

WINNIE

INFLUENCE

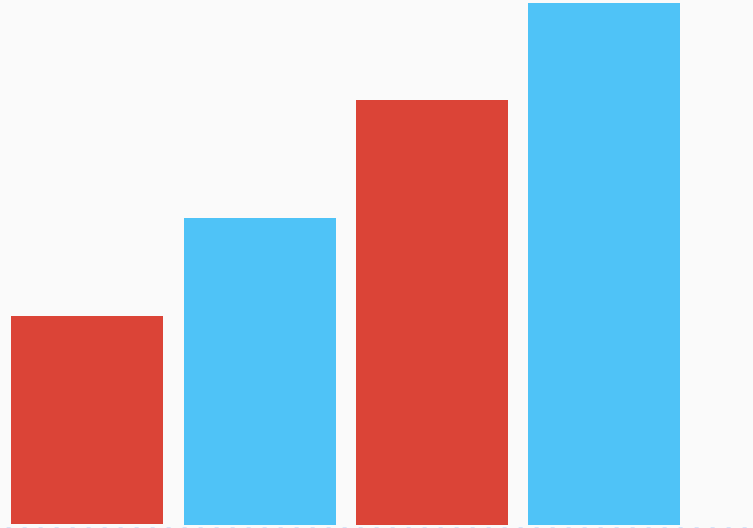
Funnel Influence:

Module 1: Introduction



Funnel Influence

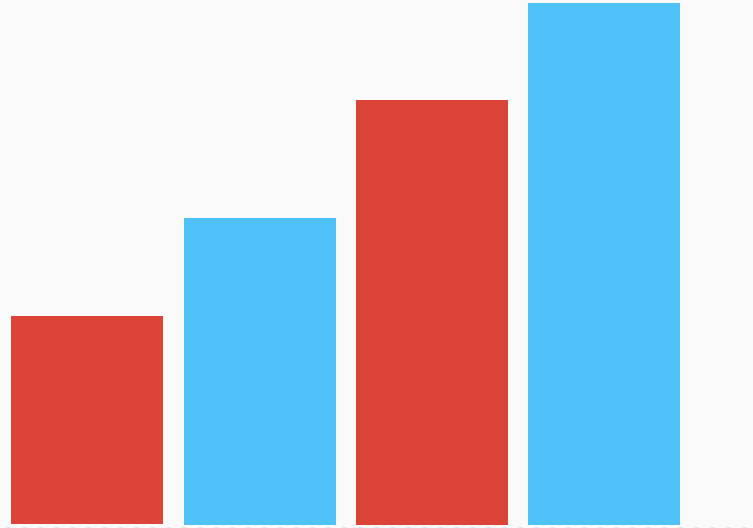
Welcome to Funnel Influence



Funnel Influence

Welcome to Funnel Influence

You're about to discover:

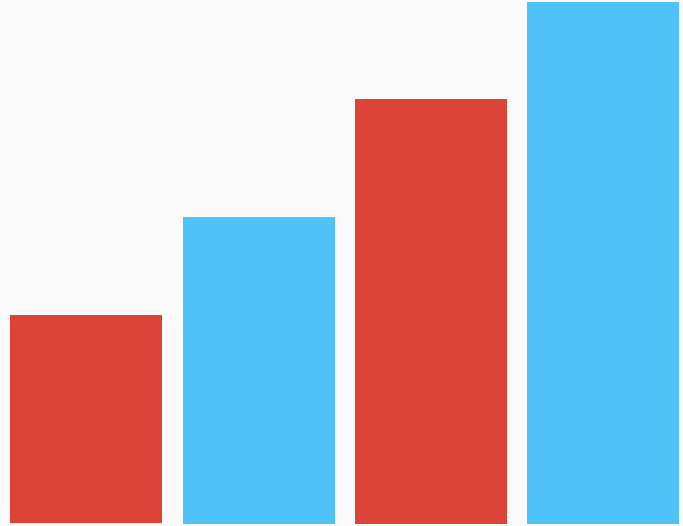


Funnel Influence

Welcome to Funnel Influence

You're about to discover:

- How to maximize the value of each and every prospect who comes into contact with your business

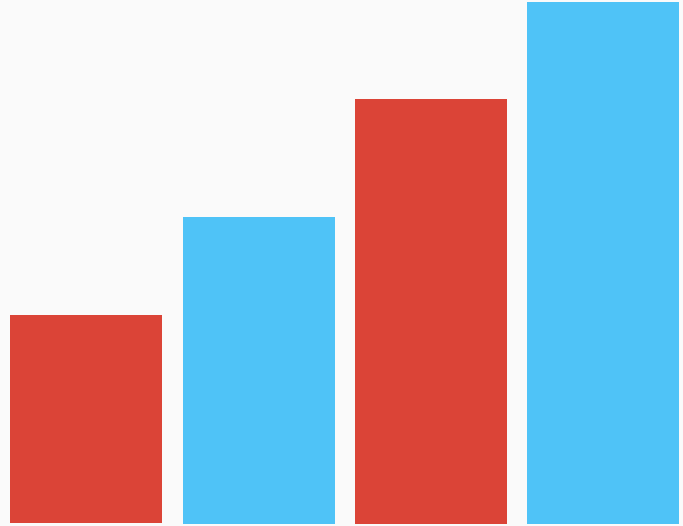


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You're about to discover:

- How to increase your business revenue by at least 15% month on month

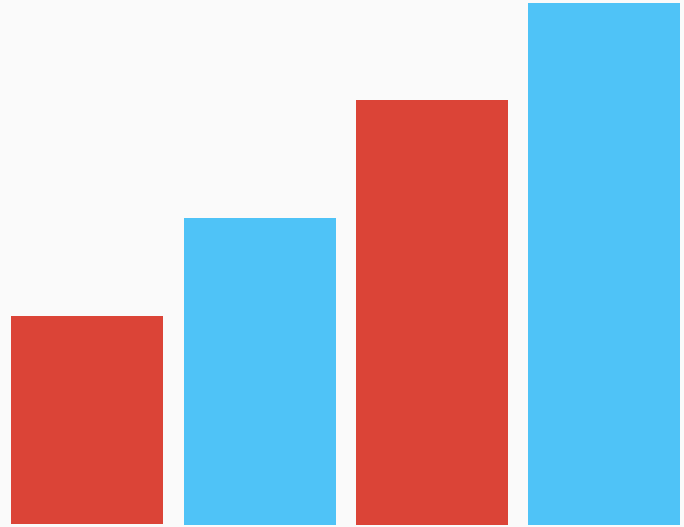


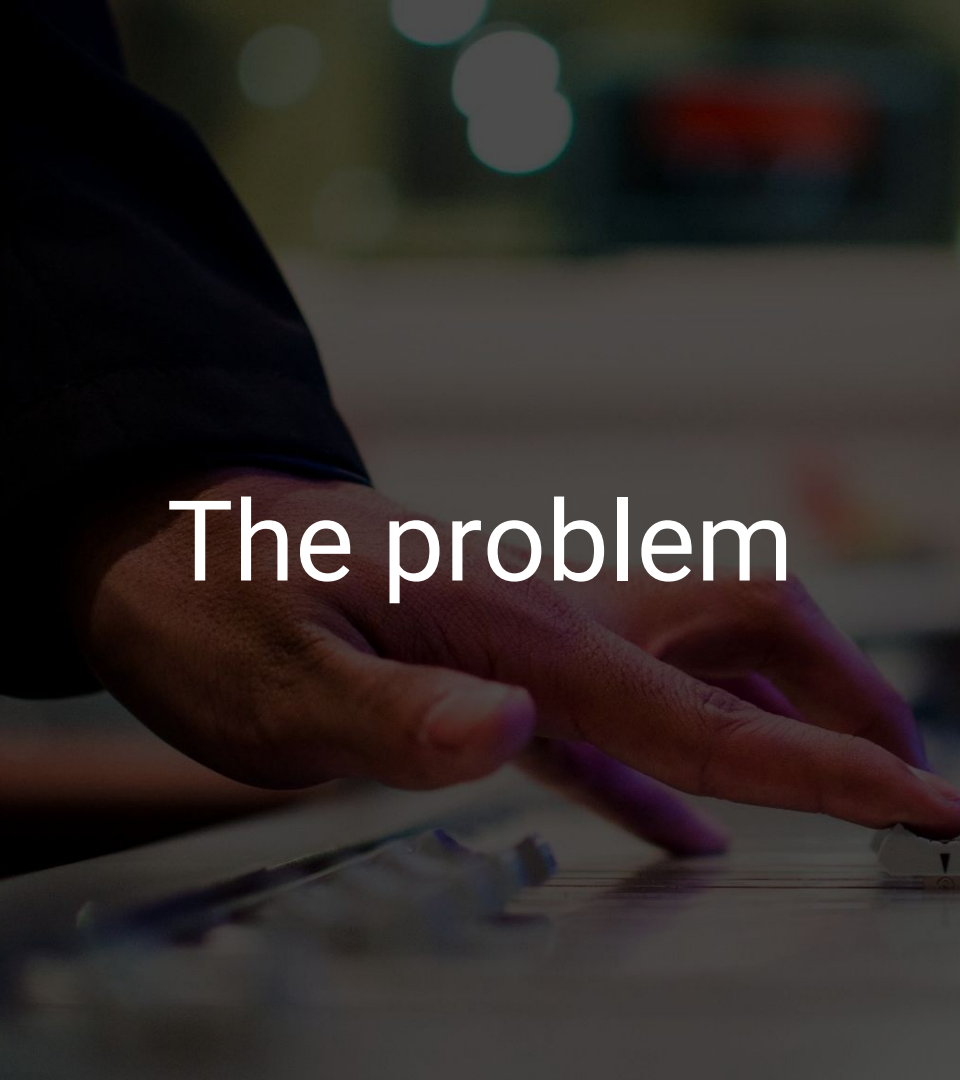
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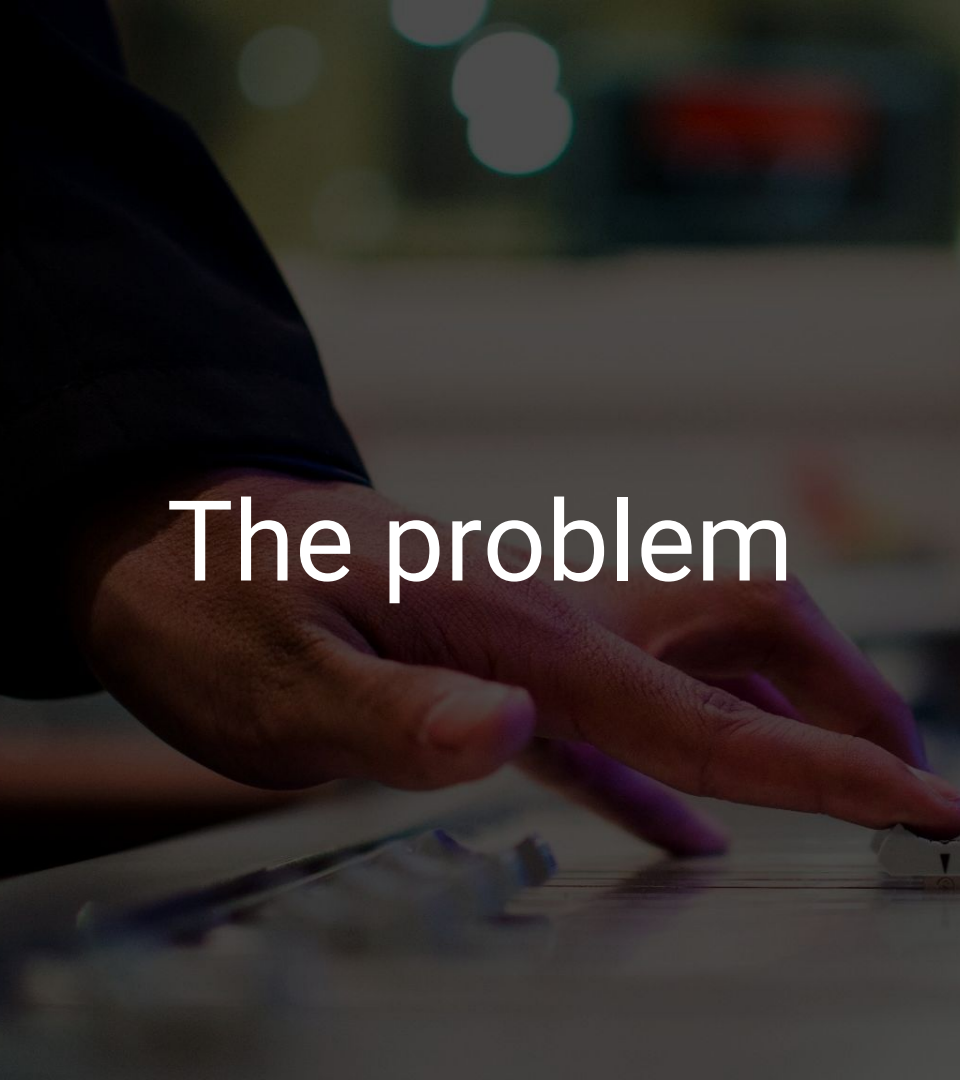
You're about to discover:

- How to do all that on complete autopilot



A close-up, low-angle shot of a person's hands, likely of African descent, resting on the strings of a harp. The hands are positioned as if about to play or have just finished playing. The background is dark and out of focus, showing bokeh lights from what might be a stage or concert hall. The overall mood is contemplative and artistic.

The problem



The problem

The problem is: How do you turn those leads (that cost you all that money to get) into cash in the bank?

A close-up photograph of a person's hands playing a stringed instrument, likely a guitar. The hands are positioned over the strings, with fingers pressing down. The background is out of focus, showing bokeh light effects from distant lights. The overall tone is artistic and moody.

The answer



The answer

The answer is:

Copywriting Strategy

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Funnel Influence is... copywriting
specifically for automated funnels

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3 main criteria for automated funnel copywriting:



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3 main criteria for automated funnel copywriting:

1. Must be EVERGREEN



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3 main criteria for automated funnel copywriting:

1. Must be EVERGREEN
2. Must be HONEST, yet not give away the game



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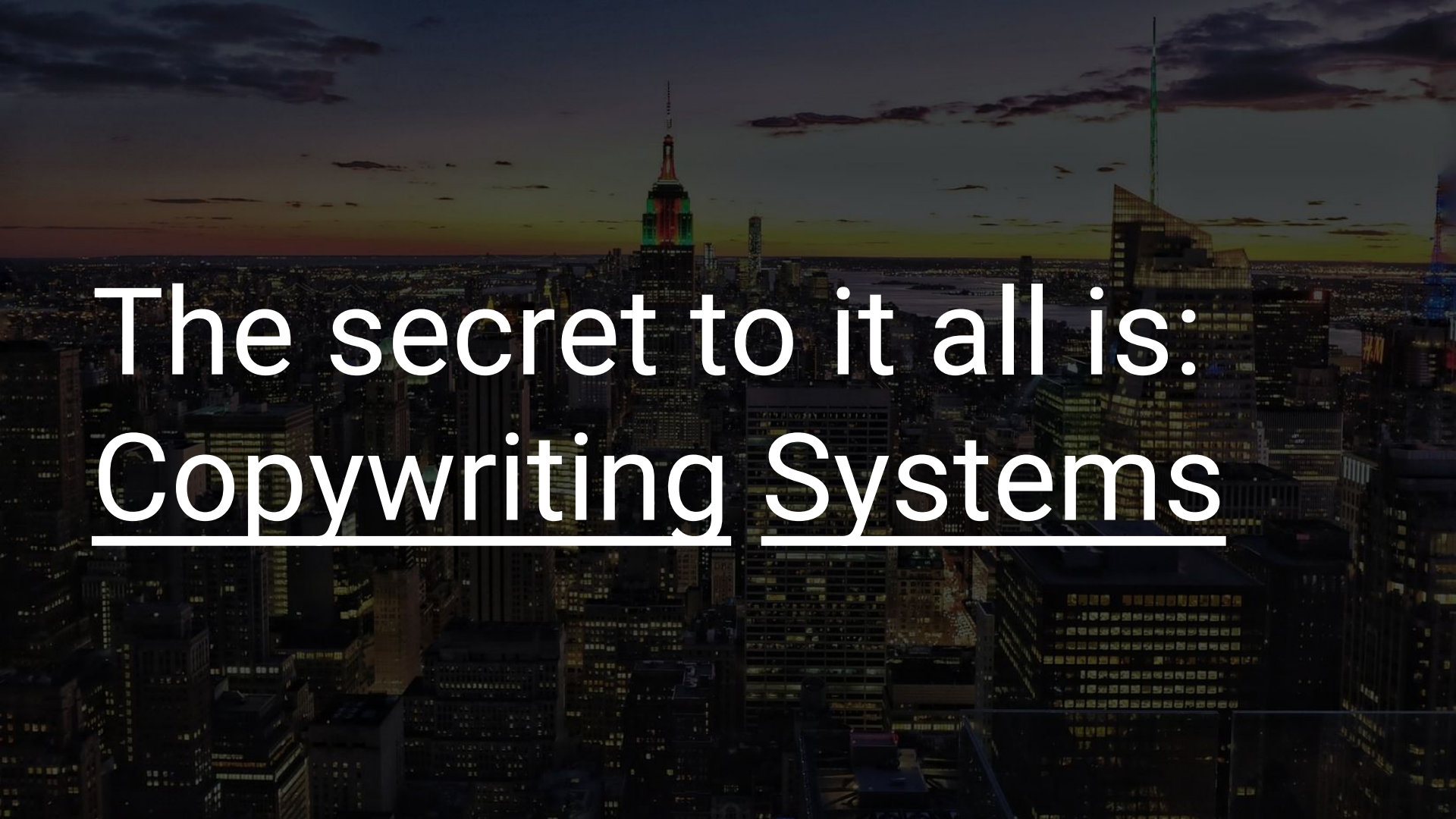
3 main criteria for automated funnel copywriting:

1. Must be EVERGREEN
2. Must be HONEST, yet not give away the game
3. Must WARM UP that cold traffic!



An aerial photograph of New York City at dusk. The sky is a mix of dark purple, blue, and orange. The city is densely packed with skyscrapers, many of which are illuminated with their interior lights. The Empire State Building is prominent in the center, with its top lit in red and green. The text "The secret to it all is:" is overlaid in a large, white, sans-serif font across the middle of the image.

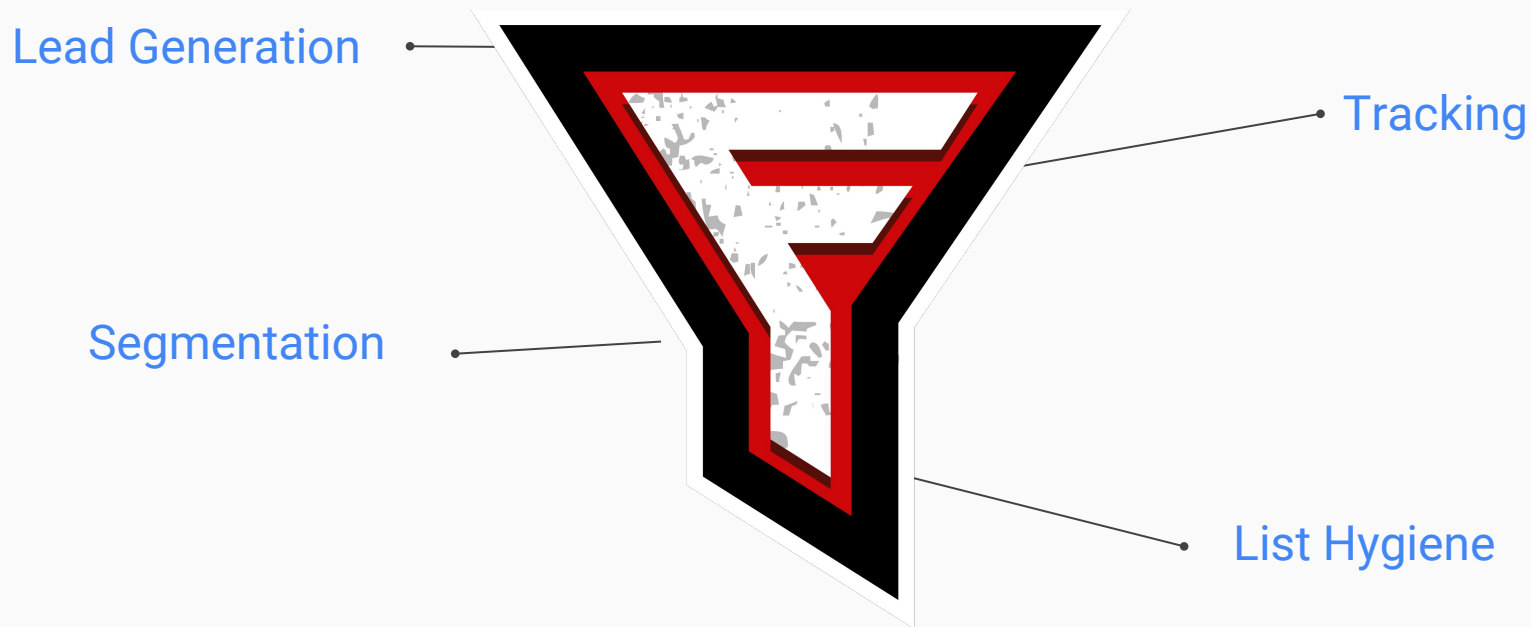
The secret to it all is:

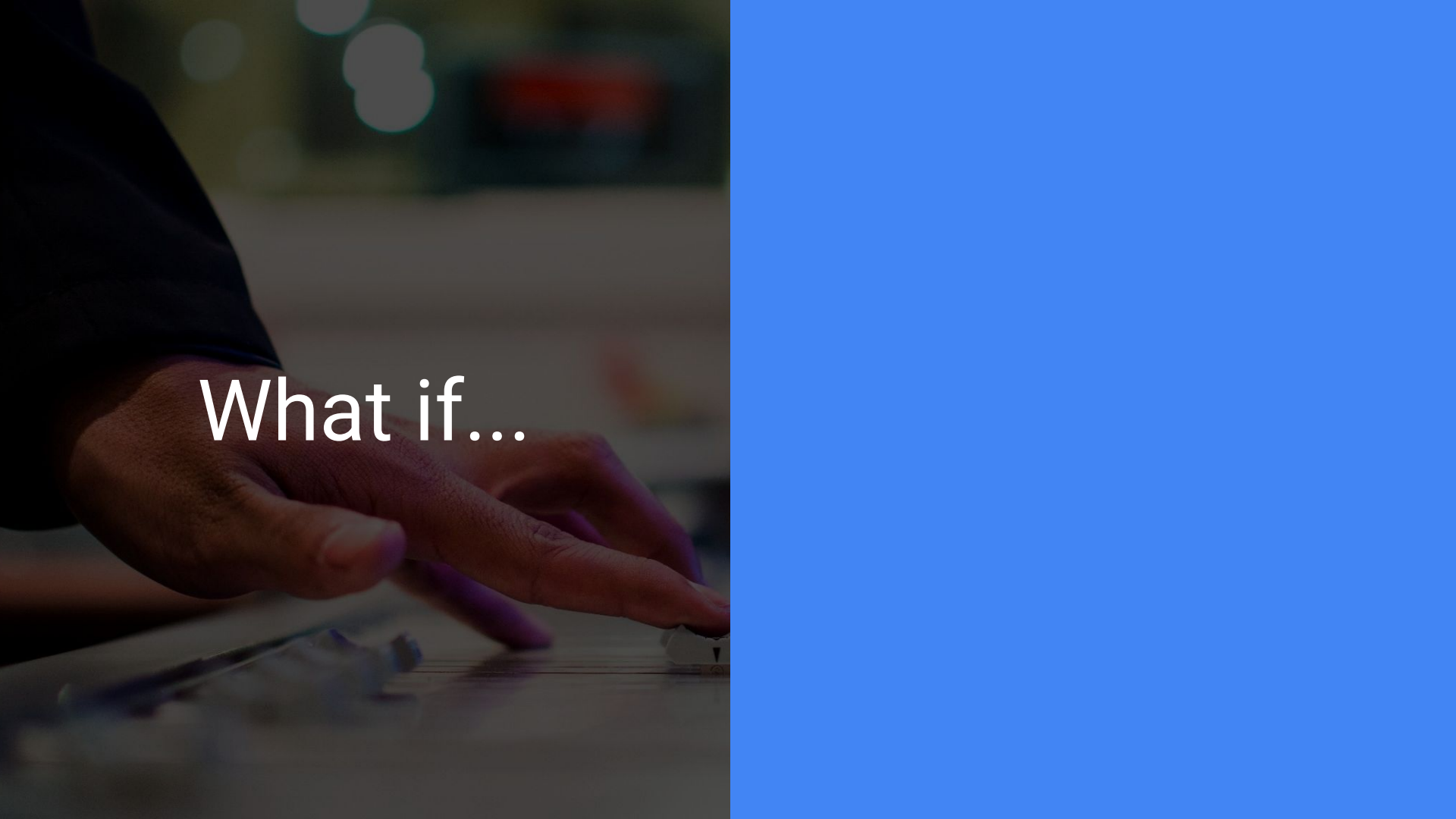
An aerial photograph of a city skyline at dusk or dawn. The sky is a mix of dark blue, purple, and orange. The city is densely packed with skyscrapers, many of which are lit up with their lights. The Empire State Building is prominent in the center, with its top lit in red and green. The text "The secret to it all is: Copywriting Systems" is overlaid in white, with "Copywriting Systems" underlined.

The secret to it all is:
Copywriting Systems

Systems

Give you an A-Z process to follow for a predictable, reliable result



A close-up photograph of a person's hands playing a piano. The hands are positioned over the keys, with fingers extended. The background is blurred, showing some bokeh lights. A solid blue vertical bar covers the right half of the image. The text "What if..." is overlaid in white on the left side.

What if...



What if...

“I’m not a copywriter”

A close-up photograph of a person's hands playing a stringed instrument, likely a guitar. The hands are positioned over the strings, with fingers pressing down. The background is out of focus, showing bokeh lights in shades of green and blue. The overall lighting is dim, creating a moody atmosphere.

The answer:

A close-up photograph of a person's hand holding a pen, writing on a document. The background is blurred, showing some bokeh lights. The text 'The answer:' is overlaid in white on the left side of the image.

The answer:

I'm Going To Give
YOU The System

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Next steps:



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Next steps:

1. Watch 1 module of this course per day



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Next steps:

1. Watch 1 module of this course per day
2. Make tons of notes!



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Next steps:

1. Watch 1 module of this course per day
 2. Make tons of notes!
 3. Take some action each day towards building a kick-ass evergreen funnel which makes money on autopilot
-

Next Up:

Next Up:

Module 2: Evergreen Funnel Strategy

- *How to warm up cold traffic*
- *What content works best?*
- *How to balance Content vs Sales*