



Checklist 3 -Funnel Creation

Project _____

Date: _____

Name: _____

PART 1 - PRICING FOR PROFITS FOR ANY

PRODUCT

		Yes	No
1	Is the funnel pricing and content prize money attractive to affiliates?	☐	☐
2	Have you any upsells and downsells in place that will allow affiliates to earn over \$100 per customer?	☐	☐
3	Have you any recurring products in the upsell or backend to earn passive income?	☐	☐
4	Have you a high ticket offer / backend webinar to generate more from the launch?	☐	☐

USE FOR AN INFORMATION MARKETING PRODUCT

		Yes	No
1	Front End: PDF / Video Training.	☐	☐
2	Have you checked if all videos are working in different browsers?	☐	☐
3	Have you added the launch date on your thankyou page?	☐	☐

Notes



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4	Upsell: Membership site with more training or templates.	☐	☐
5	Upsell: Reseller rights to the funnel.	☐	☐
6	Downsell: Less Video Modules From Advanced Training	☐	☐
7	Downsell: Less Campaigns or Templates	☐	☐
8	Downsell: Trial Access to membership site	☐	☐
9	Upsell: Live Webinar Training / FB Group Access / Coaching Call	☐	☐
10	Backend: High Ticket Offer	☐	☐

USE FOR A SOFTWARE PRODUCT

		Yes	No
1	Front End: Single Site Licence / Limited Uses / Pages / Clicks / Uses Etc..	☐	☐
2	Upsell: Multi-site or Developer License	☐	☐
3	Upsell: Agency License	☐	☐
4	Upsell: Reseller License	☐	☐
5	Upsell: White Label License	☐	☐
6	Backend: High Ticket Software Offer	☐	☐
7	Backend: Software Creation Services	☐	☐

Notes



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8 Backend: Software Creation Coaching

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USE FOR A PLR PRODUCT

Yes No

1 Front End: PDF Report with PLR Rights

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2 Upsell: Video Training Series with PLR Rights

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3 Upsell: Membership site with more PLR products

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4 Downsell: Trial Access to Membership site.

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5 Upsell: Installation service for PLR product

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6 Upsell: PLR Product Creation Service

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7 Upsell: PLR Package With Other Products

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USE FOR A PRODUCT IN THE OFFLINE SPACE

Yes No

1 Front End: PDF Training Guide

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2 Upsell: Video Training Series

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Notes



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3	Upsell: Skype Consult	☐	☐
4	Upsell: Monthly Membership Training	☐	☐
5	Upsell: Done For You Services	☐	☐
6	Backend: Personal Consulting	☐	☐
7	Front End: PDF Training Guide	☐	☐

Notes