



Copy
POWER

Fix Your Funnel
Workbook

Find the places your funnels are leaking
money & patch them up!

List Out Your Funnels

Funnels

Performance?

Which funnel is your "chosen one"?



Current Statistics

Number of signups: _____

Number of conversions: _____

Conversion rate: _____

Find the conversion rate:

(solve for X)

$$\frac{\text{\#Conversions}}{\text{\# Signups}} = \frac{X}{100}$$

$\text{\#Conversions} \times 100 = \text{Answer}$

$\text{Answer} \div \text{\#Signups} = X$

$X = \text{your conversion rate}$



Outline Your Funnel, Step by Step

Now go back & jot down your statistics next to each funnel piece:

- # incoming
- # outgoing
- #opens
- #clicks



Identify Your Biggest DROP in Numbers

Look through your funnel numbers and see where the largest drop occurs. This is your biggest hole & the place to be "fixed" first. Compare it to your most successful step, or try one of the improvements listed below:



- Using buttons for calls to action instead of hyperlinks
- More frequently placed calls to action throughout an email or landing page
- Adding emotional hooks BEFORE you present the logic
- Adding visuals, sub-headings, or white space so you're not just presenting a "wall of text" & making eyes glaze over
- Talking about the emotional aspect of their pain points, and what they're missing out on by not converting to the next step
- Increasing font size
- Adding testimonials
- Showing screenshot "proof"



Book a Call



To book a free, no-obligation
30-minute discovery call with
me, go to CopyPower.As.Me.
See you soon! 😊



Notes

*Psst.... you can always read &
learn more at
www.getcopypower.com/blog*

