SALES FUNNEL PRO
CHEAT SHEET

Fix Your Leaky Funnel
Boost Conversions – Fast!

The **Ultimate Funnel Fixing Guide** for Online Course Creators, Affiliate Marketers & Digital Entrepreneurs

COMMON FUNNEL LEAKS & HOW TO FIX THEM

1. Low Opt-in Rates (Not Enough Leads Entering Your Funnel)

Fix: Use a high-converting lead magnet (checklist, template, free mini-course).

Fix: Improve your landing page with a curiosity-driven, benefit-rich headline.

Fix: Reduce friction—remove unnecessary form fields (Name & Email is enough).

Fix: Add social proof (testimonials, "X people already signed up!").

Fix: Use urgency & scarcity (limited-time bonus or countdown timer).

COMMON FUNNEL LEAKS
& HOW TO FIX THEM

2. High Drop-off on Sales Page (Visitors Not Converting to Buyers)

Fix: Ensure a crystal-clear value proposition—what transformation do they get?

Fix: Use the P.A.S. formula (Problem, Agitate, Solution) in your copy.

Fix: Add a powerful risk-reversal (money-back guarantee, "nothing to lose").

Fix: Stack the offer with bonuses that remove objections (e.g., "Done-for-You Templates").

Fix: Place CTAs (Buy Now buttons) strategically after benefits & testimonials.

COMMON FUNNEL LEAKS
& HOW TO FIX THEM

3. Cart Abandonment (People Leaving at Checkout)

Fix: Simplify checkout (remove unnecessary fields, use one-page checkout).

Fix: Add trust elements (money-back guarantee, SSL security badge, testimonials).

Fix: Send abandoned cart email sequences (reminders, urgency, bonus offer).

Fix: Offer a payment plan for higher-ticket products.

Fix: Enable one-click upsells to capture lost revenue.

COMMON FUNNEL LEAKS & HOW TO FIX THEM

4. Low Upsell/Downsell Conversion (Leaving Money on the Table)

Fix: Offer an irresistible one-time upsell (complementary offer, VIP coaching, exclusive content).

Fix: Use a downsell if they reject the upsell (smaller, cheaper offer or payment plan).

Fix: Make the upsell decision one-click, no need to re-enter details.

Fix: Justify the upsell with "This offer is only available right now!" messaging.

COMMON FUNNEL LEAKS
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5. Weak Follow-Up & Email Nurturing (Lost Potential Buyers)

Fix: Implement a 5-7 day email sequence post-opt-in to warm up leads.

Fix: Use storytelling and case studies in emails to build trust.

Fix: Automate follow-ups with behavior-based email sequences (e.g., reminders for those who clicked but didn't buy).

Fix: Segment your email list (buyers vs. non-buyers) and tailor messages accordingly.

Fix: Inject scarcity—"Offer closes in 24 hours" reminder emails.

BONUS: TOOLS & RESOURCES TO OPTIMIZE YOUR FUNNEL

THE #1 TOOL IS THE AI POWERED SALES FUNNEL PRO BOT!

Landing Pages: *Clickfunnels, Systeme.io, Leadpages*

Email Marketing: *Systeme.io, ActiveCampaign, ConvertKit, Mailchimp*

Webinar Platforms: *Systeme.io, WebinarJam, Demio, Zoom*

Checkout & Payments: *ThriveCart, SamCart, Stripe, PayPal*

Traffic Sources: *Facebook Ads, YouTube Ads, Google Ads, Organic SEO*