



MODULE 8

SEGMENT 1

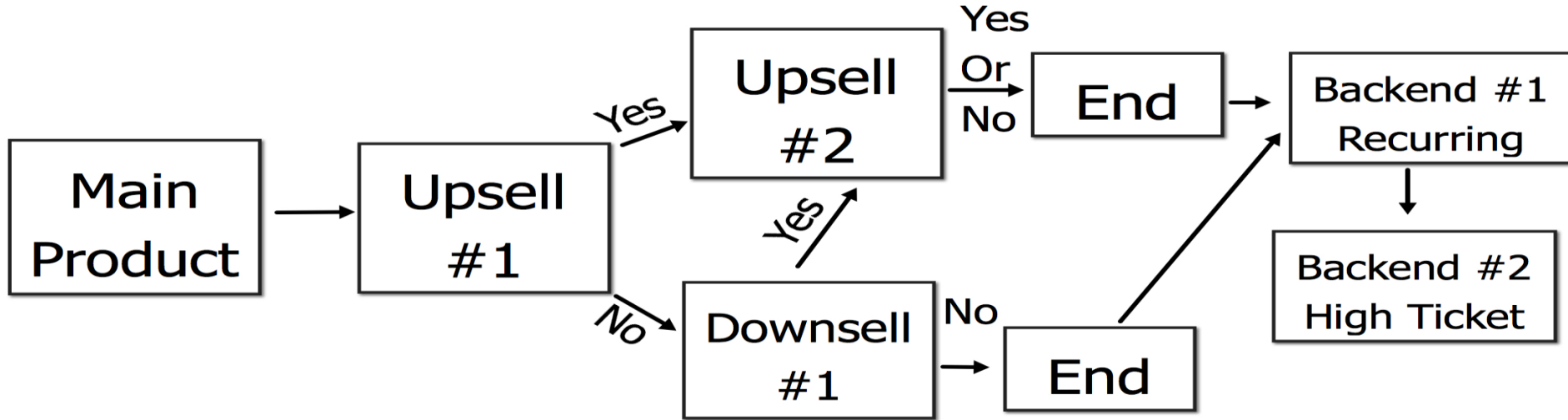


Building Your 5x Funnel
Mathematic Explanation Why
Funnel Rock

In This Class

- What Is A Funnel
- Why Funnels Work
- The Math
 - With Affiliates
 - Without Affiliates

What Is A Funnel



Why Funnels Work

- Once Someone Buys, They Are 10x More Likely To Purchase Again
- 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

Let's Do The Math

The Math Behind Funnels

	Price	# Of Units Sold	Conversion Rate	Revenue	
Front End Product	\$47	100		\$4,700	
Upsell #1	\$197	25	25%	\$4,925	
Upsell #2	\$97	15	15%	\$1,455	
Downsell #1	\$97	15	15%	\$1,455	
			Before Backend	\$12,535	Increase In Sales By Creating Funnel Without Backend 166.70%
Backend #1 Recurring Avg # Months	4 \$97 Recurring	30	30%	\$11,640	
Backend #2	\$997	10	10%	\$9,970	
		Total Revenue		\$34,145	Increase In Sales By Creating Funnel With Backend 626.49%

With & Without Affiliates

Best Case Scenario

As An Affiliate

Commission	Revenue
50%	\$6,267.50

Worst Case Scenario - Affiliates Create All The Sales

As A Product Owner With Affiliates

Commission	Revenue
50%	\$6,267.50
100%	\$21,610

Let's Review

- What Is A Funnel
- Why Funnels Work
- The Math
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 - Without Affiliates