



MODULE 8: BUILDING FUNNELS

NOTES

[illegible]

SEGMENT 2

This segment discussed the mathematics behind creating a winning funnel. Here are the numbers you need to keep in mind.

Industry Standard

- ☐ 25% Conversion On Upsell #1
- ☐ 15% Conversion On Upsell #2
- ☐ 15% Conversion On Downsell #1
- ☐ 30% Conversion On Backend #1 - Recurring Product
- ☐ 10% Conversion on Backend #2 - High Ticket Item