



MODULE 8: BUILDING FUNNELS

NOTES

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