



11 THINGS TO AVOID WHEN BUILDING YOUR FUNNEL

1. Being complicated out of the gate
2. Not having a view of the entire system/macro view
3. Not having a clearly defined funnel blueprint
4. Making it too hard/complicated to buy
5. Focusing too much on acquiring new customers
6. Not maximizing revenue during the buying process
7. Fail to uncover your hyper responsive buyers
8. Using online marketing only
9. Lack of segmentation
10. Failing to introduce continuity offers
11. Failing to have Thank You Pages work for you