



# The Funnel Modeling **FORMULA**

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# Why You SHOULD Steal Sales Funnels (Ethically)

Do you want me to show you a secret to ethically steal over \$1,000,000 worth of proven-to-work sales funnels for free that will sell your products and services like crazy?

This secret is just INSANELY powerful!!!

This is how I built my very first profitable sales funnel and how I was able to sell a ton of affiliate products and services, plus my own books super fast.

You see when I was finally doing somehow good and I was generating a couple of sales a day...I wanted to level up my business and sell more than just info products.

But I didn't have time to go through all the work and things related to creating something new for myself nor a team that would do it for me as back in the day I was a solopreneur.

I had more tasks than I could handle, but I didn't want to sell just info products. And one day, I thought "What if I did the thing called affiliate marketing?"

Everybody who didn't have a product or service to sell but wanted to make money online was doing it and got paid a commission instead.

I knew there were literally 8-figure companies out there built on the affiliate marketing model and I decided to do this thing as well.

So, I joined a platform called Partnerstack, and I picked 2 SAAS companies to promote there I also joined Flick hashtag's affiliate program separately.

And I thought it would be super simple...

"I'll just drive traffic to the affiliate link and make it rain!" I said to myself.

But I faced a GIANT problem with that methodology...

I got a ton of clicks but made no sales. After a month and a half of hard work, I got a few hundred clicks and a \$50 commission.

That model simply wasn't working. So, I thought..."Maybe I just need to build a funnel for this thing."

But I didn't know how.

So, I got up from my chair, went upstairs to make a coffee to boost my creativity and energy...and as the cup was slowly filling with espresso, I thought " Why don't I just model a sales funnel from somebody who uses funnels for their affiliate marketing successfully now?"

I got all excited!

So, I modeled the funnel and built my own affiliate sales funnel that looked like this:

[illegible]

## Sales Page

And when I launched it, the conversion rate was a little over 3%!

That's six times more than the industry average. And later the conversion rate shot even higher, and I made more affiliate sales than I thought possible.

It was just insane!

All you have to do to build a successful sales funnel is just find somebody who is already successfully using sales funnels in your industry, model them, and you have a proven sales funnel to use for your own business.

And that's why I'm going to show you step-by-step how funnel modeling works in this cheatsheet.

So, are you ready to check it out?

# The Funnel Modeling FORMULA

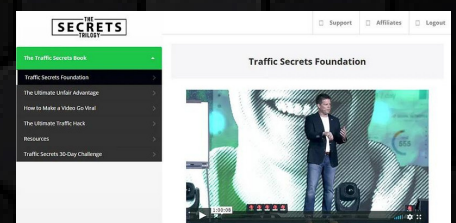
## Step #1: Find A Successful Funnel To Model

- Find Somebody In Your Industry Who Is Successfully Using Funnels To Sell Their Products And Services.



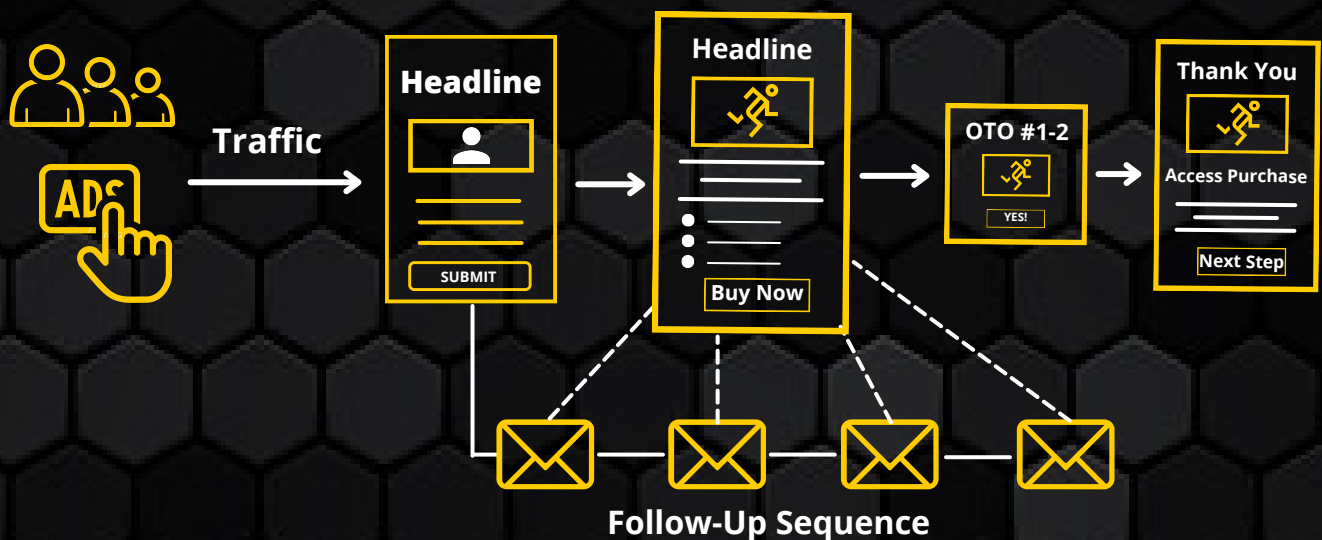
## Step #2: Go Behind-The-Scenes

- Grab Your Wallet, Buy The Product Or Service, And Study What's Behind The Scenes.



## Step #3: Map The Funnel Structure

- Map Out How Your Sales Funnel Is Going To Look Like Modeling The Sales Funnel You Studied



## Step #4: Build The Funnel in Phoenites

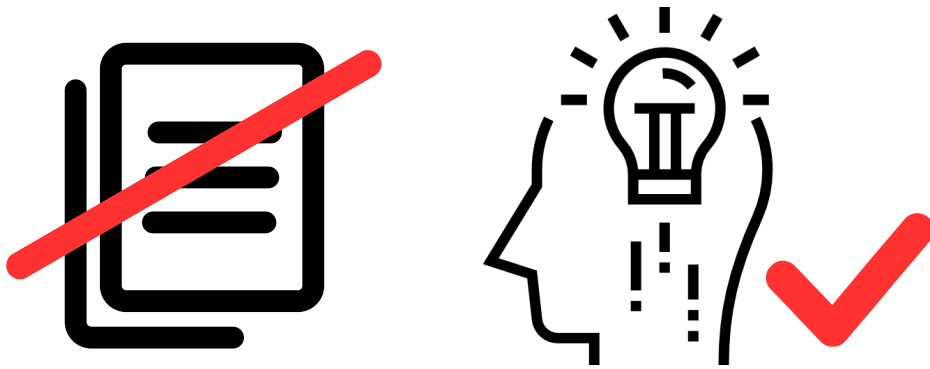
- Go To Your Phoenites Account And Build The Funnel (If You're A Tech Maverick, You Can Build The Funnel On Your Own)





# **WARNING!**

# **DO NOT COPY THE FUNNEL. MODEL IT.**



A big mistake a lot of people make is that they start copying the funnel instead of modeling it.

Keep in mind that **COPYING IS NOT MODELING**. You shouldn't use the same headlines and images, copy the sales message, or anything like that.

You should just look at the structure of the funnel and at the strategies used there and then you should use those tactics and the structure to create something own.

Copying *is not ethical* and you should avoid it at all costs as it will also destroy your conversions. Model the funnel, never copy.