

# Funnel Builder Certification Application

## Funnel Emails

### Pre-Application Emails

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  - Let me tell you the backstory
- **Email #2: Stephanie Blake video (day 1)**
  - [NEW VIDEO] Stephanie was just like you...
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  - Get paid to funnel hack, and then get paid AGAIN to funnel build.
- **Email #3: Secret #3**
  - tap into your golden streams of highly qualified clients
  - how you can tap into a golden constant stream of HIGHLY qualified clients who are BEGGING to have their funnels built by you!
- **Email #4: Ben Moote**
  - Funnel hack your way to success
  - Here is Ben’s story
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  - Dave Asarnow’s funnel builder story...

## Pre-Application Emails

🔥 \*\*\*\*\* Email #1\*\*\*\*\*

🔥 = Konain read it.

**Link:**

**From: Russell Brunson**

**Subject:** why we created Funnel Builder Certification

**Pre-Header:** Let me tell you the backstory of how our Funnel Builder Certification Program was created

Hey! I'm SO excited that you're filling out the "Funnel Builder Certification" application right now! I can't wait to introduce you to this AMAZING opportunity that can be the turning point of your LIFE & business!

If you haven't finished filling out the application yet (or lost the link) you can get back to the application here:

**[Click Here To Finish Your Funnel Builder Certification Application](#)**

[Image Of Russell & Funnel Builder]

One of the #1 question I get from people who apply to be part of our Funnel Builder Certification is:

**"What is Funnel Builder Certification... What's the backstory behind it, and WHY was it created?"**

Well, it all started shortly after we launched ClickFunnels. People started to recognize how funnels could help grow their companies... and **they ALL wanted funnels!**

Many people would go out and learn how to create their own funnels, but **a bigger percentage just wanted to hire someone to do it.**

At first I started to charge people to build funnels for them, and then later I actually started taking equity in people's businesses in exchange for building their funnels!

And as time passed on, ClickFunnels started to grow faster and faster.

Right now we get over **1,823+ new ClickFunnels users a day...**

Which is **12,761** per week...

Or... over **51,044** per month!

And again, most of them actually don't want to learn HOW to build a funnel... **they just want a funnel built for them!**

As the demand rose, I built out the Funnel Builder Certification program... A program where I could teach others how to **start a new career as a Funnel Builder!**

For the past few years now, we've been finding hungry entrepreneurs and helping to train and certify them for this new career.

We have many people who were able to leave their 9-5's and start this new career!

And that's the whole goal of the Funnel Builder Certification program. It will HELP you to build you a career that can not only change your business & income but **also change your life.**

Now if you are in a position right now and your goal is to make Funnel Building your career and have people BEGGING to work with you - **That is what this program is specifically all about!**

**Each month we bring a few new people into the program, and it looks like you're interested!**

I want to make sure you have a chance to [finish your application](#), that way we can get on the phone with you and see if you would be a good fit for the certification program...

If so, we can help you get started on this exciting journey!

Go ahead and click the link below to finish your application now:

**[Click Here To Finish Your Funnel Builder Certification Application and Start Your New Career >>](#)**

And I can't wait to see you on the other side.

Thanks,

***Russell Brunson***

P.S. - Don't forget, you're just one funnel away...

\*\*\*\*\* Email #2\*\*\*\*\*

**Link:**

**From:** Russell Brunson

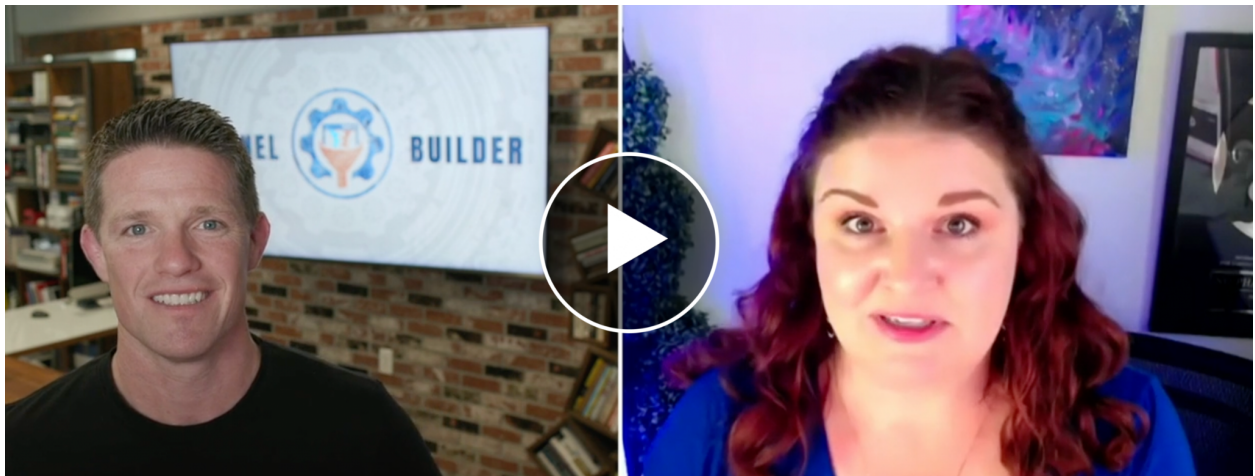
**Subject:** [NEW VIDEO] Stephanie was just like you...

**Pre-Header:** Nervous..? Scared..? I get it – Check this out

Hey I've noticed you haven't finished your application yet... here is the link again incase you lost it:

## [Click Here To Finish Your Funnel Builder Certification Application](#)

If you're still on the fence, I want to show you a quick video from Stephanie Dove Blake who was just like you...



### [Watch Stephanie's Funnel Builder Story](#)

Truth is, when Stephanie got into the Funnel Building world...she barely had a thousand dollars to her name.

Her husband worked a normal 9-5, she even had her kids to take care of, but **she put her heart and & soul into the application process** of becoming a Funnel Builder, even knowing that she didn't have the money.

So she got on the phone with one of our team members, and they spoke to her, and she STILL didn't jump in...

BUT, deep down she knew this was her way out.

So, she emailed a couple people and asked them to pay for her certification program and in return she would do 6 months of work for FREE.

**And one of them paid for the ENTIRE program.**

Talk about being resourceful...and not letting your fears or doubts get in the way of the things you want to achieve MOST.

When she got in, one of the first funnels she built, she didn't even charge for...she built it because she wanted to prove that funnels worked for her.

So she went out there and built a test funnel for a chiropractor, she gave it to him as a gift, and that funnel got that chiropractor **86 customers!** (each patient was **worth about \$1,000 - \$1,500**)

You can do the math on that...haha!

And what happened after was crazy... the Chiropractor told the story to ALL of his colleagues and now everyone wanted to work with her.

**This is what Funnels can do for you!**

So here's what I need you to do:

**Step #1: [Watch Stephanie's Funnel Builder Story Here](#)**

**Step #2: [Finish Filling Out The Funnel Builder Certification Application and Start Your New Career >>](#)**

I look forward to seeing you on the inside!

Thanks,

**Russell Brunson**

P.S. - Don't forget, you're just one funnel away...

 \*\*\*\*\* Email #3\*\*\*\*\*

**Link:**

**From:** Russell Brunson

**Subject:** Mike & AJ's Story...(From Websites to Funnel Hubs)

**Pre-Header:** Have you heard their story yet...?

Hey I still notice you have NOT finished your application to our Funnel Builder Certification Program... **I wanted to make sure that you get in before we close down application submissions again:**

**[Click Here To Finish Your Funnel Builder Certification Application](#)**

I wanted to share with you an additional bonus piece that you get inside of the Funnel Builder Certification...

**And it's called the Funnel Hub Launchpad!**

Now you may be wondering, what the heck is a Funnel Hub...

And I'd love to tell you, but I'd rather have Mike & AJ tell it best! (Just know you're gonna want to give this to EVERY business owner you know!)





### **[Watch Mike & AJ Explain Their Story With Funnel Hubs](#)**

Once you get in there, you'll notice **Mike & AJ have put together sales scripts, presentations and whole bunch of other cool stuff FOR YOU** so you can start selling Funnel Hubs TONIGHT or TOMORROW! (Whenever you like haha!)

But all you have to do is follow a step-by-step process – 1-2-3 and it's DONE!

Now you have a NEW skillset that you can go into businesses and build a Funnel Hub for them!

All of that is waiting for you inside of Funnel Builder Certification Program.

So if you already haven't clicked on the video or finished filling out your application...Here's what I need you to do:

**Step #1: [Watch Mike & AJ's Story With Funnel Hub](#)**


**Step #2: [Fill Out The Application Here](#)**

And I can't wait to see the success you make with Funnel Building.

Thanks,

**Russell Brunson**

P.S. - Don't forget, you're just one funnel away...

 \*\*\*\*\* Email #4\*\*\*\*\*

**Link:**

**From:** Russell Brunson

**Subject:** he got ClickFunnels Tattooed!

**Pre-header:** The story of Jeff Banek is going to shock you!

Hey you still have not finished your application for the **“Funnel Builder Certification” Program...**

**(NOTE: I wanted to give you a fair warning due to SO many people applying, the open enrollment for Funnel Builder will NOT be available for long... we will be closing off application submissions soon. This may be your last chance to apply.)**

If you're still on the edge...

**[Click Here To Finish Your Funnel Builder Certification Application](#)**

Remember, This is the greatest opportunity RIGHT NOW where we'll equip you with the most valuable, in-demand arsenal of marketing skills IN THE WORLD... so you can **BECOME AN IRREPLACEABLE ASSET FOR ANY BUSINESS, REGARDLESS OF NICHE!**

So go finish your application because I know this will be a game-changer for your and your family!

## [Finish Filling Out The Funnel Builder Certification Application and Start Your New Career >>](#)

Okay so today, I want to share with you a story of Jeff Banek (AKA The Funnel Doc)

Now if you don't know...**Jeff TATTOOED CLICKFUNNELS ON HIS ARM!**

(HOW CRAZY IS THAT!?!?!)

He knew and believed Funnel building could change his life.

He didn't tippy toe, he went **ALL IN**...and it changed his life!

## [Click Here To Watch Jeff Banek's Story](#)



[Watch Jeff Banek's Story Here](#)

And once you're done...**make sure you go fill the application!**

So again,

**Step #1: [Watch Jeff Banek's Video](#)**

**Step #2: [Fill Out The Application Here & Start Your New Career](#)**

And I can't wait to see you inside.

Thanks,

***Russell Brunson***

P.S. - Don't forget, you're just one funnel away...

 \*\*\*\*\* Email #5\*\*\*\*\*

**Link:**

**From:** Russell Brunson

**Subject:** the celebrity Funnel Builder

**Pre-header:** The story of Gusten Sun...

**What does it look like to be one of the TOP Funnel Builders in the world?**

This is a story of Gusten Sun...

He's become one of the celebrity funnel builders in the marketplace, building funnels for **Tony Robbins, myself, and many others!**

But he didn't start off that way, in fact he kept switching from 15 different jobs making \$400/mo because they were ALL BORING!

So he looked at the marketplace, and saw that Funnel Building was the BIGGEST opportunity out there...and jumped in.

## [Click Here To Watch Gusten Sun's Story & Finish Your Funnel Builder Certification Application](#)



[Watch Gusten Sun's Story Here](#)

Once you're done watching, you'll notice the reason behind **WHY he became a Funnel Builder.**

So, IF you want to replicate results like Gusten or like MANY of our success stories...

Here's what I want you to do:

**Step #1: [Watch Gusten Sun's Funnel Builder Video](#)**


**Step #2: [Fill Out The Application Here & Make This Your New Career](#)**

And I will see you on the inside.

Thanks,

**Russell Brunson**

P.S. - Don't forget, you're just one funnel away...

 \*\*\*\*\* Email #6\*\*\*\*\*

**Link:**

**From:** Russell Brunson

**Subject:** from science teacher to Funnel Builder

**Pre-header:** Watch how Amanda Dake created her own Funnel Builder's business.

So I've sent a couple emails... but you still have NOT finished your application.

If you're still on the edge, **there still time left for you to get into our Funnel Builder Certification Program.**

**[Click Here To Finish Your Funnel Builder Certification Application](#)**

Today's story is from Amanda Dake...

Now Amanda was a high school science teacher for 12 years...and figured that teachers don't really make a lot.

So she ventured on her own, and found ClickFunnels through a client of hers, and DOVE RIGHT IN!

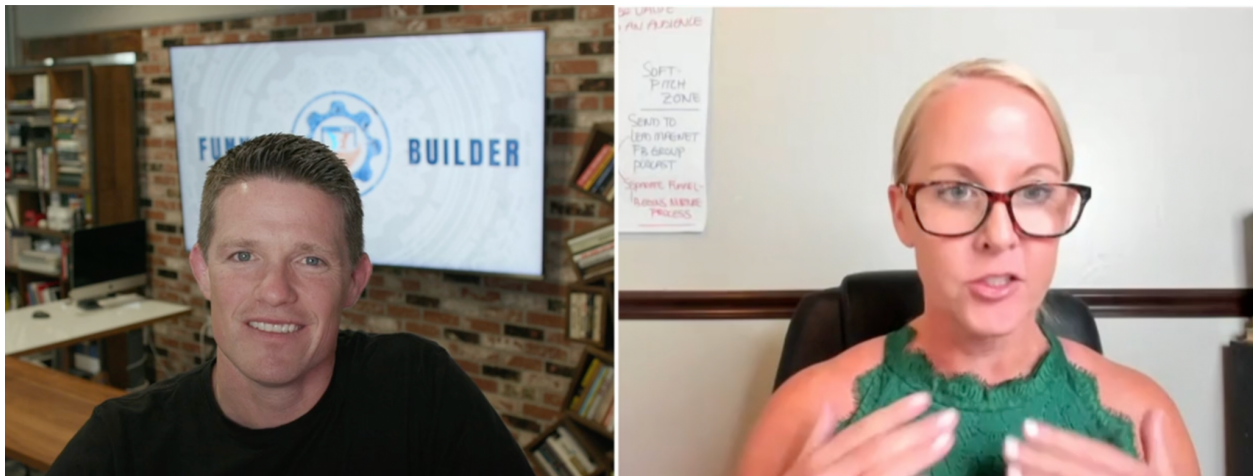
She had no plan but knew that **this was a massive opportunity that would change her life...**

So she took the leap, and went to our first Funnel Hacking LIVE, where I introduced the Funnel Builder Certification Program.

She was reluctant, hesitant, and scared to take that leap for faith.

**But she did it!**

**[Find out what happens next by watching her story](#)**



**[Watch Amanda Dake's Story Here](#)**

And once you're done watching the story, **MAKE SURE** you finish the application!

Truth is, **open enrollment** for our Funnel Builder Certification Program will **NOT** be open for long...

Why?

Truth is - we have a reputation to uphold. And because you're investing in yourself, we want to make sure **you're getting THE BEST training possible.**

Remember, this isn't some "course" to learn a quick tactic or two...

**This is THE BEST, long-term education money can buy, right now, that can help grant you the life you deserve!**

So

**#1: [Watch Amanda Dake's Funnel Builer Story](#)**

**#2: [Fill Out The Application Here & Start Your New Career Now!](#)**

And I can't wait to see you inside of our community & certification program!

Thanks,

***Russell Brunson***

P.S. - Don't forget, you're just one funnel away...



 \*\*\*\*\* Email #7\*\*\*\*\*

**Link:**

**From:** Russell Brunson

**Subject:** Funnels bought his house! (HOLY CRAP!)

**Pre-header:** checkout Steve Larsen's funnel builder story

Okay, I know I've probably sent you SOOOO many videos to watch...

But I want you to understand - you don't have to be where you're at today.

**You don't have to be stuck in a 9-5 making less than you want with NO control over your life...**

Today's story is from someone you may already know... he's been a Funnel Hacker & a Funnel Builder for a LOOONGGG time...

**Steve Larsen!**

Now when Steve first started, he couldn't even afford ClickFunnels, let alone a certification.

He was living on student loans, and negative cash flow, but that didn't stop him.

**He used the ClickFunnels 14-day trial, built his first funnel and by the end of the 14 days he had enough money to pay for his ClickFunnels account!**

Soon after he wanted a new car, and guess what he did?

**BUILT A FUNNEL!!!**

If he had wanted a new swimming pool, you guessed it...he'd build a Funnel.

And when he wanted to put a down-payment on a house, **ALL HE DID WAS BUILD A FUNNEL!**

Now I want you to listen to his story because it's actually so so so GOOD and you're gonna LOVE it...

## **[Watch Steve Larsen's Story Here](#)**



### **[Watch Steve Funnel Builder Story](#)**

Once you're done watching...

Stop whatever you're doing...

## **[And go fill out the application here.](#)**

**I look forward to hearing from you.**

Thanks,

**Russell Brunson**

P.S. - Don't forget, you're just one funnel away...

 \*\*\*\*\* Email #8\*\*\*\*\*

**Link:**

**From:** Russell Brunson

**Subject:** This is your last call... closing applications today

**Pre-header:** If you've been waiting - it ends tonight

Hey, It's Russell...

I know I've been emailing you for about a week or so...but TODAY is the LAST day to fill out your application for our "Funnel Builder Certification" program.

The program is filling up, and we're gonna need to start the next cohort, **therefore we're closing the application down TONIGHT!**

If you have NOT applied yet, this is your LAST chance...

**[Go Here & Finish Your Application To Start Your Funnel Building Career >>](#)**

Don't email me tomorrow asking for a link, as it'll be gone... you've been warned! Ha ha.

Thanks,

**Russell Brunson**

P.S. - Don't forget, you're just one funnel away...



 \*\*\*\*\* Email #9 \*\*\*\*

**Link:**

**From:** Russell Brunson

**Subject:** are you still interested in becoming a funnel builder?


**Pre-header:** Let me know...

Hey,

Are you still wanting to become a funnel builder? If so, [let's schedule a call here...](#)

Thanks,

***Russell Brunson***

 \*\*\*\*\* Email #10 \*\*\*\*

**Link:**

**From:** Russell Brunson

**Subject:** [Funnel Builder Certification] you never finished your application

**Pre-header:** Did something happen?

It's been **35 days** since you first started your application...and it still looks like it hasn't been completed yet.

Did something happen? I just want to make sure it isn't something on our end or if we did made a mistake, we're so sorry...

I just want to make sure you get a chance to finish your application.

If you have NOT...

## [Go Here To Finish Your Funnel Builder Certification Application Now](#)

Remember this is YOUR LAST CALL...after this, there will be NO MORE EMAILS reminding you to finish your application.

GO and finish your Funnel Builder Application NOW!

Thanks,

***Russell Brunson***

P.S. - Don't forget, you're just one funnel away...

# Post-Application Emails

 \*\*\*\*\* Email #1 \*\*\*\*\*

**Link:**

**From:** Russell Bruson

**Subject:** the #1 secret: “How To Write Yourself A Swimming Pool”

**Pre-header:** the Funnel Builder “Cheat Code” that will help you launch Your New Career FAST!

Hey! Thank you so much for filling out the Application...

I want to share with you the **#1 secret or “cheat code” that will help you launch your new career FAST!**

Now from the title, it says “How to write yourself a swimming pool” which is quote from Paul McCartney telling John Lennon before writing a new song.

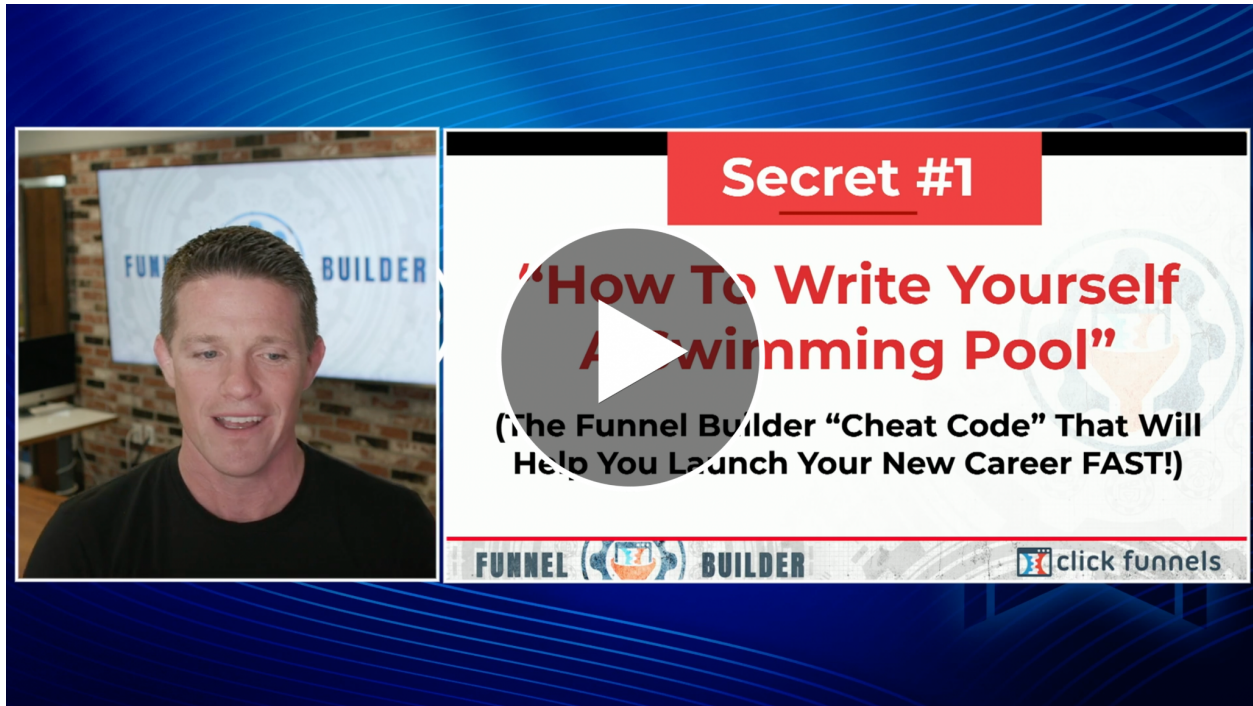
**And what that quote meant was...let’s go write a song that will make us enough money to buy a swimming pool.**

So they did. And IT WORKED!!!

And that’s the exact same process with Funnel Building... In fact I go a lot deeper inside of my Funnel Builder training...

**[Go Here & Watch The Funnel Builder Training](#)**

**>>**



[Watch The Funnel Builder Training Here](#)

Once you're done watching the Funnel Builder Training...**make sure you schedule your call!**

Or if you're ready to jump in NOW... you can **call the number on the page**, and it will take you straight to our team and get you ahead of everyone else in the queue.

Step #1: [Watch The Funnel Builder Training](#)

Step #2: [Schedule Your “Funnel Builder” Strategy Call >>>](#)

And I will see you inside of our Funnel Builder Certification Program!!!


Woohoo! I'm so excited!

Thanks,



**Russell Brunson**

P.S. - Don't forget, you're just one funnel away...

 \*\*\*\*\* Email #2 \*\*\*\*\*

**From: Russell Brunson**

**Subject:** secret #2: how to get PAID twice as a Funnel Builder

**Pre-Header:** Get paid to funnel hack, and then get paid AGAIN to funnel build.

So you filled out the Funnel Builder Application... but I wanted to make sure you get a chance to watch the full “Funnel Builder” training BEFORE you get on your call.

**During the video I share a how you can get PAID twice!**

One for Funnel hacking, and then get paid AGAIN for Funnel building!

Actually I go much much much deeper into this, sharing the story of Ben Moote, who’s probably one of the best Funnel Hackers out there...**and how he gets paid 100% of the time Funnel Hacking**

**[Watch The Funnel Builder Training >>](#)**



[Watch The Funnel Builder Training Here](#)

Make sure you watch this video because **people will PAY you to help map out their funnel, simulate traffic, and see their potential profit before you build a funnel for them!**

This is NOT something you wanna lose money on when you're building a Funnel for any of your future clients...

And once you're done watching... **make sure you schedule your call!**

Or if you're ready to jump in NOW... you can call the number on the video page, and it will take you straight to our team and get you ahead of everyone else that's on the fence.

So Step #1: [Watch The Funnel Builder Training](#)

Step #2: [Schedule Your "Funnel Builder Certification" Strategy Call Now](#)

And I will see you inside of our Funnel Builder Certification Program!!! :)

Woohoo! I'm so excited!

Thanks,

**Russell Brunson**

P.S. - Don't forget, you're just one funnel away...

 \*\*\*\*\* Email #3 \*\*\*\*\*

**Link:**

**From: Russell Brunson**

**Subject:** tap into your golden streams of highly qualified clients

**Pre-header:** how you can tap into a golden constant stream of HIGHLY qualified clients who are BEGGING to have their funnels built by you!

So earlier I sent you emails talking about the 2 different secrets around becoming a Funnel Builder...

**Secret #1:** The “cheat” code that will help you launch your new CAREER FAST!

**Secret #2:** how to get PAID twice as a Funnel Builder

And I got a lot of people asking...

***“Well Russell...how do we get clients?”***

I'm glad you asked, because today I want to show you how you can tap into a golden constant stream of HIGHLY qualified clients **who are BEGGING to have their funnels built by you!**

Want it?

## [Watch The Funnel Builder Training](#)



[Watch The Funnel Builder Training Here](#)

Once you're done watching the video...make sure you schedule your call!

Or if you're ready to jump in NOW... you can call the number on the page, and it will take you straight to our team and get you ahead of everyone else in the queue.

Step #1: [Watch The Funnel Builder Training](#)


Step #2: [Schedule Your "Funnel Builder Certification" Strategy Call](#)

And I will see you inside of our Funnel Builder Certification Program!!!

Thanks,

**Russell Brunson**

P.S. - Don't forget, you're just one funnel away...

 \*\*\*\*\* Email #4 \*\*\*\*\*

**From:** Russell Brunson

**Subject:** Funnel hack your way to success

**Pre-header:** Here is Ben's story

Hey it's Russell,

So as you *prepare* to join the "Funnel Builder" Certification program... I want to show you more success stories of what's possible inside.

Today we'll be talking about a Funnel Builder named Ben Moote...

So Ben started off doing Funnel Hacking as a profession...and he would originally did it for FREE...

And his clients told him that he needed to charge for the work he was doing...

Now earlier in the Funnel Builder trainer... I shared with you **how you can GET PAID twice as a Funnel Builder...**

Well Ben took this and turned it into a full-time profession!

**[Watch Ben Moote's Story Here](#)**



**[Watch Ben's Funnel Hacking Story Here](#)**

Once you're done...make sure you **[schedule your Funnel Builder Certification Strategy Call!](#)**

Remember these Funnel Builders have cracked the code to making this their career...

**And now it's your time to do the same...**

Rather than thinking, what this may cost me...think of it as WHAT IF you don't invest it this...?

**So if you haven't yet...**

**[Go scheduled your Funnel Builder Certification Strategy Call Now!](#)**

Thanks,

***Russell Brunson***

P.S. - Don't forget, you're just one funnel away...



\*\*\*\*\* Email #5 \*\*\*\*\*

**From:** Russell Brunson

**Subject:** 32 funnels launched in 2 years...

**Pre-Header:** the story of Kevin Richards

**Body:**

Okay this may shock you...

But this ONE Funnel Builder did 32 Product launch funnels in 2 YEARS!!!

Wanna hear his story and how he did it? (You'll be amazed by how he got his first couple clients, haha)

## [Watch This Funnel Builder's Story](#)



Once you're done watching the video...make sure you schedule your call!



Or if you're ready to jump in NOW... you can call the number on the page, and it will take you straight to our team and get you ahead of everyone else in the queue.

So Step #1: [\*\*Watch The Funnel Builder Story\*\*](#)


Step #2: [\*\*Schedule Your "Funnel Builder Certification" Strategy Call\*\*](#)

And I can't wait to see you inside of our Funnel Builder Certification Program!!!

Thanks,

***Russell Brunson***

P.S. - Don't forget, you're just one funnel away...

 \*\*\*\*\* Email #6 \*\*\*\*\*

**From: Russell Brunson**

**Subject:** go big or go home...

**Pre-Header:** Dave Asarnow's funnel builder story...

Okay last one...I know I sent you SOOOOO many stories of Funnel Hackers & Funnel Builders...

But know that...this is the way. **This is the BIGGEST opportunity in the world...and not many have capitalized on it.**

Now today's story is from Dave Asarnow...

He came into the very first Funnel Builder Certification program when we first launched it...

...And ever since he's been building some of the biggest, high-end funnel builds for his client...

One of the things he always says is... ***"When you invest in anything Russell puts out, it pays for itself more than 10x over."*** (His words...not mine, haha!)

Funny thing was...when he first started, he had one of his client pay for his Funnel Hacking LIVE ticket and in return he could build funnels for them...

**And that changed EVERYTHING...**

**[Watch Dave Asarnow Story & Get Into Funnel Builder Certification Here](#)**



And once you're done watching the video...if you still have NOT...make sure you schedule your call!

Or if you're ready to jump in NOW...you can call the number on the page, and it will take you straight to our team and get you ahead of everyone else in the queue.

So Step #1: [\*\*Watch Dave Asarnow's Story\*\*](#)

Step #2: [\*\*Schedule Your "Funnel Builder Certification" Strategy Call\*\*](#)

And I can't wait to see you inside of our Funnel Builder Certification Program!!!

Thanks,

***Russell Brunson***

P.S. - Don't forget, you're just one funnel away...

\*\*\*\*\* Extra Email \*\*\*\*\*

**Link:**

**From:** Russell Brunson

**Subject:** Funnel Builder: the perfect career (Did you watch it yet!?)

**Pre-header:** Others paid \$997 to see this.. You get it free today!

Hey! Thank you so much for filling out the Funnel Builder Application...

This is the biggest opportunity of a lifetime...

Currently we're getting over 1,823 people signing up for ClickFunnels everyday!

**Thats 12,761 a week, and 54,690 a month.**

And MOST of them always ask...**who can build me a funnel?**

Now I go a lot deeper on what being a Funnel Builder can do for you & your life inside of our Funnel Builder training...

So go watch this training below:

**[Click Here To Watch The Funnel Builder Training Here >>](#)**



[Watch The Funnel Builder Training Here](#)

Once you're done watching the training, you'll notice that there are 3 types of Funnel Builders...

1. You're a business owner and you want funnel builders.
  2. You're a Funnel Builder who wants to make money building funnels for other people.
- OR
3. You're an agency owner, and you want to add funnel building as a service to existing clients.

Or if you're ready to jump in NOW... you can call the number on the page, and it will take you straight to our team and get you ahead of everyone else in the queue.

So Step #1: [Watch The Linchpin Training](#)

Step #2: **Schedule Your “Two Comma Club”  
Strategy Call >>>**

And I will see you inside of our 2 Comma Club Coaching Program!!!

Wooo! I'm so excited!

Thanks,