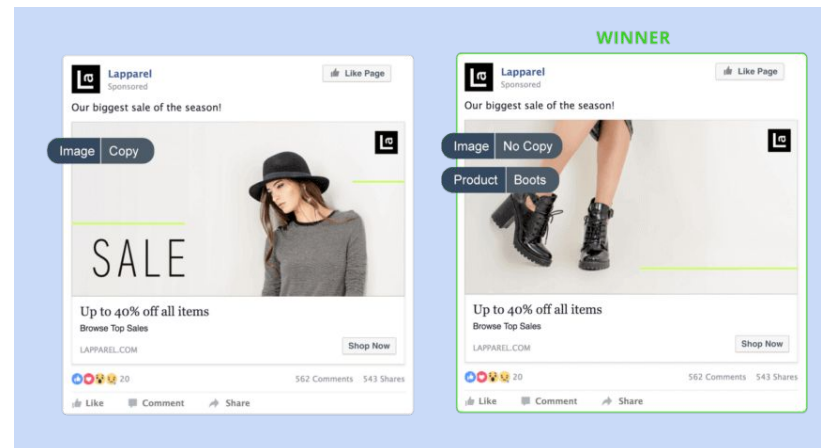


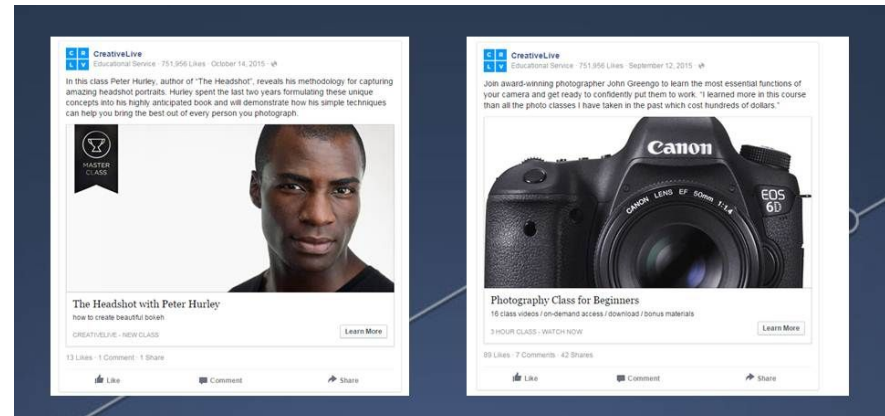
# 56 Point By Point Optimization Checklist To A 6 Figure Funnel

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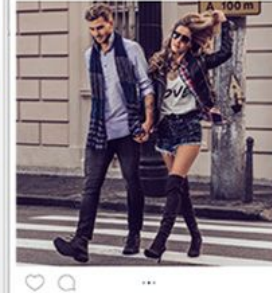
# 1. Are you testing multiple creatives? Have you tried videos vs images vs carousel ads?



1. Are you testing multiple creatives? Have you tried videos vs images vs carousel ads?
2. Is the copy on your ad creating curiosity or pattern interrupt?



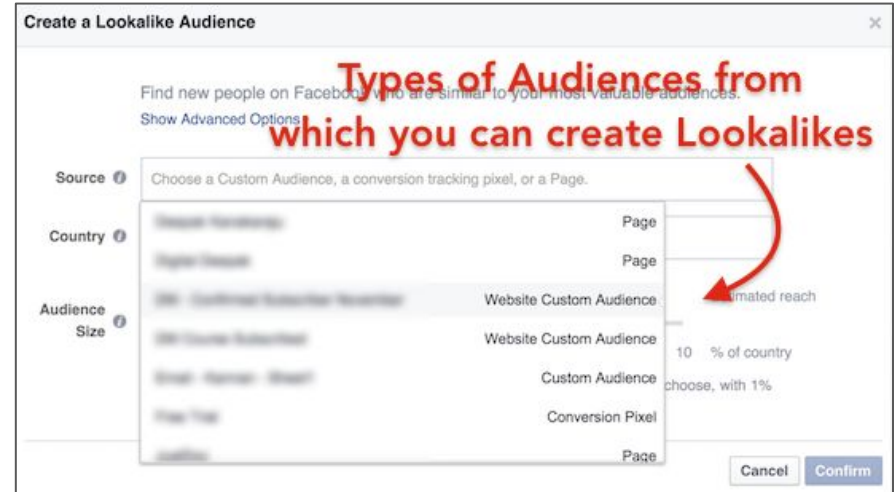
1. Are you testing multiple creatives?  
Have you tried videos vs images vs carousel ads?
2. Is the copy on your ad creating curiosity or pattern interrupt?
3. **Do your ads tell a good story with an attractive character?**



1. Are you testing multiple creatives?  
Have you tried videos vs images vs carousel ads?
2. Is the copy on your ad creating curiosity or pattern interrupt?
3. Do your ads tell a good story with an attractive character?
4. **Have you tried changing the targeting? (gender, age, FB interests)**

The screenshot displays the Facebook Ads targeting interface. At the top, there are tabs for 'Edit', 'Chart', and 'History'. Below these, a list of interests is shown, including 'British Museum', 'Buckingham Palace', 'City of London', 'England', and 'London'. A red arrow points to a checkbox labeled 'Expand detailed targeting criteria when it may improve performance at a lower cost per result.' which is currently checked. To the right, the 'Audience Definition' section features a gauge showing the audience selection is 'fairly broad' and a box indicating a 'Potential Reach: 4,700,000 people' with a note that the criteria are set to allow detailed targeting expansion. Below this, the 'Estimated Daily Results' section shows a 'Reach' of '33K - 86K' with a corresponding progress bar.

1. Are you testing multiple creatives?  
Have you tried videos vs images vs carousel ads?
2. Is the copy on your ad creating curiosity or pattern interrupt?
3. Do your ads tell a good story with an attractive character?
4. Have you tried changing the targeting? (gender, age, FB interests)
5. **Do you have a list of buyers who you can make a lookalike audience for to use as targeting?**



## 6. Are you using retargeting ads to capture abandoned cart people?

The image shows a comparison between a product page on the Cole Haan website and a retargeting advertisement on Facebook. On the left, the website page for 'Chapney Bootie (70mm)' is displayed, showing a single boot, its price (\$159.95, 42% off), and an 'ADD TO BAG' button. A red arrow points from this button to the right, where a Facebook ad is shown. The ad features a pair of the same boots, the text 'Enjoy 40% Off Clearance Styles Use Code: EXTRA40', and a 'Shop Now' button. The ad is sponsored by Cole Haan and includes engagement metrics like '255 Likes', '6 Comments', and '21 Shares'.

Shopped for boots on Cole Haan's Website

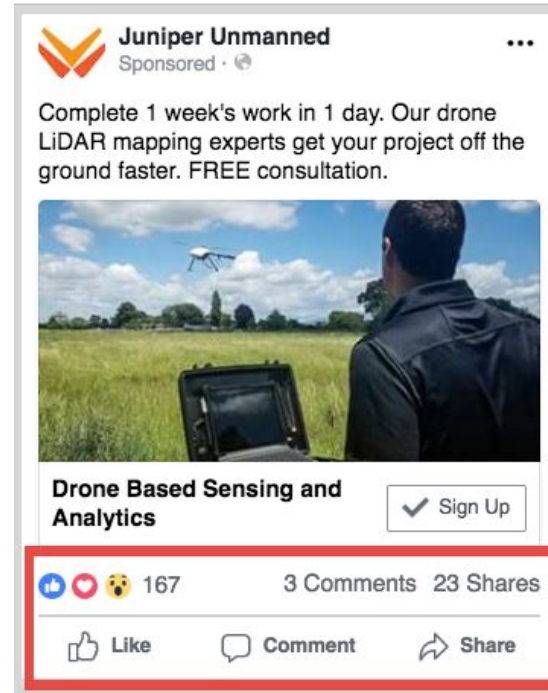
Then they appeared on Facebook!

6. Are you using retargeting ads to capture abandoned cart people?
7. **Are you warming people up with videos or live stream that don't require a commitment to buy from them?**





6. Are you using retargeting ads to capture abandoned cart people?
7. Are you warming people up with videos or live stream that don't require a commitment to buy from them?
8. **Are you responding to all comments on the ads to drive engagement?**



The image shows a Facebook advertisement for Juniper Unmanned. The ad features a video thumbnail of a person operating a drone in a field. The text of the ad reads: "Complete 1 week's work in 1 day. Our drone LiDAR mapping experts get your project off the ground faster. FREE consultation." Below the video is a "Sign Up" button. The ad's engagement metrics are displayed at the bottom: 167 reactions (likes, loves, wow), 3 comments, and 23 shares. The "Like", "Comment", and "Share" buttons are also visible. A red box highlights the engagement metrics and interaction buttons, with a red arrow pointing to it from the text "So winning!" on the right.

**Juniper Unmanned**  
Sponsored · 🌐

Complete 1 week's work in 1 day. Our drone LiDAR mapping experts get your project off the ground faster. FREE consultation.

Drone Based Sensing and Analytics

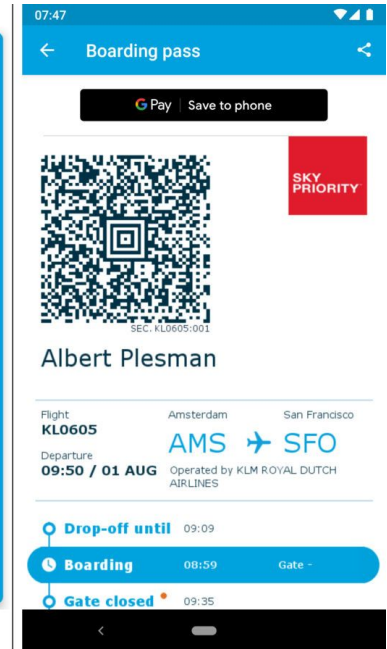
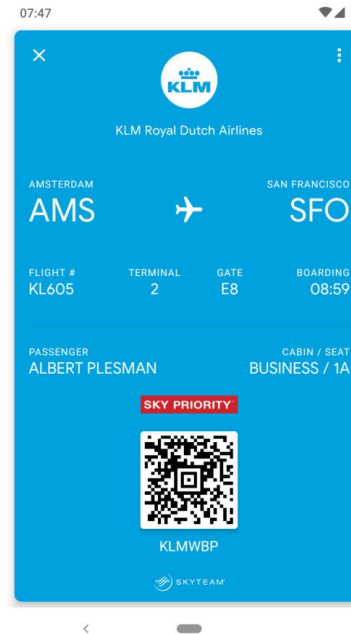
✓ Sign Up

👍❤️😲 167      3 Comments 23 Shares

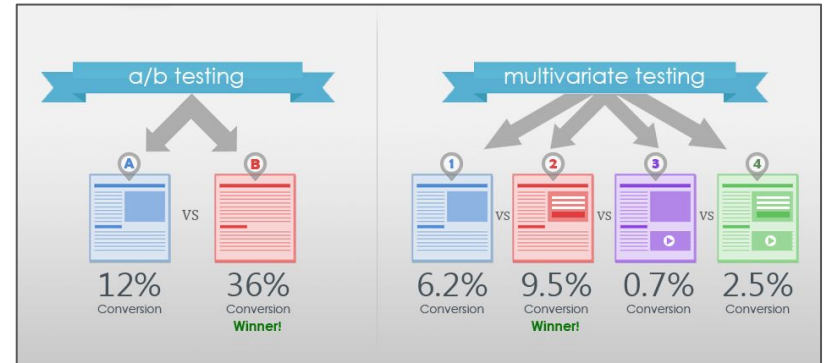
👍 Like    💬 Comment    ➦ Share

So winning!

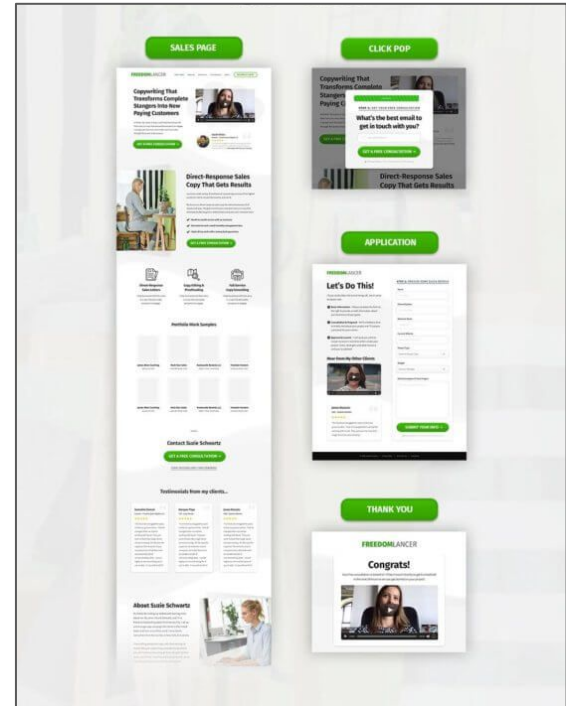
6. Are you using retargeting ads to capture abandoned cart people?
7. Are you warming people up with videos or live stream that don't require a commitment to buy from them?
8. Are you responding to all comments on the ads to drive engagement?
9. **Do you have a bot attached to the ad to follow up with them in messenger?**



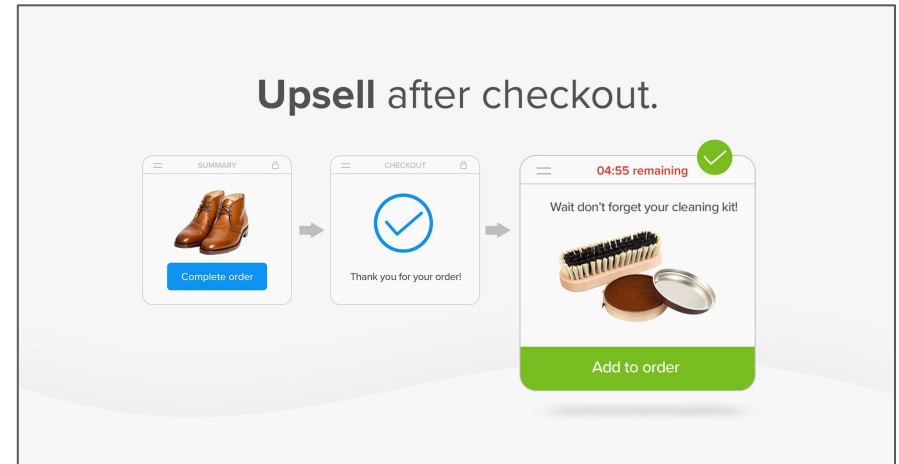
10. Is the offer on this funnel step confusing? Are you trying to sell two things at once? Try simplifying the copy on the offer in this step.



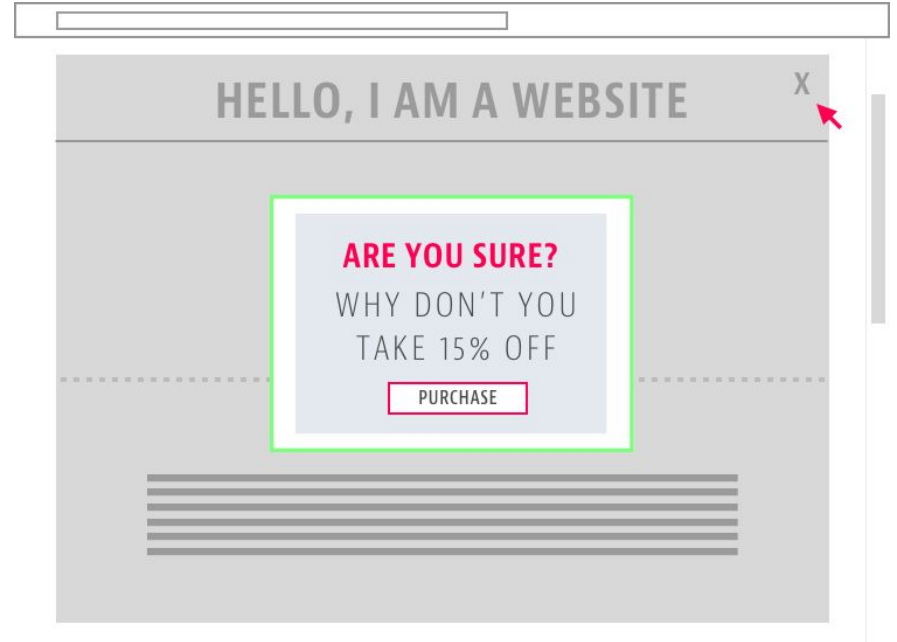
- 10.** Is the offer on this funnel step confusing? Are you trying to sell two things at once? Try simplifying the copy on the offer in this step.
- 11.** Have you funnel hacked a proven funnel in another market and modeled it (down to the detail)?



10. Is the offer on this funnel step confusing? Are you trying to sell two things at once? Try simplifying the copy on the offer in this step.
11. Have you funnel hacked a proven funnel in another market and modeled it (down to the detail)?
12. **Do you need other upsell in order to raise the ACV?**



10. Is the offer on this funnel step confusing? Are you trying to sell two things at once? Try simplifying the copy on the offer in this step.
11. Have you funnel hacked a proven funnel in another market and modeled it (down to the detail)?
12. Do you need other upsell in order to raise the ACV?
13. **Do you need to add a downsell in order to raise the ACV?**



11. Have you funnel hacked a proven funnel in another market and modeled it (down to the detail)?
12. Do you need other upsell in order to raise the ACV?
13. Do you need to add a downsell in order to raise the ACV?
14. **Do you have a compelling and sexy hook on this step of the funnel? Is there a reason for them to stop and pay attention?**



The art of good 'word'—two legendary concise & impactful New York City tabloid headlines.

13. Do you need to add a downsell in order to raise the ACV?
14. Do you have a compelling and sexy hook on this step of the funnel? Is there a reason for them to stop and pay attention?
15. **Is there a good story that explain why they need this piece of the offer?**





14. Do you have a compelling and sexy hook on this step of the funnel? Is there a reason for them to stop and pay attention?
15. Is there a good story that explain why they need this piece of the offer?
16. **Is there a way to make this offer sound free (when they buy x)?**



**SAMSUNG**

**FREE**  
DIGITAL MOVIES  
AT HOME ON YOUR  
SUPER BIG TV

Purchase an eligible Samsung Super Big TV and get a FREE digital movie every week for a year.\*

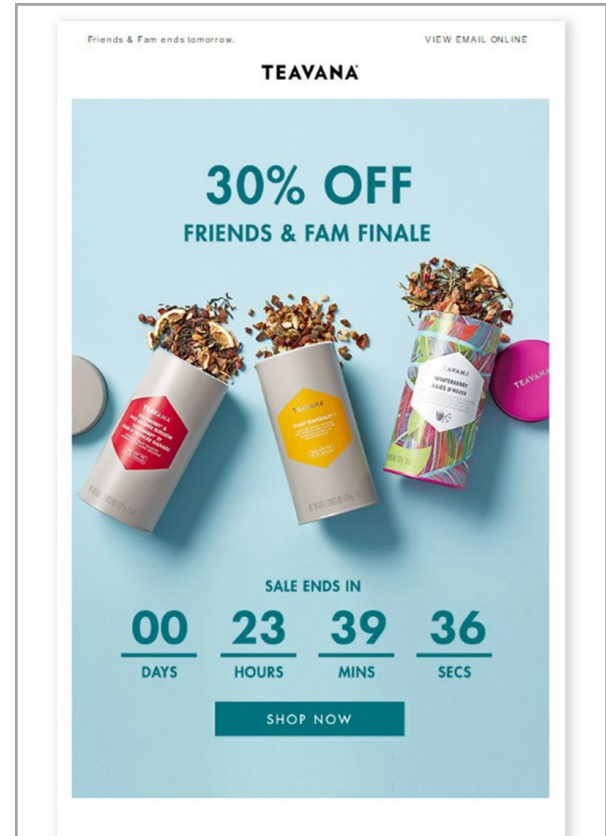
Promo runs July 19 – November 7, 2019  
\*Visit [samsung.com/typrmo](http://samsung.com/typrmo) for details.

CINEPLEX

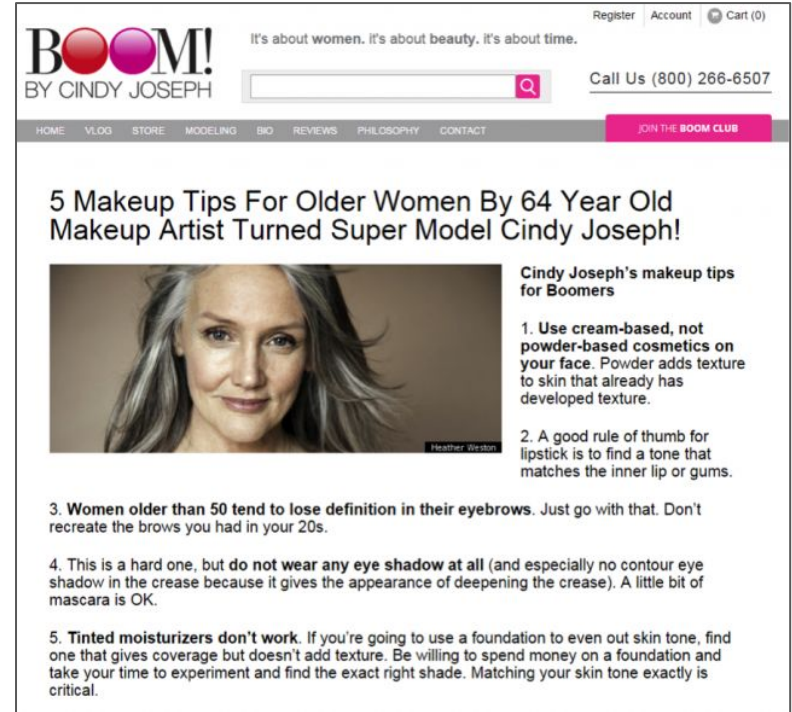
MISSING LINK

The advertisement features a man sitting on a white sofa watching a Samsung Super Big TV. The TV screen displays the movie 'Missing Link' with a large red character. The Cineplex logo is in the top right corner. The Samsung logo is in the top left corner. The text 'FREE DIGITAL MOVIES AT HOME ON YOUR SUPER BIG TV' is prominently displayed in the center. Below the text, there is a small image of a man sitting on a white sofa watching the TV. At the bottom, there are two lines of fine print: 'Purchase an eligible Samsung Super Big TV and get a FREE digital movie every week for a year.\*' and 'Promo runs July 19 – November 7, 2019 \*Visit [samsung.com/typrmo](http://samsung.com/typrmo) for details.'

15. Is there a good story that explain why they need this piece of the offer?
16. Is there a way to make this offer sound free (when they buy x)?
17. **Is there a way to sell them something additional to a captive audience once they've finished buying (on the order confirmation)?**



16. Is there a way to make this offer sound free (when they buy x)?
17. Is there a way to sell them something additional to a captive audience once they've finished buying (on the order confirmation)?
18. **Can you pre-frame or price anchor the offer so it seems more irresistible?**



The image is a screenshot of the BOOM! BY CINDY JOSEPH website. The header features the brand name 'BOOM! BY CINDY JOSEPH' in a stylized font, with the tagline 'It's about women. It's about beauty. It's about time.' to the right. Navigation links for 'Register', 'Account', and 'Cart (0)' are in the top right corner. A search bar is located below the header. A secondary navigation bar includes links for 'HOME', 'VIDEO', 'STORE', 'MODELING', 'BIO', 'REVIEWS', 'PHILOSOPHY', and 'CONTACT', along with a 'JOIN THE BOOM CLUB' button. The main content area displays an article titled '5 Makeup Tips For Older Women By 64 Year Old Makeup Artist Turned Super Model Cindy Joseph!'. To the left of the text is a portrait of Cindy Joseph. The article lists five tips for older women's makeup.

BOOM!  
BY CINDY JOSEPH


It's about women. It's about beauty. It's about time.

Register Account Cart (0)

Call Us (800) 266-6507

HOME VIDEO STORE MODELING BIO REVIEWS PHILOSOPHY CONTACT JOIN THE BOOM CLUB

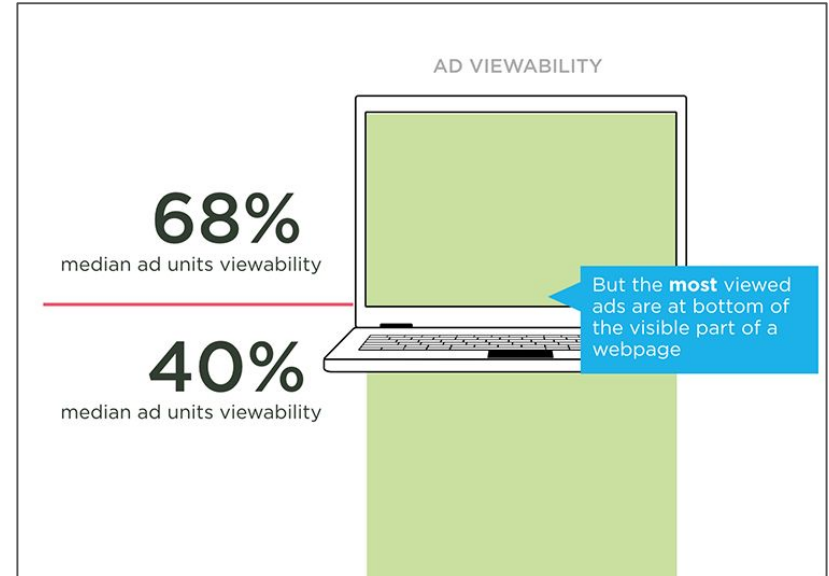
### 5 Makeup Tips For Older Women By 64 Year Old Makeup Artist Turned Super Model Cindy Joseph!



Cindy Joseph's makeup tips for Boomers

1. **Use cream-based, not powder-based cosmetics on your face.** Powder adds texture to skin that already has developed texture.
2. A good rule of thumb for lipstick is to find a tone that matches the inner lip or gums.
3. **Women older than 50 tend to lose definition in their eyebrows.** Just go with that. Don't recreate the brows you had in your 20s.
4. This is a hard one, but **do not wear any eye shadow at all** (and especially no contour eye shadow in the crease because it gives the appearance of deepening the crease). A little bit of mascara is OK.
5. **Tinted moisturizers don't work.** If you're going to use a foundation to even out skin tone, find one that gives coverage but doesn't add texture. Be willing to spend money on a foundation and take your time to experiment and find the exact right shade. Matching your skin tone exactly is critical.

18. Can you pre-frame or price anchor the offer so it seems more irresistible?
19. **How can you reduce the wasted space at the top to get the user to the meat of the funnel faster (without as much scrolling)?**



19. How can you reduce the wasted space at the top to get the user to the meat of the funnel faster (without as much scrolling)?
20. **Do you have urgency (time's running out copy or messaging on this piece of the funnel?**

*Total Package Value = \$2,094*

YOURS FOR ONLY **\$247**

**GET INSTANT ACCESS TODAY**

Um... yeah that's a pretty good deal, so don't miss out! It disappears in:

**02:11:52:37**

DAYS      HOURS      MINUTES      SECONDS

19. How can you reduce the wasted space at the top to get the user to the meat of the funnel faster (without as much scrolling)?
20. Do you have urgency (time's running out) copy or messaging on this piece of the funnel?
21. **Do you have scarcity (there are limited quantities) copy on this piece of the funnel?**



21. Do you have scarcity (there are limited quantities) copy on this piece of the funnel?
22. Does your funnel step breed trust and authority? Are there lock icons, guarantee icons, no misspellings, good grammar, contact phone number in the footer, exit pop with a # to call if they need it?

The image shows a checkout page for 'DMV Cheat Sheets'. The main section is titled 'Billing Information' and includes a '128-Bit Secure' lock icon. The form fields are: 'Name on card' (with a dropdown arrow), 'Card Number', 'Expiration date' (with 'Month' and 'Year' dropdowns), 'Security Code' (with a dropdown arrow), and 'Billing Zipcode'. Below the form is a green 'Submit Order' button. To the right of the form are several trust and security icons: 'DMV Cheat Sheets.com 1862 Reviews SHOPPER APPROVED', 'Authorize.Net Click & Buy', 'SECURED BY RapidSSL \$10,000 Warranty', and 'MasterCard SecureCode VERIFIED by VISA'. In the top right corner, there is a red '100% MONEY BACK GUARANTEE' seal. On the far right, a partial sidebar shows 'AUTO L' and 'Californ' with a 'Continue Shopping' link at the bottom.

- 22.** Does your funnel step breed trust and authority? Are there lock icons, guarantee icons, no misspellings, good grammar, contact phone number in the footer, exit pop with a # to call if they need it?
- 23.** Is the language friendly?

### Easy english (aphasia friendly)

Easy English presents web pages in simple language where possible. This means shorter words and sentences. It also makes the text size bigger to help you read.

### Standard english

Standard English presents web pages in more complex and detailed language. Text size will not change. You can always switch to Easy English later.



23. Is the language friendly?
24. Is the piece of the offer you're trying to sell on this step, does it fit with that they just bought?



- 23. Is the language friendly?
- 24. Is the piece of the offer you're trying to sell on this step, does it fit with that they just bought?
- 25. **Do you offer a guarantee?**

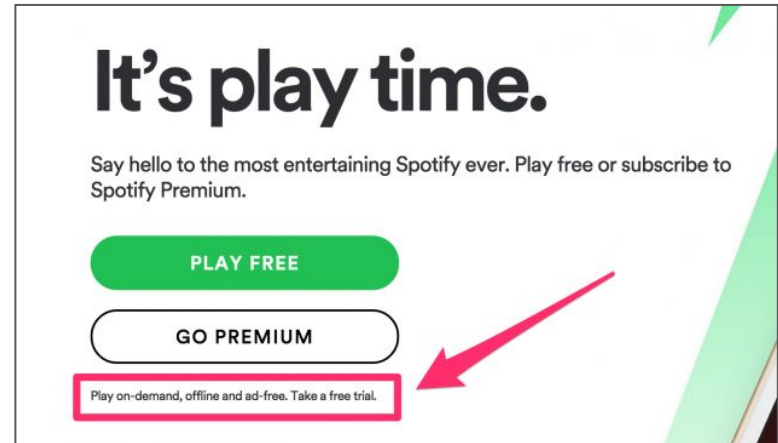
**Money-Back Guarantee**

If you're not totally delighted with our **Breaking Into Wall Street** Courses for any reason, simply contact us through the "Contact" link displayed on every page of this site, any time within 90 days of purchase, for a prompt and courteous refund of your entire purchase price.

Signed *Brian DeChesare*  
Breaking Into Wall Street Founder, Brian DeChesare

RISK FREE  
90  
day  
GUARANTEE

- 24. Is the piece of the offer you're trying to sell on this step, does it fit with that they just bought?
- 25. Do you offer a guarantee?
- 26. **Do the buttons to buy have Call To Action copy?**



- 25. Do you offer a guarantee?
- 26. Do the buttons to buy have Call To Action copy?
- 27. **Are the buttons easy to find?**



25. Do you offer a guarantee?
26. Do the buttons to buy have Call To Action copy?
27. Are the buttons easy to find?
28. Are there places on the page where the copy /images are distracting, boring or being skipped over?

**TESTIMONIALS**

"LOVE IT!"

"I REALLY ENJOYED YOUR PROGRAM."

"THIS PRODUCT IS THE BEST I USED IT FOR A WHILE AND GOT GOOD RESULTS IT WILL MAKE YOUR LIFE WAY BETTER"

"IT WAS OKAY, I EXPECTED MORE FROM IT BUT I GUESS I GOT SOMEWHAT GOOD RESULTS."

**CLICK HERE TO SEE THE LATEST VIDEO**

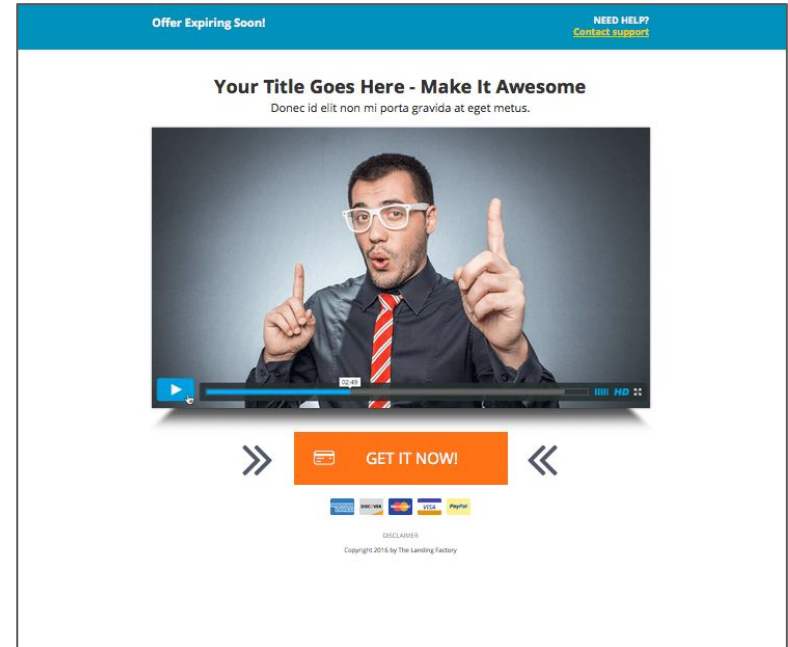
My proven plan will show you how to take your idea and make money by determining your audience and reaching out to them via webinars, video lessons, email newsletters, ebooks, and social media. My plan will introduce you to marketing funnels and help you craft your message to connect with your audience at each stage of their interaction with your business. **Not sure what tools to use?** The top tools to grow your online business will be covered in my plan. I will help you create landing pages that integrate with your list, as well as show you how to set up autoresponders and **automate as much of the process as possible**.

**GET 30 DAYS FREE!!**

Not sure what tools to use? The top tools to grow your online business will be covered in my plan. I will help you create landing pages that integrate with your list, as well as show you how to set up autoresponders and automate as much of the process as possible. Are you looking to expand your business and get more sales? Do you have an existing list or looking to start at the beginning? **Click Here to get the plan that will jump start your business.**

©2012, General Business Plan.

28. Are there places on the page where the copy /images are distracting, boring or being skipped over?
29. **Have you tried adding a sales video or sales demo?**



29. Have you tried adding a sales video or sales demo?
30. **Have you tried a free trial option as well as a buy now?**

**30 DAY FREE TRIAL**

- ✓ Try it free for 30 days\*
- ✓ Instant activation
- ✓ Cancel at any time

**30 DAY FREE TRIAL** ➔

**BUY NOW**

- ✓ Skip the trial, buy now and get a \$30 credit towards your account
- ✓ Instant activation
- ✓ Cancel at any time

**BUY NOW** ➔

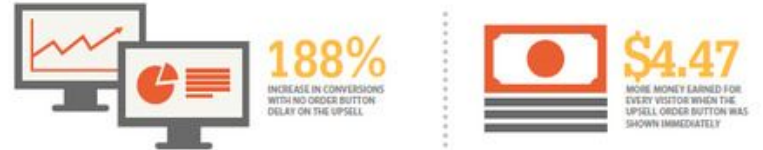
*\* Free trial will last for 30 days or for \$10 worth of calls, whichever expires first.*

30. Have you tried a free trial option as well as a buy now?
31. **Have you tried hiding the order form behind a button click vs. having it right there on the page the whole time?**

## ORDER BUTTON DELAY





### HOW THE NUMBERS STACKED UP





31. Have you tried hiding the order form behind a button click vs. having it right there on the page the whole time?
32. **Do you have an announcement bar at top where you call out your people (ie. Attention: Real Estate Agents!)**

SALE ENDS IN 00 03 23 23 Special Offer: Get 20% Off on WPForms - Use Coupon Code: **SAVE20** X

 **wpforms**  [Login](#)

The Most Powerful **WordPress Form Builder...**  
Without the High Costs

Over 160,000 Downloads of the WPForms plugin

**MOST POPULAR**

Ultimate	Pro	Plus	Basic
\$449	\$199 /year	\$99 /year	\$39 /year

32. Do you have an announcement bar at top where you call out your people (ie. Attention: Real Estate Agents!)
33. **Have you added a Brunson Box (a video spoiler box) under your video?**

**IN TODAY'S FREE PRESENTATION:**

	<p><b><u>Fed Up With OTHERS Making \$\$\$?</u></b> Are you still struggling to make money online? Learn how they are building their lists, getting traffic and consistently making 6 and 7 figures a year online.</p>		<p><b><u>4 Stages Of Affiliate Evolution</u></b> Which stage are you currently in? Everyone goes through all of these 4 stages before they become a SUPER affiliate. Learn how to skip directly to stage 4!</p>
	<p><b><u>How To Become A SUPER Affiliate!</u></b> Don't settle for tiny commission checks! You will no longer be content with small commission checks because you'll have the ability to make MORE money from LESS effort...</p>		<p><b><u>Want Resale Rights To This Product?</u></b> Get resale rights and keep 100% profit! Yes, get access to this product for just \$7, PLUS you'll also get RESALE rights (+bonus backend strategy for FREE!)</p>

33. Have you added a Brunson Box (a video spoiler box) under your video?
34. **Have you tried putting an ADD to Cart button on top of your video rather than below?**



34. Have you tried putting an ADD to Cart button on top of your video rather than below?
35. **Have you tested multiple price point?**

\$27 gets you 100 motivated sellers into your real estate offers. That's 27 cents per seller lead. You can't buy a pack of gum for that!  
I have to warn you, though. **There's room for only 100 action takers.** Once they're gone, the price jumps to \$497.

Reserve your spot now for the **'Motivated Seller Leads System' Training:**



Now, if for any reason you don't think this is right for you, or you didn't get what you thought you'd be getting, no problem.

Get on the first training module. If after the first module you feel it's not for you, I'll refund your \$27. No questions asked.

\$47 gets you 100 motivated sellers into your real estate offers. That's 47 cents per seller lead. You can't buy a pack of gum for that!  
I have to warn you, though. **There's room for only 100 action takers.** Once they're gone, the price jumps to \$497.

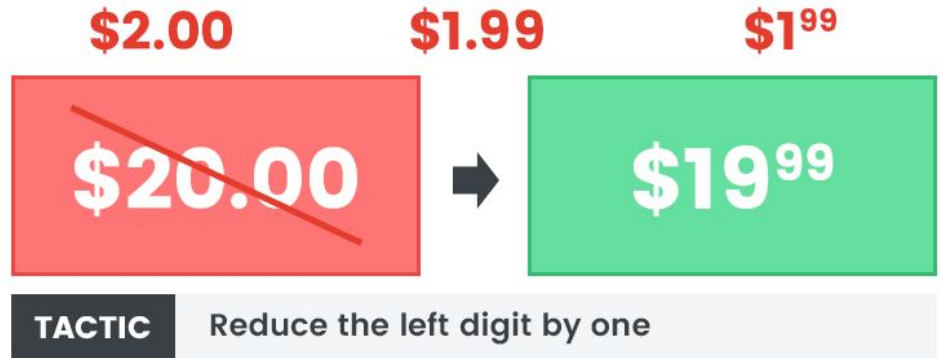
Reserve your spot now for the **'Motivated Seller Leads System' Training:**



Now, if for any reason you don't think this is right for you, or you didn't get what you thought you'd be getting, no problem.

Get on the first training module. If after the first module you feel it's not for you, I'll refund your \$47. No questions asked.

35. Have you tested multiple price points?
36. **Have you tried changing the price to end in a 9 or a 7?**



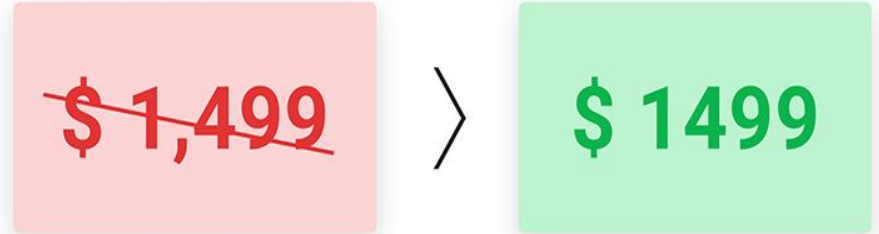
36. Have you tried changing the price to end in a 9 or a 7?
- 37. Have you tried writing out your price in terms of a payment plan (or 3 payments of \$497 vs. \$1497)?**

The screenshot shows a 'Step 3: Billing Details' form. At the top, there is a blue header with the text 'Step 3: Billing Details'. Below the header, the text 'Choose Payment Option' is circled in red. There are two payment options listed in a table-like structure:

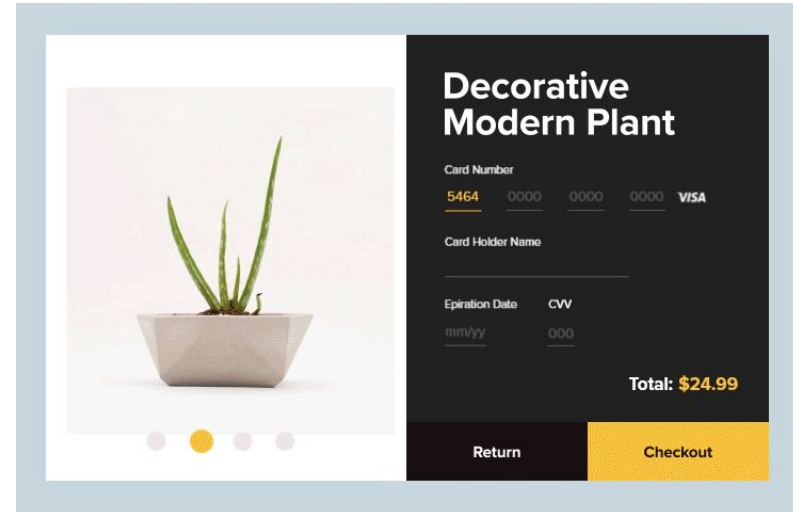
<input checked="" type="radio"/> \$177.00	\$177.00
<input type="radio"/> \$ 97.00 Today Then 1 Payment of \$97.00 Monthly	\$97.00

Below the payment options, there is a row of payment method logos: VISA, MasterCard, DISCOVER, AMERICAN EXPRESS, and PayPal. The PayPal logo is circled in red. A red arrow points from the text in question 37 to the second payment option.

37. Have you tried writing out your price in terms of a payment plan (3 payments of \$497 vs. \$1497)?
38. **Have you tried removing the comma from your price (when it's over \$1,000) so it looks less expensive?**



38. Have you tried removing the comma from your price (when it's over \$1,000) so it looks less expensive?
39. **Have you added any animated elements like slide in text or arrow?**





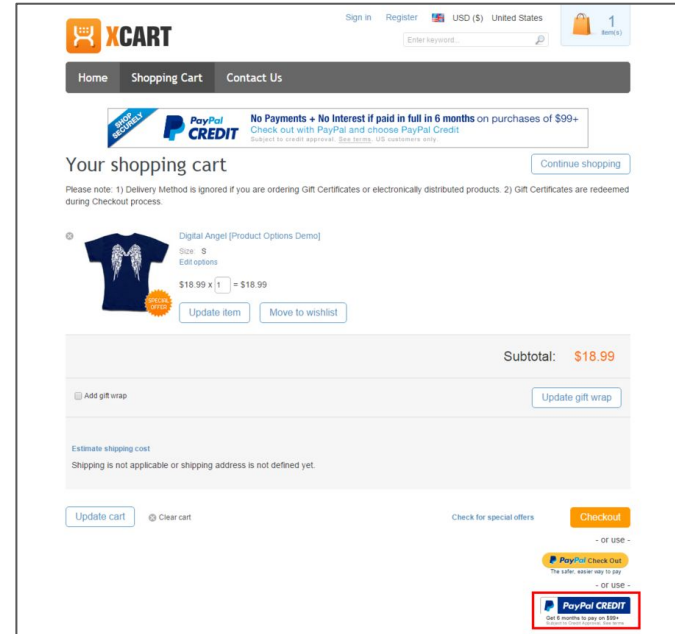
39. Have you added any animated elements like slide in text or arrow?
40. **Have you tested FREE SHIPPING?**



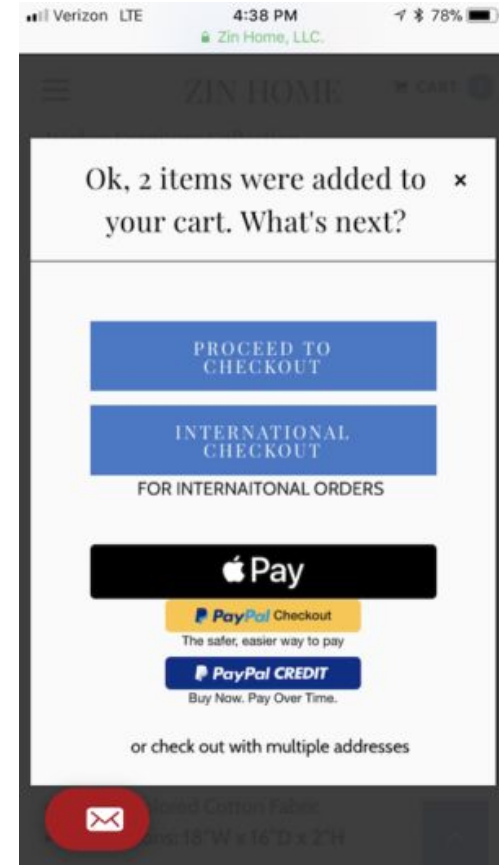
**Free Shipping**

.....on orders over **\$75\***.....

40. Have you tested FREE SHIPPING?
41. Have you tried using PayPal Credit?



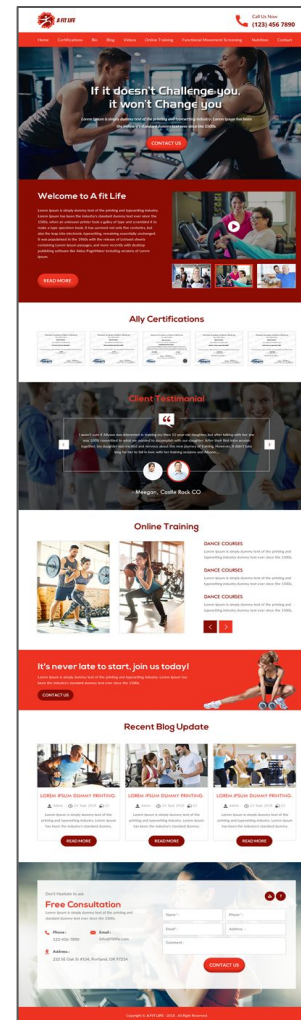
41. Have you tried using Paypal Credit?
42. **Have you tried adding Apple Pay to your order form?**



42. Have you tried adding Apple Pay to your order form?
43. Can someone scan the whole letter and understand the meat of the offer by simply reading headlines only?



43. Can someone scan the whole letter and understand the meat of the offer by simply reading headlines only?
44. Are you sprinkling the page with testimonials?



# WEBINAR AUDIBLE IDEAS

Webinar File Edit View Go Window Help

GoToWebinar Webinar

Background

**BACKGROUND**

Dan joins us with over 20 years of product strategy experience for both startups and Fortune 100 companies.

**RECOGNITION**

Drove new product innovations and customer experience resulting in growth from \$24MM to over \$100MM in just 2 years.

**DAN FOLLOWHILL**

GoToWebinar Control Panel

Webinar Meeting

Are you sharing audio?

Play

Mute My Screen

Stop Sharing Screen

View Feedback & Notes

Change Meeting

Record

GoToWebinar

Webinar ID: 100-188-835

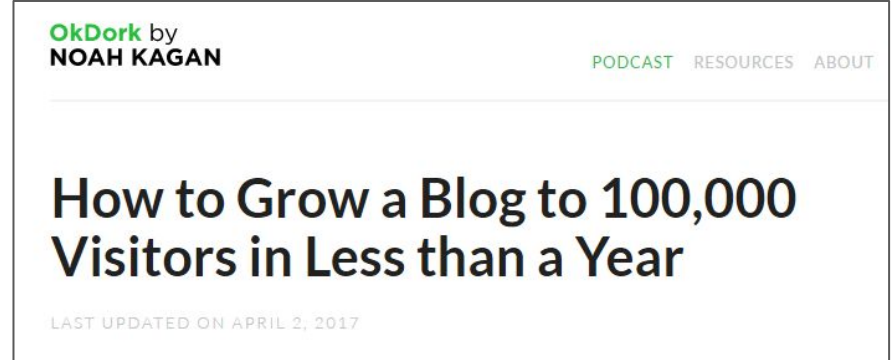
What do you consider your biggest achievement?

New IP Q&A

Webinar ID: 100-188-835

GoToWebinar

**45. Can you make the headline more curious on your registration page (so they don't know the answer to what you're offering in the presentation)?**



## 46. Are you crushing all the objections for why people aren't buying?

Objection	Reframe
"We can't afford to spend that much."	Price is relative to value.
"Our budget doesn't allow for that."	Focus on the value you can create for their company, the time you can save, the revenue you can help generate, or the efficiency that will come from a better product or service.
"We don't have any budget for that kind of expense."	



46. Are you crushing all the objections for why people aren't buying?
47. Does your webinar presentation need a better stack for the offer?

## What You're Gonna Get...

When you invest in Funnel Builder Secrets Today...

- ✓ **6 Months ClickFunnels For FREE!** (\$3,564 Value)  
(If You Take Action BEFORE The Deadline, You'll Also Get Backpack AND Actionetics For FREE For 6 Months Too!)
- ✓ **Funnel Builder Secrets Masterclass** (\$2,997 Value)  
10 Weeks Masterclass That Will Help You To Become A Master Funnel Builder...
- ✓ **Funnel Hacking 201: Spy For Profit** (\$997 Value)  
How To Ethically Steal Over \$1,000,000 Of Funnel Hacks From Your Competitors For Under \$100...
- ✓ **Traffic Secrets Training Course** (\$1,997 Value)  
Discover The Latest Tips, Tricks, And Strategies For Over 125+ Online Traffic Sources
- ✓ **Funnel Scripts Software (12 Months)** (\$1,997 Value)  
Get ALL Of Your Sales Letters, Scripts and Webinar Slides Written (In Under 10 Minutes) WITHOUT Hiring An Expensive Copywriter! Get a FREE account for the next 12 months!
- ✓ **Free On-Boarding "ClickStart" Call!** (\$1,997 Value)  
Get on a call with one of our top on-boarding experts to help get you started FAST! These calls fill up fast and are available on a first come, first serve basis...

**Total Value = \$13,549**

47. Does your webinar presentation need a better stack for the offer?

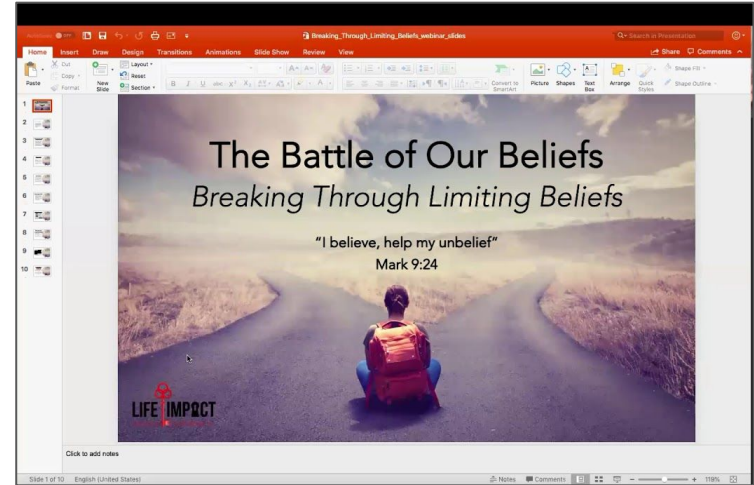
48. **Does your webinar presentation need a better trial closes?**

### **Trial Close**

- *What do you think of what we have discussed so far?*
- *How would that feature help your operation?*
- *Is this something you could see your employees using?*
- *Are we heading in the right direction?*
- *Does the agenda match up with your expectations today?*
- *Is this what you were expecting to see?*



48. Does your webinar presentation need a better trial closes?
49. Does your webinar presentation do too much teaching and not enough belief breaking?



49. Does your webinar presentation do too much teaching and not enough belief breaking?
50. Do you have the stack on the order page when they are checking out?

Checkout Order Confirmation Instant Access

**STEP 1: Enter Account Information**

First Name  
Last Name  
Email  
Phone  
Address  
City  
State  
Zip  
Select Country

**STEP 2: Enter Payment Information**

VISA MASTERCARD AMERICAN EXPRESS

Credit Card Number: CVC Code:  
Card number: CVC:  
Expiry Month: Expiry Year:  
01 2019

**Order Summary**

Item	Amount
Wealth Academy Accelerator	USD \$2,997


I Agree to pay \$2,997 today for access to the product. I also agree to the Terms, Conditions and Policies of the purchase.

**YES! I'm Excited To Join Today >**  
Click here to complete your order

-\$1,497.00 in Savings - This Will Sell Out Quickly

Your credit card statement will read "wealthacademy8842564150"

**CONGRATULATIONS! You've Made An Excellent Choice. Get Started Right Now! You're Nearly There...**



**You will get Access To:**

- Facebook Advertising Specialist Certification (\$1,497 Value)
- Sales Funnel Specialist Certification (\$1,497 Value)
- Email Profit System (\$497 Value)
- Traffic Mastery Intensive (\$1,297 Value)
- Video Ads Hack (\$297 Value)
- Wealth Academy Marketing System (\$9,997 Value)
- Wealth Academy Partnership (\$9,997 Value)
- Wealth Academy Kickstart Sessions (\$9,997 Value)


**TODAY - EXCLUSIVE FOR EXISTING CLIENTS ONLY: ONLY: \$2,997**

00 14 43  
HOUR MINUTES SECONDS

**DAGAN SMITH**  
Founder Maximum Leverage

"Dagan is the secret weapon for a lot of industry's top producers when it comes to getting traffic. He can direct thousands amounts of traffic on call, whenever he wants."

LJS Washington D.C. USA



You've made a great decision

My goal with the WealthAcademy Products & Services is to help you learn how to start, grow and scale your business to the next level. There's 3 steps, we personally mastered them and I can share with you what's worked for me. You can have to follow the system, do the work. This is NOT get-rich-quick. Work is involved. If that scares you, you're not the right client we want to do business with.

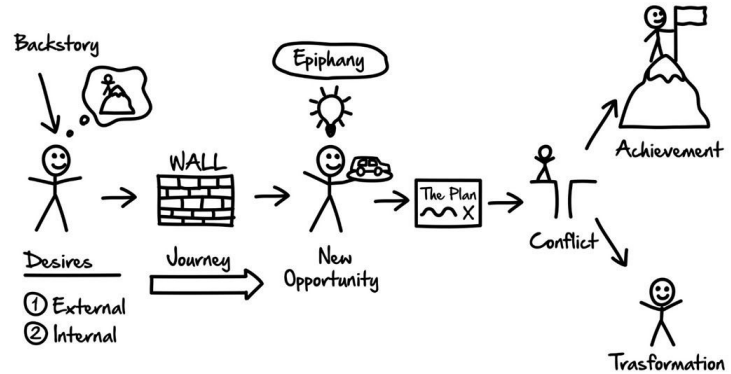
Need Help With Anything?  
My office is open 7am-5pm and real life people are standing by ready to help you right now. support@wealthacademy.com

50. Do you have the stack on the order page when they are checking out?
51. **Is the value 10X the price?**



51. Is the value 10X the price?
52. **Are you telling epiphany bridge stories that give your viewers an aha moment?**

## THE EPIPHANY BRIDGE SCRIPT **SHORT!**



52. Are you telling epiphany bridge stories that give your viewers an aha moment?
53. **Are you sending emails/texts/messenger messages to get them excited for the presentation?**



53. Are you sending emails/texts/messenger messages to get them excited for the presentation?
54. Are you sending emails/texts/messenger messages for to replay to drive them back to the offer?


**WEBINAR REPLAY...**

Learn the Importance of Having High Converting Landing page,  
How to Design it, Which Elements are Most Important and How to  
Increase Your Sales Today by 300%

THE REPLAY WILL BE REMOVED IN:

00 01 59 51  
Days Hours Minutes Seconds

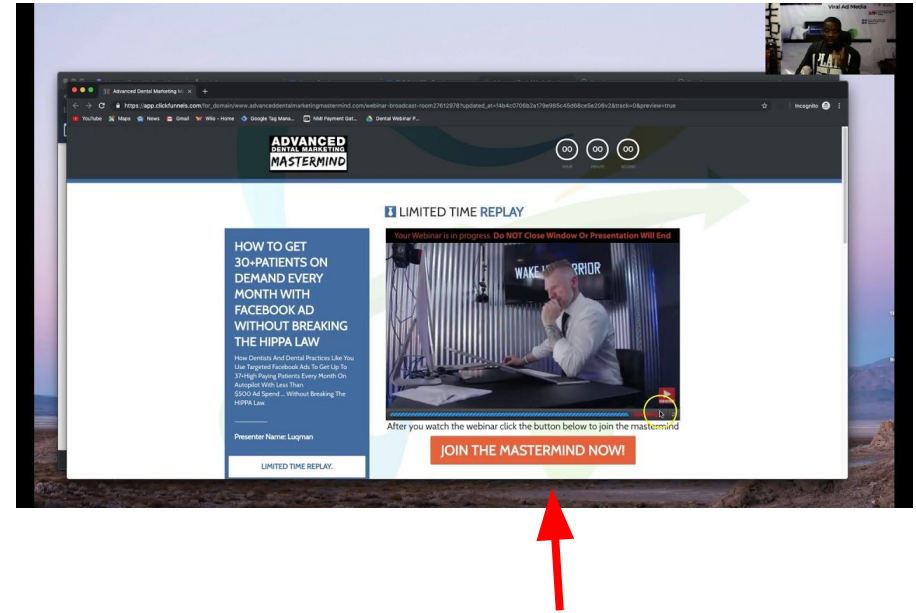
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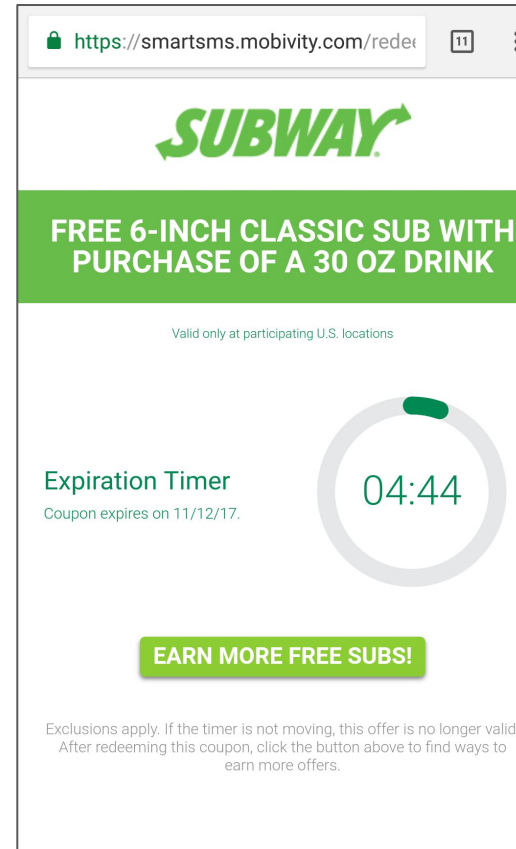
DISCLAIMER  
Copyright 2016 by The Landing Factory



54. Are you sending emails/texts/messenger messages for to replay to drive them back to the offer?
55. **Is the button delayed on the webinar watch page (so they can't buy until you get through the pitch)?**



55. Is the button delayed on the webinar watch page (so they can't buy until you get through the pitch)?
56. **Does the offer expire (with a countdown timer)?**



The screenshot shows a mobile browser interface for a Subway coupon. At the top, the URL is <https://smartsms.mobivity.com/redeem>. Below the URL is the Subway logo. A green banner contains the offer: "FREE 6-INCH CLASSIC SUB WITH PURCHASE OF A 30 OZ DRINK". Below the banner, it says "Valid only at participating U.S. locations". A large circular timer shows "04:44" with the text "Expiration Timer" and "Coupon expires on 11/12/17." A green button labeled "EARN MORE FREE SUBS!" is positioned below the timer. At the bottom, there is a disclaimer: "Exclusions apply. If the timer is not moving, this offer is no longer valid. After redeeming this coupon, click the button above to find ways to earn more offers."