



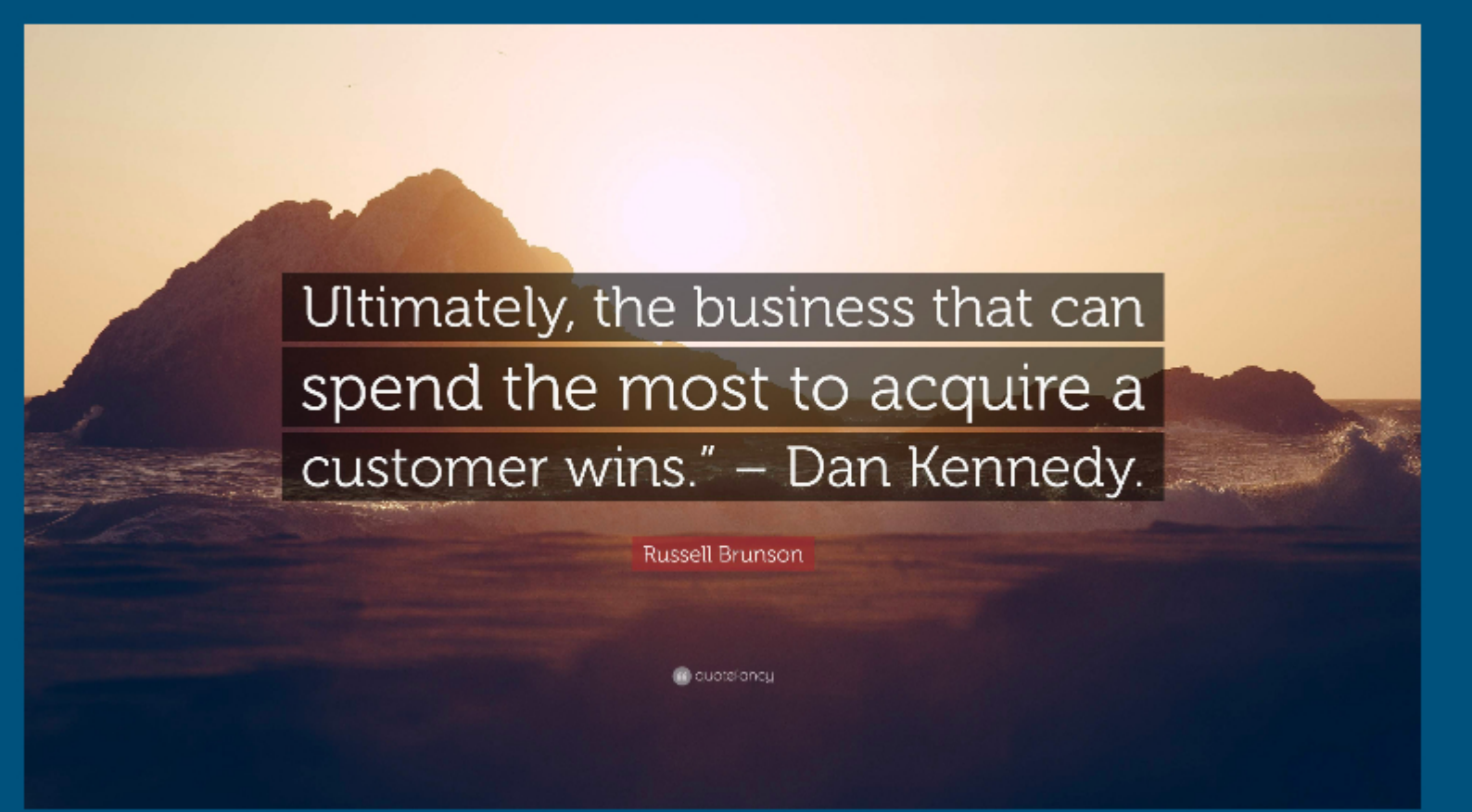
AES 2022

Funnel




Funnel - Vũ khí scale

- Tổng quan
- Ưu điểm của Funnel
- Các tính năng
- Giá
- Bắt đầu với Funnel ntn?
- Xây dựng chuỗi offer Upsell
- Hoàn thiện 1 Funnel



Ultimately, the business that can spend the most to acquire a customer wins." – Dan Kennedy.

Russell Brunson

 quoteLancy

1. Tổng quan

- Là 1 phương tiện giúp các seller kiếm được nhiều tiền hơn từ khách hàng
- Thường chỉ work cho những sản phẩm đã win rồi
- Set up phức tạp hơn store nhiều
- Thêm chi phí
- Phương pháp "Trending" dùng trong Ecom để scale winning product cho các brand hiện nay

2. Why Funnel?

- 1 page purchase ([Sample](#))

WARNING: Do Not Hit Your "Back" Button
Please do not click back or close your browser window.

**Know You Will Save Hundreds Of Dollars On Keto Diet Programs,
But What You Do Next Is Just As Important...**

Click on Your Transformation Below to See 100 Days of Keto Diet Program
and How Long it Took to Get it Done. It's Not Just a Matter of Weeks,
It's Months of Frustration and Pain.

["What Do I Do Next?"](#)

Keto4Life Includes...

- ✔ Over 100 Keto Diet Recipes to Help You Stay on Track
- ✔ 100 Days of Keto Diet Program to Help You Stay on Track
- ✔ 100 Days of Keto Diet Program to Help You Stay on Track
- ✔ 100 Days of Keto Diet Program to Help You Stay on Track
- ✔ 100 Days of Keto Diet Program to Help You Stay on Track
- ✔ 100 Days of Keto Diet Program to Help You Stay on Track

Go Keto4Life Today and Enjoy The Many Long-Term Benefits of Keto...

- ✔ Lose Weight
- ✔ Increase Energy
- ✔ Improve Blood Cholesterol
- ✔ Increase Blood Sugar

Normally \$247 - Now Just \$147 (70% OFF)

[→ We'll Email You Keto4Life](#)

REMEMBER!
*This Offer Expires Soon. Click the "Buy Now" Button to Get Your Keto4Life Today!

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2. Why Funnel?

- 1 page purchase ([Sample](#))
- Store bình thường: Trang bán hàng/Trang giỏ hàng/Trang check out/Trang thank you

The screenshot displays a landing page for Keto4Life. At the top, there is a red warning banner: "WARNING: Do Not Hit Your 'Back' Button" with a subtext "Please do not click the back button on this page or you will lose your order!". Below this is a video of a man speaking. A text box follows, stating "Know You Will Save So Much On your 30 Day Keto 4Life Program, But What You Do Next Is Just As Important..." and "Click on Your Free Information below, SEE THE KETO 4Life Program and find out why it's important for you to get it right now, and what it means for you, in terms of your health and life." A button labeled "What Do I Do Next?" is visible.

The "Keto4Life Includes..." section features a product image and a list of benefits:

- ✔ Over 100 Keto 4Life Recipes to help you stay on track
- ✔ 41 Days of Keto 4Life Support, including Keto 4Life Support, Keto 4Life Support, Keto 4Life Support
- ✔ 100% Money Back Guarantee - 30 Day Money Back Guarantee
- ✔ Keto 4Life 30 Day Keto 4Life Program - 30 Day Keto 4Life Program
- ✔ Keto 4Life 30 Day Keto 4Life Program - 30 Day Keto 4Life Program
- ✔ Keto 4Life 30 Day Keto 4Life Program - 30 Day Keto 4Life Program

The "Go Keto4Life Today and Enjoy The Many Long-Term Benefits of Keto..." section includes four icons representing: "Lose Weight Fast", "Eliminate Cravings", "Increase Energy", and "Improve Overall Health". Below these icons, a green button reads "Click Here to Buy Keto 4Life". A "REMEMBER!" section states "This Offer Expires Soon - Click This Page Now to Buy Keto 4Life Today!" and "This Offer Expires Soon - Click This Page Now to Buy Keto 4Life Today!".

2. Why Funnel?

- 1 page purchase ([Sample](#))
- Store bình thường: Trang bán hàng/Trang giỏ hàng/Trang check out/Trang thank you
- Càng tinh gọn, càng thuận tiện thì càng dễ bán hàng





The screenshot displays a single-page sales funnel for Keto4Life. At the top, a red warning banner reads "WARNING: Do Not Hit Your 'Back' Button" with a subtext "Please do not click back or refresh or you will lose your order!". Below this is a video of a man speaking. A text box follows, stating "Know You Will Save So Much On your 30 Day Keto Kick Ass Program, But What You do Next Is Just As Important..." and "Click on Your 'Go to checkout' button, NOT Your 'Add to Cart' button" with a note "We'll bring an opportunity to add things up to your cart, instead of losing it all, every time you click the back button". A "What Do I Do Next?" link is provided. The "Keto4Life Includes..." section features a product image and a list of benefits: "Get 30 days of 1:1 coaching from a nutrition expert", "41 days of weekly meal plans that are low-carb, high-fat and keto-friendly", "200+ recipes to give you 100+ options for every meal of the week", "A complete 30-day protocol for both of the systems - a 14-day protocol with 100+ recipes for each system and a 17-day protocol with 100+ recipes for each system in the keto diet system. Includes a 14-day protocol for each system." Below this, a section titled "Go Keto4Life Today and Enjoy The Many Long-Term Benefits of Keto..." lists four benefits with icons: "Lose 10-15% Weight Loss", "Eliminate 75% of your cravings", "Eliminate 100% of your cholesterol", and "Increase 100% of your energy". A price comparison shows "Normally \$247 - Now, just \$147 (70% OFF)". A green button says "Go to checkout to save \$100.00". A "REMEMBER!" section states "This 30-day program does not come with a 30-day money back guarantee. You can get a 30-day money back guarantee if you are not satisfied." At the bottom, a small text reads "© 2014 Keto4Life LLC. All rights reserved. Terms & Conditions" and a "Keto4Life" logo is in the bottom right corner.

2. Why Funnel?

- Order bump
- Chỉ cần tích vào ô là upsell

➔ **Yes, I will Take It!**

ONE TIME OFFER: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aut, quod hic expedita consectetur vitae nulla sint adipisci cupiditate at. Commodi, dolore hic eaque tempora a repudiandae obcaecati deleniti mollitia possimus.



Order Summary

Item	amount
Dynamically Updated	\$XX.00

Complete My Order

SUBMITS THE PAGE

Order Bump?



Profit

2x [redacted] + Order Bump	\$171.98	david395525@yahoo.com	PAID
2x [redacted]	\$149.98	caseymasyx2@yahoo.com	PAID
2x [redacted] + Order Bump	\$171.98	ENPVAP@AOL.COM	PAID
2x [redacted] + Order Bump	\$171.98	lmart2623@live.com	PAID
2x [redacted]	\$149.98	awningman1@yahoo.com	PAID
[redacted]	\$7.00	scg1ven@msn.com	PAID
2x [redacted] + Order Bump	\$171.98	scg1ven@msn.com	PAID
2x [redacted] + Order Bump	\$171.98	dannc58@gmail.com	PAID
1x [redacted]	\$79.99	andredp193@gmail.com	PAID
2x [redacted] + Order Bump	\$171.98	Mbelevender@gmail.com	PAID
2x [redacted]	\$149.98	capper090366@comcast.net	PAID
1x [redacted] + Order Bump	\$101.99	stanr58@gmx.com	PAID

2. Why Funnel?

- Subscription payment

Subscription, Payment Plan, or One-Time Product

Is this product available as a subscription, a payment plan, or a one-time sell?

Subscription

Payment Plan

One-Time

2. Why Funnel?

- Subscription payment

Subscriptions

Current Scheduled Canceled

CUSTOMER	STATUS	BILLING
he@gmail.com	Active	Auto
md57@gmail.com	Active	Auto
maail.com	Active	Auto
gln5@gmail.com	Active	Auto
vir397@gmail.com	Active	Auto
ma@gmail.com	Active	Auto
dknail.com	Active	Auto
do@gmail.com	Active	Auto
ca@gmail.com	Active	Auto
Taloo.com	Active	Auto
da@gmail.com	Active	Auto
ha@gmail.com	Active	Auto
ozm	Active	Auto
cnvmail.com	Active	Auto
linmail.com	Active	Auto
ny@gmail.com	Active	Auto
fay@gmail.com	Active	Auto

2. Why Funnel?

- Upsell/down-sell/cross-sell
(1 click)



The image shows a product page for a 'Best Dad Ever' t-shirt. At the top, there is a logo for 'DAD' with a hand pointing to the letter 'D'. Below the logo is an orange banner with the text: 'WAIT! LAST Special ONE TIME ONLY Offer' and 'Not Only Is He #1, But Let It Be Known That He's Also The "Best Dad Ever"!'. The main content area features a green banner stating '50% OFF Was \$17.99 - Now \$8.99'. To the left is an image of a black t-shirt with 'Best Dad Ever.' printed on it. To the right of the image is the product title 'Best Dad Ever Shirt' and a sub-headline 'Great Gift Idea for yourself or that special someone'. Below this are two bullet points: '✓ 5.3-ounce, 100% cotton' and '✓ Designed and printed in the USA'. A green button labeled 'Yes, Gimme the Shirt!' is positioned below the bullet points. At the bottom of the page, there is a link that says 'No Thanks, I don't need this now'.

Funnel is generating more money...

ul 6 at 2:12 am	Mantshadi Dithipe	\$79.99	● Paid
ul 5 at 9:26 am	Siaosi Loa	\$79.99	● Paid
ul 5 at 3:48 am	Munish Kumar	\$79.99	● Paid
ul 4 at 1:06 am	Vicki Becker	\$79.99	● Paid
ul 3 at 10:07 pm	Carol Stirling	\$79.99	● Paid
ul 3 at 7:48 pm	Robert Gaskin	\$79.99	● Paid
ul 3 at 1:20 am	Lydia Anyadike	\$149.98	● Paid

2x [Redacted] + Order Bump	\$171.98	david395525@yahoo.com	PAID
2x [Redacted]	\$149.98	caseymasyx2@yahoo.com	PAID
2x [Redacted] + Order Bump	\$171.98	ENPVAP@AOL.COM	PAID
2x [Redacted] + Order Bump	\$171.98	lmart2623@live.com	PAID
2x [Redacted]	\$149.98	awningman1@yahoo.com	PAID
[Redacted]	\$7.00	scgIVEN@msn.com	PAID
2x [Redacted] + Order Bump	\$171.98	scgIVEN@msn.com	PAID
2x [Redacted] + Order Bump	\$171.98	dannc58@gmail.com	PAID
1x [Redacted]	\$79.99	andredp193@gmail.com	PAID
2x [Redacted] + Order Bump	\$171.98	Mbelevender@gmail.com	PAID
2x [Redacted]	\$149.98	copper090366@comcast.net	PAID

Upsell

- Thông thường: 1 sản phẩm \$100

+ Store: 5-10% upsell -> Upsell \$10 -> \$110 total

+ Funnels: 40% order bump (\$22) + 20% UP1 (\$150) + 5% UP2 (\$50) -> \$141

Crystal			Steps	Stats	Contacts
Earnings Per Click	Gross Sales	Average Cart Value			
\$1.30	\$111,960.44	\$127.08			

2. Why Funnel?

- A/B Testing:

The screenshot shows a browser window at the URL <https://affiliateselites.com/free-4-day-training>. The interface is split into two columns: 'Control' (labeled 'A') and 'Variation' (labeled 'B'). A progress bar between them shows '50.0% of traffic' for each.

Control (A): Features the heading 'FREE 4 Day Training Results' and the main text 'How To Start Your Own Online Business! (Even If You're Completely New)'. It includes a 'DOWNLOAD NOW' button and an 'EDIT PAGE' button.

Variation (B): Features the heading 'Claim Your FREE Training!' and the main text 'How To Start Your Own Online Business!'. It includes a gold trophy icon, a list of bullet points, a 'GIVE ME MY FREE 4 DAY TRAINING NOW!' button, and an 'EDIT PAGE' button.

2. Why Funnel?

- Customize page (Tăng Conversion Rate)
- Capture email easy

Lưu ý:

Ko fully ecom integrate (Kết hợp dùng với Shopify)

Ko fully payment integrate như shopify



Giá cao hơn Shopify




Check out trên Shopify:


Payment


We never store your credit card number and your payment is secure.

Credit card VISA  

Card number 

Name on card

Expiration date (MM / YY) Security code 



[Return to information](#)

Subtotal	\$350.00
Taxes	\$45.50
Total	USD \$395.50

Bắt đầu với Funnel ntn?

Import funnel:

[Funnel 1](#): High Ticket, Low, Brand

[Funnel 2](#): POD, Free Plus Shipping, Tripwire

Hình dạng 1 Funnel

The screenshot displays a marketing funnel interface for a business named "BAKING". The interface is organized into several sections:

- Top Navigation:** Includes a gear icon, the word "BAKING", and navigation links for "STEPS", "STATS", "CONTACTS", "SALES", and "SETTINGS".
- Left Sidebar:** A dark sidebar with a "LAUNCH CHECKLIST" (checked), "FUNNEL STEPS" section, and a list of funnel steps: "Baking Tool" (selected), "750 Tool", "Downsell - Biscuit", "Thank You Page", "About Us", and "Shipping". An "ADD NEW STEP" button is at the bottom.
- Main Content Area:**
 - Header:** "Baking Tool" with sub-tabs for "Overview", "Automation", "Products", and "Publishing".
 - URL Bar:** Shows the URL "https://www.bakingtoolsbaketoday/baking-tool.html".
 - Preview:** A "Connect" section showing a mobile device preview of a landing page with a "Bakerton?" headline and a "REORDER" button. Below the preview are "EDIT PAGE", "COPY", and "SHARE" buttons.
 - Split Test:** A "Start Split Test" section with a flask icon and a "CREATE VARIATION" button.
 - Footer:** Three buttons: "Remove From Funnel", "Delete Funnel Step", and "Clone Funnel Step".

Hình dạng 1 Funnel

1. Core offer + Order bump
2. Upsell
3. Downsell
4. Cross-sell (Optional)
5. Thank you page



Chìa khoá để có 1 Funnel thành công?

1. Sản phẩm win

Chìa khoá để có 1 Funnel thành công?

1. Sản phẩm win
2. Chuỗi sản phẩm upsell/downsell hợp lý & logic

Upsell Brainstorm:

- **Upsell sản phẩm bổ trợ:**

Mua điện thoại bán thêm ốp

Mua cần câu bán thêm mỗi câu, lưới...

- **Upsell thêm số lượng:**

Mua thêm 3 pack, 5 pack với giá ưu đãi

Thực hành

Xây dựng 1 chuỗi sản phẩm xung quanh sản phẩm core:

1. Order bump
2. Upsell 1 (>
3. Upsell 2
4. Downsell (<
5. Cross sell (



