

ClickFunnels Sales Page Breakdown

Template of Russel B's sales page

Attention-grabbing headline -

- "Are you ready to launch your first funnel? If you say "maybe" I will give you over \$8,745 worth of step-by-step funnel building secrets for FREE... So you can finally Build and launch Your First Funnel!"

Video sales letter -

- CTA right below the VSL

Lead with a high-value offer -

- "Get \$8,745 worth of funnel secrets for free TODAY!"
- Today, I'm giving you a %99.99 "done for you" sales funnel..."
- "But that's not all..."
- Then continues with the lead.
- Makes a huge promise
- After the big "ABSOLUTELY FREE" text, he makes bullet points designed to connect to the reader to make them believe this product will work for them.
 - Makes it clear that it doesn't matter if you're not tech-savvy, don't know what to sell, don't think you have the resources, or you're not the best copywriter.
- Clears an objection they may have: "Why is this guy giving out so much value for free." He answers this question in detail, probably leading into the body now where he builds credibility & authority.

Body -

- Makes it clear that he understands the struggle by giving his 2 reasons as to why the reader is on his page. Makes readers think “yes, I am here for one of these reasons!”
- Saying “You’re absolutely not alone” connects with the reader and tells them that Russel understands how hard the online business game can be.
- Line of text explaining who Russel B is (credibility)
- Establishes credibility with the product by saying clickfunnels has processed over 13 Billion dollars in payments.
- Continues to explain that click funnels are for you, even if you don’t know copy, can’t sell, etc.
- Saying “the most successful clickfunnels users are successful because they started” makes the reader believe they can be just as successful, all they need to do is start.
- Shows images of people being successful with clickfunnels (more credibility)
- Reveals a bit of his “zero to hero” story, and says the way to success is to just start and expect to fail, which will eventually lead to victory.
- Then goes into exactly what you’ll get with this offer:
 - Free 30 day trial
 - Physical copy of his book
 - Another free book
 - Funnel templates (plug n’ play)
 - That \$8,745 free value he’s giving
 - Behind the scenes stuff

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- And a bunch of other shit that stacks value
- Uses a bunch of bullet points to let the reader know that you don't need to be "in the know" about a bunch of marketing stuff to be successful with clickfunnels. (fascinations & curiosity)
- Makes another CTA.
 - Then, after that, he explains that you get even more value if you're not yet sold on the clickfunnels thing.
- Then explains that you get stuff from other gurus, like dan kennedy & tony robbins.
- Stacks more value by offering a fucking T-shirt, then we move into the "close" section

Close section

- After the "so, what are ya waiting for?" text, he presents a simple to digest list of EVERYTHING you get for a clickfunnels subscription. (Adds up to that \$8,745 promise he made in the lead)
- Makes another CTA after stacking all this value.
- Makes it clear that you only pay 30 dollars for shipping and handling in the CTA.
- "Now, if you're still here, you're probably wondering what the catch is?" - People are skeptical when someone offers so much value for practically nothing that they wonder what the catch is? (Addressing a common objection)
- Then lists some honest reasons as to why he's doing this. (builds even more trust)
- Adds some customer testimonials while addressing concerns

- De-risks the offer by making 3 guarantees that are really good.
- Adds scarcity by saying he's only doing this offer for a small handful of 'highly motivated' folks. (And the scarcity makes sense as he only has a few copies of his books and t-shirts.)
- Then uses the 'hand hold' method to make readers certain of what will happen when they purchase.
- Then addresses some FAQs before making one final CTA at the end of the page.

Why do I find this offer compelling?

Mainly, because there's a ton of value being offered for just 30 dollars. I also feel pretty safe taking this offer because 1. It's so cheap. 2. You get your small investment back if you don't like it.

I also feel pretty confident that if I did take this offer, I'd be able to achieve what is promised as he's offered access to his online coaches for 14 days, so I wouldn't just buy it and have no guidance.

He's offering guides & coaches to give me the best chance to make a return on investment.

Honestly, if I was in the online business game, I'd be crazy not to accept this offer. (that's genuinely how I feel after going through the entire page)

Price anchoring *really* sells this offer.

He seems like a good guy as well. (trustworthy & he understands my pains as an online business owner.)

He's made it clear that I can still find success with this product, even as a complete noob to business, copywriting, sales, and funnels.

It's not JUST a funnel software, it feels like he's giving me ALL the secrets to marketing, sales, and business success, and clickfunnels is a great tool to build it all out.

I don't feel like I'd be confused after buying.

The image used in the close really makes me feel like this offer is super valuable. (plus the easy to digest list of everything you're getting makes it clear as to how much value you're truly getting)