

Business Launch Challenge

BREAKOUT SESSION 4

Finalize Sales Funnel

In Breakout 4, you will put the finishing touches on the funnel by optimizing the optin page, creating an email list, and test the funnel to make sure it is set up correctly.

Table of Contents:

[Chapter 1: Create The Email Lists In GetResponse](#)

[Chapter 2: Optimize Shared BLC Optin Page](#)

- [Integrate GetResponse list to BLC Optin Page](#)
- [Add your Sales Page tracking link to General Settings](#)
- [Add your Sales Page tracking link to the pop up](#)

[Chapter 3: QA The Funnel](#)

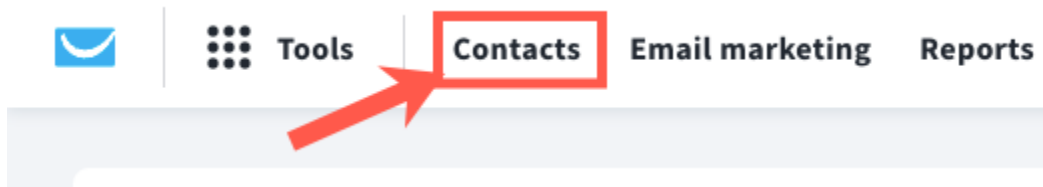
Chapter 1: Create The Email Lists In GetResponse

When someone subscribes through your optin page, their email gets collected on a list.

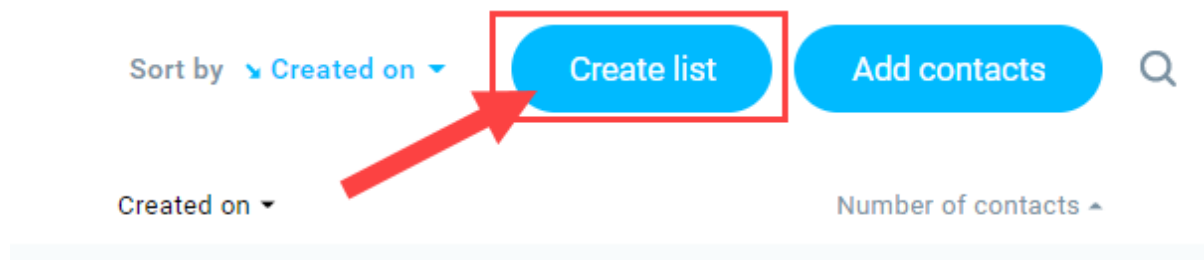
1. **You will create TWO lists. One for Opt-ins and one for Buyers. Log into Get Response:**

<https://app.getresponse.com/login>

- a. At the top of the page, click on “Contacts”.



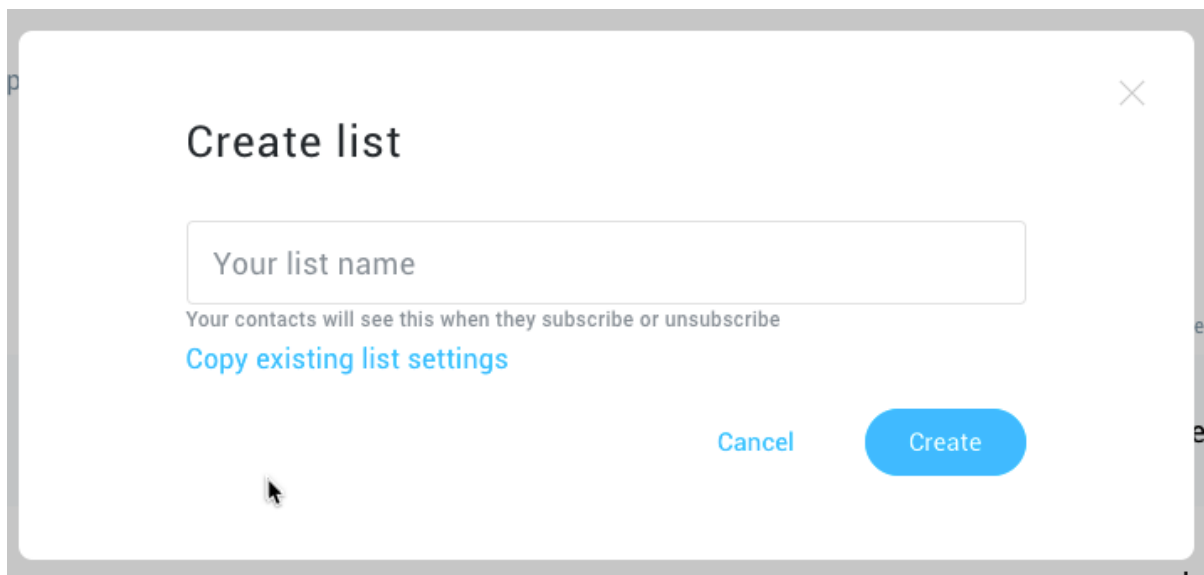
- b. On the far right, click on the blue “Create list” button.



- c. On the pop-up, give your first list a name. This will be for the email traffic funnel opt-ins (the people who submit their email address from your landing page).
- d. Click the blue Create button.

IMPORTANT: Give your list a name that will be obvious it is your Optin list. Your subscribers will see this name when they subscribe or unsubscribe.

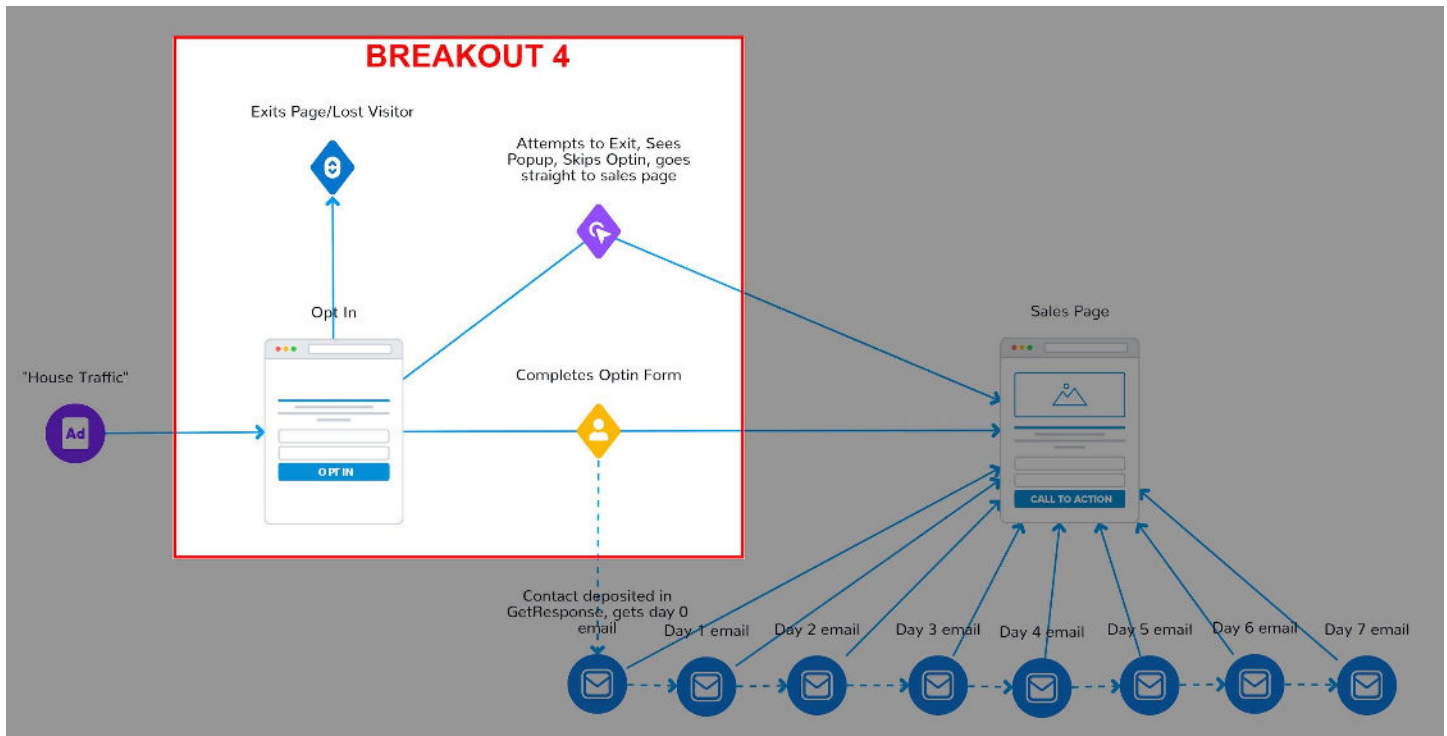
Examples: *Fullstaq Optin List*
 BLC Optin List
 Fullstaq Subscribers

A screenshot of a 'Create list' dialog box. The dialog has a title 'Create list' at the top left and a close button (X) at the top right. Below the title is a text input field with the placeholder text 'Your list name'. Underneath the input field is a smaller line of text: 'Your contacts will see this when they subscribe or unsubscribe'. Below that is a blue link that says 'Copy existing list settings'. At the bottom right of the dialog are two buttons: 'Cancel' and 'Create' (which is highlighted in blue). A mouse cursor is visible near the bottom left of the dialog.

- e. **Repeat STEP B and C for your buyers list.** Once they are created then you're done creating lists!

Chapter 2: Optimize Shared BLC Optin Page

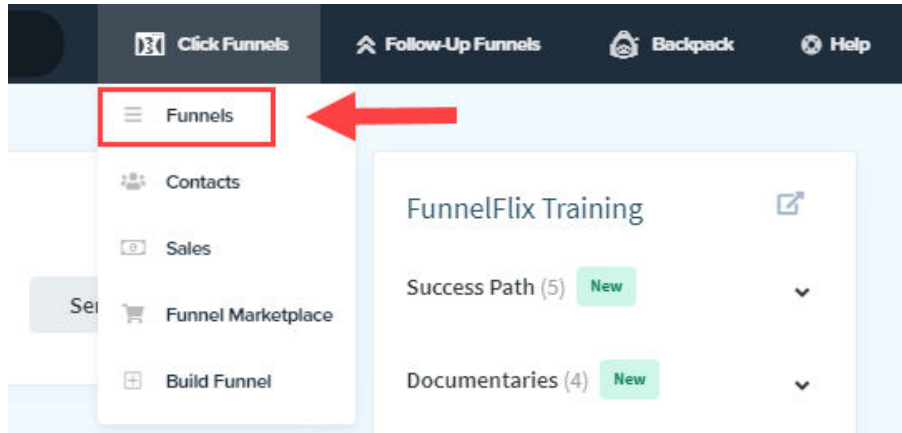
In this chapter, you will be adding your personal Affiliate link and GetResponse optin list to the optin page. This will ensure that your new subscriber's email goes automatically to your GetResponse optin list.



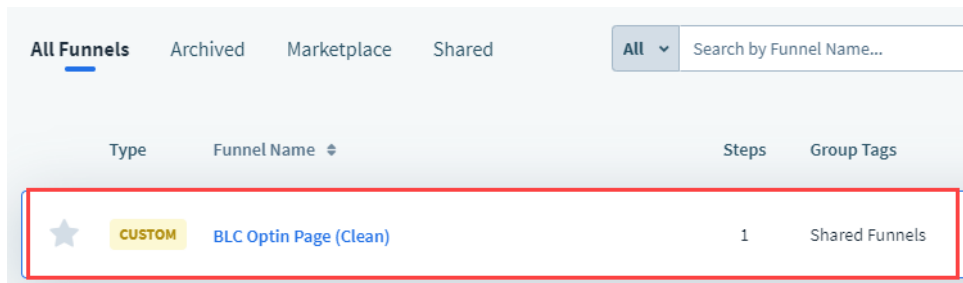
1. Integrate GetResponse list to BLC Optin Page. Log into Clickfunnels:

https://app.clickfunnels.com/users/sign_in

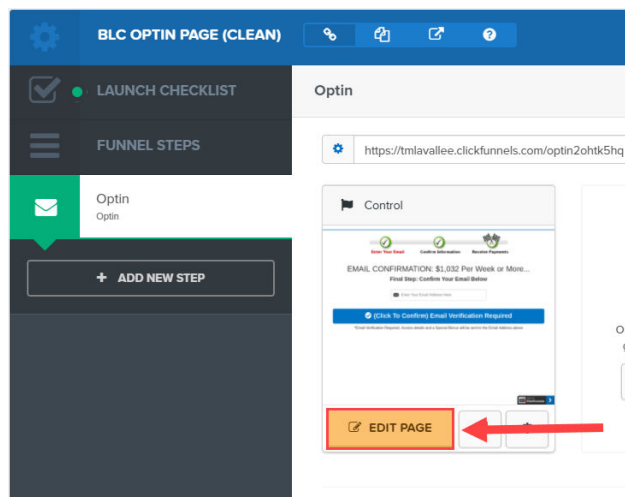
- At the top middle of your screen click on “**Click Funnels**” then select “**Funnels**”



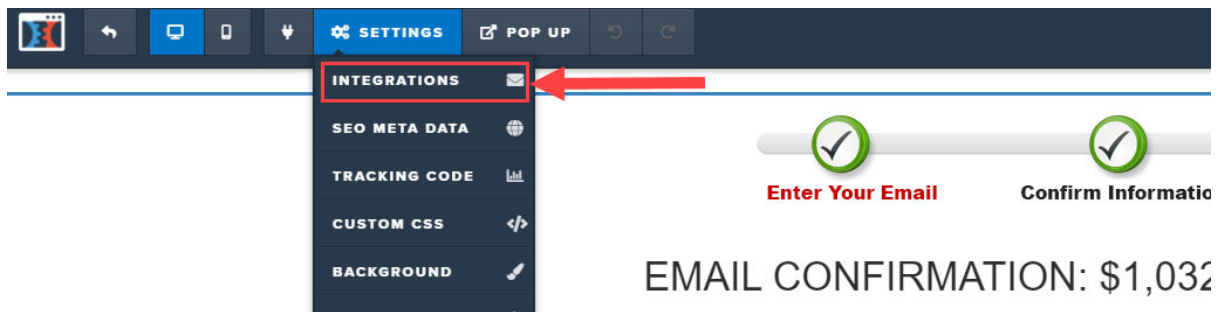
b. Open the funnel labeled **BLC Optin Page (Clean)**.



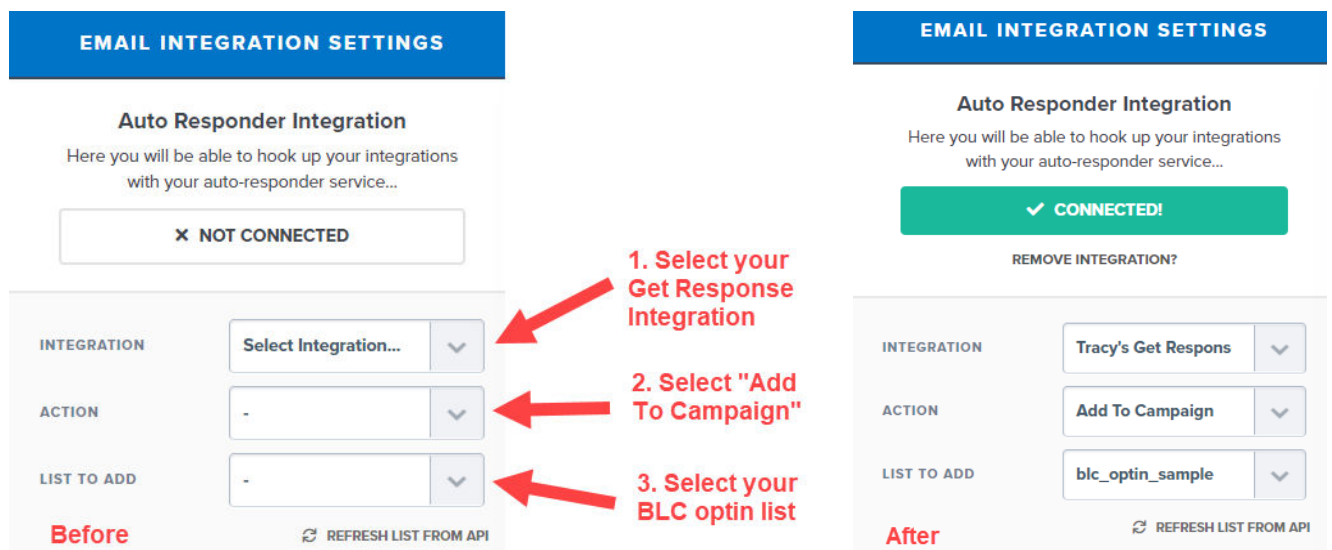
c. Next, click on the yellow **“EDIT PAGE”** button.



- d. In the Editor, at the top left, click on “**SETTINGS**” then select “**INTEGRATIONS**”.

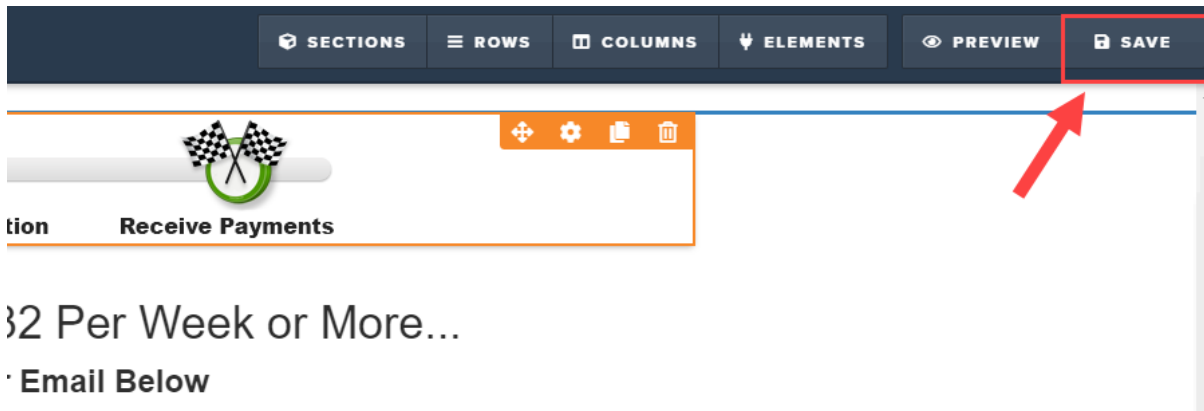


- e. In the far right side, the **EMAIL INTEGRATION SETTINGS** will open up.
- i. For INTEGRATION - Select Getresponse
 - ii. For ACTION - Select Add To Campaign
 - iii. For LIST TO ADD - Select your BLC optin list that you created in GetResponse.



- f. Then just simply click anywhere outside of the email integration settings to close it and then click “**SAVE**” at the top right corner of the Editor.

NOTE: Make sure to click SAVE after each edit that is done to the page.



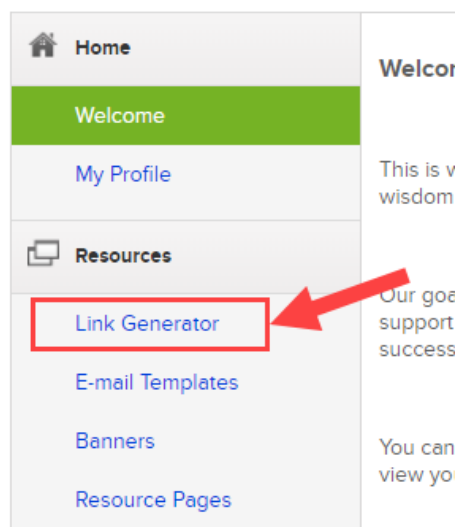
2. Add your Sales Page tracking link to General Settings

- To find your Sales page, log into the Referral Partner Center

<https://ma239.infusionsoft.app/app/authentication/login>

- On the left hand side menu, click on Link Generator.

Referral Partner Hon



- c. Locate **(FA72P) Fullstaq VSL - Email Traffic** (This is the video sales letter (VSL) that people will receive and make the decision to purchase from)

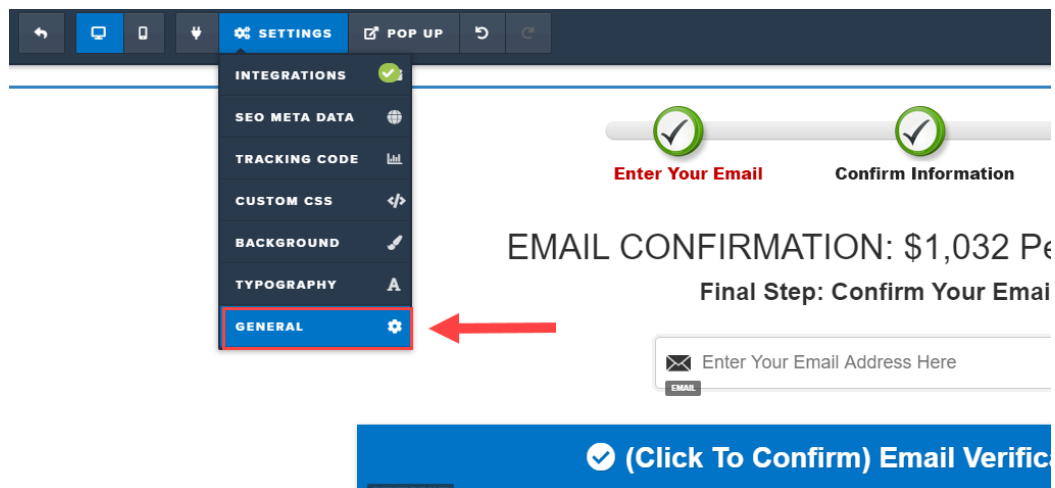
Fullstaq VSL FA72P [http://go.digitalfreelancepro.](http://go.digitalfreelancepro)
- Email
Traffic

- d. The column titled My Tracking Link will be the link you will use as it has your unique affiliate number at the end of the url. The link will look like this:

Fullstaq VSL FA72P [http://go.digitalfreelancepro.](http://go.digitalfreelancepro) <https://ma239.isrefer.com/go/FA72P/a78202/>



- e. Back in ClickFunnels, in the Editor, at the top left, click on **"SETTINGS"** then select **"GENERAL"**.



- f. On the far right side, the **GENERAL SETTINGS** will open up.
- For **"ON SUBMIT GO TO"** - Paste your Fullstaq VSL - Email Traffic tracking link (FA72P) and click the Enter key on your keyboard
 - Leave the rest of the general settings blank.

DO NOT click the “Save page as a Template” button.

- iii. Click anywhere outside of the general settings and then click **“SAVE”** at the top right.

GENERAL SETTINGS

ON SUBMIT GO TO

DIGITAL ASSET

AFFILIATE BADGE

SEARCH ENGINES

Save Page as Template

Enter your Fullstaq \$97 VSL - Email Traffic Tracking Link

Note: **DO NOT** edit the button that is directly on the Optin Page.

Enter Your Email Confirm Information Receive Payments

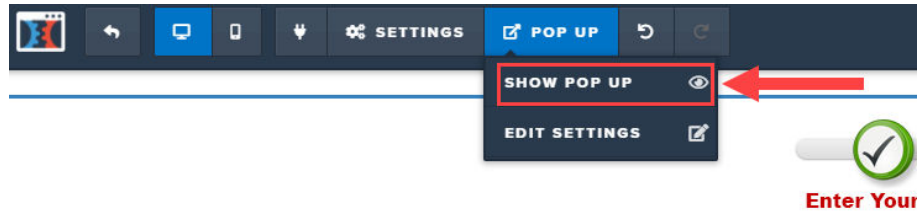
EMAIL CC **Do not edit this button!** More...

(Click To Confirm) Email Verification Required

*Email Verification Required, Access delayed and a Special Offer will be sent to the Email Address above

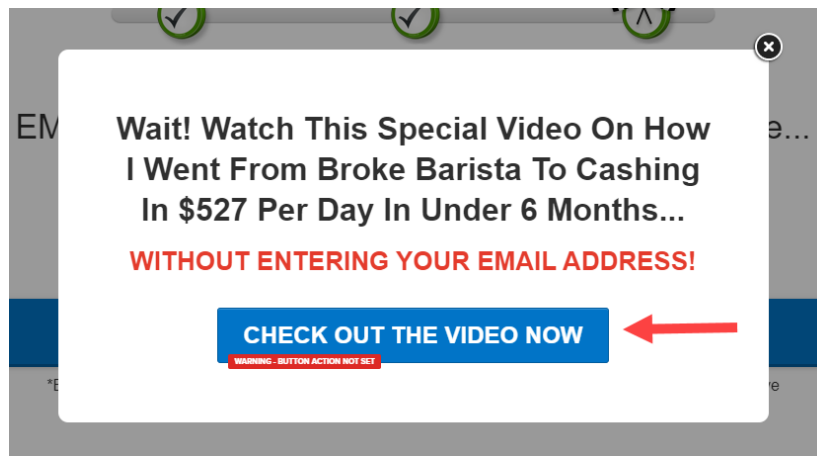
3. Add your Sales Page tracking link to the pop up.

- a. In the Editor, at the top left, click on **“POP UP”** then select **“SHOW POP UP”**.

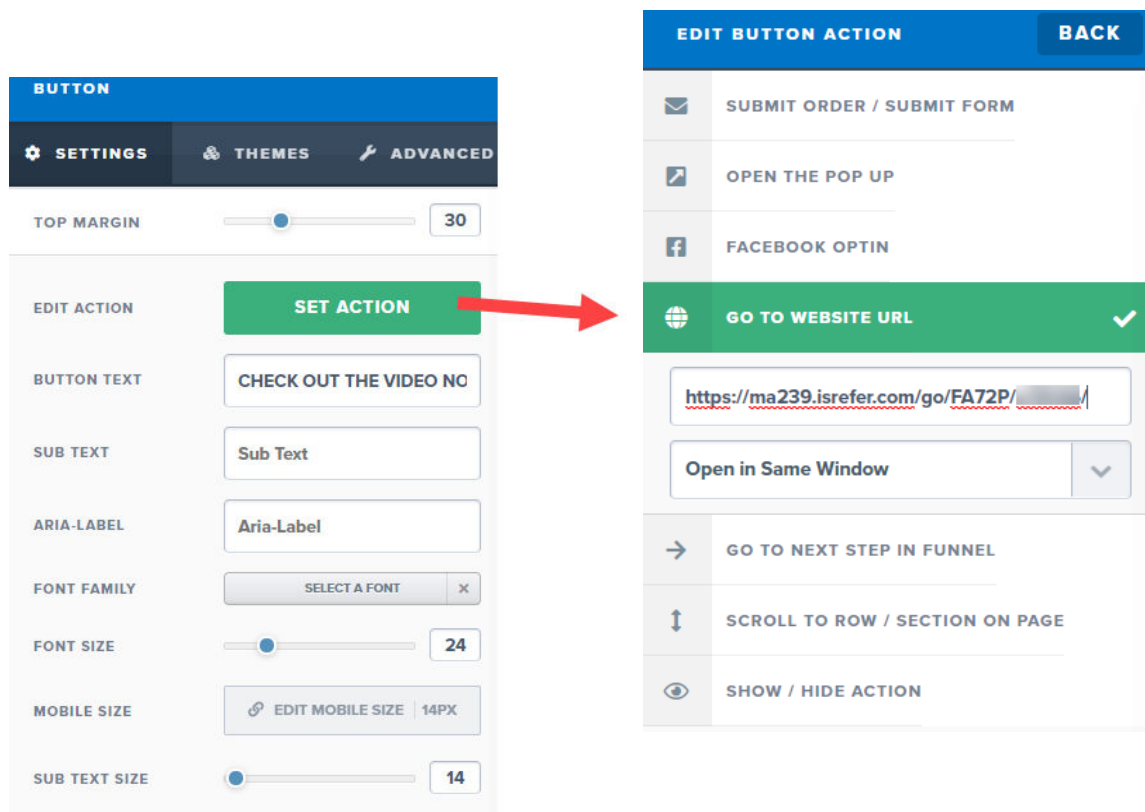


EMAIL CONF

- a. On the POP UP, simply click the blue “CHECK OUT THE VIDEO NOW” button to open the “**BUTTON**” editor.



- i. On the BUTTON editor, click the green “**SET ACTION**” button.
- ii. Next, make sure “**GO TO WEBSITE URL**” is selected, paste in your (FA72P) Fullstaq VSL - Email Traffic tracking link and click the Enter key on your keyboard. (make sure to remove the “#” if there is one in the empty field)

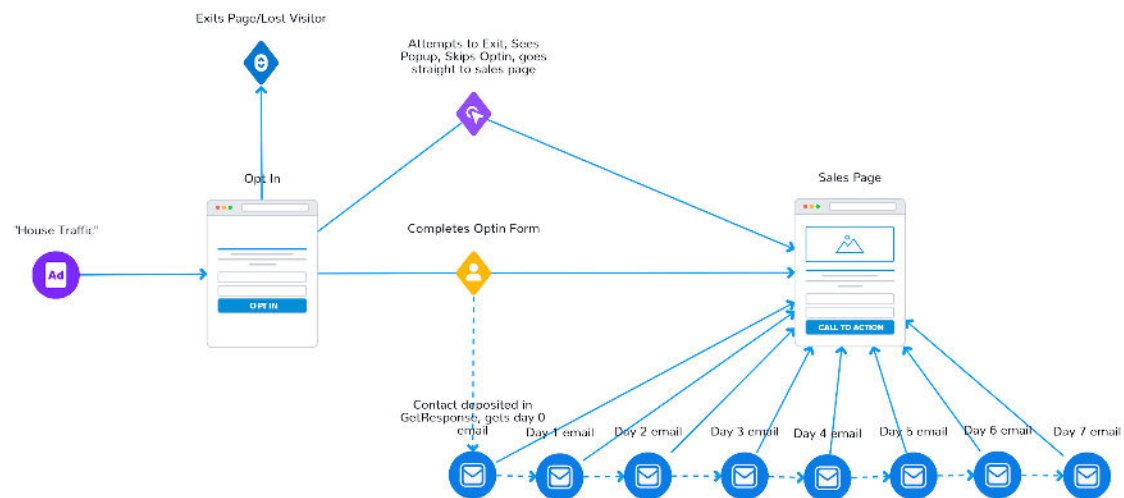


- iii. Click anywhere outside of the button settings and then click “**SAVE**” at the top right.
Optin page is now optimized!

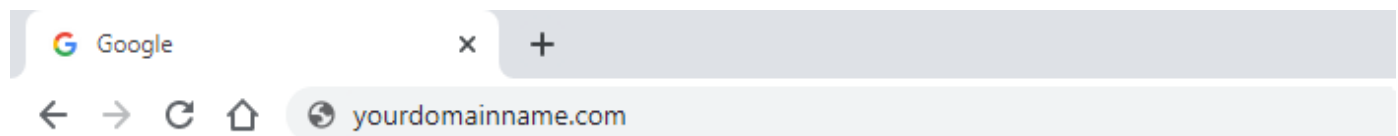
Chapter 3: QA The Funnel

In this step, you are testing your funnel to make sure that it works properly. 'QA' stands for quality assurance.

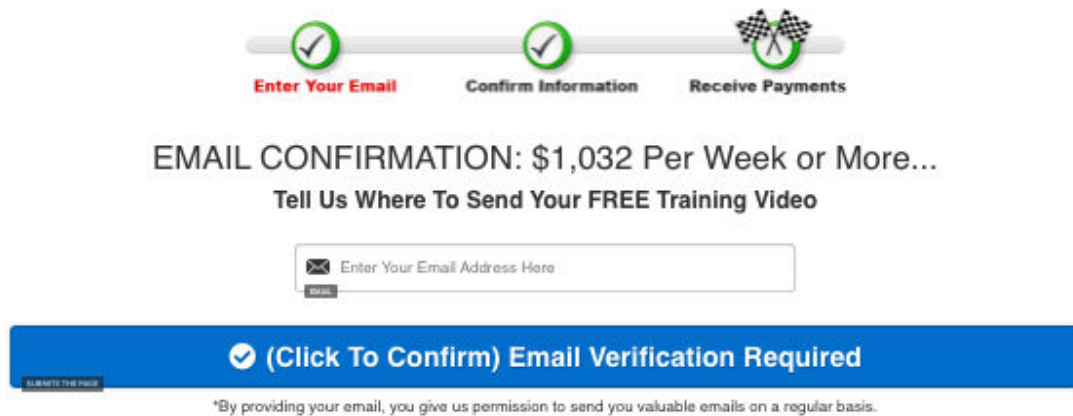
Steps to go through to make sure that each step of the funnel is connected properly:



1. Type your Optin page url (example: www.yourdomain.com) in a new tab in internet browser (**Note**: this is the same link you submitted earlier today in Breakout 1)

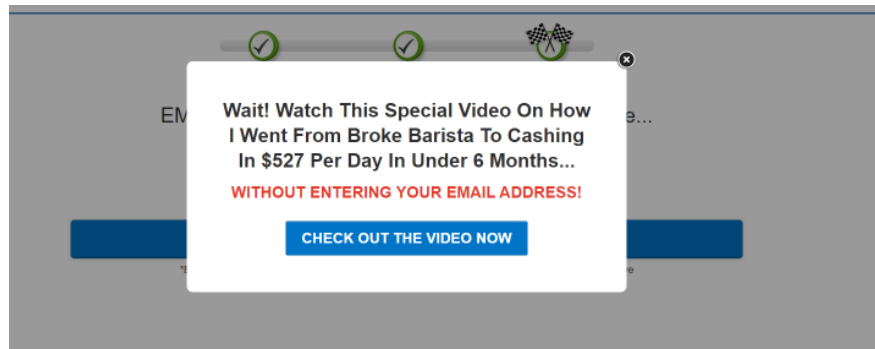


2. Once the Optin landing page loads, you should see the following screen:



The screenshot shows a three-step progress bar at the top: 'Enter Your Email' (completed with a green checkmark), 'Confirm Information' (completed with a green checkmark), and 'Receive Payments' (pending with a checkered flag icon). Below the progress bar, the text reads 'EMAIL CONFIRMATION: \$1,032 Per Week or More...' followed by 'Tell Us Where To Send Your FREE Training Video'. There is an email input field with a placeholder 'Enter Your Email Address Here' and a small 'EMAIL' label. Below the input field is a blue button with a checkmark icon and the text '(Click To Confirm) Email Verification Required'. At the bottom, there is a small disclaimer: '*By providing your email, you give us permission to send you valuable emails on a regular basis.'

3. Move your cursor towards the top like you are leaving the page, the pop up should appear and look like this.

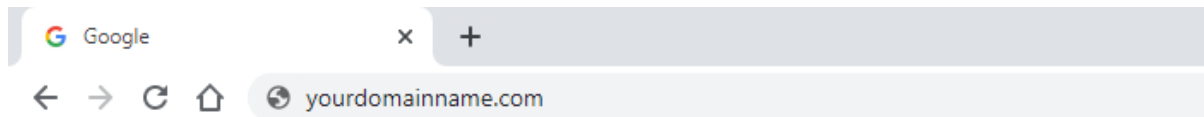


- a. If the pop-up does not appear and look like the image above, refer back to Breakout session 4 - Part 2.
4. Next, click the button on the pop-up. A new screen should open that looks like the image below. This is your (FA72P)

Fullstaq VSL - Email Traffic page.



- a. If the (FA72P) Fullstaq VSL - Email Traffic page did not open, refer back to Breakout session 4 - Part 2.
5. Type your Optin page url (example: www.yourdomain.com) in a new tab in the internet browser - the same as in step 1 above.

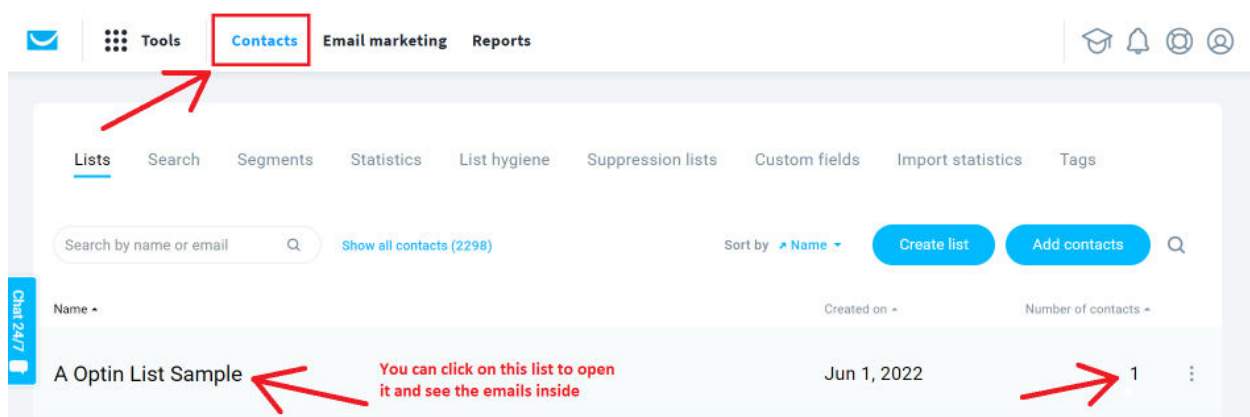


6. Next enter your email into the box (to opt in) and click the blue 'Click to Confirm' button.

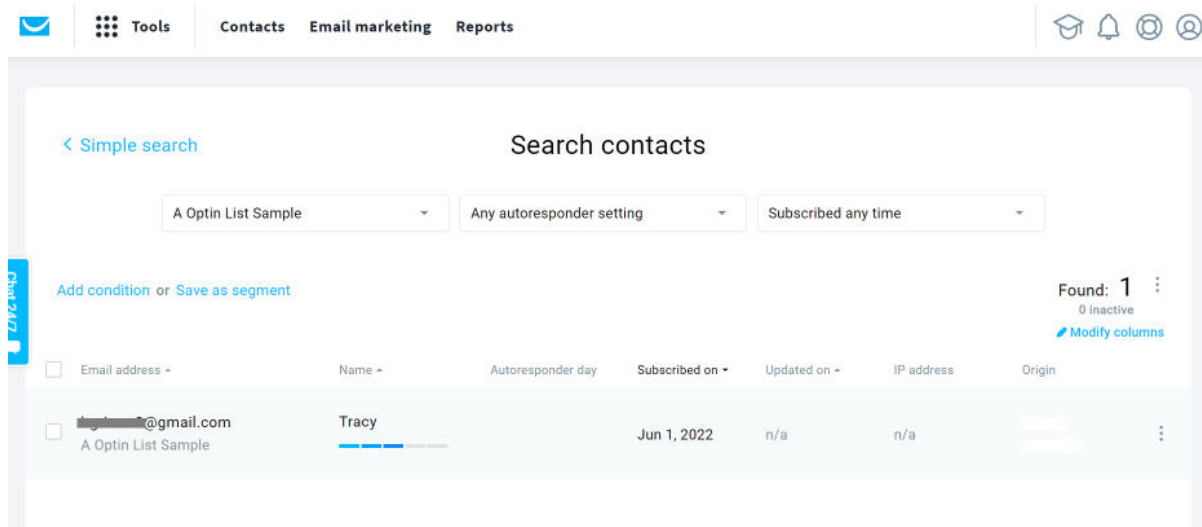
7. If the funnel was set up correctly, two things should happen:
- The next screen that opens up should be your (FA72P) Fullstaq VSL - Email Traffic page. If the (FA72P) Fullstaq VSL - Email Traffic page doesn't open, refer to Breakout Session 4 - Part 2.



- You should see your email in your BLC Optin List. Log into GetResponse and click on Contacts from the menu at the top of the page. You will see the two lists you just created and should see a number on the right hand side of your optin list. If your email address is not showing in your list, refer to Breakout Session 4 - Part 2



This is an example of what the list of emails in your list look like.



Congratulations!

If your funnel works the way it was explained above, you now have a fully functional funnel!

NOTE: If you did not submit your Optin Link in Breakout Session 1, please submit it now (your Optin Link is your Domain Name):

<http://go.fullstaqchallenge.com/blc-feb-submit-link>