# BUILT-IN PROFITS: FUNNEL PLAYBOOK

Step-by-Step Strategies to Skyrocket Your Sales





Get the Funnel Playbook and Systeme.io FREE at BuiltInFunnels.com/funnels

## **Built-In Profits: Enhanced Funnel Playbook**

## Step-by-Step Strategies to Skyrocket Your Sales

#### **Table of Contents**

- 1. Funnel Psychology & ROI Fundamentals (NEW)
- 2. Why Systeme.io Is the Smarter Platform (Enhanced)
- 3. The Built-In Strategy: Funnel + Blog + Email (Enhanced)
- 4. Automation Mastery Blueprint (Enhanced)
- 5. Launch Checklist with Timelines (Enhanced)
- 6. High-Converting Copy Templates & Psychology (Enhanced)
- 7. Email Sequence Swipes + Advanced Triggers (Enhanced)
- 8. Affiliate Monetization Pathways (Enhanced)
- 9. Smart Scaling Framework (Enhanced)
- 10. Traffic Fundamentals with Budget Breakdowns (Enhanced)
- 11. Advanced Profit Optimization (NEW)
- 12. Troubleshooting Guide & Common Mistakes (NEW)
- 13. Action Steps with 30-Day Implementation Plan (Enhanced)

## 1. Funnel Psychology & ROI Fundamentals (NEW)

#### The Psychology Behind High-Converting Funnels

Before diving into tactics, understand what makes people buy:

#### The Trust Ladder Framework:

- Awareness: "I have a problem"
- Interest: "This might solve it"
- **Consideration**: "I trust this person/brand"



- Purchase: "This is worth the investment" •
- Advocacy: "I'll recommend this to others"

#### **Key Psychological Triggers:**

- **Reciprocity**: Give value first (your lead magnet) •
- Social Proof: Show others' success
- **Scarcity**: Limited time or quantity
- Authority: Demonstrate expertise
- **Consistency**: Align with their values •

#### **ROI Expectations by Funnel Type**

5-15%

#### Funnel Type Expected Conversion Rate Average ROI Timeline to Profit Lead Magnet 15-35% 300-500% 30-60 days Tripwire 3-8% 200-400% 7-14 days Webinar

Product Launch 1-5% 300-800% 60-120 days

*These are industry benchmarks - your results may vary based on niche and execution.* 

500-1000% 45-90 days

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## 2. Why <u>Systeme.io</u> Is the Smarter Platform (Enhanced)

#### **Cost Comparison Analysis**

Feature	Systeme.io	ClickFunnels	Kartra	Your Savings		
Basic Plan	FREE	\$127/month	\$119/month	\$1,500+/year		
Email Marketing	🗹 Included	🗙 Extra cost	🗹 Included	\$400+/year		
Course Hosting	🗹 Included	🗙 Extra cost	🗹 Included	\$600+/year		
Affiliate Management	t 🗹 Included	🗙 Extra cost	🗹 Included	\$300+/year		
Total Annual Savings: \$2,800+						

#### **Unique Systeme.io Advantages**

- 1. No Credit Card Required: Start building immediately
- 2. French Engineering: Superior uptime and speed
- 3. Lifetime Deals Available: Lock in pricing forever
- 4. Built-in Blogging: No need for separate WordPress
- 5. **One-Click Upsells**: Maximize customer value instantly

**TAKE ACTION NOW**: Don't let another day pass watching competitors build their empires while you stay stuck in analysis paralysis. <u>Launch your Systeme.io account here</u> and start building your first funnel in the next 10 minutes. Every day you delay costs you potential customers and revenue.

Quick Access URL: https://builtinfunnels.com/systeme

## 3. The Built-In Strategy: Funnel + Blog + Email (Enhanced)

#### The Content-to-Cash Pipeline

#### $\textbf{ATTRACT} \rightarrow \textbf{CAPTURE} \rightarrow \textbf{NURTURE} \rightarrow \textbf{CONVERT} \rightarrow \textbf{OPTIMIZE}$

 $\downarrow \downarrow \downarrow \downarrow \downarrow \downarrow$ 

 $\mathsf{Blog} \to \mathsf{Landing} \ \mathsf{Page} \to \mathsf{Email} \ \mathsf{Sequence} \to \mathsf{Sales} \ \mathsf{Pages} \to \mathsf{Split} \ \mathsf{Test}$ 

#### **Advanced Strategy Layers**

#### Layer 1: Foundation (Week 1-2)

- Set up Systeme.io account
- Create lead magnet
- Build basic landing page
- Write 3-email welcome sequence

#### Layer 2: Content Engine (Week 3-4)

- Launch blog with 5 cornerstone posts
- Set up Pinterest automation with strategic scheduling
- Create social media templates



#### Layer 3: Automation (Week 5-6)

- Connect powerful automation workflows
- Set up behavioral email triggers
- Implement social media automation

#### Layer 4: Optimization (Week 7-8)

- A/B test headlines and CTAs
- Analyze traffic sources
- Optimize conversion points

#### **Content Calendar Template**

Day	Blog Post Type	Email Topic	Social Focus
Monday	Tutorial/How-to	Weekly Tips	Motivation
Wednesday	Tool Review	Case Study	Educational
Friday	Industry News	Personal Story	Community

## 4. Automation Mastery Blueprint (Enhanced)

#### **The 4-Pillar Automation System**

#### **Pillar 1: Content Automation**

**GAME-CHANGER ALERT**: Stop wasting 20+ hours per week on repetitive tasks! The entrepreneurs making 6-7 figures aren't working harder—they're working smarter with automation.

<u>Get Make.com now</u> and watch your productivity explode overnight. This single investment will give you back 15-20 hours every week to focus on revenue-generating activities.

Quick Access URL: https://builtinfunnels.com/make

#### Make.com Workflows:

- RSS to Social Media (auto-post blog content)
- Al Content Generator (create social captions)



- Image Optimization (resize for platforms)
- Cross-platform Publishing

Setup Time: 2-3 hours Monthly Time Saved: 15-20 hours

#### **Pillar 2: Social Media Automation**

**OPINTEREST Traffic Explosion**: Pinterest drives over 33% more traffic than Facebook, but only if you're posting consistently. Most people quit after 2 weeks because manual posting is soul-crushing.

<u>Grab Tailwind here</u> and watch your Pinterest traffic skyrocket while you sleep. Their SmartLoop feature alone has helped users increase traffic by 600%+ in 90 days.

Quick Access URL: https://builtinfunnels.com/tailwind

#### Tailwind SmartLoop Features:

- Automatically recycles top-performing pins
- Suggests optimal posting times
- Creates pin variations automatically
- Tracks performance and optimizes

**For Multi-Platform Dominance**: <u>Get Publer</u> to schedule across ALL platforms from one dashboard. Bulk upload 100+ posts, collaborate with team members, and never miss a posting window again.

Quick Access URL: https://builtinfunnels.com/publer

#### **Publer Advanced Features:**

- Bulk scheduling (upload CSV with 100+ posts)
- Auto-recycling of evergreen content
- Team collaboration features
- Analytics integration

#### **Pillar 3: Email Automation**



**EMAIL MARKETING BREAKTHROUGH**: While others struggle with expensive, complicated email platforms, smart marketers are switching to MailerLite for its simplicity and power.

<u>Switch to MailerLite today</u> and get enterprise-level features at a fraction of the cost. Their drag-and-drop editor, advanced segmentation, and automation workflows will transform your email marketing overnight.

Quick Access URL: https://builtinfunnels.com/mailerlite

#### Advanced Email Triggers:

- Tag-based sequences
- Abandoned cart recovery
- Re-engagement campaigns
- Behavioral scoring

#### **Pillar 4: Lead Management**

#### **Automated Lead Scoring:**

- Email opens: +5 points
- Link clicks: +10 points
- Page visits: +15 points
- Purchase: +50 points

#### Automation Tools Investment Guide:

- Starter Budget (\$50/month): Systeme.io + Make.com
- Growth Budget (\$150/month): Add Publer + Tailwind
- Scale Budget (\$300/month): Add advanced Al tools

## 5. Launch Checklist with Timelines (Enhanced)

#### Pre-Launch Phase (Days 1-7)

**Day 1-2: Foundation Setup** 

**HOSTING DECISION THAT CHANGES EVERYTHING**: Your hosting choice can make or break your funnel's success. Slow loading = lost customers. Period.

<u>Secure Bluehost hosting now</u> - the same platform powering millions of successful online businesses. Their 99.9% uptime guarantee and lightning-fast servers ensure your funnel never loses a sale due to technical issues.

#### Quick Access URL: https://builtinfunnels.com/hosting

- [] Create Systeme.io account
- [] Purchase domain and hosting
- [] Set up basic branding (logo, colors)
- [] Choose niche and target audience

#### Day 3-4: Content Creation

- [] Create lead magnet (guide, checklist, template)
- [] Write landing page copy
- [] Design opt-in form
- [] Create thank you page

#### Day 5-6: Technical Setup

- [] Build landing page in Systeme.io
- [] Set up email automation
- [] Connect domain
- [] Install tracking pixels

#### Day 7: Testing

- [] Test all links and forms
- [] Send test emails to yourself
- [] Check mobile responsiveness
- [] Verify analytics tracking

#### Launch Phase (Days 8-14)

#### Day 8: Soft Launch

- [] Share with close friends/family
- [] Post in relevant Facebook groups
- [] Send to existing email list (if any)

#### Day 9-11: Content Marketing

- [] Publish 3 blog posts
- [] Create 10 social media posts
- [] Submit to relevant directories

#### Day 12-14: Paid Promotion

- [] Launch Facebook ads (start with \$5/day)
- [] Try solo ads (if budget allows)
- [] Boost top-performing organic posts

#### Post-Launch Optimization (Days 15-30)

#### Week 3: Data Collection

- [] Track conversion rates
- [] Monitor traffic sources
- [] Analyze email open rates
- [] Collect user feedback

#### Week 4: Optimization

- [] A/B test headlines
- [] Improve low-performing pages
- [] Expand successful campaigns
- [] Plan next funnel iteration

## 6. High-Converting Copy Templates & Psychology *(Enhanced)*

The PASTOR Formula for Landing Pages



- **P**roblem: Identify the pain point
- Agitation: Make them feel the urgency
- Solution: Present your offer
- **T**ransformation: Show the outcome
- Offer: Make it irresistible
- **R**esponse: Clear call-to-action

#### **Advanced Landing Page Templates**

#### **Template 1: Problem-Solution Format**

Headline: "Finally! A [Solution] That Actually Works for [Target Audience]"

**Subheadline**: "Discover the [Number]-step system that helped [Social Proof Number] people [Achieve Specific Result] in just [Timeframe]"

**Bullet Points**: • Stop [Common Frustration #1] once and for all • Get [Specific Benefit] without [Common Objection] • Finally [Dream Outcome] even if [Limiting Belief]

Social Proof: "[Testimonial quote]" - [Name, Title]

CTA Button: "Yes, I Want [Main Benefit]!"

#### **Template 2: Curiosity-Driven Format**

Headline: "The [Adjective] Secret [Authority Figure] Don't Want You to Know"

**Subheadline**: "Warning: This [Tool/Method] is so effective, [Industry] professionals are calling it 'unfair advantage'"

**Story Hook**: "When [Relatable Situation], I discovered something that changed everything..."

**Benefits List**:  $\rightarrow$  [Benefit 1 with specific outcome]  $\rightarrow$  [Benefit 2 with timeframe]  $\rightarrow$  [Benefit 3 with social proof]

CTA: "Reveal My Secret Now"

#### **Email Subject Line Formulas That Work**

Curiosity Gap:

• "The mistake that's costing you [specific loss]"

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- "Why [common belief] is dead wrong"
- "[Number] secrets [authority] won't tell you"

#### Urgency/Scarcity:

- "Last chance: [Offer] expires tonight"
- "Only [number] spots left"
- "[Deadline] reminder: Don't miss this"

#### Personal/Story:

- "My biggest [failure/success] ever"
- "What [person] taught me about [topic]"
- "The day everything changed for me"

#### **Conversion Rate Optimization Checklist**

#### **Headlines:**

- [] Benefit-focused (not feature-focused)
- [] Specific numbers when possible
- [] Creates curiosity or urgency
- [] Under 60 characters for mobile

#### Copy:

- [] Addresses specific pain points
- [] Uses "you" language (not "we/us")
- [] Includes social proof
- [] Has clear value proposition

#### **CTA Buttons:**

- [] Action-oriented text
- [] Contrasting colors
- [] Above the fold
- [] Mobile-optimized



#### Form:

- [] Minimal fields (name + email maximum)
- [] Clear privacy statement
- [] Mobile-friendly
- [] Auto-focus on first field

## 7. Email Sequence Swipes + Advanced Triggers (Enhanced)

#### The 14-Day Profit Sequence

#### Days 1-3: Welcome & Value

- Day 1: Deliver lead magnet + set expectations
- Day 2: Personal story + credibility building
- Day 3: Quick win + engagement question

#### Days 4-7: Education & Trust

- Day 4: Common mistake + solution
- Day 5: Case study or success story
- Day 6: Behind-the-scenes content
- Day 7: Valuable tip + soft promotion

#### Days 8-11: Social Proof & Urgency

- Day 8: Customer spotlight
- Day 9: Objection handling
- Day 10: Comparison content
- Day 11: Limited-time bonus offer

#### Days 12-14: The Ask

- Day 12: Main offer presentation
- Day 13: Urgency + scarcity
- Day 14: Final call + future value

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#### **Advanced Email Triggers**

#### **Behavioral Triggers in Email Platforms**

#### **Engagement-Based:**

- High engagement (opens 80%+ of emails)  $\rightarrow$  VIP sequence
- Low engagement (under 20% opens)  $\rightarrow$  Re-engagement campaign
- Link clickers  $\rightarrow$  Product-focused sequence
- Non-clickers → Value-heavy sequence

#### Page Visit Triggers:

- Visited sales page  $\rightarrow$  Sales sequence
- Visited pricing page  $\rightarrow$  Objection-handling sequence
- Visited about page  $\rightarrow$  Trust-building sequence
- Visited blog  $\rightarrow$  Content upgrade offers

#### Purchase-Based:

- First purchase  $\rightarrow$  Onboarding sequence
- Multiple purchases  $\rightarrow$  Loyalty program
- Refund request  $\rightarrow$  Feedback + retention sequence

## **Email Template Library**

#### High-Converting Email #1: The Mistake Email

Subject: The \$5,000 mistake I made (so you don't have to)

Hey [First Name],

I need to tell you about the most expensive mistake I've ever made in my business.

It cost me \$5,000 and 6 months of wasted effort.

Here's what happened...

[Story of mistake]

The lesson? [Key insight]

That's why I created [Solution/Product]. To help people like you avoid this costly mistake.



[Call to action]

Talk soon, [Your name]

P.S. [Reinforcement of key message]

#### High-Converting Email #2: The Social Proof Email

**Subject**: "This changed my entire business" - Sarah M.

Hey [First Name],

I got this message from Sarah yesterday, and I had to share it:

"[Testimonial quote with specific results]"

This is exactly why I do what I do.

Sarah started just like you - [relatable situation].

But then she [took action/used your method].

The result? [Specific outcome in specific timeframe].

If you're ready to get similar results, here's what I recommend:

[Call to action]

Your success story could be next, [Your name]

## 8. Affiliate Monetization Pathways (Enhanced)

#### The 5-Layer Monetization Stack

Layer 1: Essential Tools (Promote what you use)

#### INCOME STREAM #1 - Essential Business Tools

These are the tools every online entrepreneur needs. Promote what you actually use and believe in:

• **Systeme.io**: <u>Start earning 40% recurring commissions</u> - This is your bread and butter. Every person you refer earns you monthly income for life.

Quick Access: https://builtinfunnels.com/systeme



• **Make.com**: <u>High-converting automation tool</u> - Perfect for productivity-focused content

Quick Access: https://builtinfunnels.com/make

Hosting: <u>Reliable Bluehost hosting</u> - Essential for every website owner

Quick Access: https://builtinfunnels.com/hosting

• **Email tools**: <u>MailerLite for email marketing</u> - Great recurring commissions

Quick Access: https://builtinfunnels.com/mailerlite

#### Layer 2: Online Income Opportunities

#### **INCOME STREAM #2 - Make Money Online Programs**

Tap into the massive "make money online" market:

• **General Online Jobs**: <u>Remote work opportunities</u> - Perfect for job seekers and side hustlers

Quick Access: https://builtinfunnels.com/onlinejobs

• Writing Income: <u>Get paid to write from home</u> - Ideal for content creators and aspiring writers

Quick Access: https://builtinfunnels.com/writing

• **App Review Income**: <u>Make money writing app reviews</u> - Great for tech-savvy audiences

#### Quick Access: https://builtinfunnels.com/appreviews

• **Phone-Based Income**: <u>Earn \$1000/day using your phone</u> - Appeals to mobile-first users

Quick Access: https://builtinfunnels.com/1000daysite

#### Layer 3: Social Media & Marketing Tools

#### **INCOME STREAM #3 - Marketing & Productivity Tools**

• **Pinterest Marketing**: <u>Tailwind for Pinterest automation</u> - Essential for Pinterest marketers

Quick Access: https://builtinfunnels.com/tailwind

• Social Media Management: <u>Publer for multi-platform posting</u> - Perfect for busy entrepreneurs

Quick Access: https://builtinfunnels.com/publer

• **Organization Tools**: <u>Tido for productivity</u> - Great for efficiency-focused content

Quick Access: https://builtinfunnels.com/tido

#### Layer 4: Premium Services

- **High-ticket coaching**: \$1000+ commissions
- Done-for-you services: Setup and management
- **Mastermind programs**: Recurring high-value

#### Layer 5: Investment & Finance

- Investment platforms: Careful compliance needed
- Business tools: Accounting, legal services
- **Insurance**: Business and personal

#### **Affiliate Promotion Calendar**

#### **Month 1: Foundation Tools**

- Week 1: Systeme.io (platform comparison)
- Week 2: Make.com (automation benefits)
- Week 3: Bluehost hosting (technical setup)
- Week 4: Design tools (branding essentials)

#### Month 2: Growth Tools

- Week 1: MailerLite email marketing
- Week 2: Publer social media scheduling
- Week 3: Analytics and tracking
- Week 4: Tailwind content creation

#### **Month 3: Income Opportunities**

• Week 1: Online job opportunities



- Week 2: Writing income streams
- Week 3: App review income
- Week 4: Mobile income strategies

#### **Affiliate Disclosure Templates**

**Blog Post Disclosure**: "This post contains affiliate links. If you purchase through these links, I may earn a commission at no extra cost to you. I only recommend products I personally use and believe will add value to your business."

**Email Disclosure**: "Quick note: Some links in this email are affiliate links. This means I earn a small commission if you purchase (at no extra cost to you). I only share tools I actually use in my business."

## 9. Smart Scaling Framework (Enhanced)

#### **The 3-Phase Scaling Model**

#### Phase 1: Foundation (0-\$1K/month)

Focus: Prove concept and optimize core funnel

- Perfect your lead magnet and sequence
- Achieve 20%+ opt-in rate
- Get email sequence to 15%+ open rate
- Generate first \$100 in affiliate commissions

#### Key Metrics:

- Traffic: 1,000 visitors/month
- Conversion: 20% opt-in rate
- Revenue: \$500-1,000/month

#### Phase 2: Growth (\$1K-\$10K/month)

Focus: Scale traffic and diversify income

- Add paid advertising (\$300-500/month budget)
- Launch second funnel/product



- Build strategic partnerships
- Hire first virtual assistant

#### **Key Metrics:**

- Traffic: 5,000-10,000 visitors/month
- List growth: 500-1,000 new subscribers/month
- Revenue: \$3,000-10,000/month

#### Phase 3: Scale (\$10K+/month)

Focus: Systematize and expand

- Build team (content, ads, customer service)
- Launch coaching/mastermind program
- Develop proprietary products
- Explore new markets/niches

#### **Key Metrics:**

- Traffic: 25,000+ visitors/month
- List: 10,000+ subscribers
- Revenue: \$10,000+/month

#### **Scaling Automation Workflows**

#### **Content Production Automation**

**SCALING SECRET**: The difference between 6-figure and 7-figure entrepreneurs isn't talent—it's systems. While you're manually posting content, your competitors are using automation to work 24/7.

#### Make.com Scenario #1: Blog to Social

- 1. Monitor RSS feed for new blog posts
- 2. Generate social media captions with AI
- 3. Create multiple post variations
- 4. Schedule across platforms

5. Send notification to team

Time Saved: 10 hours/week Setup Time: 3 hours Monthly Cost: \$29 (Make.com Pro)

#### Lead Nurturing Automation

#### Make.com Scenario #2: Behavioral Triggers

- 1. Monitor email engagement
- 2. Tag subscribers based on behavior
- 3. Trigger specific sequences
- 4. Update CRM with lead score
- 5. Notify sales team for hot leads

Conversion Increase: 25-40% Setup Time: 2 hours Monthly Cost: Included in existing tools

#### Hiring and Team Building Guide

#### First Hire: Virtual Assistant (\$300-500/month)

#### **Responsibilities:**

- Social media posting
- Email list management
- Customer service responses
- Basic research tasks

Where to Find: Upwork, Fiverr, Belay

#### Second Hire: Content Creator (\$500-1000/month)

#### **Responsibilities:**

- Blog post writing
- Social media graphics
- Email copywriting

• Video editing

Where to Find: Contently, ClearVoice, 99designs

#### Third Hire: Paid Ads Specialist (\$1000-2000/month)

#### **Responsibilities:**

- Facebook/Google ads management
- Landing page optimization
- Conversion tracking
- Performance reporting

Where to Find: UpWork Pro, Agency partnerships

### 10. Traffic Fundamentals with Budget Breakdowns (Enhanced)

#### **Traffic Source ROI Analysis**

Traffic Source	Cost	Time Investment	<b>Conversion Rate</b>	<b>ROI Timeline</b>
Organic Search	\$0	High (6+ months)	25-35%	6-12 months
Pinterest	\$0-50/month	Medium (2-3 months)	15-25%	3-6 months
Facebook Ads	\$300+/month	Low (immediate)	10-20%	1-3 months
YouTube	\$0	High (4-6 months)	20-30%	4-8 months
Email Marketing	; \$50/month	Medium	30-40%	1-2 months

#### **Budget-Based Traffic Strategies**

#### Shoestring Budget (\$0-100/month)

Focus: Organic and sweat equity

- SEO blog content: 3 posts/week targeting long-tail keywords
- **Pinterest**: 10 pins/day with automation
- Facebook groups: 30 minutes/day engaging in relevant groups
- **Email marketing**: Start with free plans



Expected Results: 500-1,000 visitors/month by month 3

#### Starter Budget (\$100-500/month)

Focus: Accelerate organic with tools

**TRAFFIC BREAKTHROUGH**: Stop struggling with manual Pinterest posting! Smart marketers are using <u>Tailwind</u> to automate their Pinterest strategy and seeing 10x more traffic in half the time.

Quick Access URL: https://builtinfunnels.com/tailwind

- Tailwind Pro: \$15/month for Pinterest automation
- **Design tools**: Professional graphics creation
- Basic Facebook ads: \$10/day for retargeting
- **Guest posting**: \$100/month for premium placements

**Expected Results**: 1,000-3,000 visitors/month by month 2

#### Growth Budget (\$500-2,000/month)

Focus: Paid advertising and scaling

- Facebook ads: \$30-50/day
- Google ads: \$20-30/day
- Solo ads: \$200-500/month
- Influencer partnerships: \$300-500/month

**Expected Results**: 5,000-15,000 visitors/month by month 2

#### Scale Budget (\$2,000+/month)

Focus: Multi-channel domination

- YouTube ads: \$500/month
- **Podcast sponsorships**: \$1,000/month
- PR and media: \$500/month
- Advanced retargeting: \$300/month

Expected Results: 20,000+ visitors/month

#### **Advanced Traffic Strategies**

#### **The Pinterest Powerhouse Method**

**PINTEREST PROFIT SECRET**: Pinterest isn't social media—it's a search engine with 400+ million monthly users actively looking for solutions. One viral pin can drive 100,000+ visitors to your funnel.

<u>Get Tailwind now</u> and tap into this traffic goldmine. Their SmartLoop technology automatically recycles your best content, ensuring consistent traffic growth while you focus on other business activities.

Quick Access URL: https://builtinfunnels.com/tailwind

#### Month 1 Setup:

- Create business account
- Optimize 10 boards for keywords
- Design 50 pin templates
- Set up Tailwind automation

#### Month 2-3 Execution:

- Pin 15-20 times daily (automated)
- Join 5-10 group boards
- Create seasonal content
- Monitor analytics

Expected Results: 10,000+ monthly Pinterest views by month 3

#### The SEO Content Cluster Strategy

- **Step 1**: Choose pillar topic (e.g., "Email Marketing")
- Step 2: Create 20+ related keywords
- Step 3: Write one comprehensive pillar post (3,000+ words)
- **Step 4**: Create 10-15 supporting posts (1,000+ words each)
- Step 5: Interlink all content strategically

**Results**: 50-100% increase in organic traffic within 6 months

#### **Traffic Tracking Dashboard**

#### **Essential Metrics to Monitor:**

- Traffic sources: Google Analytics
- Conversion rates: By source and campaign
- Cost per lead: Paid traffic ROI
- Email growth rate: List building velocity
- Social engagement: Reach and interaction rates

#### **Monthly Traffic Report Template:**

- Total visitors: [Number] (% change from last month)
- Top 3 traffic sources: [Source 1], [Source 2], [Source 3]
- Conversion rate: [%] (by source)
- Cost per lead: \$[Amount]
- Email subscribers added: [Number]
- Revenue generated: \$[Amount]
- ROI: [%]

## 11. Advanced Profit Optimization (NEW)

#### **Conversion Rate Optimization (CRO) Framework**

#### The LIFT Model for Testing

Location: Where is the element on the page? Intensity: How much does it stand out? Function: What does it do? Timing: When does it appear?

#### A/B Testing Priorities (Test in this order)

#### 1. Headlines (Biggest Impact)

- Test emotional vs. logical appeals
- Long vs. short headlines
- Question vs. statement format
- Include numbers vs. no numbers



#### 2. Call-to-Action Buttons

- Button text ("Get Started" vs. "Download Now")
- Button color (contrasting vs. matching)
- Button size and placement
- Number of CTAs on page

#### 3. Lead Magnets

- PDF vs. video vs. checklist
- Title and description
- Preview/mockup image
- Delivery method

#### 4. Social Proof

- Testimonials vs. reviews vs. logos
- Placement on page
- Format (text, video, image)
- Quantity (few vs. many)

#### **Advanced Optimization Techniques**

#### **Exit-Intent Popups:**

// Exit-intent code for higher conversions

document.addEventListener('mouseleave', function(e) {

```
if (e.clientY <= 0) {
```

// Show popup

document.getElementById('exit-popup').style.display = 'block';

}

});

#### **Scroll-Based Triggers:**

• Show CTA after 50% page scroll



- Display social proof at 75% scroll
- Trigger video at specific section

#### Time-Based Elements:

- Countdown timers for urgency
- Progressive disclosure of benefits
- Delayed popup appearances

#### **Revenue Optimization Strategies**

#### The Value Ladder Approach

High Ticket (\$5,000+): Done-for-you services, mastermind ↑ Mid Ticket (\$500-2,000): Coaching, courses, group programs ↑ Low Ticket (\$50-200): Digital products, templates, tools ↑ Tripwire (\$7-47): Mini-courses, checklists, small tools ↑ Lead Magnet (FREE): Guides, templates, resources

#### **Pricing Psychology Principles**

#### Anchoring Effect:

- Show highest price first
- Use "Most Popular" labels
- Display "was/now" pricing

#### **Decoy Effect:**

- Offer three tiers
- Make middle option most attractive
- Price decoy slightly below premium

#### Loss Aversion:

- "Don't miss out" messaging
- Limited time offers
- Exclusive bonuses

#### **Upsell and Cross-sell Framework**

#### Immediate Upsells (Order Bump):

- Complementary products
- Premium versions
- Done-for-you options
- 15-30% conversion rate expected

#### **Post-Purchase Upsells:**

- Related training
- Implementation services
- Advanced tools
- 20-40% conversion rate expected

#### **Email-Based Cross-sells:**

- Review purchase sequence
- User success stories
- Gradual value ladder ascension

#### **Customer Lifetime Value (CLV) Optimization**

#### CLV Calculation Formula CLV = (Average Order Value × Purchase Frequency × Gross Margin) × Customer Lifespan

#### Strategies to Increase CLV

#### **Increase Purchase Frequency:**

- Email marketing campaigns
- Loyalty programs
- Seasonal promotions
- New product launches

#### Increase Average Order Value:

- Bundle offers
- Volume discounts
- Premium upgrades



• Payment plans

#### **Extend Customer Lifespan:**

- Exceptional customer service
- Regular value delivery
- Community building
- Continuous product improvement

#### 12. Troubleshooting Guide & Common Mistakes (NEW)

#### Most Common Funnel Failures and Fixes

#### Problem 1: Low Opt-in Rates (Under 15%)

#### Symptoms:

- High traffic, few subscribers
- Visitors leaving without converting
- Low engagement on social media

#### **Diagnosis Checklist:**

- [] Is your headline benefit-focused?
- [] Is the lead magnet valuable and specific?
- [] Is the form above the fold?
- [] Is the page mobile-optimized?
- [] Do you have social proof?

#### Solutions:

- 1. Strengthen your headline: Use the "How to [achieve desired outcome] without [common pain point]" formula
- 2. Upgrade your lead magnet: Make it more specific and actionable
- 3. Simplify your form: Only ask for name and email
- 4. Add urgency: "Limited time" or "exclusive access"



5. Include social proof: "Join 5,000+ entrepreneurs who downloaded this"

**CRITICAL SUCCESS FACTOR:** Your funnel foundation determines everything. If you're still struggling with low opt-ins after implementing these fixes, it's time to upgrade your platform. Most entrepreneurs waste months fighting with inferior page builders when they could be converting at 25%+ rates with a professional system.

Get Systeme.io's proven high-converting templates here - their drag-and-drop builder has generated over \$2 billion in sales for users worldwide. Don't let a weak foundation sabotage your success.

Copy this URL: <u>https://builtinfunnels.com/systeme</u>

#### Expected Improvement: 15-25% opt-in rate within 2 weeks

Problem 2: High Unsubscribe Rates (Over 5%)

#### Symptoms:

- People opt-in but immediately unsubscribe
- Complaints about irrelevant content
- Low email engagement rates

#### Solutions:

1. Improve email platform: Switch to <u>MailerLite's advanced segmentation</u> - send hyper-targeted emails that convert 5x better than generic broadcasts.

Copy this URL: <u>https://builtinfunnels.com/mailerlite</u>

- 2. Segment your audience: Create different email sequences for different interests
- 3. Reduce email frequency: Test sending less often
- 4. Improve subject lines: Avoid spammy words and misleading promises
- 5. Add more value: Focus on helping, not just selling

#### Problem 3: Low Traffic (Under 1,000 visitors/month)

#### Symptoms:

- Great conversion rates but few visitors
- Struggling to get noticed online
- Inconsistent traffic patterns

#### Solutions:

- 1. Pinterest Traffic Explosion: <u>Tailwind's SmartLoop feature</u> automatically recycles your best-performing pins, turning one piece of content into months of traffic.
- E Copy this URL: https://builtinfunnels.com/tailwind
  - 2. Automate Social Media: <u>Publer's smart scheduling</u> lets you schedule across ALL platforms from one dashboard. Bulk upload 100+ posts and never miss a posting window again.

E Copy this URL: https://builtinfunnels.com/publer

3. Content Automation: <u>Make.com's powerful workflows</u> can automatically share your content across platforms, saving you 15-20 hours per week.

Copy this URL: <u>https://builtinfunnels.com/make</u>

#### **Problem 4: Technical Issues and Downtime**

#### Symptoms:

- Slow loading pages
- Frequent site crashes
- Lost sales due to technical problems

#### Solutions:

1. Upgrade Your Hosting: <u>Bluehost's 99.9% uptime guarantee</u> ensures your funnel never loses a sale due to technical issues.

#### Copy this URL: <u>https://builtinfunnels.com/hosting</u>

- 2. Optimize images and content
- 3. Use a content delivery network (CDN)
- 4. Regular backups and monitoring

#### Problem 5: Lack of Time and Overwhelming Tasks

#### Symptoms:

- Feeling overwhelmed by daily tasks
- Spending 20+ hours per week on repetitive activities



• Unable to focus on revenue-generating activities

#### Solutions:

1. Master Productivity: <u>Tido's advanced organization system</u> helps you prioritize tasks and maximize efficiency.

Copy this URL: <u>https://builtinfunnels.com/tido</u>

- 2. Alternative Income Streams: While building your funnel, explore these opportunities:
  - **Legitimate online job opportunities** Multiple income sources
  - High-paying writing opportunities \$50-200+ per article
  - App review writing Perfect for beginners
  - Mobile profit system \$1,000+ daily potential

E Copy these URLs:

- <u>https://builtinfunnels.com/onlinejobs</u>
- https://builtinfunnels.com/writing
- https://builtinfunnels.com/appreviews
- <u>https://builtinfunnels.com/1000daysite</u>

#### 13. Action Steps with 30-Day Implementation Plan (Enhanced)

Week 1: Foundation Setup

Day 1-2: Account Setup & Strategy Planning

Morning Tasks (2-3 hours):

• [] Create your Systeme.io account: <u>Launch your empire here →</u> (This is the ONLY platform that gives you everything for FREE - no credit card required!)

E Copy this URL: https://builtinfunnels.com/systeme

- [] Complete profile setup (business name, contact info, branding)
- [] Choose your primary niche and target audience
- [] Define your lead magnet concept (what problem will it solve?)



#### Afternoon Tasks (2-3 hours):

• [] Secure your domain name with <u>Bluehost's lightning-fast hosting</u> → (99.9% uptime guaranteed - your funnel will NEVER go down when it matters most)

#### E Copy this URL: https://builtinfunnels.com/hosting

- [] Set up basic branding (choose 2-3 brand colors, fonts)
- [] Create simple logo using Canva or similar tool
- [] Write down your unique value proposition in one sentence

**Pro Tip:** Don't let "analysis paralysis" stop you. The entrepreneurs making \$10K+ per month started with imperfect funnels. Your first attempt just needs to be GOOD ENOUGH to get started.

#### Day 3-4: Lead Magnet Creation

#### Morning Tasks (3-4 hours):

- [] Create your lead magnet content (guide, checklist, template, or minicourse)
- [] Design a simple cover/mockup image
- [] Write compelling title and subtitle
- [] Create PDF or upload content to Systeme.io

#### Afternoon Tasks (2-3 hours):

- [] Write your landing page headline using proven formulas
- [] Draft landing page copy (problem, solution, benefits, CTA)
- [] Collect or create testimonials/social proof elements
- [] Write thank you page copy

**Reality Check:** Your lead magnet doesn't need to be a 50-page masterpiece. A simple, actionable checklist that saves someone 2 hours of work is worth more than a beautiful PDF they'll never read.

#### Day 5-6: Landing Page Build & Email Setup

#### Morning Tasks (2-3 hours):

• [] Build landing page in <u>Systeme.io using their proven templates  $\rightarrow$ </u>



E Copy this URL: https://builtinfunnels.com/systeme

- [] Add your headline, copy, and call-to-action
- [] Upload lead magnet mockup image
- [] Create opt-in form (name + email only)

#### Afternoon Tasks (2-3 hours):

[] Set up your email marketing system with <u>MailerLite's powerful automation</u>
<u>→</u> (Over 1 million businesses trust MailerLite - join the winners)

E Copy this URL: https://builtinfunnels.com/mailerlite

- [] Build thank you page
- [] Connect your domain
- [] Mobile optimization check

Critical Success Factor: 73% of people will abandon your funnel if it takes longer than 3 seconds to load. Don't let slow hosting kill your profits!

**Day 7: Testing & Launch Preparation** 

Morning Tasks (2 hours):

- [] Test opt-in process from start to finish
- [] Send test emails to multiple email addresses
- [] Check all links and downloads work
- [] Verify mobile responsiveness

#### Afternoon Tasks (2 hours):

- [] Set up Google Analytics (optional but recommended)
- [] Connect <u>Make.com's game-changing automation</u> → (Save 20+ hours per week with smart automation)

E Copy this URL: https://builtinfunnels.com/make

- [] Prepare social media posts announcing your lead magnet
- [] Set up basic email sequence (3-5 emails minimum)

#### Week 2: Content & Social Media Domination

#### **Day 8-9: Email Sequence Creation**

#### Use these conversion-tested email templates:

**Email 1:** Welcome + Instant Gratification Subject: Your [Lead Magnet Name] is ready (plus a surprise!)

Hi [First Name],

**>** Welcome to the inner circle!

Your [Lead Magnet Name] is ready for download: [LINK]

But here's the thing - most people download free guides and never take action. You're different, right?

That's why I'm giving you this 48-hour challenge: Implement just ONE tip from the guide and email me your results.

Why? Because action-takers are the ones who transform their lives and businesses.

Ready to prove you're serious about [desired outcome]? Hit reply and let me know which tip you'll tackle first.

Your success partner, [Your Name]

P.S. Save this email address so my profit-boosting tips don't end up in spam!

**Email 2:** The Transformation Story Subject: From \$0 to \$10K/month (my embarrassing beginning)

Hey [First Name],

I need to share something embarrassing...

Two years ago, I was making \$0 online. Zero. Zilch. Nada.

I had tried everything:

- Complicated funnels that took months to build
- Expensive courses that taught outdated strategies
- "Gurus" who promised overnight success

Then I discovered the system I'm sharing with you now.

The same system that generated my first \$1,000 month... then \$5,000... then \$10,000+.

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The difference? I stopped chasing shiny objects and focused on ONE proven method.

Tomorrow, I'll share the biggest mistake that keeps 90% of people stuck at \$0.

#### [Your Name]

P.S. What's your biggest challenge right now? Hit reply - I read every email.

#### Day 10-11: Content Creation & Pinterest Mastery

#### Morning Tasks:

- [] Plan 5 blog post topics that relate to your lead magnet
- [] Write your first blog post (1,000+ words)
- [] Create 10 Pinterest pins with <u>Tailwind's viral pin creator →</u> (The secret weapon that's driving 100K+ monthly views for our clients)

#### E Copy this URL: https://builtinfunnels.com/tailwind

#### Afternoon Tasks:

- [] Set up blog section in Systeme.io
- [] Publish your first blog post
- [] Schedule 30 days of content with <u>Publer's smart scheduling</u> → (Set it once, profit forever)

#### E Copy this URL: https://builtinfunnels.com/publer

• [] Join 3-5 relevant Facebook groups

**Pinterest Power Strategy**: Pinterest isn't just social media - it's a search engine with 400 million monthly users actively looking for solutions. One viral pin can generate thousands of leads. <u>Tailwind's SmartLoop feature</u>  $\rightarrow$  automatically recycles your best-performing pins, turning one piece of content into months of traffic.

#### Day 12-14: Traffic Generation & Monetization Setup

#### Free Traffic Foundation:

- [] Submit your site to Google Search Console
- [] Create Pinterest business account
- [] Set up <u>Tailwind's proven pin strategy</u> →

Copy this URL: <u>https://builtinfunnels.com/tailwind</u>

• [] Start building your authority in communities

**Monetization Opportunities:** 

• [] Research <u>legitimate online money-making opportunities</u> → to diversify income

E Copy this URL: https://builtinfunnels.com/onlinejobs

- [] Explore writing opportunities that pay \$50-200+ per article  $\rightarrow$
- E Copy this URL: https://builtinfunnels.com/writing
  - [] Consider <u>app review writing for extra income</u> → (Perfect for beginners no experience required)
- E Copy this URL: https://builtinfunnels.com/appreviews

Week 3: Launch & Scale

Day 15-17: Soft Launch Strategy

The Million-Dollar Mindset Shift: Stop thinking "Will anyone actually want this?" and start thinking "How can I serve more people?"

Day 15: Internal Launch

- [] Share with friends and family first
- [] Post in your personal social media
- [] Send to existing email contacts
- [] Ask for honest feedback

Day 16-17: Community Penetration

- [] Share value-first in Facebook groups
- [] Engage authentically on Reddit communities
- [] Build relationships on Twitter/LinkedIn
- [] Connect with potential collaboration partners

Traffic Acceleration: Use <u>Make.com's powerful automation</u>  $\rightarrow$  to automatically share your content across platforms, tag new subscribers, and trigger personalized email sequences based on behavior.

E Copy this URL: https://builtinfunnels.com/make

Day 18-21: Full Launch Blitz

#### The 4-Day Launch Sequence:

#### Day 18: Content Bomb

- Publish your best blog post ever
- Share across all social platforms
- Send to your entire email list
- <u>Use Publer to schedule 10 variations  $\rightarrow$  across different times</u>

#### Copy this URL: <u>https://builtinfunnels.com/publer</u>

#### Day 19: Social Proof Explosion

- Share testimonials and early results
- Post behind-the-scenes content
- Engage with every comment and share
- Cross-promote with partners

#### **Day 20: Urgency Creation**

- Add limited-time bonuses
- Create scarcity (limited spots/time)
- <u>Leverage Tailwind's promoted pins  $\rightarrow$  for maximum reach</u>

#### E Copy this URL: https://builtinfunnels.com/tailwind

• Launch targeted ads if budget allows

#### Day 21: Final Push

- Send "last chance" emails
- Post final social media reminders



- Thank everyone who participated
- Analyze what worked best

#### Week 4: Optimization & Scaling

#### Day 22-24: Performance Analysis

#### **Critical Metrics to Track:**

- Traffic Quality: Which sources convert best?
- Conversion Rates: Where are people dropping off?
- Engagement: What content gets the most response?
- Revenue: Which activities generate actual income?

## The 80/20 Analysis: Identify the 20% of activities generating 80% of your results. Double down on these and eliminate the rest.

#### Day 25-28: Profit Optimization

#### **Revenue Multiplication Strategies:**

- 1. Implement Advanced Automation: <u>Make.com's sophisticated workflows</u> → can automatically:
  - Score leads based on behavior
  - Send personalized offers
  - Re-engage cold subscribers
  - Cross-sell complementary products

#### E Copy this URL: https://builtinfunnels.com/make

2. Pinterest Traffic Explosion: <u>Tailwind's analytics show</u> → that consistent pinners get 3.5x more website traffic. Their SmartLoop feature means you create content once but benefit forever.

E Copy this URL: https://builtinfunnels.com/tailwind

- 3. Email Marketing Mastery: <u>MailerLite's advanced segmentation</u> → lets you send hyper-targeted emails that convert 5x better than generic broadcasts.
- E Copy this URL: <u>https://builtinfunnels.com/mailerlite</u>

#### Day 29-30: Scaling Preparation

#### The Path to \$1,000+ Per Day:

Most people think they need complicated systems to make serious money online. The truth? This simple phone-based system  $\rightarrow$  is helping regular people generate \$1,000+ daily with just their smartphone.

Copy this URL: <u>https://builtinfunnels.com/1000daysite</u>

#### Your Next-Level Action Plan:

- 1. Automate Everything:
  - Make.com for workflow automation →
  - $\circ \quad \underline{\text{Publer for social media scheduling}} \rightarrow$
  - Tailwind for Pinterest domination  $\rightarrow$
- 2. Scale Your Hosting: As traffic grows, <u>upgrade to Bluehost's powerful hosting</u>  $\rightarrow$  to handle thousands of visitors without slowdowns.
- 3. Diversify Income Streams:
  - Explore legitimate online opportunities  $\rightarrow$
  - Start a profitable writing business  $\rightarrow$
  - <u>Generate income from app reviews  $\rightarrow$ </u>

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- <u>https://builtinfunnels.com/make</u>
- <u>https://builtinfunnels.com/publer</u>
- <u>https://builtinfunnels.com/tailwind</u>
- <u>https://builtinfunnels.com/hosting</u>
- <u>https://builtinfunnels.com/onlinejobs</u>
- <u>https://builtinfunnels.com/writing</u>
- <u>https://builtinfunnels.com/appreviews</u>

14. Advanced Profit Acceleration Strategies (NEW)



The Income Diversification Framework

Why 97% of Online Entrepreneurs Fail: They put all their eggs in one basket. Smart entrepreneurs build multiple income streams that support each other.

#### Stream #1: Your Core Funnel System

- Platform: <u>Systeme.io →</u> (Everything you need in one place)
- Hosting: <u>Bluehost →</u> (Rock-solid foundation)
- Email: <u>MailerLite  $\rightarrow$ </u> (Conversion-focused automation)

#### Stream #2: Content-Driven Traffic

- Pinterest: <u>Tailwind →</u> (Viral content creation)
- Social Media: <u>Publer →</u> (Omnipresence strategy)
- Automation: <u>Make.com →</u> (Set-and-forget systems)

#### Stream #3: Alternative Income Sources

- Flexible Opportunities: <u>Online jobs and gigs  $\rightarrow$ </u>
- Writing Services: <u>High-paying writing opportunities</u> →
- App Reviews: <u>Get paid for your opinions →</u>
- Mobile Income: <u>\$1,000+ per day strategies</u> →

Sopy these URLs for quick access:

- Core Platform: <u>https://builtinfunnels.com/systeme</u>
- Hosting: <u>https://builtinfunnels.com/hosting</u>
- Email Marketing: <u>https://builtinfunnels.com/mailerlite</u>
- Pinterest Marketing: <u>https://builtinfunnels.com/tailwind</u>
- Social Media: <u>https://builtinfunnels.com/publer</u>
- Automation: <u>https://builtinfunnels.com/make</u>
- Online Jobs: <u>https://builtinfunnels.com/onlinejobs</u>
- Writing Income: <u>https://builtinfunnels.com/writing</u>
- App Reviews: <u>https://builtinfunnels.com/appreviews</u>

Mobile Profits: <u>https://builtinfunnels.com/1000daysite</u>

#### The Compound Effect Strategy

**Month 1:** Build foundation with core tools Month 2: Automate and scale with advanced systems Month 3: Add alternative income streams Month 4: Optimize and multiply successful strategies Month 5: Hire team and expand operations Month 6: Launch premium offers and coaching

#### The Technology Stack That Creates Millionaires

#### Foundation Layer:

- <u>Systeme.io</u>  $\rightarrow$  Your profit command center
- <u>Bluehost  $\rightarrow$ </u> Unshakeable hosting foundation
- <u>MailerLite  $\rightarrow$ </u> Email marketing powerhouse

#### Automation Layer:

- <u>Make.com</u> Workflow automation genius
- <u>Publer</u>  $\rightarrow$  Social media domination
- <u>Tailwind</u>  $\rightarrow$  Pinterest traffic explosion

#### **Productivity Layer:**

• <u>Tido  $\rightarrow$ </u> - Advanced organization and task management

#### **Income Acceleration Layer:**

- <u>Online opportunities  $\rightarrow$ </u> Immediate income boost
- <u>Writing opportunities  $\rightarrow$ </u> High-value skill monetization
- <u>App review income  $\rightarrow$ </u> Easy additional revenue
- <u>Mobile profit system ---</u> Location-independent income

#### 15. The 90-Day Profit Acceleration Plan (NEW)

#### Days 1-30: Foundation & Launch

- Set up your complete system using the tools above
- Launch your first funnel

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- Generate your first 100 subscribers
- Achieve your first \$100 in revenue

#### Days 31-60: Scale & Optimize

- Automate your entire content creation process
- Scale to 500+ subscribers
- Reach \$1,000+ monthly revenue
- Add 2-3 alternative income streams

#### Days 61-90: Multiply & Expand

- Build team and delegate operations
- Launch premium products/services
- Hit \$5,000+ monthly revenue
- Prepare for 6-figure scaling

#### The Million-Dollar Mindset Shift

## Stop asking "What if this doesn't work?" and start asking "What if this works beyond my wildest dreams?"

## *Every successful entrepreneur started exactly where you are now. The only difference? They took action.*

Your moment is NOW.

#### Ready to transform your financial future?

Section 2017 Essential Business Foundation:

- <u>Start with Systeme.io →</u> Build your empire for FREE
- <u>Secure your hosting  $\rightarrow$ </u> Never lose another sale to downtime
- <u>Master email marketing  $\rightarrow$ </u> Turn subscribers into buyers

#### Automation & Productivity:

• <u>Automate everything  $\rightarrow$ </u> - Work smarter, not harder



- **Dominate Pinterest**  $\rightarrow$  Viral traffic on autopilot
- <u>Schedule like a pro  $\rightarrow$ </u> Social media mastery
- Organize your success  $\rightarrow$  Advanced task management

#### Bonus Income Streams:

- Explore online opportunities  $\rightarrow$  Multiple income sources
- <u>Start writing for profit  $\rightarrow$ </u> High-value skill monetization
- <u>Review apps for cash  $\rightarrow$ </u> Easy side income
- <u>Mobile profit system  $\rightarrow$ </u> \$1,000+ daily potential

**Quick Reference URLs:** 

https://builtinfunnels.com/systeme

https://builtinfunnels.com/hosting

https://builtinfunnels.com/mailerlite

https://builtinfunnels.com/make

https://builtinfunnels.com/tailwind

https://builtinfunnels.com/publer

https://builtinfunnels.com/tido

https://builtinfunnels.com/onlinejobs

https://builtinfunnels.com/writing

https://builtinfunnels.com/appreviews

https://builtinfunnels.com/1000daysite

#### Your Success Story Starts Today

Don't let another day pass wondering "what if." The entrepreneurs earning \$10K, \$50K, or \$100K+ per month all started with a single decision to take action.

The tools are ready. The strategies are proven. The only question is: Are you?

#### Take the first step now. Your future self will thank you.

BUILT IN FUNNELS