The Ultimate "Easy Button" for Your Online Business

(...Sell More of Just About Anything Online!)

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Welcome! In this training, you are going to have the chance to learn about marketing funnels and how powerful they can be for your business. You probably know what a website is by now. Well, it’s possible to put a $1 into ads for that website and get $2 back out. That’s the internet dream, right? For a long time that worked for a lot of people. The problem is that over the last 10 years, competition has gotten harder. That’s no surprise when you consider that millions of new websites are popping up every single day.

Now when you put $1 in, you might get 30 cents back out or nothing at all. So, people are starting to lose money because of all the competition. Russell Brunson, the man sharing this information with you, predicts that the end is near for websites. If you have a website, then you have probably noticed that this just doesn’t work anymore. You can try to save it by putting more money into it and maybe creating a better design for it, but really, “a dead duck is a dead duck”, as Russell puts it. You can do whatever you want to try and resuscitate it, but it’s just too late.

The good news is, just like CDs have replaced cassette tapes and DVDs have replaced VHS, sales funnels are going to replace websites when it comes to making money online. A graphic representation of a sales funnel is shown above. This may not make sense to you right now,
but it will soon. Basically, a sales funnel is a website where the web pages are split in a manner so that visitors are led through a process. It used to be that you had to have a website for your business. Nowadays, you really need to have a funnel. You are about to see why this system works so well.
Here’s What You Should Know About Russell...

Earnings Disclaimer...

• You’re NOT Going To Make $17,947 Per Day...
• At First: I just wanted to cover some bills...
• “I Want To Be A Millionaire…”
  – $1,000,000 =
  – $2,739.73 A Day!
• Currently Have 27 Funnels
  (each currently making between $20 - $17,947 PER DAY!)

Right now, Russell has a funnel in a weird niche that’s currently making him $17,947 per day. In this lesson, he’s going to show you how you can ethically “knock it off” in less than 10 minutes. In other words, you could literally go to a competitor’s website and knock it off. The goal here isn’t to steal anyone’s work. There is an ethical way to go about this, which you’re going to learn how to do in just a moment. However, before continuing on, you do have to make a promise. You have to promise that after you learn this, you won’t use your new power for evil purposes. Also, before moving forward with the training, there are some things that have to be said.

First of all, you need to know that you’re NOT going to make $17,947 per day as a result of watching this presentation. That’s just the result from one of the sales funnels that Russell and his team have; that doesn’t mean that you are going to make that much. When Russell first got started, all he really wanted to do was cover some of his bills. He just thought it would be awesome to make an extra $300 a month to cover his car payment. So, he started building some funnels, and eventually he paid off his car and didn’t have to make a car payment anymore. Then, he wanted to pay his rent with the extra money, and he ended up being able to do so. Over time, he started paying a lot off this way.
It’s really cool when you have a little funnel that’s making you a couple of hundred dollars a month, and then you have bills disappearing because your funnel is paying for them. Russell recalls being on a tele-seminar a long time ago, and on this call, a man said that he was an internet millionaire. At that point, Russell thought to himself “Wow, how cool would that be...to be an internet millionaire.” So, he wrote down the words “I Want to be a Millionaire.” Then, he thought about whether or not he could accomplish this feat. He wrote down $1,000,000 and divided it by 365 to figure out what he would have to make per day to be a millionaire. That turned out to be $2,739.73.

That number is still pretty big, but it was tangible. He thought that if he could build a website that was making $30 or $40 a day, then he could just start creating more and more of them until he was making $2,739.73. So, that was his goal. He wanted to make a million dollars a year. He started building all of these funnels, and some of them made no money at all. Still, some of them would make $20 a day, and some of them would generate $80 a day. Every once and a while there would be one that just knocked it out of the park, and his income just continued to grow and grow.

Right now Russell has a website that is knocking it out of the park. It is making almost $18,000 a day, as previously mentioned. Currently, Russell and his team have 27 funnels. Each of these are making between $20 and $17,947 every day. It’s really stacking funnels like that allows him to generate a huge amount of profit. His goal for this presentation is to show you how to
make funnels very, very quickly so that you can get more leads and more customers in. If you
don’t have a business yet, hopefully you can create your dream business this way.

If you review this material all the way until the end, you are going to receive a product of
Russell’s called Funnelogy. You’re not only going to get this product for free, but you’ll get the
resale right to it too. The funnel for this product is shown above. There’s a squeeze page, a
sales page, an upsell page, and a membership site. You can take this, put in your own links,
drive traffic to it, and resell it. If you make any money off of this, you keep 100% of it. This is
your gift for investing your time in looking over this.

If you don’t know who Russell Brunson is, you should know that he has been in the internet
marketing space for over ten years now. He feels like he’s been blessed to have been able to fly
all around the world and teach people about what he has been able to accomplish online.
Above you’ll find a picture of him shaking hands with Tony Robbins.

Tony actually invited Russell to fly to Fiji, stay at his private resort, and speak at an event called
Business Mastery. Russell was shocked! He thought this was the coolest thing in the world. He
agreed to come, and his wife insisted that she come as well. So, they ended up packing the
entire family up and flying to Fiji. They stayed for about 10 days.

Not only did they get to hang out with Tony and his wife, Tony interviewed Russell while he was
there. He made a whole product around how Russell was making money online. This was one
of the coolest experiences Russell ever had.
Over on the right of the screenshot above, you’ll find a picture of Sir Richard Branson. He’s the man that owns Virgin Airlines, Virgin Mobile, and the whole Virgin brand. The picture was taken at an event where Richard actually awarded Russell’s company their very own airplane. One of the Virgin planes actually says “.Com Secrets Air”.

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It All Started With a Potato Gun

Above you’ll find another picture of Russell. He was speaking at an event for Dan Kennedy when this was taken. Dan had Russell on the stage for 6 ½ hours that day, and he was exhausted afterwards. One of Russell’s smart aleck friends took a picture of him while he was asleep in a chair, made this poster, posted it on Facebook, and it went viral. So, if you’ve ever seen this before, then yes, he’s the dude who makes money while he sleeps.

Russell’s first product “funnel” is shown above. The word is in quotation marks because it wasn’t really a funnel. It consisted of a website and an order form. It was titled “How to Make a Potato Gun”. Russell is from Boise, Idaho, which is famous for potatoes. They are everywhere in Idaho, so a lot of people make potato guns for fun there. He enjoyed making this product, putting it out there, and seeing it generate cash. This was one of the funnels that were making him about $20 a day.

After he had about 4 or 5 of these little funnels up, his friend called him up one day and said “Hey Russell, check this out.” and began telling Russell about these one-time offers (OTOs) that he was using. He went on to tell Russell that these things worked like an upsell, and explained that if someone buys the first product about 20%-30% of the time, they will buy the OTO too. Russell thought this sounded cool, so he decided to try it out.
He went into all of his little websites and started adding upsells to them. These were made up of a little page that had a video that told people to buy this other product, which typically would cost more than the first product. Just like his friend had told him, about 20% to 30% of the people that bought the first product bought the second as well. Since the upsell was so expensive, that literally doubled his business, and again, all he did was add a little tiny page onto his websites. These were his first funnels.

When Russell discovered that he could double his money by making this one little tweak, he got obsessed. If you were a doctor and you wanted to double your income, you would have to go to school for like 10 more years. If you were a blue-collar worker, you’d have to work two jobs or twice as long. All Russell had to do was add one little page. Who wouldn’t get excited about that? He started testing all kinds of upsells, downsells, and a bunch of different things just to see what would work, what would work better, and what wouldn’t work as well.

After a while, he began to structure his funnels like the one shown above. He calls this his Micro Continuity Funnel. He began sharing this information with others, and now thousands of people have found success with this type of funnel. A few years later, another one of Russell’s friends called him up and said “Hey Russell, I think that I have invented a new type of funnel. I call it an Automated “Evergreen” webinar funnel”. He showed Russell how it worked. You can see it depicted in the picture below. You start with a registration page, and then a confirmation page. After that, people attend a webinar, and you make money off of that. It doesn’t end
there though. Next, you post the replay of the webinar and you email out to a list of subscribers.

Russell tried the man’s model out, with his permission, and held his very first automated webinar. He didn’t know what to expect, but he knew his friend had done well with his. Well, he launched it, and within the first 90 days they did over a million dollars in sales. Can you imagine that? Now, it’s unlikely that you’ll make a million dollars worth of sales with your first automated webinar, and Russell never thought he was going to either. He attributes his success to modeling after his friend’s so closely.

Again, Russell became obsessed. He and his team members were testing everything at that point. This included the landing pages, emails, and pricing. They were just trying to figure out what would work best. They even launched a book titled *108 Proven Split Test Winners*. It contains every test they tried. Initially, Russell was going to sell this book for a few thousand dollars because he thought it was worth that much.

Eventually he decided that there were a lot of people out there trying to learn this stuff, and it would really help them to have this book to use like a cheat sheet. Instead of them having to test landing pages for two years, they could open up the book and just copy what’s in there. Last year they sold over 10,000 copies of it, and thousands of people’s businesses have changed overnight because of it. Providing you with shortcuts like this is what Funnel Hacks is all about too.
Russell has done many things right, but he has done many things wrong too. He doesn’t want you to do the wrong things. Instead, he wants you to move straight into being successful. Furthermore, he doesn’t want you to be successful six months from now or a year from now. He wants you to find your success right now.

The Hard Way (For Past 10 Years)

- Design The Funnel
- Write Copy ($20k)
- Designer ($3k)
- Web Designer ($2k)
- Programmer ($2k)
- Analytics ($2k)
- My Up Front Costs => 29,000 PER FUNNEL
- Time: 6-8+ Weeks

One of Russell’s funnels is prominently displayed behind his desk. You can see this in the screenshot above. This is “a weird niche” funnel in which he sells a supplement that helps people with neuropathy. He didn’t even know what neuropathy was when he began creating this funnel, but he knew there was a demand there.

It’s been about a year since he built this funnel, and he says that it was really hard to build. The way that they do it isn’t hard anymore, but they did it the hard way for 10 years. The steps that he had to take are listed above. As you can see, first they had to design the funnel. They had to figure out what the pages were going to look like, and all of the upsells and downsells that would go with it. Then, they had to figure out how all of the pieces worked together.

After that, Russell had to hire someone to write all of the sales letters. He wanted a really good copywriter, so he hired one of the best. This ended up costing Russell $20,000. That’s a lot of money, but that’s what it costs to get a really good sales letter done. Well, the copywriter sent him the copy in a Word document. So, now Russell had to hire a designer, who made the words look really cool.
The designer just sent him over a bunch of images though, and he still didn’t have a website. So, next he had to hire a web designer to put together an actual website. He thought it was almost complete, but then when he went to try to make a purchase on the site, the order form didn’t work. So, he had to hire a programmer to connect all of the upsells, downsells, and order forms to the shopping carts. Finally, he hired an analytics person for the split test. When all was said and done, it cost him $29,000 to set up this one funnel. That’s the equivalent of a brand new car.

That $29,000 was spent on a total of six pages. The worst thing wasn’t the upfront cost though. According to Russell, the worst part was that it took them 6-8 weeks to create this. He had already bought the supplements that this funnel was going to be used to sell. It took him two full months to get all of this together and start selling the product. This is how a lot of companies used to do this. It’s hard, it’s expensive, and it takes a lot of time. With all of this considered, no wonder people struggle to make money online.
Three Secrets to a $17,947 Per Day Online Funnel

“If You Want To Achieve Success, All You Need To Do Is Find A Way To Model Those Who Have Already Succeeded.”

– Tony Robbins

Luckily, now there’s a much shorter way to get this done, and fast. In fact, you can build one in just 10 minutes. Other than learning about how this is done, you’re going to learn three secrets. They are:

Secret #1 – How to ethically steal over $1,000,000 of funnel hacks from your competitors, for under $100.

Secret #2 – How to clone their PROVEN Funnel in less than 10 minutes

Secret #3 – How to get the exact SAME customers that are currently go to your competitor’s website to start coming to YOUR website instead.

Secret #1
How to ethically steal over $1,000,000 of funnel hacks from your competitors, for under $100.

If you want to understand this concept, then first you need to read the following quote from Tony Robbins:

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

That makes sense, right? Russell remembers that when he was young he was a wrestler. He wanted to be the best wrestler in the entire country. He admits that he wasn’t very good when he first started out. So, he started modeling after people that were doing what he wanted to be doing. He modeled their moves and their training regimen as much as he could. He modeled everything that he could in order to be successful at this, and guess what happened? He became successful. He was a state champion, he competed nationally, and he got a college scholarship.

The same thing happened in his business. Starting out, Russell wasn’t a business person. He didn’t have a business degree. All he knew is that he wanted to make some money, and that’s really how a lot of entrepreneurs get their start. Well, he got online, and he didn’t know anything about anything, but he saw other people having success. So, he started to model after the things that they were doing and he did the same kinds of things.

The exact same thing is true with a sales funnel. If you want to be successful then you need to find a sales funnel that someone has had success with and model after it. Does that make sense? Russell has a high end coaching program, and month after month, there’s always someone telling Russell that they found a new market and since they are going to be the first ones in it, they are going to make billions of dollars. In response to this Russell smiles, steps back, and says, “Look, you can always tell who the pioneers are because they have arrows in their back and are lying face down in the dirt.”
The problem with trail blazing is that you get arrows in your back. To be successful, you want to follow people who are already successful. You want to follow those that have already done all of the hard work. Here’s an example. Russell got the chance to go to a seminar a few years ago, and one of the speakers there was Porter Stansberry. He worked for a company called Agora Publishing. If you’ve never heard of Agora, they are one of the biggest info publishers in the world. They publish financial newsletters, and they sell almost a billion dollars worth of info products a year.

Stansberry actually runs the biggest subdivision of Agora. It’s called Stansberry Research. He was talking about what they do in their marketing and stuff, and he stopped and said “You know what’s interesting? Every year we have competitors who see how much money we’re making, and they want to come in and try to compete with us. The first thing they always do is try to undercut us in pricing. Then, they come back and try to be more expensive, and they try to do all of these different things to try and beat us. Do you not realize that we are Agora Publishing? We spend hundreds of millions of dollars every single year testing everything you can dream of…price points, upsells, downsells…we’ve tested it all. If you want to be successful in the financial newsletter market, this is the only price point that will work, this is the only upsell that will work…if you want to compete with us you have to model us.”
Step #1 - Model Your Competitors (Layout)

Step #1

There are two types of competitors. There are direct competitors and indirect competitors. Direct competitors are anyone who is selling the exact same product that you have. So, for example, Russell is selling nerve pain supplements. Anyone who is selling nerve pain supplements too is a direct competitor. Indirect competitors are people that aren’t selling the same product, but they are selling to the same target market. For instance, about 80% of people who take nerve pain supplements are diabetics. That means that anyone who is selling any kind of diabetic product is Russell’s indirect competition.

You need to find out exactly who your direct competitors are and exactly who your indirect competitors are. You need to know what they’re doing and what their sales funnels look like. After you have done that, you’ll want to start modeling after your competition. The webpage on the left above shows a product that’s very similar to Russell’s. He says that at the time, this was the only other product like this out there. So, they were the pioneers. There was no way to really tell how much money they were making, but based on traffic trends, Russell estimates that they are making $100k-$200k per month.
Russell could have gone out and tried to make his own things, but these guys had already proven what works, and they know what their market responds to. So, Russell and his team started modeling after them. Their webpage is on the right. You can tell that they modeled after it. What a lot of people don’t understand is that there is a difference between modeling after someone and copying them. That’s where ethics comes in. You want to have the same look and feel as them, not copy their words. The competitor’s page has a logo up at the top-left and so does Russell’s. They have a phone number up at the top, and so does Russell. They have a long-form sales letter, and so does Russell.

Russell and his team model this as closely as they could because they knew that it worked. When they launched this product, it was initially making about $20k a month. Not too bad, right? Russell knew that they were still making more money, so he looked to see what they were doing differently. He went to the website, typed in his credit card information, and bought their product. It cost him about $40 or $50, but he did this to figure out what their funnel looked like. The thing is, they really didn’t have one. They didn’t have any upsells, downsells, or anything. So, Russell began looking at some of his indirect competitors to see what they were doing.

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Finally, he stumbled upon a site that some of his friends were doing traffic for. He looked to see what their numbers were, and they were doing between two and three million dollars a month. Their funnel begins with a video sales letter, and when you click on the ‘Add to Cart’ button, you are redirected to an order form. Russell looked at this carefully and tried to soak in all of the details he could. After that, he pulled out his wallet, typed in his credit card information, and bought the product.

What happened next was completely shocking. It still doesn’t make any sense, Russell says. There was an upsell, and this upsell was for six more bottles of the exact same product he had just purchased. He remembers being very confused. He was thinking that this was a moronic thing to do, and he almost wrote it off. Well, Randall sat back and decided to assume that this worked, and model after it just to see what would happen. Then, he went through the rest of the sales funnel. He had a couple of upsells and downsells. An example of the sales funnel is shown above.

**Step #2**

Russell went through all of this, paying close attention. He looked at the different price points, how many bottles were shown on each page, etc. Then, he began to model after the sales funnel he had examined. He followed everything perfectly. You can probably tell in the screenshot below that this funnel has the same look, feel, and price points as the last. After he

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was done, they launched the product and ended up going from $20k a month to almost $20k a day. Do you get this?

That’s how you scale a company quickly. It’s not by guessing, and it’s not by trial and error. It’s by finding the pioneers who already have arrows in their back, those that have spent millions of dollars to find a proven system, and simply modeling after them. He didn’t have to go to Harvard or spend millions of dollars trying to better his marketing skills. All Russell had to do to find out what this competitor was doing was invest about $100.

Step #3
The next step was for Russell to figure out if they could do even better. So, they created another page. You may notice that he didn’t start being creative until Step #3. If you try being creative in Step #1, you’ll get arrows in your back. When people do this, they usually run out of time and money before they start generating any revenue whatsoever.

Now, you might be thinking “I don’t even sell supplements.” This doesn’t just work for supplements. It will work for coaching funnels, information product funnels, ecommerce funnels, and funnels for “real” businesses. It works for all types of funnels. One of Russell’s coaching funnels is shown above, and he invites you to model after it if you’re a coach. This funnel generates almost $70k a week, which comes out to be around $300k a month.

Below, you’ll find a sales funnel that Russell displayed for anyone who might be selling an info product. This little three-step funnel averages around $3,000 to $4,000 a day, every single day like clockwork. You are more than welcome to model after this funnel as well. Look at the price points, the upsells, the downsells, etc. Look at how these pages are laid out.
Russell isn’t heavy into ecommerce or anything, but one day a friend showed him a physical product, and Russell decided to try and sell a physical product too. He found a product he wanted to sell, and he checked out the competition. Again, he modeled after other people’s sales pages that were successful, and this sales funnel ended up generating profits right out of the gate.

People always think that funnels won’t work for their “real”, physical businesses. Look at the picture below, and you’ll see the funnel of one of Russell’s friends, Chad. This man is a chiropractor. He had a really great system for generating leads offline, and he decided to try it online. So, he built the funnel that’s shown below. He now has an amazing lead generation machine happening on Facebook. So, if you have a “real” business, you may want to model after Chad’s funnel. He’s crushing it when it comes to generating new leads for his practice.
There are two questions that Russell is almost always asked when he talks about these sorts of things. The first is “Where do I find a good funnel?”, and the second is “How do I know how much $$$ they are making?” Both are very good questions. The first thing that Russell does is go to ClickBank.com. The great thing about ClickBank is they have over $100,000 successful funnels in every market you can think of. In fact, another friend of Russell’s is making about $10k per day with a funnel on ClickBank about how to make your own chicken coop. No matter what business you’re in, there’s probably a successful funnel that you can model after.

When you get to ClickBank.com, there’s a little button up at the top of the page that says ‘Marketplace’. When you click on this button, it shows you all of the sales funnels. These are listed based on which ones are currently selling the most. It also breaks down into different categories. During his presentation, Russell clicked on the ‘Health and Fitness’ category. The product that was selling the most in this category was a product called The Venus Factor.
If Russell were going to sell another health product, he’d probably go to the page shown above and find The Venus Factor. Then, he would probably buy their product in order to look at their sales funnel. Now, how does he know how much they’re making? The truth is that he doesn’t know for sure. However, you can make an estimation based on how much traffic they are getting and things like that.

Russell doesn’t know the owners of The Venus Factor, but he had a friend that was holding this same spot last year. He was making between $40k and $50k per day. Isn’t that crazy? That makes Russell look like an amateur, right? So, there’s no way to really tell what The Venus Factor is making, but his guess is that it’s in the ballpark of $40k to $50k per day. There’s a few ways that you can gauge about how much a product is generating.

The second step is to buy the product. Making an investment for a wealth of information is just part of being an entrepreneur. The product shown below is a $47 product, but there’s a $37 upsell, a $79 upsell, and an upsell for $19.95. That’s there funnel, and again, it’s estimated that this product is generating $40k to $50k a day. You now can look at this and get a really good idea of what they’re selling and how they are selling it. The next step, according to Russell is to sketch it out. His sketch is shown below as well.
**Step #2 – Buy Their Product!**

**Step #3 – Sketch Out Their Funnel!**

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**Secret #2**

How to clone your competitor’s PROVEN Funnel in less than 10 minutes

If you remember, Russell used to have to go and hire a designer, a webmaster, a programmer, and an analytics person to do all of this stuff. Again, it would take them two or three months to
get it all put together. This presentation is all about shortening this process and making it happen really, really quickly. To accomplish this, Russell and his team ended up creating an awesome product called Click Funnels.

You have probably heard of this program before. You may have even took advantage of the free trial offer that was recently been given, and therefore, have had the chance to play around with it. During his presentation, Russell created a funnel with Click Funnels. He began by creating a sketch much like the one shown above, except it was a bit messier because this time it was drawn live and with a mouse. This funnel was based upon a successful funnel that he had found. The first page of the funnel was a landing page that offered a free case study. Underneath the offer announcement, there was a download button, and there was some copy on left-hand side of the page.

When you click on the download button within this funnel, a pop up would appear requesting your email address. After you submitted this, you would be redirected to a long-form sales letter. This is for a $7 product. Next, you would come to an upsell for $37. Then, you’re brought to a member’s area. When he was done presenting his outline, he opened up Click Funnels so that he could build a funnel similar to the one he had found. Click Funnels is shown below. As you can see, options for different types of funnels are listed over on the left-hand side. These include options for:

- Optin Lead Capture Funnels
- Sales Funnels
- Webinar Funnels
- Auto Webinar Funnels
- Membership Funnels
- Launch Funnels
- Custom Funnels
Let’s say that you just wanted to create a very basic sales funnel. You would click the ‘Sales Funnel’ option over on the left. Then you would click on the ‘Create Funnel’ button located on the main portion of the page. After that, you’ll be directed through a process of creating the pages within your funnel one by one. In this case, you’d create each of the following in a step-by-step manner:

- Squeeze Page
- Sales Page
- OTO
- Order Form
- Order Confirmation
- Thank You Page

There’s a lot of landing page software out there in the market nowadays. Click Funnels is way different from the rest of this software. Not only can you edit your webpages, but very easily you can make your pages look any way that you want them to. Even if you have very little technical skills and very little technical skills, you can create incredible-looking web page.

The squeeze page that Russell made is shown below. You can come in here and edit quickly and with ease. There are a lot of formatting options available for you to use. You can bold or
italicize your text, for example. If you don’t like the layout of the page, you can quickly rearrange the buttons and so on by dragging and dropping them. There are an immense amount of images and tools that you can insert. For instance, the software gives you the ability to choose a countdown clock to insert.

In an extremely fast manner, you can customize your pages to look any way you want them to. Again, the whole program works in a drag and drop manner, which makes this process very simple. Russell was able to make his landing page in about a minute and a half during his demo. It would take a person forever to do this if they didn’t know how, and it would have taken a designer at least a couple of hours without the help of a program like this. Russell’s sales page took even less time because he hardly had to change anything on it.

Have you ever created an order form? These are tough because with most of the time if you add an order form, you screw up your cart. Even when you use services like Ontraport, their order forms are embarrassingly bad. With Click Funnels, this is easy because there’s an order form already set up for you, and you can customize it to your heart’s content. All you have to do is drag and drop things around. You can add videos to these pages if you want to as well as images, buttons, etc. Really, you can do anything that you can dream up.

Russell remembers that whenever he would ask his designers to change something on an order form, and that change would end up breaking the page in many cases. Click Funnels allows you to drag, drop, and move things around, and it never breaks anything in the script. It took Russell maybe a minute to create the order form and attach the cart. You can use your own
cart if you like as Click Funnels integrates well with most of the major shopping carts. If you don’t already have a cart that you like to use, that’s okay because Click Funnels also has a built-in shopping cart.

Russell used to use Infusionsoft for his upsells. He recalls having to pay someone over $2,500 to set up one quick upsell for him before. With Click Funnels, you simply click a few buttons and your upsell page will magically work. One thing that is cool is that, as you set up your pages, all you have to do is drag and drop them to rearrange them in the side menu. So, you can rearrange your entire sales process within a matter of seconds. When you do this, all of the automatic linking within the pages is updated as well.

Another thing that you can do with this program is create a membership site. If you have ever tried to do this in the past, then you probably found it to be a nightmare. It would take you a few months even if you knew what you were doing. All you would have to do when working in click funnels is create one module at a time using a step-by-step process that’s built into the program.

Let’s say that you had a membership site devoted to the weight loss market. Well, you would go through and create all of your sections on at a time. Module 1 might be “How to get a 6-Pack”, for example, and Module 2 might be “How to Lift Weights”, and so on. After your lessons have been inputted, you can move on to add in the info for each lesson using different templates.

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A cool aspect of this is that you can set up the membership site to drip feed the information. So, if you didn’t want to, you can have them released immediately, or you can have the lesson unlock after five days, or even unlock after 30 days. You can drag and drop to rearrange their order as well. After setting up the modules, all you have to do is title them and add your resources, and your entire membership site will be done.

It only took Russell about seven minutes to set up everything, including his membership site. Of course, there’s a little more that goes into it, but for the most part, you can get this entire funnel created in about 10 minutes. How awesome is that? Russell thanks this is totally cool because he used to have to wait about six months for a funnel to be done anytime he had an idea. Now he can get a funnel launched within just a few hours.

According to Russell, there are really only two essential tools that you need to run an online business. First of all, you have to have an email auto-responder. Without one, it’s impossible to be successful online, he says. The second tool that you have to have to be successful is Click Funnels. Now, you’re probably saying “Of course he’s going to say that, he’s selling it.” However, the reality is that since he has had Click Funnels, his business has more than doubled. So, even if he had never sold a single copy of Click Funnels, it’s making him millions and millions of dollars. He’s just grateful to be part of the team that has had a chance to bring it to you and share it with you.

A picture of Russell and the other creators of Click Funnels is shared below. They were actually mapping out Click Funnels when this picture was taken. The man on the left is named Dylan.
Jones; he’s the guy who built the editor and all of the amazing-looking templates. On the right side is Tom Dickerson; he’s the one that did all of the backend programming to make this thing rock solid. There are literally over 5,000 members now, and millions upon millions of people are sent to these funnels, yet they still haven’t had any issues. It’s pretty impressive.

**Secret #3**

*How to get the exact SAME customers that are currently go to your competitor’s website to start coming to YOUR website instead.*

The biggest problem that people usually have in internet marketing is getting people to go to their website. Well, you are about to learn how to get visitors to start coming to your sites instead of your competitors. The trick is to find out where your competitors are getting their traffic from. Russell uses a tool for this. It’s called Similar Web, and it can be found on SimilarWeb.com. There are other similar tools out there, by the way, but this one is highly-recommended by Russell and it’s free. You can upgrade and get some more features if you like, but the free version should suffice.

When you reach the tool, all you have to do is type in the website URL of the funnel that you modeled after and click ‘Search’. When you do, you get a page of data like the one shown below. This shows exactly how many visitors the funnel is getting every single month. In the screenshot, you can see that Venus Factor funnel is getting about 1.2 million visitors every
single month. All of this data is really cool, but it doesn’t show exactly where all of this traffic is coming from. However, if you were to click on the referral button, a page of referring sites comes up. This page shows you the top 10 websites selling traffic to Venus Factor, and all of them are ranked in category.

The top site listed in the referral page is LifeGooRoo.com. Let’s just say that a million visitors are coming from this one site, since it’s ranked the highest. Now, Russell had never heard of this website before, so he went to check it out. The site talks about things like love, and how to eat healthy, and how to live well. He explored the site for a while before he could find anything substantial, but then eventually he saw it. It was a little ad with a banana on it that said “Five Foods Never to Eat”. When he clicked on this ad, he was directed to VenusFactor.com.

At this point, you could go back to Similar Web because there is a ‘Display Advertising’ section that you can look up. There you will find a button labeled ‘Show the Ads’. If you click on this, you’ll be able to see the exact banner ads that they are running to get people to their website. Venus Factor is using the ones shown below. Take note that if you upgrade, not only will Similar Web show you the ad, but you can also find out long each ad has been running for. One of the ads was running for 728 days, and it’s still running. What does that tell you? That means that the ad works.
From this data, Russell was able to derive two really important things. Now he knew where the company was advertising and exactly what they were saying to get people to click over to their funnel. If you found out this information, what should you do next? Model what works. Don’t try and reinvent the wheel. You don’t need any arrows in your back because they have already done it for you. You want to model it exactly as it is. You’ll want to model after the message in the ad, the design of the ad, the sizes that are used, and the look and feel. You want to get as close as you can to what they did because they have already proven it works.

To get his own banners designed, Russell uses 20DollarBanners.com. That’s where he went in this case as well. In the picture below, you can see a screenshot of Venus Factor’s banner ads to the left and Russell’s is shown in the picture on the right. Notice that he didn’t copy theirs, it just looks very similar. They have a pretty girl on their ad, and he has a pretty girl on his. They have a purple headline, and they have a purple headline. He modeled after everything that they did.
After his ad was done, he went to the exact same site that Venus Factor was buying ads on and bought ads on all of those sites too. When he tells people this, they typically think that because ads are being sold to the original company, the site won’t sell ads to them. That’s not true. If people see the exact same ads on every page of a site, the site isn’t going to make much money and neither are the advertisers. So, all you have to do is email the owner of the site and ask him or her if you can put your banner on their site. Typically they will just say “sure” and tell you how much it’s going to cost. At that point, you simply send them some money and your banner ad, and that fast, your banner will be running on their site. A percentage of the customers that were going to Venus Factor’s funnel will now be going to your funnel.

If you’re modeling after every single aspect of a successful campaign, don’t you think that you would get similar results? You might not make $50,000 a day, but even if you got only a percentage, don’t you think it would be worth the trouble. What if you made just $1,000 a day? How would that change your life? How about $10,000 a day? Russell admits that he didn’t know what $17,000 a day felt like a year ago, and he never would have known if he didn’t follow what was already working.

Have you ever struggled to get traffic online? Russell recalls Google coming out with pay-per-click advertising, and he couldn’t really get any luck with that. Afterwards, he tried using SEO, and he never really could get the hang of that. Then, he tried Facebook advertising came out, and it was a little bit easier, but he still never could figure it out. He wants you to know that this is easy. As previously mentioned, all you usually have to do is send an email to the owner...
of a website, send that person some money via PayPal, and send in the ad, and then you’re done. To reiterate, you’ve just been taught the following three secrets:

**Secret #1** – How to ethically steal over $1,000,000 of funnel hacks from your competitors, for under $100

**Secret #2** – How to clone their proven funnel in less than 10 minutes

**Secret #3** – How to get their exact same customers to start coming to your website instead

Pretty cool, right? Well keep reading, because I’m about to reveal Russell’s “Secret Sauce” that he uses to profitably hack these funnels, over and over again (and how YOU can easily do the very same thing for your own online business...)

Click Here to Access Funnel Hacks (and Lock In Your $4,995 Bonus Package!)

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Ready to Get Started?

Now, let me ask you a question: after reviewing all of this information, are you feeling a bit overwhelmed? Maybe you’re feeling like “that’s great for YOU Russell, but there’s simply no way that I could actually put together a funnel like that, even though I know exactly how to do it now?”

Russell really wants to help people like you to become successful. And that’s exactly why he and his team created a system called Funnel Hacks. The goal of Funnel Hacks is to help you to become successful right away, not a year from now or even six months from now. Therefore, they designed Funnel Hacks so that it would make things as simple as possible for you.

When you invest in this program, you’re going to get a 6-month Enterprise account to Click Funnels for free (that’s right...you’ll be able to access this incredible software for absolutely FREE, which means that you’ll never have to worry about any of this techie stuff related to setting up your funnel).

Just to be clear, an Enterprise account is the top-level Click Funnels account available. Which means that you’ll now have:

- The ability to create up to 70 funnels
- The ability to utilize up to 300 pages
- The ability to have up to 100,000 monthly visitors
- The ability to have an unlimited number of members on the membership site
- And More!

As a member, you’re going to be able to create opt-in funnels. This will allow you to create a huge email list. You’ll also be able to create sales funnels with upsells, downsells, and more. Plus, you’ll be able to create webinar funnels and automated webinar funnels as well as product launch funnels and membership funnels.

Another cool thing is that when you become a member, you’ll be able to get rid of a lot of other stuff too. In fact, ClickFunnel members have reported, on average, that they have been able to cancel between $500 and $1,000 a month in other services because they can just use Click Funnels instead. Some examples of the types of services they are able to cancel are:

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And You'll Be Able To Get Rid Of...

- Landing Page Software
- Split Test Software
- Shopping Cart (Or Integrate)
- Automated Webinar
- Membership Site Software
- Photoshop
- Wordpress

- Programmers
- Designers
- Web Masters
- And so much more...

Plus, you can fire your programmers, designers, web masters, and so much more, because you’ll never need them again! (this fact alone will save you thousands of dollars this year). Of course, if you already have a Click Funnels account, you may be wondering:

What If You Already Have A ClickFunnels Account?

Don’t worry. Your existing account will be upgraded to an Enterprise account for 6 months when you upgrade, and you won’t be billed for an entire year. So, you’re going to be able to use the highest level Click Funnels account and not have to pay anything for it for 6 full months if you make an investment today.

What’s going to happen after the first year? At that point, you’re going to get an email advising you of what level of an account you should go with based upon how successful you have been. Then, you’ll be able to choose what level of the membership you should go with. Russell doesn’t want you to choose right now because you don’t know what you can do yet. He says “If you would have told me a year ago that I would be making nearly $18,000 a day with a single funnel, I would have laughed you out of the room.” So, he doesn’t want you making a decision right now; he wants you to make it a year from now.
Click here to get started while this time-sensitive offer is still available this weekend (closing Sunday at midnight): [http://ClickFunnels.com/jay](http://ClickFunnels.com/jay)

**6 Week Funnel Hacks Master Class**

Having an Enterprise account for one year would typically cost you $3,564 all in all. The software is amazing and well worth the cost of this offer by itself. However, you’re going to receive much more, starting with Funnel Hacks, which is a 6-week master class. During this master class, you’re going to receive in-depth training on all six of the major types of funnels that you can create inside of Click Funnels. This includes training on:

- Optin Funnels
- Sales Funnels
- Webinar Funnels
- Automated Webinar Funnels
- Product Launch Funnels
- Membership Funnels

First, you’ll learn about the strategy behind these funnels and the marketing that goes into each. In the second half of the training, you’ll get to watch as each of these types of funnels is built in Click Funnels. That way, you can just follow along the training to learn how to create
these on your own. Now, if you’re one of those people that know you’re never going to learn to use this software, that’s fine. Just let your tech person have access to the training so they can learn how to create these funnels for you. Heck, you can even have your kids do it for you so that they can become the most valuable player in your entire company. Russell’s nine year old son creates funnels like these all of the time.

People always ask “What if I miss a master class, or what if I don’t actually end up building a funnel until six months from now?” The good news is that these classes are recorded and archived. So, if you miss one, the recordings will be there. Furthermore, you might start with one funnel and forget how to do another type as your building the first. In cases such as these, all you would have to do is log into the membership site, and the training will be there waiting for you to review it. Don’t worry, if you have questions later, the support team will still be there to help you get your funnels set up.

The most important thing at this point is to get inside this system right now, because this very special offer (and your 6-month FREE Click Funnels Enterprise account) simply will not be around for much longer. Click here to lock it all in: http://ClickFunnels.com/jay
What Else Do You Need To Succeed?

OK, so you’ve got the funnel software and the training. What else do you need to be successful? Well, you could probably use more traffic. You’ve been shown one of Russell’s best traffic hacks, but he’s got more than that up his sleeve. You are going to get access to his Instant Traffic Hacks program because wants you to have lots of streams of traffic coming into your funnels.

In this program, you’ll have access to Russell’s:

- Solo Ad Hacks
- Media Buying Hacks
- Facebook Hacks
- SEO/Social Media Hacks
- Affiliate Hacks
- And More...

All of this training is broken down into very simple images. You’ll be walked through the process, and you’ll be shown exactly what you need to do. So, to reiterate, you’re going to get:

Click Here to Access Funnel Hacks (and Lock In Your $4,995 Bonus Package!)

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Click Funnels: 1 Year Enterprise Account ($3,564 Value)

6 Weeks Funnel Hacks Masterclass ($2,997 Value)

Instant Traffic Hacks ($1,997 Value)

**Total Value: $8,558**

What else would you need to be successful? What about copy? You may remember that when it came to Russell’s most successful funnel, the sales letter was the most expensive part, costing him $20k. Most of the people reviewing this don’t have $20k sitting around for you to pay someone to write a letter for you. Russell knows that, and he doesn’t want this to stop you from being successful, so he decided to give you access to a program called Inception Secrets as well. Why is it called Inception Secrets? It’s because of the movie *Inception*. Have you seen that movie? If you haven’t, the premise is that Leonardo Dicaprio goes into people’s dreams and places a thought or idea inside their brain, and he gets them to perceive that as their own idea. Now when they wake up, they are more likely to do what he needs them to do, and in the movie, this is called “inception”.

Well, selling online works the same way. People hate to be sold, but they love to buy. If you can create an environment where someone can buy something that they want, thinking it’s their own idea, you can cause “inception” and people will start buying your product. This program contains a lot of strategies to cause inception in your customer’s minds. This is broken down into four different templates. The first is titled the “Star, Story, Solution”. It’s the one they use for their video sales letters. According to Russell, before he had this solution, it would
take him about four weeks to write a video sales letter. He says that it was a nightmare and he hated it.

Russell went through about 10 years worth of their own sales letters, and he found that there was a very common theme throughout all of them. So, he turned that into a template and “Star, Story, Solution” was born. It was broken into three parts. First there’s the start, then the story, and then the solution. All he does is fill in the blanks within these templates and he ends up with a video sales letter that’s structured in a way that causes inception inside the minds of his visitors. You’re going to get access to Russell’s video sales letter script and all of the other templates that the team has which cause inception in the minds of their customers.

Email Sequences...

There’s one last thing that Russell really thanks you’re going to need to be successful. People have a tendency to get stuck when it comes to their email sequencing. He typically takes his students through a three-step process to help them out. Foremost, he helps you to identify your attractive character. That’s the ideal audience member you will be communicating with. After that, he will help you to layout a five-day “soap opera sequence”. That pertains to the first five emails they will get from you after they join your list. Then you will transition into something called “Daily Seinfeld Emails”. This is how the team does their email sequencing. It’s super fun and super easy.

You’re going to get access to the entire “Attractive Character” training system when you make your investment today. With this on hand, you’ll be able to just copy and paste to fill out your email sequences. To recap, you’re going to receive:

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Of course, Russell isn’t going to charge you over $11,000 for all of this stuff, but what if he did? If all this system did was finally give you a funnel that was profitable, where you could put $1 of advertising in and get $2 back out, would it be worth it? It absolutely would. If all of this did was give you the kick in the butt to finally get moving, would it be worth it? Would you pay $11,000 to be successful today instead of six months from now or a year from now? It would, wouldn’t it? If all this training did was give you the ability to cancel all of the monthly tools you’re currently using to glue together your funnels, would it be worth it? Russell says that he knows the answer to this one is “yes” because he’s seen how much money his customers have saved. You’re going to get Click Funnels for free for a year.

When Russell was trying to price this, there were two choices that he kind of had to work through. His first option was to go cheap as possible and try to sell as many memberships as possible. The problem with this option was that it didn’t really incentivize him to stack the value for you. Most people want as much value as possible. His second option would require a little higher of an investment. However, in exchange for that, he can devote more resources to guarantee your success. That’s what Russell would personally want, so they decided to go with the second option.

What would one funnel be worth to you? What would it be worth to have one successful sales funnel? Could you make $5,000 a month from that? Could you make $10,000 a month from that? Or, even more? How much would you pay to have one perfect funnel? The funnel that you were shown earlier, the one generating $17,947 a day for Russell, cost him $29,000 to have

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built. Knowing that it brings in that much profit, would you be willing to pay $29,000 for him to give it to you outright? This funnel makes him $500,000 a month, or $6,000,000 a year. That wouldn’t be worth a one-time investment of $29,000? No longer is it a cost but an investment, and it’s an investment where the upside is huge.

There are people who pay Russell $100,000 plus 10% (up until a million dollars) of their profits to set up a funnel for them. There are two people in this program right now that wrote a check for $100k upfront. He sets up the funnel, drives traffic to it, and then, when they get to $10,000,000, they don’t owe him anymore money. People ask “Why would someone pay you a million dollars?” to which Russell replies “I just made them $10,000,000.” If Russell were to make you $10,000,000, wouldn’t you be willing to give him a $1,000,000 back. That’s how this game works. You invest a little to get your funnel up, and then the money just starts pouring back in.

Surely you could see how this would be a good deal for $5,000. After this offer is over, Russell will be charging the general public $1,997, which he still feels is a pretty good deal. As a subscriber of Jay however, you’ll be able to lock in this fantastic Funnel Hacks training, the revolutionary Click Funnels software, and all of these special bonuses at an incredibly discounted price. But you must act now, because it’ll be gone at the end of the weekend.

Click here right now to jump in: http://ClickFunnels.com/jay
What People Are Saying About Click Funnels

So what are regular folks (that have never created an online “funnel” before for their online business) saying about this revolutionary software, system and training?

Glad you asked ;) Just have a look at what a few new Funnel Hacks customers said over in the JJ Fast Webinars group this week:

Becky Mundt
I am a little bit freaked out at how much this can do for us... This is just unbelievable. It will solve so many problems and add so much revenue it will change everything. Really. We’re not hurting, but this is a game changer, huge.
36 mins · Like

Susan Gibas
Great training- am in- thanks.
35 mins · Like

Julie Hawk
Clickfunnels will save lots of time and money - and thanks for your bonus too Jay

Jean Millard
Hey Jay! Why did I sign up? Because I need to sell a lot of books. I'd also like to use this to promote a network marketing company I'm affiliated with. Didn't jump on the webinar till after 7:00 so what I heard was really good! By responding when I did, I think I'd get the bonus for being one of the first 50. Looking forward to your bonuses as well.

Brooks Allisen
Barbara Allisen & I just signed up for the Click Funnels package. It's an awesome offer. We are looking forward to all the training and getting our funnels smoking. Cheers...

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Carol Liege
2 hrs

I asked Jay to share a replay (here, Jay?) for people who missed Russell's webinar (now at the 2 hour, 15 minute mark). I've probably watched 100 of Jay's webinars because they're always with credible, ethical experts who have something new and terrific to offer -- this one is the most comprehensive, educational webinar EVER! Jay just mentioned that this would have saved him a lot of time and learning if he'd seen it when he started out -- me, too! Whether or not you get the benefits Russell's offering (plus Jay's bonuses), just watching the webinar will move you ahead and save you a lot of time and trouble in your business -- whatever it is (book, coaching, physical product, info product, Amazon, list building, consulting, SEO, copywriting - there's something for everyone).

Barbara Allan
56 mins · Phoenix, AZ

Excited bout ClickFunnel. What an amazing answer to the problem of building out sales funnels!

Becky Mundi: I am a little bit freaked out at how much this can do for us... This is just unbelievable. It will solve so many problems and add so much revenue it will change everything. Really. We're not hurting, but this is a game changer... huge.
50 mins · Like · 1

Barbara Allan: Jay Boyer, I've purchased, so please send me your bonus package link. thanks..
48 mins · Like

Lisa Ny: interested in the bonus thanks. Great tools!
45 mins · Like

Rob Smith: One great sales letter + clickfunnels= financial freedom! Thanks Russell and thanks Jay for the bonus offer.
36 mins · Like
Cynthia Curtis
10 mins
Jay and Russell, just purchased the program, I think it will be an asset to get going on starting a business. Look forward to the bonuses. thank you

William Papke
28 mins
Just upgraded my clickfunnel account and joined Russell's program. He's right. We can try to reinvent the wheel and spend a lot of time, effort and or money or learn from those who have been there. Don't forget the bonuses Russell!

Maribell Borcherding
31 mins
Hi Jay Boyer! I joined the Click Funnels program because I have been wanting to start my own blog and monetize it for a long time but it's the monetizing part that I am always left so unsure about even when following other training courses that I have. This system is just what I need!

David Hasbury-Snogles
25 mins
Hi Jay, I was super excited to hear all about the clickfunnel program (so much so I went and bought it)! I've been 'discovering' funnels for quite some time but nothing comes close to this 'all-in' package. Other systems seem immensely complicated and usually involve many other pieces of the puzzle (at extra cost) that you need to put together. Russell's funnel in 10 minutes system is just amazing - can't wait to get started!

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I jumped in to make all of my recent purchases work better. Thanks for a great webinar. 😊

I jumped in because I do think that it will help my existing business endeavors, and what do I have to lose with the 30-day money-back guarantee?!!?! I can't wait to check out the check your your bonus! Thank you. Today is the first day of the rest of my life.

Thanks Russell & Jay!!! I just got in! Funnel Hacks & Click Funnels...looks like a no brainer. Make $2 for $1...

I jumped in. It was always daunting just thinking about making what all the other gurus talk about in regards to making a funnel. This seems very doable and looks to be able to allow even me to start making some $$ fairly quickly.

Jumped in to make my marketing processes easier. Thanks.

I'm currently looking for some optin pages and membership site software so your webinar came just at the right time. I was looking at Lead Pages, Megaphone, Kajabi and Fedora. Thanks for the invite and the option of giving Clickfunnels a run for their money.
Click Here to Access Funnel Hacks (and Lock In Your $4,995 Bonus Package!)

IMPORTANT: This special offer disappears on Sunday, January 6th @ midnight PST

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**Gene Kirkconnell**
2 hrs · Birmingham, AL

Jay, What a rockin' webinar with Russell! Tons of value taught online! Can't wait to learn so much more.

**Brenda Hooper**
2 hrs · Delta, Canada

Very excited about click funnels. I am so NOT a tech person and trying to put all these pieces together has been a big headache! As a Mediator & Conflict Management Coach I can now get my training product to help people eliminate personal and workplace conflict faster as I reach out to the world. THANKS!

**Michael Pouliot**
2 hrs

I bought Funnel Hacks System to be able to use the training and the product to launch successful and profitable funnels quickly. Looks like a great deal! Thanks Russel and Jay....

**Michelle Morris**
I jumped in because I have been trying to figure out an easy way to create sales pages, squeeze pages and other things. I believe this program will really enable me to take things to the next level and it will be a whole lot easier. I loved this webinar. It was very timely for me. I am looking forward to your bonuses as well Jay. Thanks for always delivering the best programs.
2 hrs · Like
Hi all,
I just signed up for the Click Funnels program and I'm excited to get started. The software and package and bonuses are great!

Joseph Falcone
4 mins

today's webinar was so amazing, it makes having funnels so much easier, this is one of, if not the best deal I have seen in a very long time. I love it. This is the one for me.

Joe Sheets
23 mins · Fuquay-Varina, NC

So pumped to now being a member of Funnel Hacks! Thanks so much, Jay for bringing this to me!
I have a few uses for this system already and I am thinking of many more!!

Ted Elliff
6 hrs

Hi Jay. Thanks for adding me to this group. Great webinar last night (was middle of the night for me actually!) - was impelled to sign up for the extraordinary offer. Looking forward to clicking it all together.

Jana Studena
2 hrs

In few days I will have finish a book and I need someone to hold my hand and show me step-by-step how promote it. This moment I am lost and I think Guardian angel sent me Click Funnel. Thanks Jay :o)
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Outstanding webinar. As others have commented, the Click Funnels is the closest thing to one click page building process as you can get. Simple, fast, and professional looking pages, what more can you ask?

ClickFunnels was so surprising! I was looking for a way to get started. Hard to admit but I’ve been studying Internet marketing for years and actually printing sales pages to clone from "the gurus" but I’ve always been overwhelmed in creating any website. I’ve bought a ton of stuff and feel almost ridiculous not being a techie and knowing how to use the software or what’s compatible. So this will be a game changer. Just need to get my business model and products figured out, and what a way to get them online! www.YesYourHappiness.com is coming!

Thank you Jay and Russell. I just picked up ClickFunnels because I’ve been dreading building several websites for some ebooks and info products that are nearly finished. My programming skills are rusty and CF looks like it will let me bypass the pain of getting things where I want them. Phew! Just in time.

Just jumped into ClickFunnels through Jays webinar. Excellent presentation and am very excited about this great start for 2019. Thank you Jay!!

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And here’s what some of Russell’s current Click Funnels customers have to say about this money-making, time-saving power tool:
Liz Benny is one of Russell’s favorite students. She lives down in New Zealand, and she had her business prior to this. She wanted to bring her business online, and she had never done it before she came onto the training. You can see that she got 35 new clients at $997 each, and now she’s looking to get 100 new clients this month. That’s not a bad pay day, is it? You might be saying to yourself “There’s no way that I’m going to make $100,000 in a month. That may be true, and it may not. One thing is for sure. If you had asked Liz if she could four months ago, she would have told you it wasn’t possible too.

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Another one of Russell’s favorite Funnel Hacks members is Mike Stanzyk. When he started out, he didn’t even know what a sales funnel was. However, he quickly leaned and was able to make sales right off the bat. Now, he didn’t make that much, but you have to realize he’s talking about the very first sales that he got immediately after he began using his funnel. How many people online don’t make their first sale until they’ve been trying for a month, six months, or even a year. What would it have been worth to you to have been able to be successful on your very first try?

“I Followed The Funnel Hacks System, Found A Funnel I Liked, Modeled It, And My FIRST Test, We Doubled Over On Our Ad Spend! One Dollar In... Two Dollars Back Out!”
– Simeon Cryer

Simeon Cryer found a funnel that he wanted to model and went right after it. Notice that he says he was able to put one dollar into advertising and get two dollars back out. That’s the goal right? You want to be able to put a dollar in on Monday and get two back out on Tuesday. If you can do that, you’ve got a winner. People always ask how much money they should budget to put into their funnel. To this, Russell usually replies “Well, let me ask you a question. If you were to put a dollar into advertising on Monday and Tuesday you got two dollars back out, what do you think your budget for traffic should be?” To this people usually say something like “Wow. I want to put in a million dollars a day.” That’s the right answer. When you have a funnel and do it the right way the first time, you don’t have a budget because every dollar you put in, you immediately get it back, plus more. That’s the goal of this whole system.
As you can tell from Anthony Di Clementi’s statement, he was able to more than double his conversion rate just using some of the strategies that he learned in Funnel Hacks. To Russell, doubling a conversion rate means twice as many customers and twice as many people buying your products and services. As previously mentioned, this does not just work for supplement funnels. You can use it for each of the following:

- Coaching Funnels
- Book Launch Funnels
- Information product Funnels
- Ecommerce Funnels
- Funnels for “Real” Businesses
- All Types of Funnels!!!

If you don’t have a product yet, don’t worry. In the first session of the training, you are going to learn about optin funnels. You can make over a million dollars a year just building email lists and selling other people’s products. If you don’t have a product but would like to, that’s a possibility too. There’s also a “Fast Product Creation” module. So, don’t let not having a product be an excuse that’s holding you back. Every one of us has an excuse that keeps us from moving forward, but that should not be one of them. You don’t have to have a product to be successful, but if you want a product, you’re going to be shown exactly how to create one.

If you’re ready to transform your online business just like these thrilled Click Funnels members have, you must take action now. Because this special offer, FREE Click Funnels account, and

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IMPORTANT: *This special offer disappears on Sunday, January 6th @ midnight PST*
Jay’s huge Bonus package (more on that in just a bit) will disappear Sunday at midnight, Pacific time.

Click here to secure your spot: http://ClickFunnels.com/jay
How to Secure Jay’s Exclusive $4,995 Bonus Package

Jay wants you to succeed with this Funnel Hacks system... and beyond. That’s why he’s put together the biggest and most valuable collection of traffic training that he’s ever offered before... yours to use with their compliments with your investment in the Funnel Hacks system. It’s worth $975, and it’s designed to not only help you generate traffic to your new online funnels, but also to get eyeballs on your Kindle eBooks, on your physical products, on your squeeze pages, on your blog posts, on your Facebook fan pages, etc. That is how money is made online.

Basically, this bonus is going to help you fill your brand new funnel with tons of folks that can’t wait to jump in and take advantage of whatever you choose to market with Click Funnels. And it picks up exactly where Russell left off with his Funnel Hacks system. First off, you’ll receive access to:

Click Here to Access Funnel Hacks (and Lock In Your $4,995 Bonus Package!)

IMPORTANT: This special offer disappears on Sunday, January 6th @ midnight PST
**Bonus #1: Click Funnels Masters Facebook Group**

Jay uses Click Funnels every day for his business. You may have noticed that every page that he sends out nowadays has that little Click Funnels logo on the tab. This works like crazy, and Jay says that it has transformed his business. That’s why he is so excited to be able to bring this special offer to you. Jay wants you to be able to transform your business too, and he knows that Click Funnels is the future of online marketing. This makes websites obsolete. It makes WordPress obsolete.

One of the bonuses that you are getting access to today is an exclusive Facebook group. Jay’s going to be in there, and so is Mr. Blaine Moore, who’s in charge of Jay’s online operations for his JJ Fast Publishing business. Jay just sent Blaine to Boise, Idaho for the Click Funnels Certification Program so that he can become a true expert with this revolutionary Click Funnels software.

It cost Jay $3,500 to get Blaine certified. Not only that, but he had to put him up in a hotel for a week and pay him his wages while he was there. However, Jay says that the information that Blaine has brought back has already made up for this investment three fold, and as part of Jay’s bonus package YOU will be able to use Blaine and his Click Funnels expertise as a resource moving forward as well. All you need to do is head over to the “Click Funnels Masters” Facebook group, where you can go to get all of your Click Funnels questions answered by Jay and Blaine personally. When you are part of the Facebook group, you’re going to be able to log in and ask any questions that you have.

**Bonus #2: Jay’s Exclusive Click Funnels How-to Training: Click Funnels Secrets**

Jay also had Blaine create a training course that he “Click Funnels Secrets,” which consists of almost 3 dozen over the shoulder videos showing you everything that you’ll need to know in order to get up and running with Click Funnels as quickly as possible. Jay has never released this video training program...he just keeps them for internal use for his own team, and to offer...
as a bonus to new Funnel Hacks members like you. If he did sell this program, it would be for no less then $499.00, because it’s that valuable.

Between the Facebook group, and this valuable over-the-shoulder training, Jay knows that this will get you off to the quickest start possible with this system, and it’s going to give you incredible value.

**Bonus #3: Jay’s Proven Money-Making Click Funnel Templates**

This portion of the bonus is with the price of admission itself, especially if you are already an Amazon author. Jay told Russell that he wanted to offer the book funnel that Russell had put together. If you don’t know about it yet, Russell put an amazing launch funnel together that sold over 25,000 copies of a book for him.
Jay got this funnel from Russell, and no one else has it. He modified it so that it’s not so specific to Russell’s book anymore. Anyone can use this launch funnel now for their own books. It’s a little generic. Once you get inside, just click on the link that says “Russell’s Free + Shipping Book Offer”, and this entire funnel will show up right inside of your new Click Funnels account. This is valued to be worth $997 in itself.

In addition to this, Jay is going to give you his most profitable funnel that he has created this year. He’s been able to generate over $15,000 profit just sending cold traffic to it from Facebook. You’re going to have access to it as well. You can promote it as-is and pay for your Funnel Hacks membership within a week’s time. You’re going to learn exactly how to go about doing that on next week’s training. The team is going to go through these funnels and show you how to customize them in order to use them for yourself.

**Bonus #4: 25 Instant Traffic Methods**

Next, you’re going to be able to learn 25 Instant Traffic Methods through an incredible video series, and most of these traffic methods are free! You’ll be able to learn some stuff that you have never heard of before. These are traffic methods that you’re going to be able to leverage for years to come. They will allow you to drive super-targeted free traffic to all of your valuable assets online.
Bonus #5: YouTube Traffic System

Another exclusive bonus that you’ll be receiving is the YouTube Traffic System, which is a very sneaky system that Jay has only talked about a couple of times in the past and only with a select few students. He does something on YouTube, and although he is not the only person using this tactic, it’s certainly not a traffic system that is widely known. He has a way of tapping into viral videos, and some of them have millions upon millions of views. Then, he sends the visitors that come to watch that viral video directly to his squeeze page, to his Amazon products, etc. This training will allow you to do the exact same thing. Jay calls this his YouTube Piggybacking System:
Bonuses #6: 2 Cent Facebook Ads:

Jay also gets a lot of requests for training on how to successfully and profitably use Facebook ads. This bonus includes a 21-video series on exactly how to do this. It takes the mystery out of the process so that you can get a return on your investment. Jay estimates that 99% of their students do not know how to use Facebook ads successfully. You’ll know exactly how to do that after you go through this video training.

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Bonus #7: Amazon Sponsored Ads – Made Easy

Finally, if you are selling Amazon physical products through FBA, you are going to be receiving the Amazon Sponsored Ads-Made-Easy program. It is not available anywhere else, at any price.

This training is going to show you how to turn pennies into dollars with Amazon Sponsored Ads. Jay has earned tens of thousands of dollars with his Amazon physical products with this powerful promotion system. It’s simply the best and most powerful way that he knows of for promoting physical products on Amazon.
Bonus #9: How to Turn Your Kindle Buyers Into Email Subscribers

The next bonus consists of almost 2 dozen over the shoulder videos showing you the best and most effective way to promote your Kindle ebooks and generate more sales: to turn your book buyers into email subscribers! Jay has added thousands of his ebook buyers to his personal autoresponder account, which allows him to instantly send hundreds of super-qualified people that know, like and trust you to your Kindle ebook.
Bonus #10: The Complete Guide to Aweber

Of course, if you’ve never used an autoresponder before, Jay’s got just the thing. It’s an over-the-shoulder, 22-video training course that will show you everything that need to know to master this essential tool. You’ll also receive a detailed PDF Guide as well, to get you off to the fastest start possible in building and monetizing an email list.
Once again, this huge $4,995 bonus package is all yours with your no-risk investment in Funnel Hacks. Now is the time to take action, because Russell will be closing the doors to new members Sunday at midnight, Pacific time. Don’t miss out...click here to lock it all in right now: http://ClickFunnels.com/jay
Now Is the Time to Take Action

If you were to go to ClickFunnels.com right now, you’d see that having a one-year Enterprise account would normally cost you $2,997:

As you can see, this kind of account costs $297 per month. That comes out to be about $3,600 per year. You’re getting this account for free when you get inside of Funnel Hacks. You are literally saving $300 a month just by getting started. Now you’re faced with two options. You can do nothing and not take this leap of faith, which is 100% risk free, or you can pony up this small investment, compared to all the value you’re going to get in return, and just give it a shot.

Again, this offer is totally risk-free. Russell sticks to a particular philosophy in his business. He believes “If I can’t make you money, then I don’t deserve yours.” That’s why he put together a 30-day, no questions asked guarantee for you when you invest in this special offer today:

http://ClickFunnels.com/jay
You don’t have to make this decision right now. The only decision you have to make right now is to get started and give this a spin. See how much money you make in the next 30 days, and then decide if it’s worth it or not.

You can start your journey now by visiting http://ClickFunnels.com/jay.

The real question is “Is it worth gambling a few minutes of your time to check this out?” After all, even if it only does half of what Russell makes claim to, it will pay for itself as soon as your first funnel is live.

If You Sign Up Today – I’ll Ship You Another One Of These AWESOME Shirts!

Get Started Now: www.ClickFunnels.com/jay
When you sign up today, you’ll also receive the awesome shirt shown above. Not only is this a really cool ClickFunnel t-shirt, but if you wear it to a marketing event and one of Russell’s staff members are there, they will actually give you cash for wearing it. So, just wear the shirt to every event that you ever go to in the future, and if you see Russell or one of his team members, you will get free cash from them if they have any left over.

This offer also comes with a fast action bonus. The first 50 people to sign up are going to receive an unlimited amount of funnels with their first year’s membership and an unlimited amount of pages. You’re also going to receive an unlimited amount of traffic for your account, and you are going to get priority support. That means if it’s 3 o’clock in the morning and you can’t get Infusionsoft to integrate with your auto-responder, or whatever’s going on, you just go ahead and message Support. They will just log into your account, set it all up for you, and you’ll be ready to rock and roll. This is a priceless bonus. So, if you know this is you, if you know you want the unlimited pages, traffic, and funnels, then sign up right now at http://ClickFunnels.com/jay

One of two things is going to happen when you go to this website. If you’re already a ClickFunnels member, you’re going to see a page like the one shown on the left-hand side in the screenshot above. Your card is already on file, so the page is going to ask you if you want to use the card linked to your account. You either agree or disagree, and then you click on the ‘Upgrade My Account’ button. What’s going to happen is your account is going to be upgraded
to the Enterprise level, and your billing will be pushed out for an entire year because you’re going to get Click Funnels for free for an entire year when you invest the $997 today.

If you’re not a Click Funnels member already, the page that you arrive on will look like the one on the right side of the screenshot above. You’re going to be asked to create a free Click Funnels account, and then you’re going to be asked for your credit card information. You’ll put that in, and you’ll be billed the $997. You’ll be upgraded to the Enterprise level, and your billing will be pushed out for an entire year. For the whole year, you’re going to have Click Funnels for free.

If you have any trouble signing up, don’t hesitate to contact Support@ClickFunnels.com. There team is ready to take care of any issues that you may be having. Make sure that you don’t miss out on the fast action bonus that Russell is offering to the first 50 people to sign up. You won’t want to miss out on the unlimited traffic and bonuses he is offering.

But as mentioned, this offer is extremely time sensitive, and will disappear at the end of the weekend. Get started right now by visiting: http://ClickFunnels.com/jay
Questions & Answers

What if I already have a Click Funnels account?
Great question! Don’t worry, your current Click Funnels account will simply be put on “pause” for the next 6 months after you enroll in this this special Funnel Hacks program.

What happens after 6 months?
You’re going to get Click Funnels for the next 6 months. After that, you’re going to get an email that basically says “What level do you want to be on?” And depending on your needs at that point, you can continue to at either the $97 or the $297 level. You just go ahead and let the team know what level makes the most sense for you (and of course you can cancel your account entirely if that’s what you want). Russell and Jay recommend that you take these next 6 months to take massive action, create unlimited funnels and easily pay for your membership after that point. In fact, make it a goal to make as much money as you, and that way, when the re-bill comes through it won’t even matter.

What other tools do I need?
Click Funnels will do almost everything that you need for your business. You are likely going to get rid of nearly everything else you use. Russell says that the only two tools he ever uses anymore is an email auto-responder and Click Funnels. Now, Click Funnels does have a basic auto-responder in place, but it doesn’t quite do as much as services like AWeber or GetResponse. So, Russell feels like you still need an auto-responder, but that should be about it.

You can get rid of your landing page software and things like that because you don’t need them anymore. Russell has built a multimillion-dollar-a-year business off of Click Funnels and an auto-responder; that’s it. There are other things out there that are great and you might want to have, but Click Funnels and an auto-responder is all you really need.
Where can I find the Funnel Hacks training inside of Click Funnels?
If you’re in, there should be a little Funnel Hacks logo on the right-hand side of your dashboard. When you see that, and you click on it, you’ll be automatically logged into the Funnel Hacks training member’s area. If you don’t see it for some reason, just contact Support@ClickFunnels.com. Sometimes there is a delay when the billing has to post back.

The membership area is already open. So, you can just jump in there as soon as you sign up, start learning, and begin creating your funnels. There’s no reason to hesitate; everything is ready for you right now.

If I buy this, are there any upsells?
There’s nothing left to upsell. You’ve got everything that you need to be successful included in your membership.

Who hosts these web pages?
You can actually get rid of all of your webhosting because this is another feature of the program. Before Click Funnels, Russell and his team were spending about $3,500 a month on webhosting. They had to use about three different servers to make sure that they had enough bandwidth to handle all of the traffic. Since they began using Click Funnels, they have gotten rid of all of their hosting accounts because Click Funnels will actually host your pages for you. If you get the unlimited plan, by the way, you are actually getting unlimited bandwidth for an entire year.

Just because you are using Click Funnels doesn’t meant that you have to have ‘Click Funnels’ in the URL. You can set up a custom domain, and there’s training on how to do so in the member’s area.

Who owns the data generated?
That’s a great question. When someone comes in and joins your list, that person is yours. Russell and his team do not add that person to their database in any way. Your data is 100% yours. It would be both illegal and immoral for Russell and his team members to do anything with it. You don’t have to worry about them emailing to your list or sending your customers anything; those customers are all yours.

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Can I export my pages?

There so many different features inside of Click Funnels, such as the split testing and the multi-sequencing, that your pages wouldn’t work if you were to export them. However, you could get a webmaster to go back and fix them. So, if you wanted a backup for your pages, you can just right-click on it and hit ‘Save As’. All the links are absolute and all of the page URLs should be fine as-is.

Is there a PayPal option to purchase Click Funnels?

There’s not one on the sales page, but if you need one, you can just email to Russell’s help desk at Support@ClickFunnels.com (and be sure to tell them that you’re a subscriber or Jay Boyer in order to receive his big bonus). They have a link that they can send you to get set up through PayPal. Another thing to consider is that PayPal has a really cool financing option for people who are U.S.-based and have great credit. Basically, you’ll have no payments or interest for six full months. So, after you get the link from Support, follow it, and PayPal will ask you if you want to finance your purchase. If you say “yes”, PayPal will check your credit.

If your credit is good, they’ll give you an instant loan for $997. You’ll get instant access to everything, and you won’t have to pay a penny in payments or interest for six whole months. There may be other rules involved as well, so you may or may not qualify, but if you want a financing option, that may be the best way to go.

Do I need WordPress anymore?

Russell says that he knows there are plugins that are built to help you create funnels. One thing that you need to understand is that WordPress is a blogging site; it was never intended to be used for sales funnels. There are some really smart marketers that have put together plugins in an attempt to hack into WordPress and make it build a sales funnel. The problem is that since WordPress wasn’t made for that, it takes a lot of updating and hard work. Then, one day WordPress updates something and the whole thing crashes.

Russell had a friend that had a funnel on WordPress. He left town for a couple of days, and when he came back, his entire sales process was down. This man had been driving traffic through Facebook, so he lost tens of thousands of dollars as a result. So, WordPress is great for
blogs, but you really shouldn’t use it for sales funnels. In conclusion, if you’re not blogging, you do not need it; there’s no purpose for it.

**Do I need an auto-responder anymore?**

Click Funnels has a basic email auto-responder in place. So, let’s say someone registered for a webinar, it can do email sequences and some really cool smart triggering so that if someone leaves early they’ll get a different email sequence and things like that. If you want to do broadcasts and things like that, however, you will need an auto-responder. Russell recommends AWeber or GetResponse. That’s the only tool you should really need on top of Click Funnels.

**What if I can’t afford Click Funnels now.**

If you can’t afford $997 right now to take your business to the next level, you need this even more than anyone else does. If this is the case, you need to look into how you can get the money. Again, you can use Visa or MasterCard to finance it, or PayPal’s ‘bill me later’ option. Find a partner, and bring them in. They could make the investment while you do all of the work, or you could work on building a product while they do all of the marketing. There are tons of different ways that you could put together a partnership and use it in conjunction to the strategies you’ll be provided. In any case, if you don’t have that kind of money lying around, then start being resourceful and figure out how to get this.

Russell says that when he started this business, he was completely broke. He was still a student at that time, and his wife was making $9.50 an hour. He didn’t have any money, but he went and found some partners to invest. After that, he busted his butt trying to get it all paid back off. That’s how he launched his entire business. It’s all about being resourceful and not complaining about the resources you don’t have, if that makes sense.

**Do you offer support if we get stuck?**

Yes. As a matter of fact, people have told Russell that his support team is the best in the market. They didn’t just hire people off the street. They found actual Click Funnels members who understand the marketing and psychology behind it, and they paid them a lot of money to provide excellent support. They understand the marketing, they understand the funnels, and
they understand the software. They are amazing. They are there to help around the clock. All questions are answered within 24 hours, and usually in a lot shorter time than that.

Can Click Funnels create membership sites?
Yes, so if you are using any other sort of membership site, Russell advises that you delete it. He says that he recently switched all of his membership sites over to Click Funnels, and he never looked back.

What’s the difference between Click Funnels and Lead Pages?
Leadpages builds pages, and Click Funnels builds out entire sales funnels, membership sites, and automated webinar software. Russell says that a customer recently compared having Leadpages to having a calculator and Click Funnels to having an iPhone. Russell felt that this was a pretty good explanation.

Will my websites say “Click Funnels” in the website URL?
By default it does, but you can create a custom URL without the name. You can use any kind of domain you like for this, and that’s the only domain that your users will see.

Are the pages mobile responsive?
Yes they are. They work on your iPad, iPhone, Android, etc.

What was the traffic website that Russell talked about in his presentation?
SimilarWeb.com. Before you start using that though, take note that there is extensive training in the membership covering how to use SimilarWeb effectively.

Does Click Funnels integrate with Infusionsoft, Gotowebinar, Aweber, etc.?
Yes, Click Funnels integrates with most of these types of services. The goal was to have it integrate with as many services as possible. Right now, it integrates with all of the A-level
services, and now they are working on making it integrate better with all of the B and C level services. So, if it doesn’t integrate with a particular service right now, it will very soon.

How does Click Funnels compare to Kajabi?
Kajabi is like a membership site builder that was built seven or eight years ago. Conceptually, it may be a bit similar, but if you play around with Click Funnels, you’ll find that it’s much easier to use.

Can Click Funnels track my data?
Every single Click Funnels page has tracking codes, analytics codes, and retargeting codes. That way, you can do all your own split testing externally. There is a lot of tracking that happens inside of Click Funnels as well. So, both options are available to you.

Will this work for my business?
If your business can benefit from generating leads or selling products, it will definitely work for your business. It works for supplement businesses, coaching businesses, info product businesses, local businesses. Russell commonly sees it being used by chiropractors, dentists, personal trainers, financial planners, and real estate agents. There are even people using it for some of the strangest niches out there.

How do I convert my websites over to Click Funnels?
It’s a really simple process. By the way, the team is in the process of hiring people to assist members in moving their sites over.