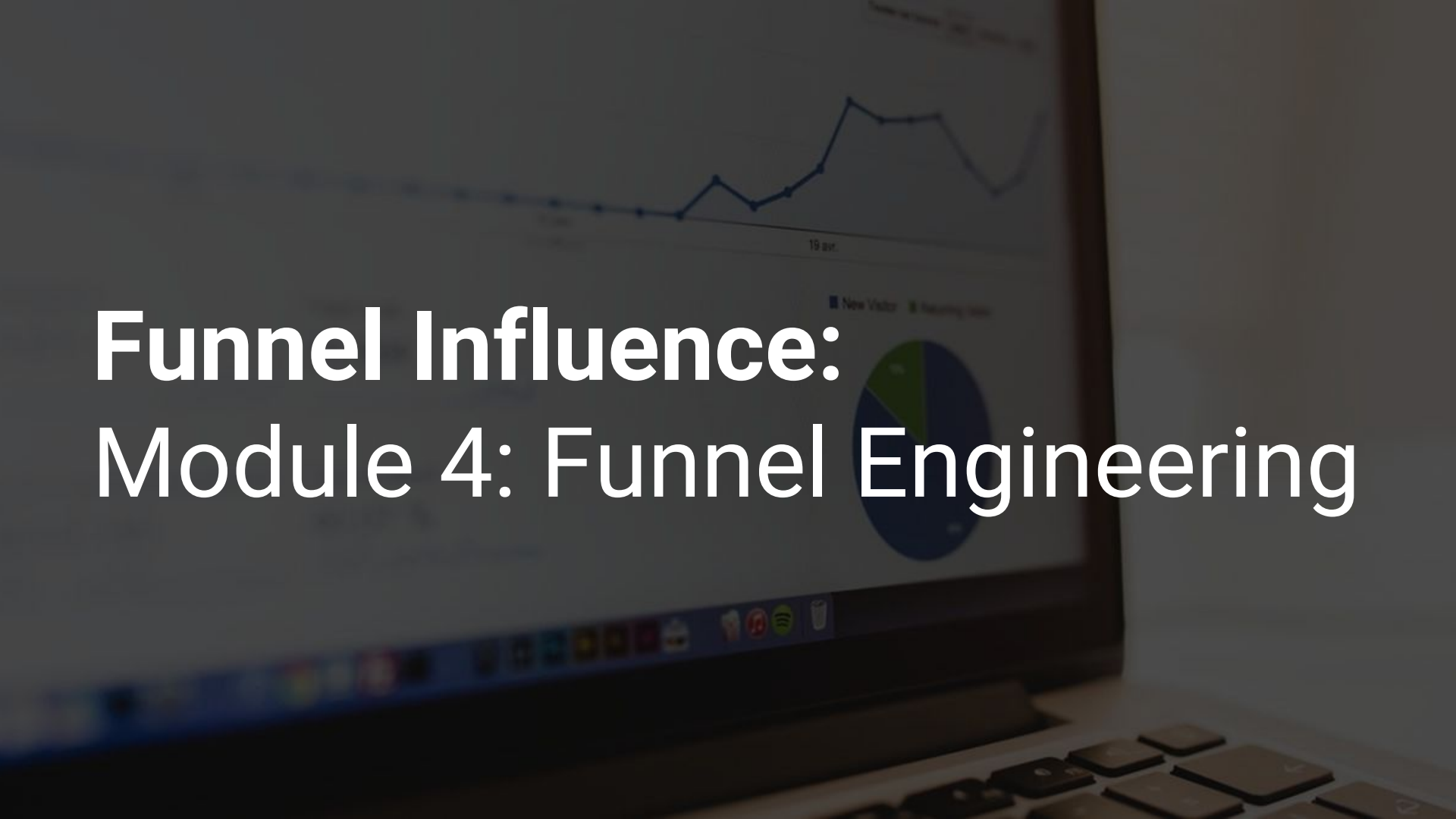


FINAL INFLUENCE

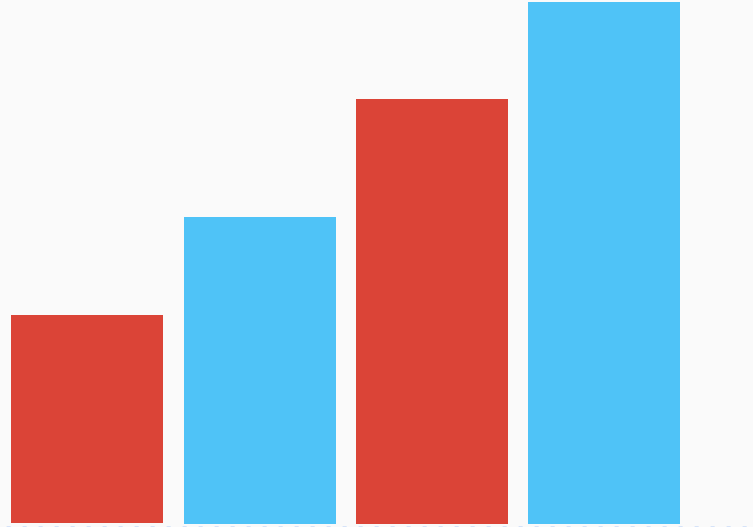
A laptop screen is shown in a dark, dimly lit environment. The screen displays a data visualization interface. At the top, there is a line graph with a blue line and markers, showing a fluctuating trend over time. Below the graph, there is a pie chart with a legend indicating 'New Visitor' (blue) and 'Returning Visitor' (green). The text 'Funnel Influence: Module 4: Funnel Engineering' is overlaid in large, white, sans-serif font across the center of the screen. The laptop's keyboard is visible at the bottom of the frame.

Funnel Influence:

Module 4: Funnel Engineering

Funnel Influence

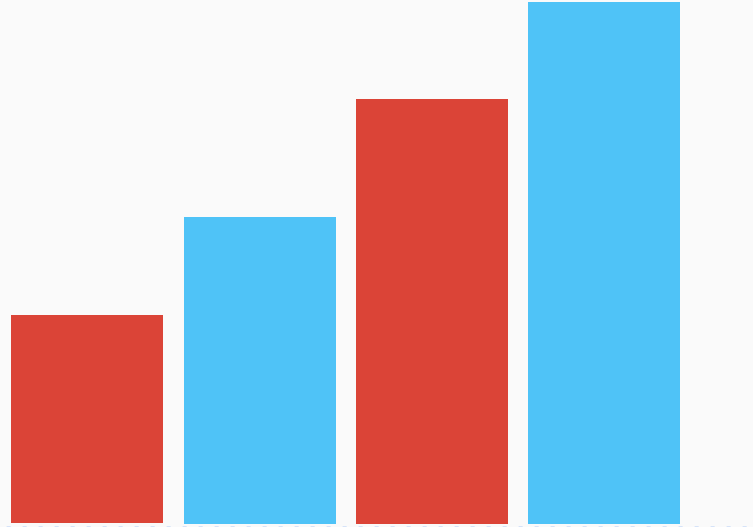
In Module 4 you'll learn:



Funnel Influence

In Module 3 you'll learn:

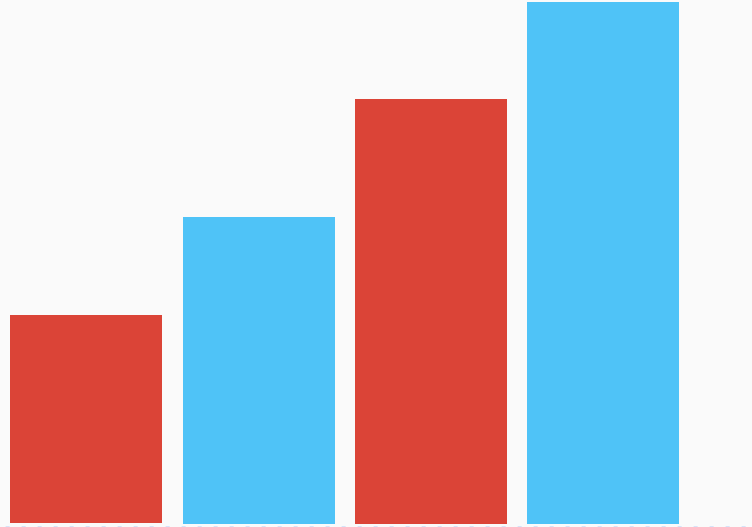
- Step-by-step how to build your funnel



Funnel Influence

In Module 3 you'll learn:

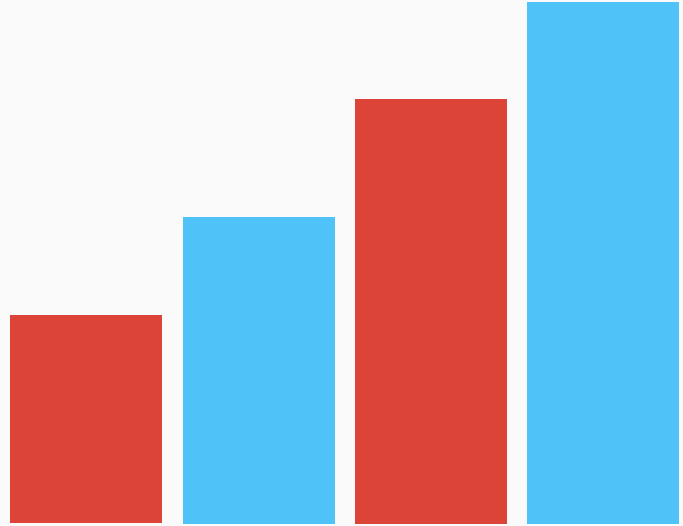
- Step-by-step how to build your funnel
- Which free & paid tools you can use



Funnel Influence

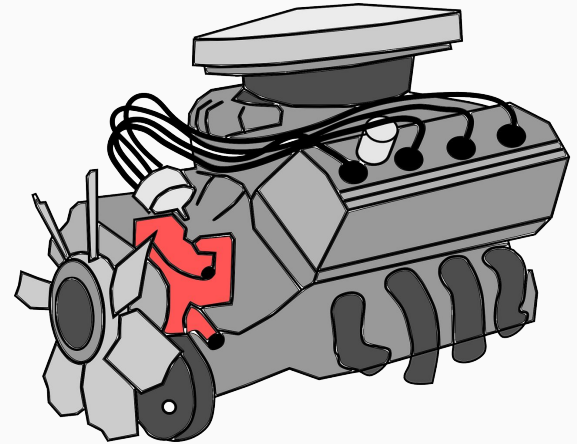
In Module 3 you'll learn:

- Step-by-step how to build your funnel
- Which free & paid tools you can use
- Everything in layman's terms

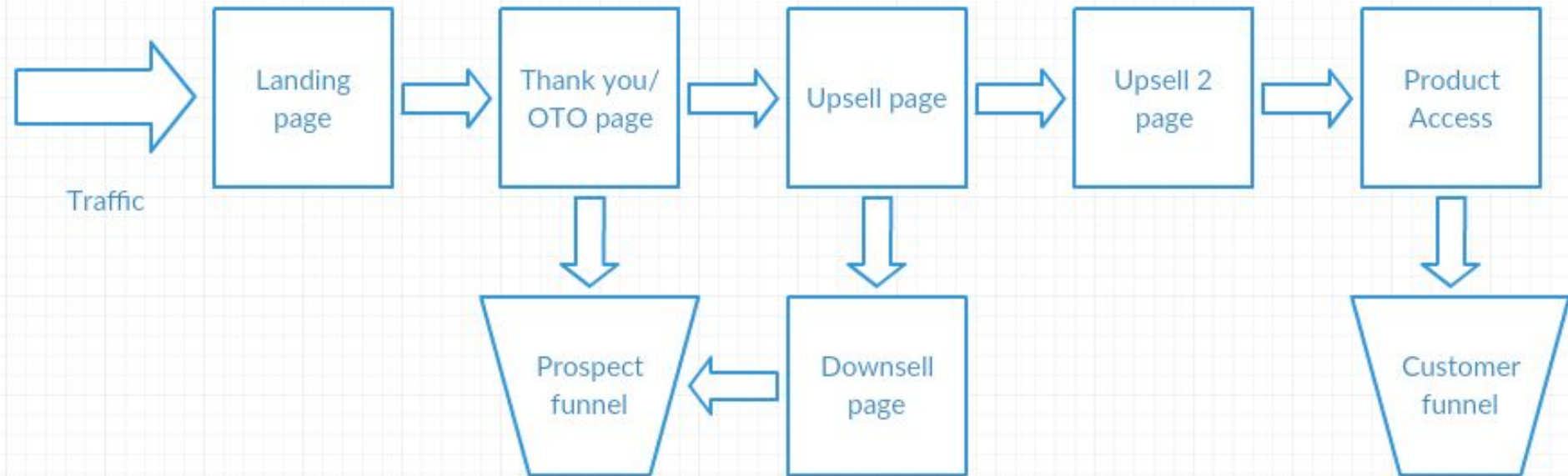


Funnel Influence

Your Business Engine

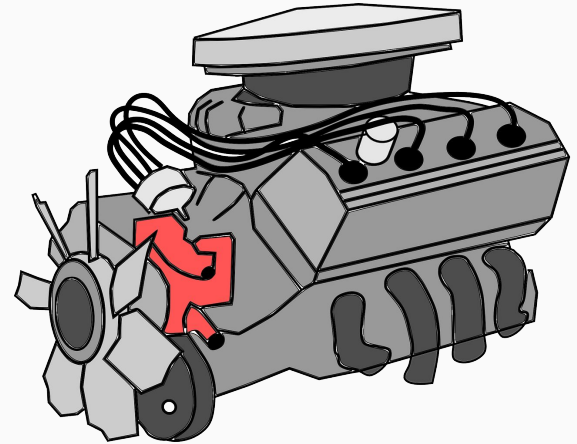


Funnel Influence



Funnel Influence

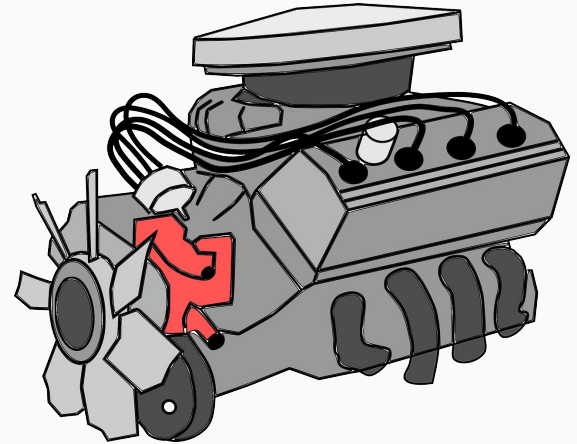
You will need:



Funnel Influence

You will need:

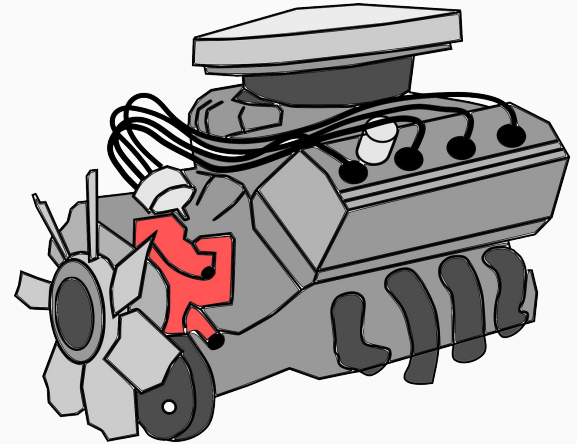
1. Traffic



Funnel Influence

You will need:

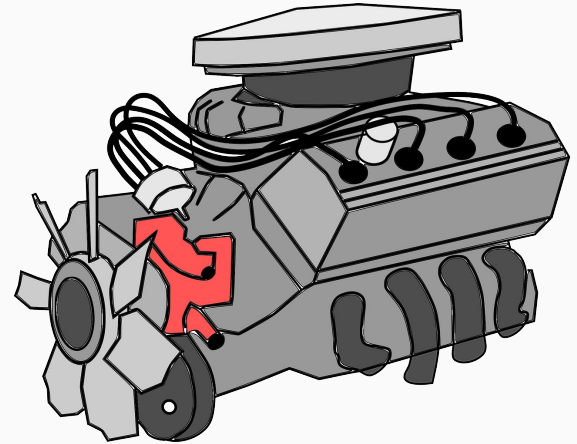
1. Traffic
2. Website builder



Funnel Influence

You will need:

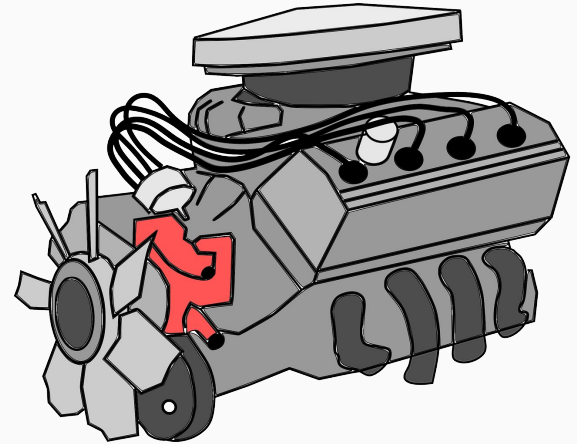
1. Traffic
2. Website builder
3. Email Service Provider



Funnel Influence

You will need:

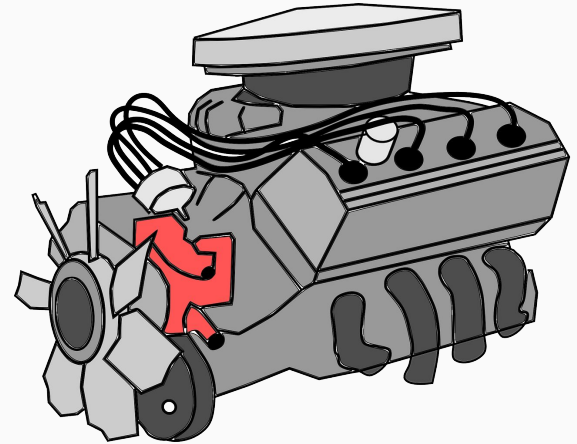
1. Traffic
2. Website builder
3. Email Service Provider
4. A way to get money



Funnel Influence

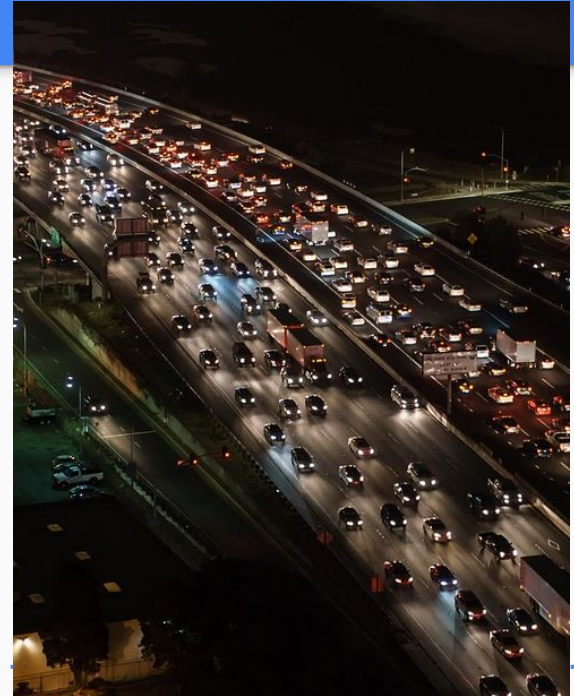
You will need:

1. Traffic
2. Website builder
3. Email Service Provider
4. A way to get money
5. A product to sell



Funnel Influence

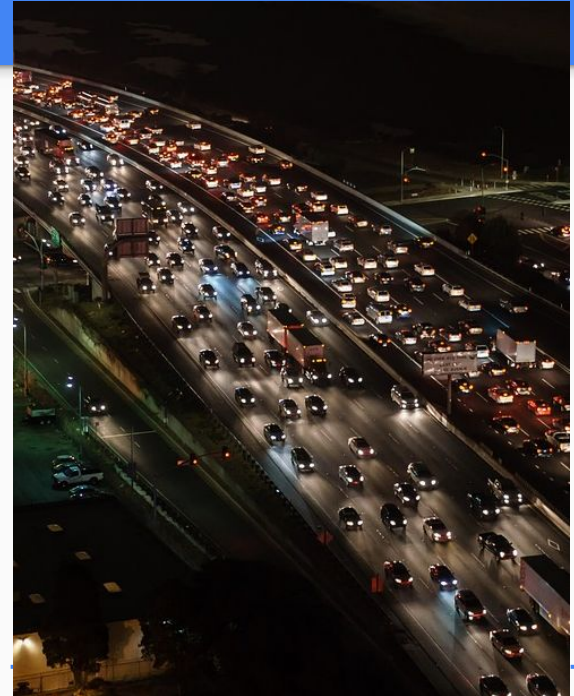
Traffic



Funnel Influence

Traffic

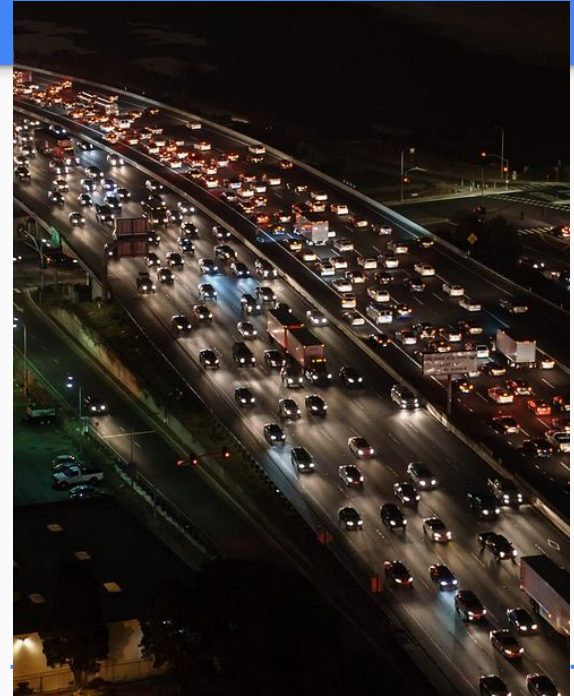
- Facebook Ads



Funnel Influence

Traffic

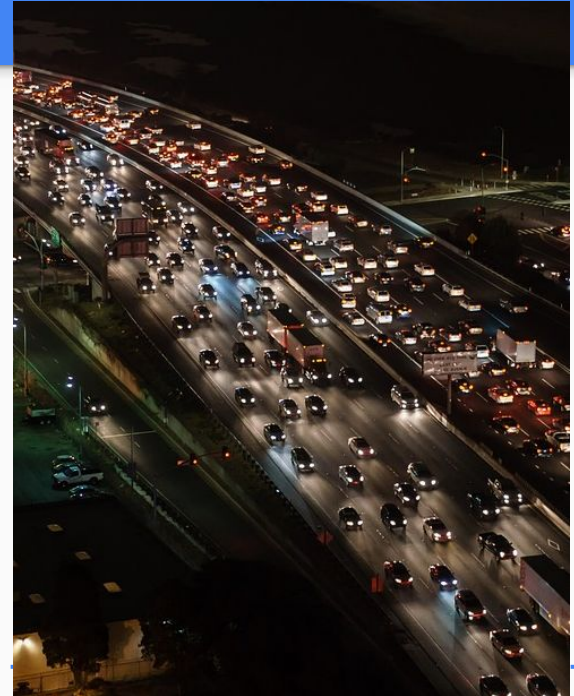
- Facebook Ads
- Google Ads



Funnel Influence

Traffic

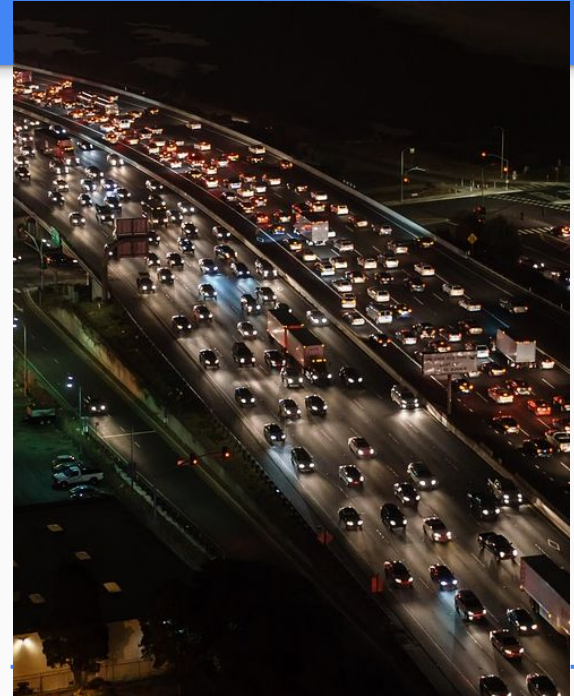
- Facebook Ads
- Google Ads
- Joint Ventures (JVs)



Funnel Influence

Traffic

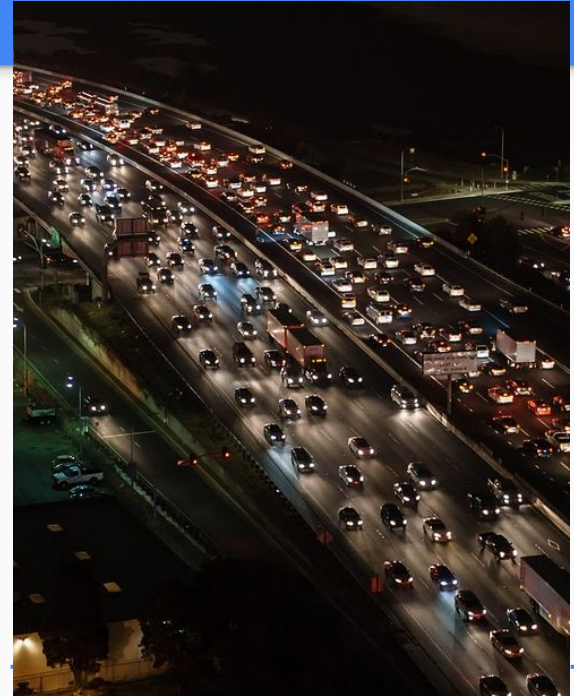
- Facebook Ads
- Google Ads
- Joint Ventures (JVs)
- Social Media Posts



Funnel Influence

Traffic

- Facebook Ads
- Google Ads
- Joint Ventures (JVs)
- Social Media Posts
- Solo Ads



Funnel Influence

Website Builder



Funnel Influence

Website Builder

- WordPress (self-hosted)



Funnel Influence

Website Builder

- WordPress (self-hosted)
- ClickFunnels



Funnel Influence

Website Builder

- WordPress (self-hosted)
- ClickFunnels
- html/php



Funnel Influence

Email Service Provider



Funnel Influence

Email Service Provider

- GetResponse



Funnel Influence

Email Service Provider

- GetResponse
- Aweber



Funnel Influence

Email Service Provider

- GetResponse
- Aweber
- InfusionSoft



Funnel Influence

Email Service Provider

- GetResponse
- Aweber
- InfusionSoft
- ActiveCampaign



Funnel Influence

Email Service Provider

- GetResponse
- Aweber
- InfusionSoft
- ActiveCampaign
- MailChimp



Funnel Influence

Shopping Cart



Funnel Influence

Shopping Cart

- PayPal



Funnel Influence

Shopping Cart

- PayPal
- Stripe



Funnel Influence

Shopping Cart

- PayPal
- Stripe
- Authorize.net



Funnel Influence

Shopping Cart

- PayPal
- Stripe
- Authorize.net
- JVZoo



Funnel Influence

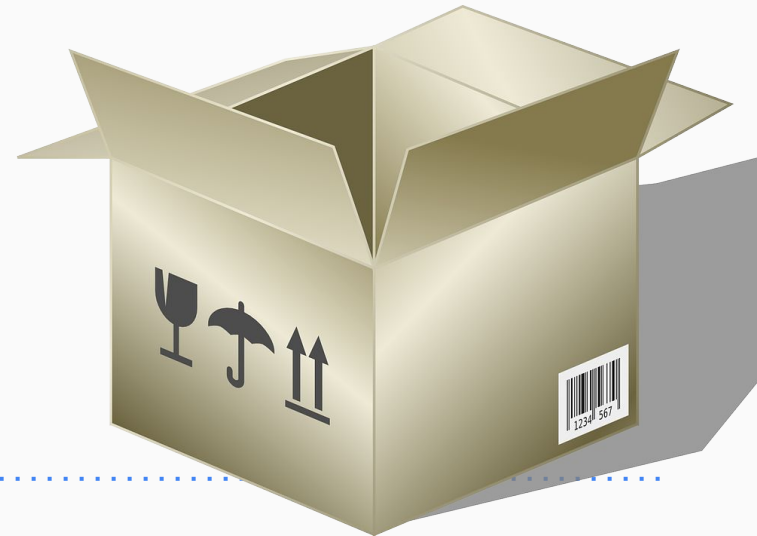
Shopping Cart

- PayPal
- Stripe
- Authorize.net
- JVZoo
- ClickBank



Funnel Influence

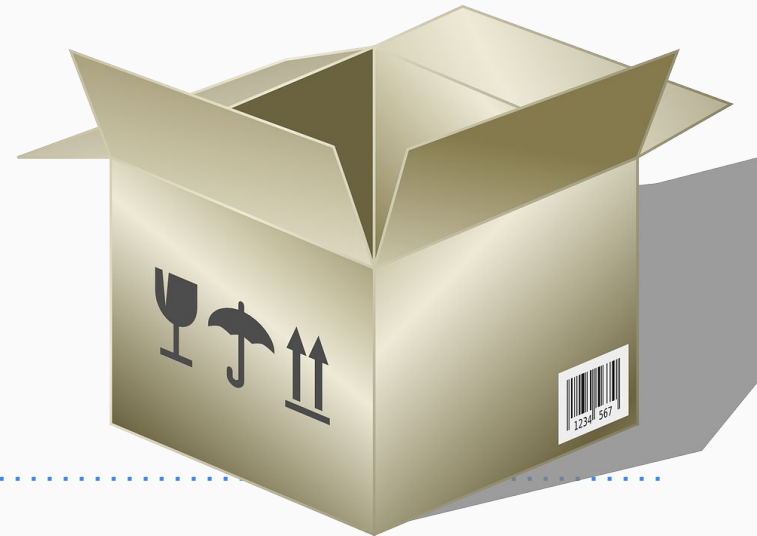
Product Creation/Sourcing



Funnel Influence

Product Creation/Sourcing

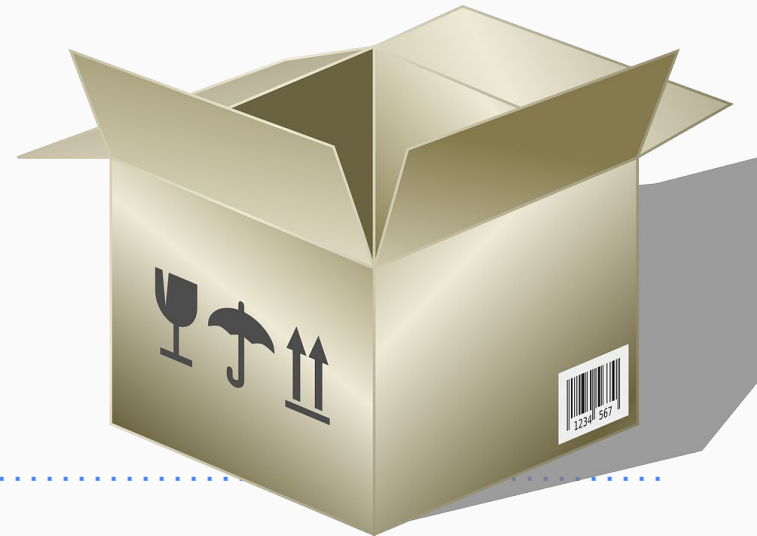
- Create it yourself



Funnel Influence

Product Creation/Sourcing

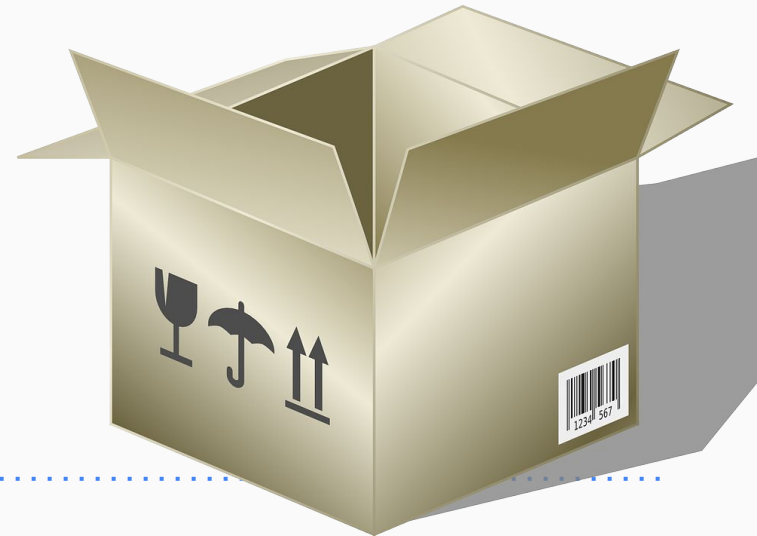
- Create it yourself
- Private Label Rights (PLR)



Funnel Influence

Product Creation/Sourcing

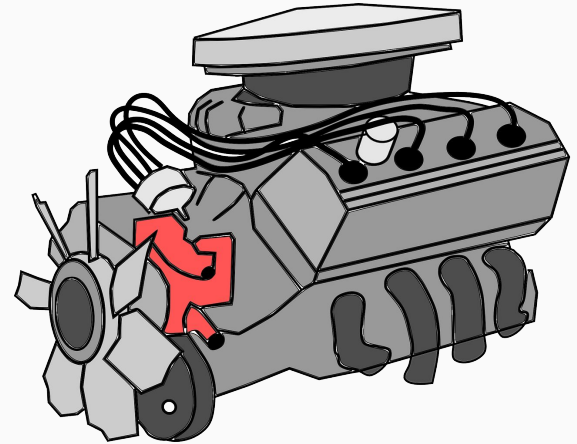
- Create it yourself
- Private Label Rights (PLR)
- Promote affiliate products

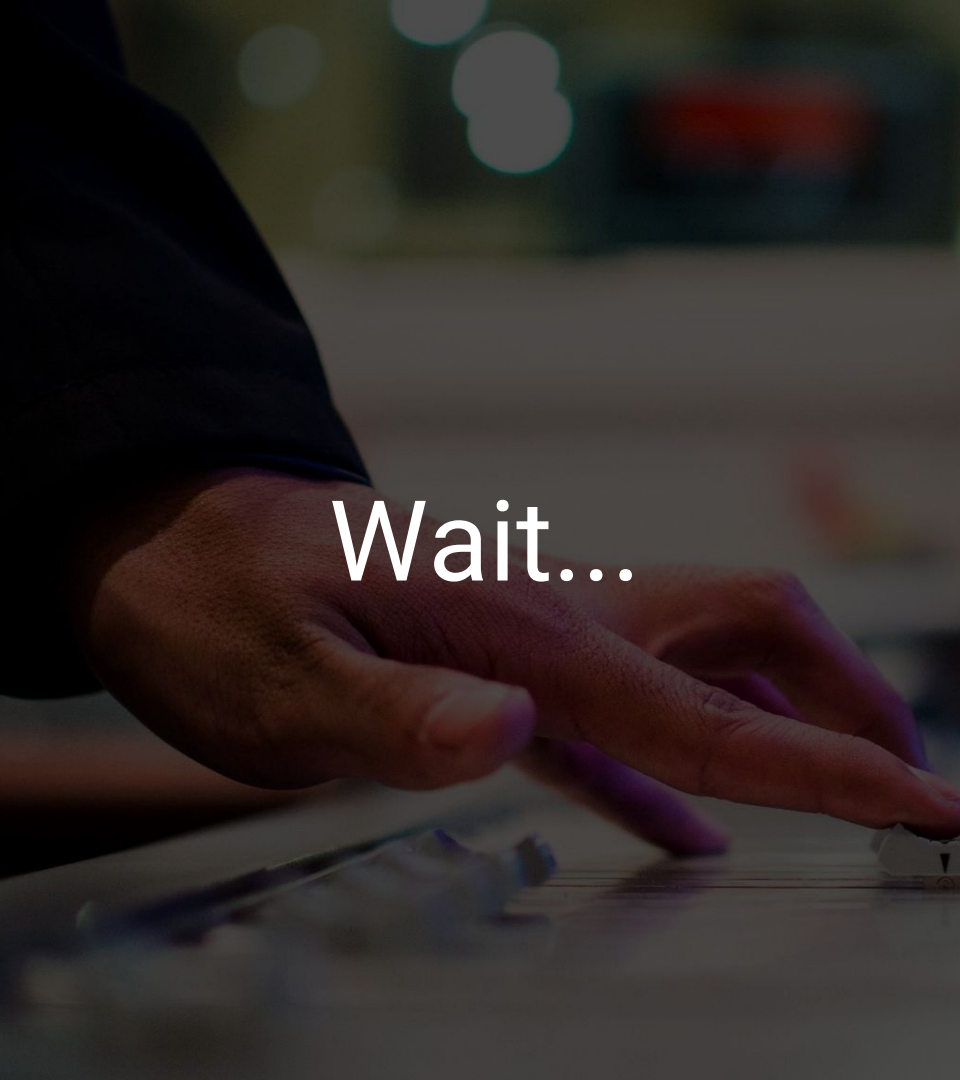


Funnel Influence

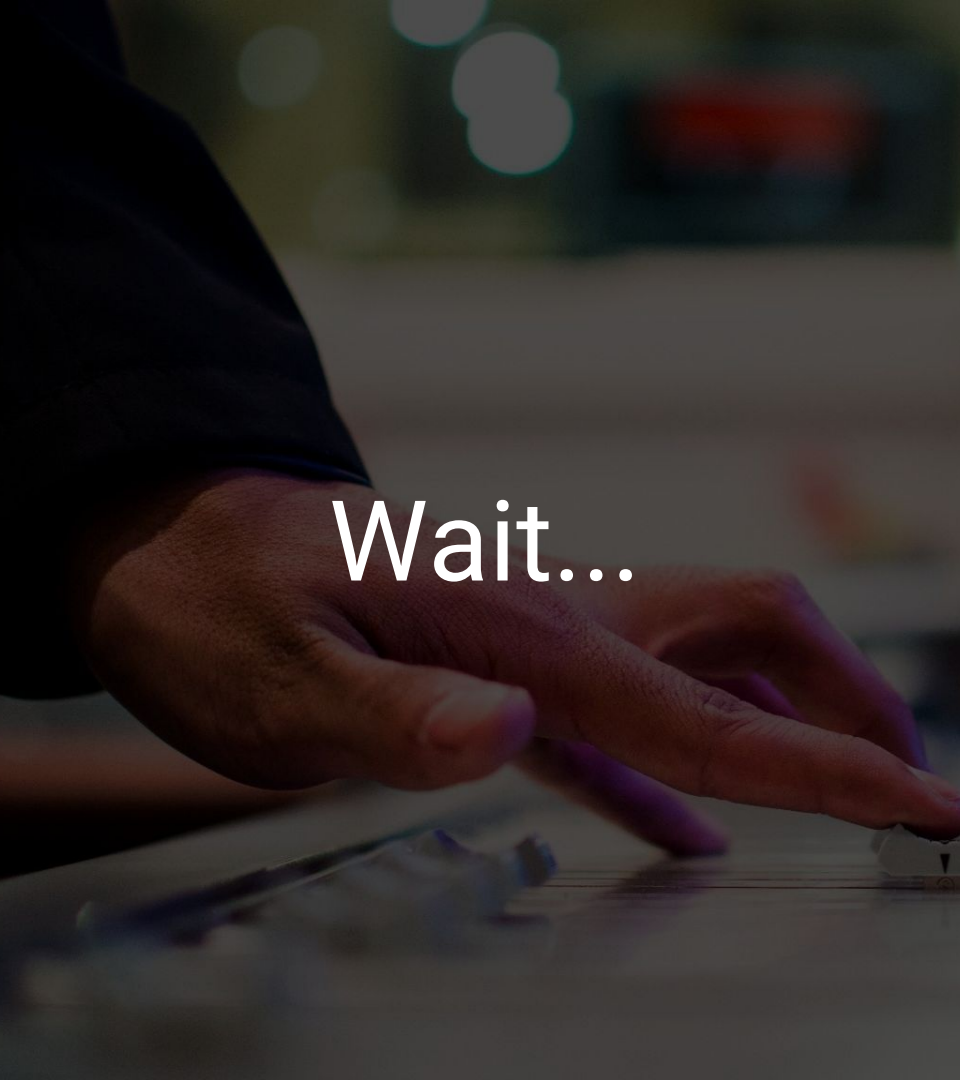
You will need:

1. Traffic (Facebook Ads)
2. Website builder (WordPress)
3. Email Service Provider (MailChimp)
4. A way to get money (PayPal)
5. A product to sell (ClickBank)



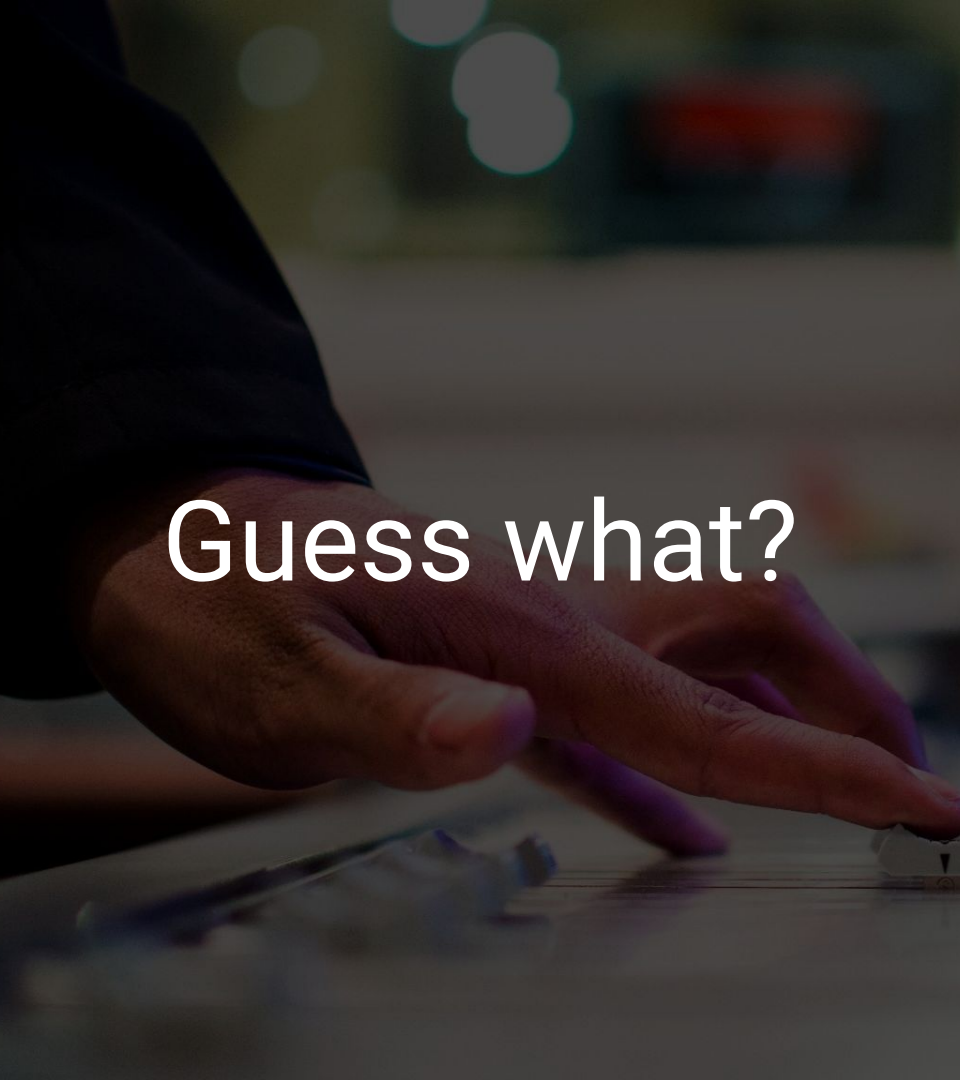
A close-up photograph of a person's hand resting on a piano keyboard. The hand is positioned over several keys, with the index finger pointing towards the right. The background is blurred, showing some bokeh lights. The text "Wait..." is overlaid in white, sans-serif font on the left side of the image.

Wait...

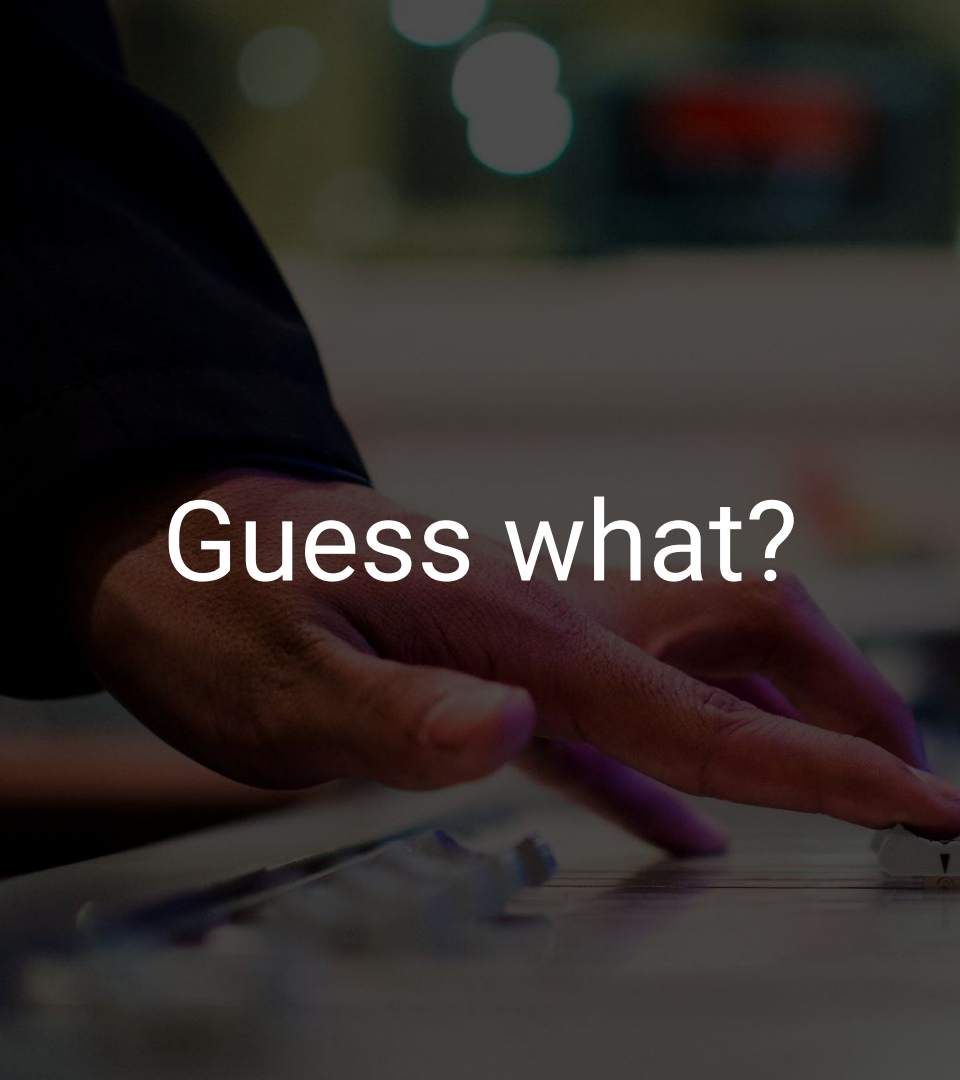
A close-up photograph of a person's hands working on a circuit board. The person is using a soldering iron to solder components. The background is blurred, showing some electronic equipment. The text "Wait..." is overlaid on the image.

Wait...

I am NOT a technical
person at all

A close-up photograph of a person's hand holding a pen, poised to write on a document. The background is blurred, showing a medical setting with a syringe and other equipment. The text "Guess what?" is overlaid in white on the left side of the image.

Guess what?

A close-up photograph of a person's hand holding a stylus, poised to draw on a tablet. The background is out of focus, showing bokeh light effects. The text 'Guess what?' is overlaid in white on the left side of the image.

Guess what?

You do NOT need to know
a **THING** about the tech
side of any of this

Funnel Influence

Most of these platforms are super simple to use - and if you can't use it, you can outsource it for a few measly bucks

Funnel Influence

Next steps:



Funnel Influence

Next steps:

1. Choose your platforms

- WordPress, MailChimp, PayPal



Funnel Influence

Next steps:

1. Choose your platforms

- WordPress, MailChimp, PayPal

2. Make a list of all the pages & emails you need

- LPs, sales pages, download pages, funnel emails



Funnel Influence

Next steps:

1. Choose your platforms

- WordPress, MailChimp, PayPal

2. Make a list of all the pages & emails you need

- LPs, sales pages, download pages, funnel emails

3. Research some other platforms to test

- ClickFunnels, GetResponse, InfusionSoft, Stripe

Next Up:

Next Up:

Module 5: Building Your Funnel

- *Screen Capture Video (no boring slides)*
- *Build Your Funnel Along With Me*
- *You will see everything (Except maybe my passwords...)*