast  
Replay Page  
Indoctrination Pages



*Watch me build this  
funnel live at [www.  
FunnelHackersCookbook.  
com/funnels](http://www.FunnelHackersCookbook.com/funnels)*

## DIRECTIONS

The Auto Webinar Funnel is used after an entrepreneur has proven their offer several times previously in the Webinar Funnel. The major difference in this funnel is that the historically best converting webinar is uploaded online (YouTube, Vimeo, etc) and is embedded in its own “Webinar Broadcast Page.”

Auto webinars can play every hour around the clock selling your products and services automatically for you. Someone registers for the webinar on the registration page, then they are taken to a confirmation page where they can see the date and time for their event.

They are then emailed links to indoctrination pages where you can get them excited about the training they either are about to get on, or just completed.

After their presentation time has passed, they are then emailed links to a replay room where they have one last chance to watch the webinar.

## How to Use The Autowe Webinar Funnel In Your Business

---



*If I was selling as an Author / Speaker / Coach / Consultant...* I'd use the Webinar Funnel to sell my mid-priced info product.



*If I was selling in Ecommerce...* I'd bundle together several of my items to sell at a discount during a webinar.



*If I was selling Business-to-Business...* Rather than calling it a "Webinar," I'd call it a "Product Demo" and use the webinar funnel to show off my product or services to potential, high-end buyers.



*If I was selling in Network or Affiliate Marketing...* I'd use the webinar funnel to close people on my MLM's product or services at a bundled price and, during checkout, have the option for people to join auto-ship at an event bigger discount.

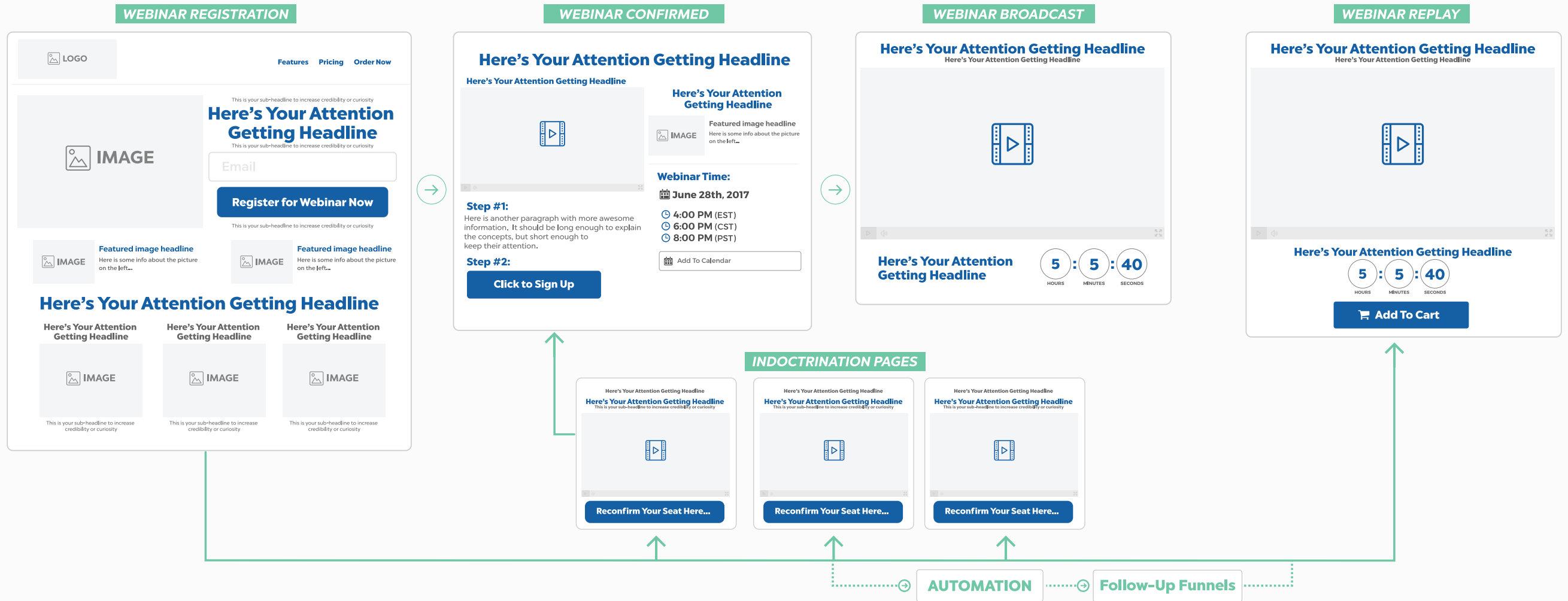


*If I was selling my Professional Services...* I'd use this funnel to sell my services on a recurring basis at a discount. I'd tell my customers the "event" is coming up and ask them to fill out a "survey" about their biggest challenges with my industry. The webinar would be sure to hit their collective challenges.



*If I was selling in a Retail / Brick & Mortar Business...* I'd use this funnel to sell repeat customers on my rewards program to keep them attending my location.

# AUTOWEBINAR FUNNEL



# PRODUCT LAUNCH FUNNEL

---



TYPE  
**Event**



PAGES  
**4**



TIME  
**1h**

---

## PAGES

Product Launch  
Sales Page X 3  
Product Launch  
+ Order Page



*Watch me build this  
funnel live at [www.  
FunnelHackersCookbook.  
com/funnels](http://www.FunnelHackersCookbook.com/funnels)*

## DIRECTIONS

Much like Hollywood giving previews before a movie release, the Product Launch Funnel lets an entrepreneur build anticipation before a customer is allowed to buy a product. Small marketing “previews” about the product are sent, usually at least a day apart, to build scarcity and urgency for the final day when the “cart opens” and customers may buy for a limited time.

A defining feature of the Product Launch Funnel is closing the cart after a few days. This concept was pioneered by Jeff Walker and helped thousands of entrepreneurs to launch new companies overnight. You can learn more about what to put in the product launch videos in both the “Dot Com Secrets” book as well as the “Expert Secrets” book.

## How to Use The Product Launch Funnel In Your Business

---



*If I was selling as an Author / Speaker / Coach / Consultant...* I'd use the Product Launch Funnel to build anticipation around a big new product I've been talking about for a while. But I'd only leave the cart open for a few days and close it when the seats are full.



*If I was selling in Network or Affiliate Marketing...* I'd use this funnel to either roll out a new product line to my downline, or sell access to joining my opportunity where they get more exclusive group training from me when they join during the open cart.



*If I was selling in Ecommerce...* I'd use this funnel to sell a big bundle of products at a discount and close the cart when I run out of inventory.



*If I was selling my Professional Services...* I'd use this funnel during the holidays to launch a special, discounted bundle of my services and close the cart for everyone a day after the holiday was over.

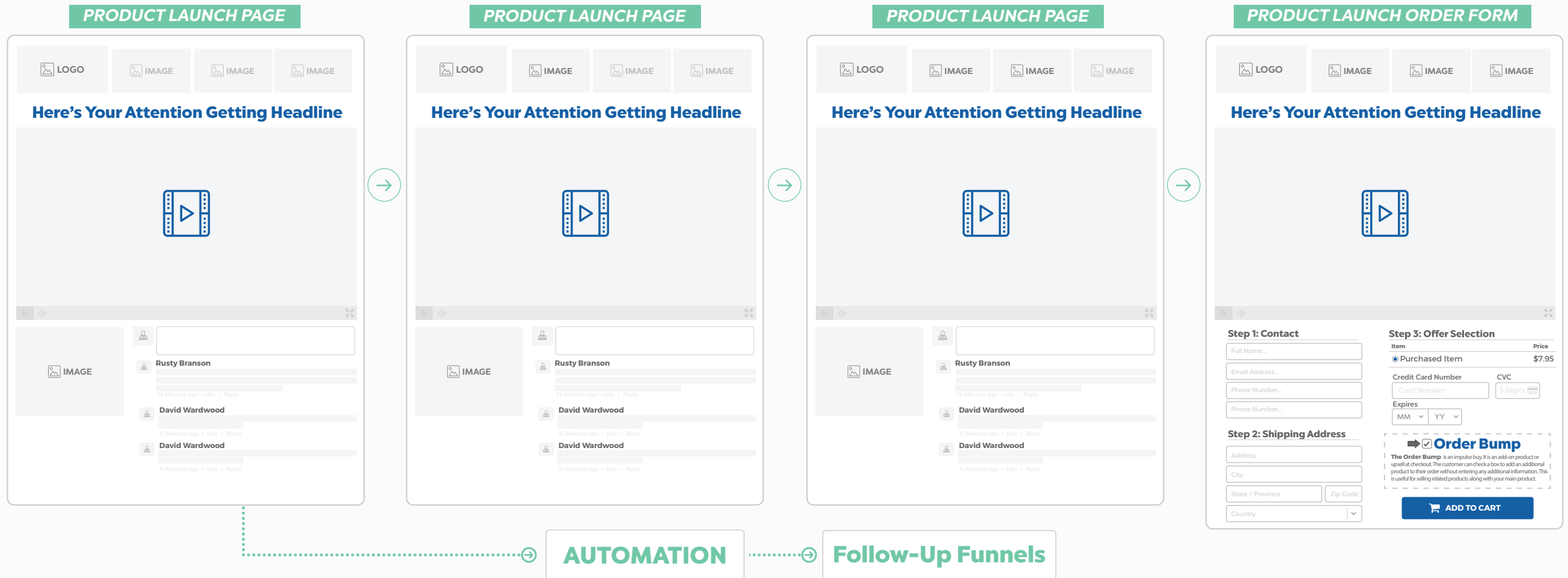


*If I was selling Business-to-Business...* I'd use this funnel to create a virtual event around the launch of a big new product or service and sell beta access for a few days. Then I'd close the cart down to give personalized attention to those who bought beta.



*If I was selling in a Retail / Brick & Mortar Business...* I'd create a special offer around the local holidays and send a launch sequence to my regular customers telling them when their "cart" will be open and close to buy.

# PRODUCT LAUNCH FUNNEL



# HERO FUNNEL



TYPE  
**Other**



PAGES  
**2**



TIME  
**30m**

## PAGES

Hero Page

Thank You Page



Watch me build this  
funnel live at [www.  
FunnelHackersCookbook.  
com/funnels](http://www.FunnelHackersCookbook.com/funnels)

## DIRECTIONS

Use a Hero Funnel to showcase you as the entrepreneur, your story, and build a list of followers while you do so. This funnel starts by sharing some of your bio, getting people to join your email newsletter, and then asking them to follow you on your social media accounts.



## How to Use The Hero Funnel In Your Business



***If I was selling as an Author / Speaker / Coach / Consultant...*** I would tell people my origin story, ask them to join my list and follow me on social media.



***If I was selling in Network or Affiliate Marketing...*** I would tell people my origin story, ask them to join my list and follow me on social media.



***If I was selling in Ecommerce...*** I would tell people my origin story, ask them to join my list and follow me on social media.



***If I was selling my Professional Services...*** I would tell people my origin story, ask them to join my list and follow me on social media.



***If I was selling Business-to-Business...*** I would tell people my origin story, ask them to join my list and follow me on social media.




***If I was selling in a Retail / Brick & Mortar Business...*** I would tell people my origin story, ask them to join my list and follow me on social media.

# HERO FUNNEL

## HERO PAGE

**Here's Your Attention Getting Headline**

 **IMAGE**

This is your sub-headline to increase credibility or curiosity





Here's where you write your compelling message, keep your sentences and paragraphs short.

Use **\*bold\***, underline and *italics* to emphasize important points.


Email

**Click to Sign Up**

This is your sub-headline to increase credibility or curiosity

 Facebook  Twitter  Instagram  Youtube

## CLICK POP


 LOGO

**Here's Your Attention Getting Headline**

Email Address


**Get Started**

## THANK YOU PAGE

 LOGO

**Here's Your Attention Getting Headline**

This is your sub-headline to increase credibility or curiosity



This is your sub-headline to increase credibility or curiosity

AUTOMATION

Follow-Up Funnels

# HOMEPAGE FUNNEL

---



TYPE  
**Other**



PAGES  
**2**



TIME  
**30m**

---

## PAGES

Home Page

Thank You Page



*Watch me build this  
funnel live at [www.  
FunnelHackersCookbook.  
com/funnels](http://www.FunnelHackersCookbook.com/funnels)*

## DIRECTIONS

The Home Page Funnel lets the entrepreneur have elements of a traditional “home page” website, but turn it into an actual lead funnel. The first page tells the story of the business and invites visitors to optin. They can also choose from the most popular products featured below. As opposed to the Hero Funnel, which highlights the entrepreneur, a home page funnel is good at featuring the business’ origins with several popular products.

## How to Use The Homepage Funnel In Your Business

---



*If I was selling as an Author / Speaker*

*/ Coach / Consultant...* I would use this funnel to highlight the story of my business and its birth. Then, I'd choose my most popular products to feature below my company's story.



*If I was selling in Network or Affiliate*

*Marketing...* I'd build a home page funnel for myself *and* for each person in my downline and tell the emotional story of the company with our distributor links at the bottom to buy the products.



*If I was selling in Ecommerce...* I would use this funnel to show how my product is made and why it's made differently. Then I'd put links, with coupons, to my product below the video.



*If I was selling my Professional*

*Services...* I'd take time to gather powerful testimonials of my customers on video and then tell the story of my company right afterward. Links below the video would include a coupon if they scheduled an appointment right there.



*If I was selling Business-to-Business...*

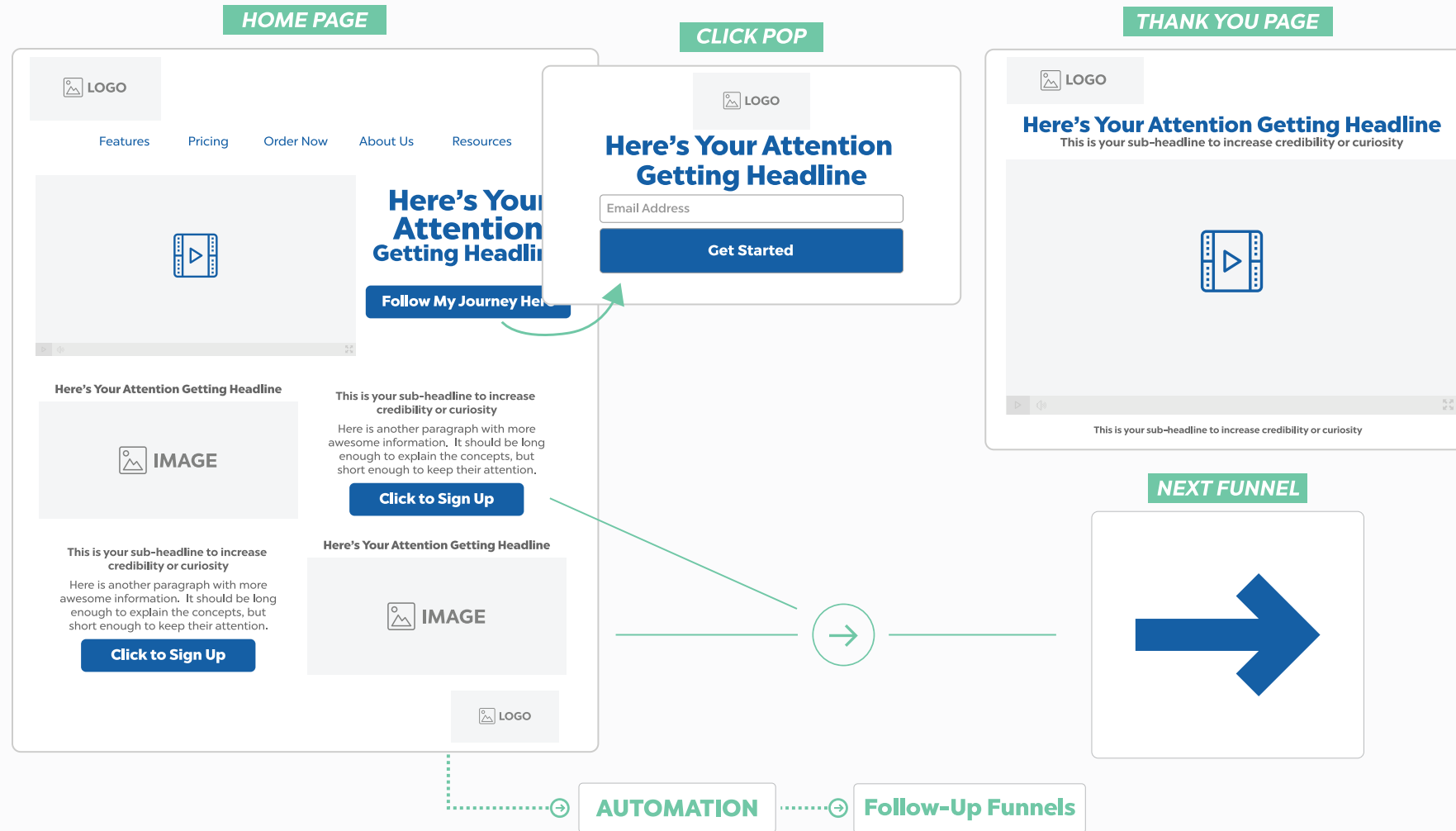
I'd use the Home Page Funnel to dive deep into my company's history and the emotion behind why it was started. Then, I'd put my most popular products below.



*If I was selling in a Retail / Brick & Mortar*

*Business...* I'd use this funnel to tell the story of my company and to feature all of our top selling products and services.

# HOMEPAGE FUNNEL



# CANCELLATION FUNNEL



TYPE  
**Other**



PAGES  
**2**



TIME  
**30m**

## PAGES

Survey Page

Article Page



Watch me build this  
funnel live at [www.  
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com/funnels](http://www.FunnelHackersCookbook.com/funnels)

## DIRECTIONS

The Cancellation Funnel is used when a customer is trying to either refund, cancel a service, or return a product. Many times they are canceling because they don't understand something about what you offer. Doing a quiz first lets you figure out what their specific concern is, and then you can try to save the sale on the next page. This can drastically reduce refunds, cancellations and churn.

## How to Use The Cancellation Funnel In Your Business

---



*If I was selling as an Author / Speaker / Coach / Consultant...* I'd use the cancellation funnel if someone was trying to cancel or refund one of my info products or cancel a membership site.



*If I was selling in Network or Affiliate Marketing...* I would show those who were trying to cancel how close they already are to "gold" and remind them of all the work they've already done, which they'll lose if they leave.



*If I was selling in Ecommerce...* I would use this funnel if someone was trying to return a product so I could have a chance to save the sale.



*If I was selling my Professional Services...* I'd use this funnel to show customers how their results will change from prolonged absence. Then, I'd give them a massive discount on their next service if they upgrade right now.



*If I was selling Business-to-Business...* I'd use the cancellation funnel to show my customer what the other, very expensive and time consuming options are if they cancel. Then, I'd apply a discount on their service for the next month.



*If I was selling in a Retail / Brick & Mortar Business...* I'd show customers the increased prices when they leave my rewards and membership club. I'd also show how much they've already saved in my program.

# CANCELLATION FUNNEL

## CANCELLATION PAGE

LOGO

### Here's Your Attention Getting Question?

Progress Bar

- Answer #1 - That will allow you to know who they are...
- Answer #2 - Or what they are looking for...
- Answer #3 - How they would like to do it...

**NEXT →**

→ **AUTOMATION**

→ **Follow-Up Funnels**

## ARTICLE PAGE

LOGO Features Pricing Order Now

### Here's Your Attention Getting Headline

Here's where you write your compelling message, keep your sentences and paragraphs short.

Use **"bold"**, underline and *italics* to emphasize important points.

Don't be boring! Pretend you're telling a mystery story. Keep your audience captivated. Eliminate any and all superfluous redundant words that only serve to unnecessarily complicate and hinder the flow and ease of the reader's experience (i.e. get to the point)

**This is your sub-headline to increase credibility or curiosity**

- Here's some bullets to get them curious...Something they just have to know the answer to...
- Or something bizarre detail about how you found your solution...
- Maybe something they're secretly insecure about or afraid of...
- Or how to avoid something really painful!
- Basically, any detail that gets people to say "tell me more"

**Large Call to Action Headline**  
Here is another paragraph with more awesome information, it should be long enough to explain the concepts, but short enough to keep their attention.

**Featured image headline**  
Here is some info about the picture on the left...

**SPECIAL OFFER CLICK HERE**  
YES! I want this FREE OFFER now!

LOGO Features Pricing Order Now

### Here's Your Attention Getting Headline

Here's where you write your compelling message, keep your sentences and paragraphs short.

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Don't be boring! Pretend you're telling a mystery story. Keep your audience captivated. Eliminate any and all superfluous redundant words that only serve to unnecessarily complicate and hinder the flow and ease of the reader's experience (i.e. get to the point)

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**SPECIAL OFFER CLICK HERE**  
YES! I want this FREE OFFER now!

LOGO Features Pricing Order Now

### Here's Your Attention Getting Headline

Here's where you write your compelling message, keep your sentences and paragraphs short.

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- Or how to avoid something really painful!
- Basically, any detail that gets people to say "tell me more"

**Large Call to Action Headline**  
Here is another paragraph with more awesome information, it should be long enough to explain the concepts, but short enough to keep their attention.

**Featured image headline**  
Here is some info about the picture on the left...

**SPECIAL OFFER CLICK HERE**  
YES! I want this FREE OFFER now!



# STOREFRONT FUNNEL



TYPE  
**Other**



PAGES  
**1**



TIME  
**15m**

## PAGES

Storefront



Watch me build this  
funnel live at [www.  
FunnelHackersCookbook.  
com/funnels](http://www.FunnelHackersCookbook.com/funnels)

## DIRECTIONS

The Storefront Funnel is a small funnel that is similar to window shopping. It's a single page where all of your products sit together with links to other individual funnels and products.

It mimics a more traditional ecommerce website, but each product pushes into a funnel that efficiently sales that product.

## How to Use The Storefront Funnel In Your Business

---



***If I was selling as an Author / Speaker / Coach / Consultant...*** I would put all of my product images on the storefront page and then link back to their own individual funnels.



***If I was selling in Network or Affiliate Marketing...*** I'd get good pictures of all the products that I am able to sell, and then place them on the Storefront funnel.



***If I was selling in Ecommerce...*** I would put all of my products, as well as bundle-packs I might be offering, on the storefront funnel and then link back to each individual funnel.



***If I was selling my Professional Services...*** I'd get images that represented my services or products and put them on the Storefront Funnel.

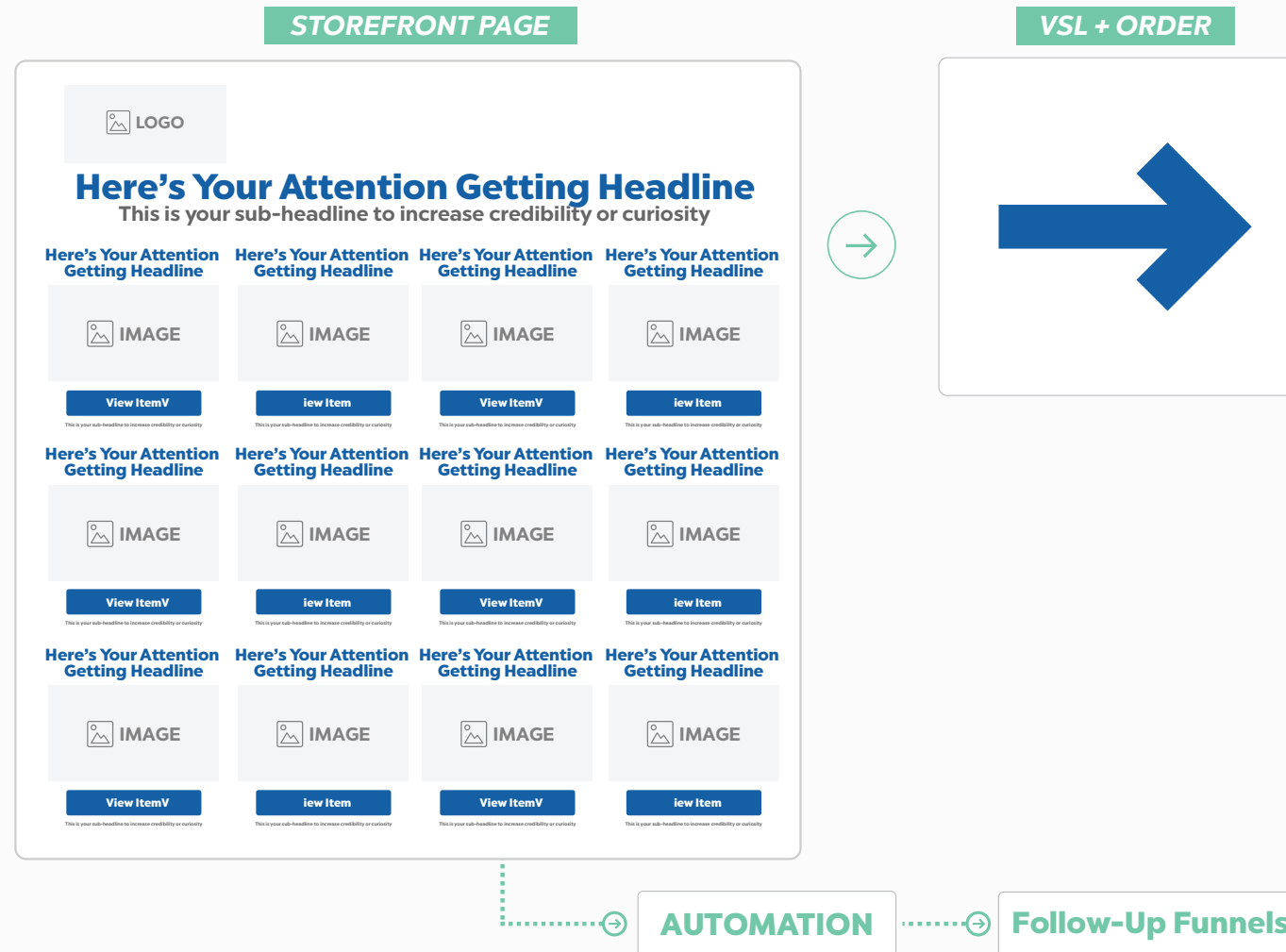


***If I was selling Business-to-Business...*** I'd take all of my products and services and put them on the Storefront funnel so I could point existing customers back to this page.



***If I was selling in a Retail / Brick & Mortar Business...*** I'd take my most popular products and put them on the storefront page.

# STOREFRONT FUNNEL



# SUMMIT FUNNEL



TYPE  
**Other**



PAGES  
**3**



TIME  
**45m**

## PAGES

Sales Letter Page

VSL + Order

Share Page



Watch me build this  
funnel live at [www.  
FunnelHackersCookbook.  
com/funnels](http://www.FunnelHackersCookbook.com/funnels)

## DIRECTIONS

Summit Funnels are the perfect way for entrepreneurs to provide value and become more of an authority figure in their industry. It happens by putting together an online summit with multiple speakers that you interview. You let people register for the summit for free, and then potentially upsell them on the recordings. It's a great way to build a list and brand your authority.

On the Sales Letter Page, I'd get a biography of each person and put their headshot on the registration page. My upsell would include offering the recordings of the event, and then on the Share Page I'd get them to invite their friends to the event.

## How to Use The Summit Funnel In Your Business



***If I was selling as an Author / Speaker / Coach / Consultant...*** I'd find all the top experts (authors, podcasters, speakers) in my industry and ask to interview them on my summit.



***If I was selling in Network or Affiliate Marketing...*** I would find all the top leaders in my company and ask to interview them on my summit.



***If I was selling in Ecommerce...*** I'd find all the top product owners in my industry and ask to interview them on my summit.



***If I was selling my Professional Services...*** I would find all the top service providers in my industry and ask to interview them on my summit.



***If I was selling Business-to-Business...*** I would find all the top service providers in my industry and ask to interview them on my summit.



***If I was selling in a Retail / Brick & Mortar Business...*** I'd get all the local businesses around me, who had the customers I wish I had, and I'd go create a summit where the community could learn from and hear about each of the local entrepreneurs.

# SUMMIT FUNNEL

## SALES LETTER PAGE

### Here's Your Attention Getting Headline

This is your sub-headline to increase credibility or curiosity

Here's where you write your compelling message, keep your sentences and paragraphs short.

Use **\*bold\***, underline and *italics* to emphasize important points.

Don't be boring! Pretend you're telling a mystery story. Keep your audience captivated. Eliminate any and all superfluous redundant words that only serve to unnecessarily complicate and hinder the flow and ease of the reader's experience ( i.e. get to the point)

This is your sub-headline to increase credibility or curiosity

Here's where you write your compelling message, keep your sentences and paragraphs short.

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Here's where you write your compelling message, keep your sentences and paragraphs short.

Use **\*bold\***, underline and *italics* to emphasize important points.



Add To Cart



## CLICK POP

### Here's Your Attention Getting Headline

Email Address

Get Started

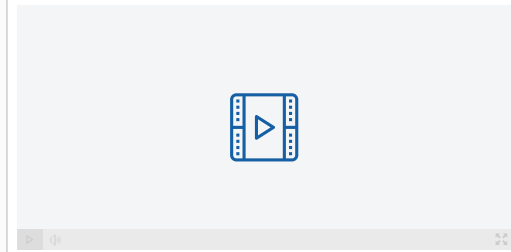
AUTOMATION

Follow-Up Funnels

## VSL + ORDER

### Here's Your Attention Getting Headline

Here's Your Attention Getting Headline



### Here's Your Attention Getting Headline

	Featured image headline Here is some info about the picture on the left...		Featured image headline Here is some info about the picture on the left...
	Featured image headline Here is some info about the picture on the left...		Featured image headline Here is some info about the picture on the left...

Add To Cart

**Step 1: Contact**

Full Name...  
Email Address...  
Phone Number...  
Phone Number...

**Step 2: Shipping Address**

Address...  
City...  
State / Province... Zip Code...  
Country...

**Step 3: Offer Selection**

Item	Price
<input checked="" type="radio"/> Purchased Item	\$7.95

Credit Card Number CVC  
Card Number 5 Digits  
Expires MM YY

**Order Bump**

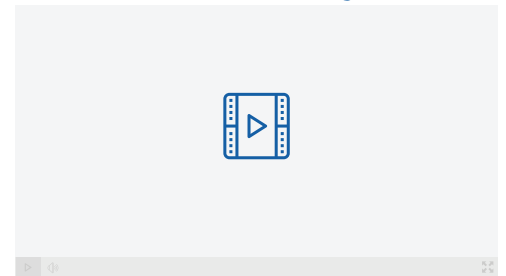
The Order Bump is an impulse buy. It is an add-on product or upsell at checkout. The customer can check a box to add an additional product to their order without entering any additional information. This is useful for selling related products along with your main product.

ADD TO CART

## SHARE PAGE

LOGO

### Here's Your Attention Getting Headline



Facebook Twitter Google+

# LIVE DEMO FUNNEL



TYPE  
**Other**



PAGES  
**2**



TIME  
**30m**

## PAGES

Live Demo Page  
Thank You Page



*Watch me build this  
funnel live at [www.  
FunnelHackersCookbook.  
com/funnels](http://www.FunnelHackersCookbook.com/funnels)*

## DIRECTIONS

The Live Demo Funnel is a great way to show off your product by you simply using it in front of your customers. This gives the entrepreneur a way to answer live questions and demonstrate their product. Do this by hosting a periodic live show that others can also attend live. Remind viewers where they can get the product you're showing and keep additional episodes below. The best known example of this type of funnel is at [www.FunnelFridays.com](http://www.FunnelFridays.com).

## How to Use The Live Demo Funnel In Your Business

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***If I was selling as an Author / Speaker / Coach / Consultant...*** I would create a live, weekly Q&A show built around the product. I'd have a link to purchase the product below but also any other relatable info products.



***If I was selling in Network or Affiliate Marketing...*** I'd create a fun and motivating show around my company's product, which would first focus on selling the product. Yet, throughout the show I'd let people know how they could join my team and make money doing what I was doing also.



***If I was selling in Ecommerce...*** I'd take my most popular and my most profitable products and do live demonstrations of me using the product.



***If I was selling my Professional Services...*** I'd create a weekly show talking about the service I provide, and then push those people to signup for my services.



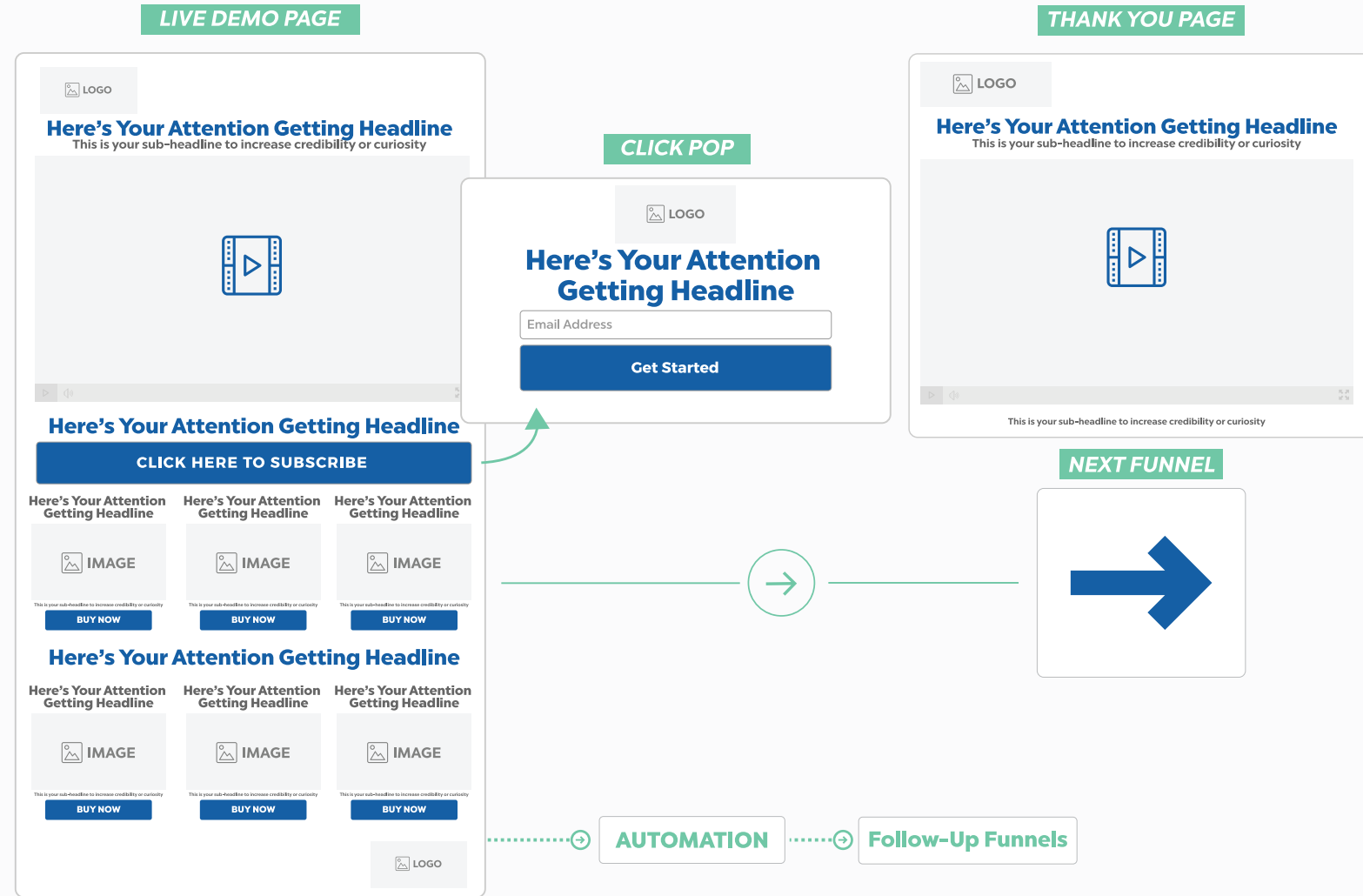
***If I was selling Business-to-Business...*** I'd record my live Q&A shows and post them on the Live Demo Funnel with links to upgrade their service and even buy additional ones.



***If I was selling in a Retail / Brick & Mortar Business...*** I'd take a mixture of my top selling products and show myself using them together. Then I'd have a link to buy the bundle below the live video.



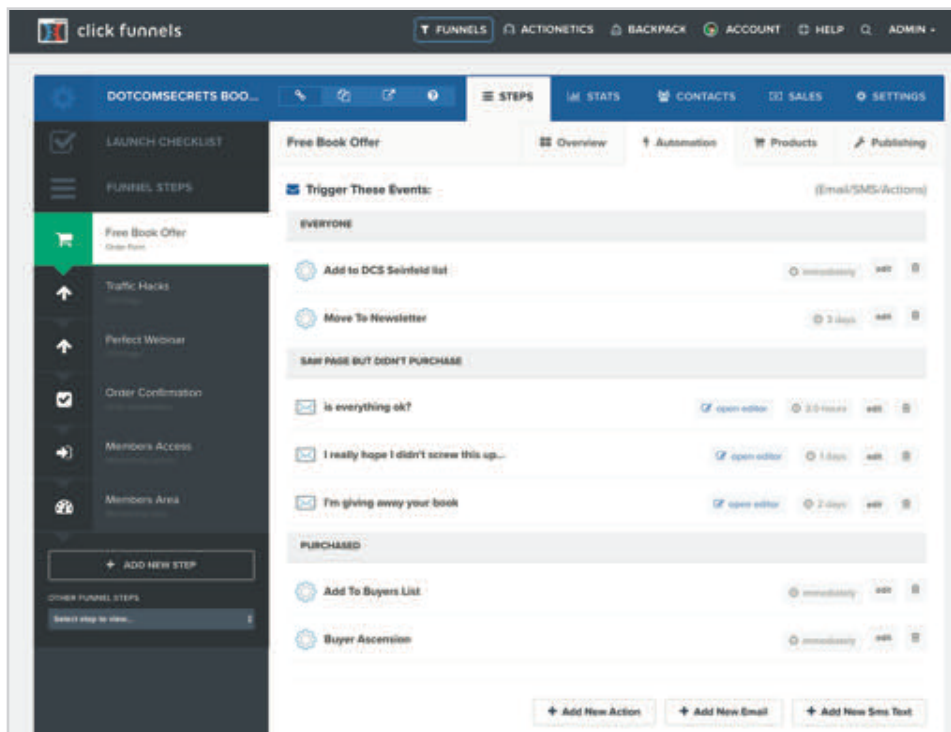
# LIVE DEMO FUNNEL





# AUTOMATION & FOLLOW UP FUNNELS

After someone enters in their email address in your funnels, they are put into an automation sequence inside of that funnel. You can see where to create that sequence here:



Automation Tab

## FOLLOW UP FUNNELS

These messages are usually sent out to move people through the funnels. If someone registers for a webinar but doesn't show up, you can send the specific messages through this tab. If they don't take an upsell, you can send them messages that allow them to one click upsell days after they have left the funnel. There are dozens of ways you can use this, but it's usually trying to get people to engage in part of the funnel that they may have missed or skipped.

The screenshot displays the ClickFunnels Actionetics dashboard. On the left, a sidebar lists 13 steps of a funnel, with 'Step #1 - Action Funnels' selected. The main content area shows an email campaign configuration for 'ABC Day 1 - Setting Up Your Action Funnel'. A summary table indicates 12 current emails, 17,507 total emails, 10,405 opened (59%), and 7,520 clicked (43%). Below the table are buttons for 'Open Email Editor' and 'Save As Template'. The email preview shows a message from 'Russell' with a call to action to 'Watch the Training Here >>'. At the bottom, there is a note about adding a rule group.

CURRENT EMAIL	TOTAL EMAILS	OPENED	CLICKED
12	17,507	10,405 59%	7,520 43%

*Actionetics Follow Up Funnel*


At the end of the automation sequence, we'll typically then push them into an Actionetics "Action Funnel" or "Follow-Up Funnel." Follow up funnels are not detailed inside of the "Funnel Hacker's Cookbook", but they are simple to create inside of Actionetics.

***You can learn more about what's possible with follow up funnels by going to:  
<https://FollowupFunnels.com/>***

These follow up funnels are similar to traditional funnels. The difference is that instead of having Page #1, Page #2, etc., you have Message #1, Message #2, Message #3, etc. You can use it to send email, text message, voice broadcasts, direct mail and more inside of your follow up sequences.

You can learn more about what's possible with follow up funnels by going to: <https://FollowupFunnels.com>. We highly recommend pushing all your leads into some kind of follow up funnel after they complete your first funnel.



 click funnels

# FUNNEL STACKING

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I want to congratulate you, you've made it to the end of the book! Before we end our journey together, there's one more concept I want you to understand. By "end", I really mean the beginning. Now that you've gone through the concepts, you're ready to start building your funnels. This cookbook will be a resource and tool you can keep on your desk for years to come.

As you get better at this, you'll find there are more strategies and techniques you can use to serve more people. The "Dot Com Secrets" and "Expert Secrets" books will help you better understand the strategies behind these funnels. (If you haven't read these yet, I highly recommend going through these resources):

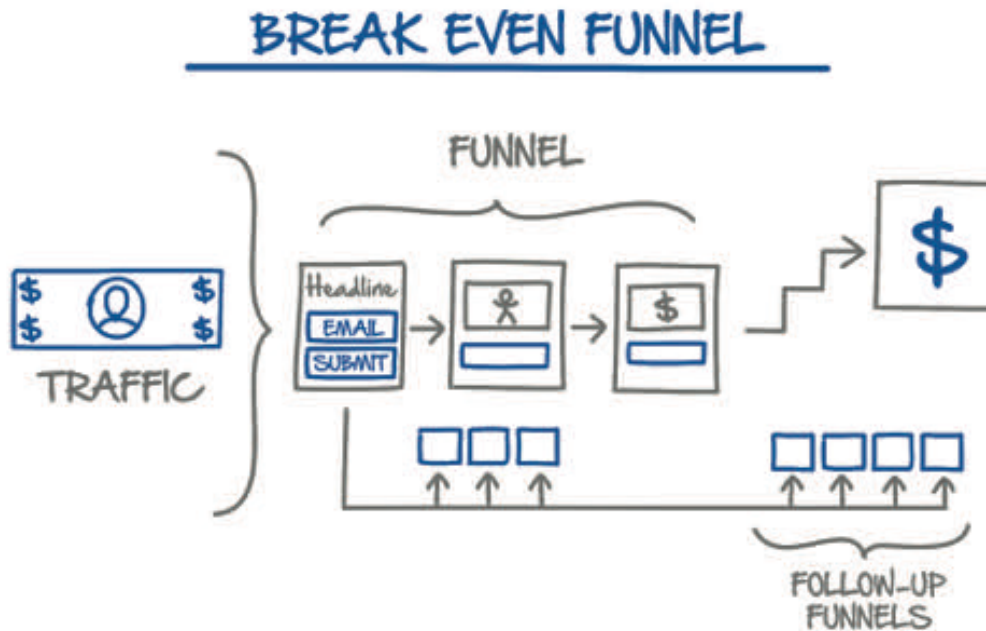
***Get your copy of the Dot Com Secrets book at:***

***[www.DotComSecrets.com](http://www.DotComSecrets.com)***

***Get your copy of the Expert Secrets book at:***

***[www.ExpertSecrets.com](http://www.ExpertSecrets.com)***

But there's one last core concept I want to make sure we cover here before ending. This is the key to dramatically scaling any business. It's understanding a concept we call "Break Even Funnels." Most of the time, the first funnel you create will not make you profitable. In fact, that's not even our goal. The goal of our very first funnel is to break even.



So for every dollar I spend on Facebook or Google ads, I want to at least get that dollar back *and* get a customer.

*If your first funnel breaks even, you have the foundation you need for a million dollar a year business.* I know that sounds counter-intuitive. When most people break even or lose money on their first funnel, they're devastated. But they don't understand that the real goal of the first funnel is to get customers, not make a profit.

Once you have those customers, you can ascend them through multiple funnels. This is a concept we call "Funnel Stacking." For example, in my business, I have a lot of front-end funnels. I have the "Dot Com Secrets" book funnel. I have the "Expert Secrets" book funnel. I have the Perfect Webinar Secrets funnel and more.

Each of these funnels sells a product. There's an upsell and a downsell. *But my goal is not to make money on these.* In fact, often times I lose money for every book I sell. But, what I get is even more valuable than money: I get a customer who, if I give them an amazing product and an amazing experience, now has a positive relationship with me.



Then, 10 days after they buy the book, I invite them into one of my webinar funnels. After buying the book, they're more likely to show up and more likely to buy my \$1,000 product I sell at the end of the webinar. *Since I already paid for the customers, everything I sell on the second funnel is pure profit.*

And if I treat my customers good (as I do, and you should as well), you can introduce a third funnel. Again, all the sales that come from that are pure profit. So understanding this funnel hacking concept is the key. In fact, I wrote a book called "Funnel Stacking: The 3 Core Funnels." In that book, I walk you through the three core funnels in my business: book funnel, webinar funnel, and high ticket funnel.

***Get a copy of "Funnel Stacking: The 3 Core Funnels" at:***  
***[www.FunnelStackingSecrets.com](http://www.FunnelStackingSecrets.com)***

Obviously every business is different. My three core funnels might not be the same as your business, but the concept does apply in every business. For example, let's say you own a retail store and you create a funnel giving away a coupon for one of your new products. You drive Facebook ads to that funnel, get customers to signup on the page and then they come into your store. Typically you will have lost money so far in your relationship with that customer (a.k.a. a breakeven funnel), but you now have the ability to sell them other products and services when they are at your store. You can send them emails now to get them back into your store, and you can sell them other products and services online. Every other communication you have with this customer is *free* after they have entered into your initial funnel. *They will continue to pay you as you serve them over the next days, weeks, months and years!*

The key to growing your company is by using funnel stacking, and now you have 22 funnels to start playing with as you ascend your customers through the products and services that you sell.



## What Is The Funnel Hacker's Cookbook?

When you look at, and then eat an amazing cake, it almost seems like magic that someone could make something that looks and tastes that good. But to the baker, he knows that it's just eggs, flour, sugar and water, used in certain proportions and in a certain order. **The same is true with sales funnels. Funnels that are making millions of dollars aren't magic.** The funnel builders who are creating them just know what ingredients (elements) go into each page, which pages go into each funnel, and in what order. The Funnel Hacker's Cookbook was created to help demystify funnel building and give you the frameworks for the most successful funnels online.



**RUSSELL BRUNSON** started his first online company while he was wrestling in college. Within a year of graduation he had sold over a million dollars of his own products and services from his basement. Over the past 10 years, he has built a following of over a million entrepreneurs, sold hundreds of thousands of copies of his books, popularized the concept of sales funnels, and co-founded a software company called ClickFunnels that helps tens of thousands of entrepreneurs quickly get their messages out to the marketplace.



USE WITH  
CLICKFUNNELS



*Get your free trial at [www.ClickFunnels.com](http://www.ClickFunnels.com)*

