

1. Who am I writing to?
2. Where are they right now? (both situation and in the funnel)
3. Where do I want them to go? (both situation and in the funnel)
4. What steps do I need them to go through for them to take action?

The Ebook IS the freebie, it will be about the eleven 8 figures mistakes that they can avoid and causes their marketing and funnels to suck.

The sales page of the main product, the name is conversation conversions : [Research Examples - Google Drive](#) -

From The **FOUR** “2 Comma Club” Award Winner and “10x Clickfunnel” Award Winner...

Avoiding These Eleven 8-fig Business Mistakes
Generated Over
\$35 MILLION In Revenue
For Us...

...And How YOU Can
“Detect” Them To
Attract Unlimited Leads
And Turn Your
Business Into a
Money-Printing
Machine!

- The one thing that if you don’t get right, will make your funnels (and your whole brand) look like everyone else. (and make your prospects say “Ahh again, he’s one of them”)
- How to avoid the one move that GUARANTEES your customers will get stolen from your competitors **in a blink of an eye** – leaving you wondering what did you do wrong.

- How not being able to trigger a *specific* chemical response in your customer's head will **easily get you out of business** (In fact, you'll make it easier for Amazon to steal your customers)
- The one mistake that you're making and causes your messaging to **fall on deaf ears**. (this alone will decide the fate of your funnel)
- Why copying and pasting different "successful" funnel parts is breaking the overall flow of YOUR funnel (this turns off your prospects)
- How misunderstanding a dotcom secret tip and applying it in your FB ad will cost you YEARS in business (you'll be beating your head against the wall if you do that)
- The one question that if not answered, IMMEDIATELY turns off your customer. (it's has nothing to do with you or your business)
- Why having one CTA is putting your business in great trouble.
- Why having the best copy IN THE WORLD won't help you if you got this one thing wrong. (Hint: It's not your target market nor your product)
- Why changing your whole target audience may become your #1 priority.

[Yes, I want to save my business from the 8-fig mistakes!]

I respect your privacy and I'll **never** share your information.