

MONETIZATION **ILLUSTRATED**

Swipeable Sales Funnel Strategies That Work



Featuring: Ted's Woodworking

MONETIZATION
RESEARCH

TED'S WOODWORKING SALES FUNNEL



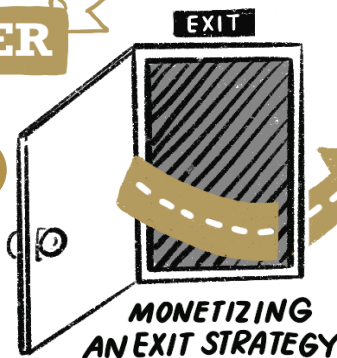
Setting Up for Longevity with High-Converting Offers and Effective Exit Strategies

1. VIDEO SALES LETTER



▶ 23 FEATURES ON A SWIPEABLE TEMPLATE p14

▶ 22 MIN. LONG
(UNDER 30 MIN. IS THE BEST LENGTH FOR HIGH-CONVERTING VSLs!)



EXIT POP-UP #1

WAIT!
GET FREE PLANS!

p15

EXIT POP-UP #2

20 USD OFF
VOUCHER

3 MIN. VIDEO
RE-STATING
OFFERS

2. ORDER FORM



- ▶ SAFE & SECURE
- ▶ MINIMAL FIELDS TO FILL OUT
- ▶ KEPT THE BRANDING
- ▶ INCORPORATES STRATEGIC SELLS:

- ▶ SIMPLE & COMPELLING
- ▶ TAKES USERS TO AN EMAIL SIGN-UP (GREAT FOR EMAIL MARKETING!)

APPEARS WHEN
USER DECLINES
THE UPSELLS

UPSELL #1

▶ BUCKET OFFER
▶ "MORE OF THE SAME FOR LESS"

UPSELL #2

▶ 2ND BUCKET OFFER
+ A GOOD PLACE TO ADD COMMUNITY FEATURES!

DOWNSELL

▶ "GET EVERYTHING FOR THE PRICE OF 1!"
▶ USES GREAT COPY

3. ORDER CONFIRMATION PAGE

+ A GOOD PLACE TO ADD

EXTRA OFFERS!

MEMBERS' EXCLUSIVE AREA

★ 5 MONETIZATION STRATEGIES ON 1 PAGE

★ WELL DESIGNED & WELL MONETIZED

Welcome to this edition of Monetization Illustrated!

This month, we're offering you another exclusive opportunity to up your marketing game. Join renowned marketing expert and author, Caleb O'Dowd as he walks you through key steps and insider tricks for creating sales funnels that convert.

Boost your sales by following along as we dive into Ted's Woodworking funnel, a top offer on the ClickBank network for the last ten years. In this edition, he'll pinpoint areas for improvement, as well as areas where they're spot-on. Spoiler alert: This funnel is killing it in almost every aspect. Apply these insights to optimize your own funnels and achieve better results.

This month's Monetization Illustrated was brought to you by:

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About This Month's Marketing Funnel Analyst:

Caleb O'Dowd is the author of, *Monetization: How to Optimize Sales Funnels and Skyrocket Backend Profits*. After several years of working under and being mentored by Gary Halbert, one of the greatest marketers and advertisers the world has ever known, Caleb launched his own direct marketing business. In the two decades since, he has generated hundreds of millions of dollars in sales for his businesses and the handful of private clients he works with. Now, for the first time in his career, he's sharing the tactics and strategies that have made him one of the most sought-after experts in the world of direct marketing.



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Boost Revenue Consistently with Ted's Woodworking Funnel Strategies

With over fifty thousand positive reviews and 173,226 projects created, Ted's has made woodworking easy and affordable for just about anyone.

This funnel is consistently a top-performing funnel on the ClickBank network, which is no small feat. Follow along and you'll see that most of the strategies used are swipeable and can help you increase conversions and find long-term success.

Key Takeaways

- **Swipeable Conversion Strategies:** Dramatically increase conversions and lower acquisition costs by following Ted's Woodworking approach.
- **Combining VSL and Long-Form Sales Letters:** Maximize conversion rates with effective video sales letters (VSL) and long-form sales letters.
- **Strong Credibility Elements:** Add credibility and earn trust by featuring affiliations with reputable publications and showcasing real customer testimonials.
- **Emotional Headlines:** Dramatically increase conversions with emotion-driven headlines.
- **Effective Exit Pop-Ups:** Monetize traffic by implementing exit pop-ups to capture email addresses in exchange for free content.
- **Optimized Order Forms:** Enhance the purchasing experience by maintaining strong branding, using minimal fields, and effective bump offers.
- **Compelling Upsells and Down-Sells:** Increase average order value by offering additional products at a discount after the initial purchase.
- **Membership and Continuity Offers:** Add recurring revenue and enhance customer retention by adding a continuity offer, such as a paid membership or community.
- **Comprehensive Members Area:** Maximize revenue opportunities with a well-designed members area with multiple monetization strategies, including upsells and additional offers.
- **Frequent Updates and Community Engagement:** Foster loyalty and long-term customer engagement by offering lifetime updates and building a community.
- **Testing and Optimization:** Identify opportunities for improvement and increase conversion rates by continuously testing headlines, CTAs, and other elements within the funnel.

Introduction

This month we're tearing down Ted's Woodworking funnel, a funnel that's been around for over 10 years and has been a top offer on the ClickBank network year after year.

They've worked hard to create a superior product, and their funnel is so simple yet so intelligent and sophisticated. It's a great example of high-level niche sales funnel marketing.

Whether you're an agency owner looking for hot ways to boost your client's conversion rates, a sales funnel marketer looking for a hot idea to increase your return on ad spend, a marketer looking for a hot new VSL template, a copywriter looking for killer ideas for your next big winner, or an aspiring marketer or advertiser looking to take your knowledge and sophistication to the next level, this funnel has something for you.

This funnel has ideas, tactics, strategies, templates, and formulas that are worth a small fortune, regardless of what niche, product, or service you're selling.

It's crammed with profit centers and it's outperforming 95% of sales funnels on the Clickbank network, which is extremely impressive. Yet, we'll explore a few, minor areas for potential optimization that can be very impactful in increasing conversion rates.

Did Someone Share **MONETIZATION ILLUSTRATED** With You?

You owe someone a special thank you for sharing this issue of *Monetization Illustrated*. But, you'll want to subscribe for three reasons:

1. More monetization insight by watching the deep dive video by this month's analyst that's as entertaining as it is informative.
2. Have future issues delivered to your mail box as well as unlock immediate digital access each month.
3. Accelerate your discovery by learning how you can access *Monetization Illustrated* back issues.

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Landing Page



What Works

This page features a hard-hitting video sales letter (VSL), followed by a long-form sales letter. This combination often generates the highest conversion rates. If your funnel currently uses only a VSL or a text sales letter, testing both together, like you're seeing in this funnel, should top your to-do list.

This funnel offers a huge compilation of DIY project plans for woodworkers, making it quick and easy to create impressive woodworking projects that amaze you and everyone around you. While it mainly targets men, it emphasizes that anyone can do these projects.

Great advertising can only carry a bad product for so long before everybody catches on and conversion rates dry up or there's enough complaints to shut the whole thing down. If you want to have the kind of longevity Ted's Woodworking has had, you need a great product.

They've put a lot of time and energy into their plans, and it shows. They have excellent pictures, they've aligned themselves with great publications like The American Woodworker, and have been featured in Woodworker's Journal, American Woodworker, ABC News, and LA Weekly, establishing credibility. They also have great testimonials, use great demonstrative imagery, and it's clear their product delivers results.

If you want your product to stand the test of time and sell it in greater and greater volume year after year, you need to put a tremendous amount of time, energy, and effort into making it live up to your claims. As Gary Bencivenga, a great copywriter once said, "The product is mightier than the pen when it comes to direct response marketing." And it's so true.

This entire offer, the presentation, and the advertising screams to prospects that this is a tier one solution. And that is what keeps this offer so fresh, so up-to-date, so exciting, and so high converting, year after year.

The design and layout of the page are simple and effective. The color scheme, images, and proof elements create a professional appearance that prospects can buy into. The specifics they use throughout also work well, "Lifetime Member deal: \$67," as does their use of scarcity, "This is a one-time purchase. I reserve the right to end this anytime after June 8, 2024."

The video player shows a man in a blue shirt working on a wooden project. The text overlay reads: "Announcing: The World's Largest Collection of 16,000 Woodworking Plans!". Below the video, it says "Video Is Playing... Click for Sound" with a red play button icon. At the bottom, it says "or spending a fortune hiring someone to do it for you." and "Watch This Video Till The End To Get Full Access!".

AS SEEN ON
bob vila **family handyman** **HOMES & GARDENS** **FOX** **DIGITAL JOURNAL**

Regular Price: \$297
Special Launch Offer: \$67

Add To Cart

VISA AMEX P

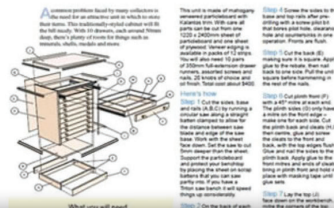
This is a one-time purchase.
There are NO monthly fees

1. Step-By-Step Instructions

You get detailed projects with step by step, A to Z instructions that makes building projects **super fast**, **super easy and super fun**.

With the simple "hold-you-by-the hand" instructions, you can complete woodworking projects in the small fraction of the time it currently takes you.

It's like having a MASTER woodworker, by your side, guiding you through the entire project



2. Cutting & Materials List

You get exact cutting and materials list for every project.

You will be able to buy exact amounts which means you'll stop wasting your hard earned cash on wrong wood, wrong materials or the wrong quantity.

saves time and cuts down waste. It saves money. You'll spend more time building, less time fretting.

CUTTING LIST			
Part	Quantity	Dimension	Comment
Engine			
A. Chassis	1	1/2" x 21/2" x 121/2"	
B. Braker	1	21/2" dia. x 8"	Cut to length after turning.
C. Steiner stack	1	11/2" dia. x 30"	Cut to length after turning.
D. Steiner duster	1	11/2" dia. x 2"	Cut to length after turning.
E. Cabin back	2	1/2" x 21/2" x 21/2"	
F. Cabin sides	2	1/2" x 11/2" x 2"	
G. Cabin roof	1	1/2" x 21/2" x 21/2"	
H. Cabin floor	1	1/2" x 21/2" x 2"	
I. Cabin seat	1	1/2" x 21/2" x 2"	
J. Cabin back	2	1/2" x 21/2" x 2"	
K. Cabin sides	2	1/2" x 11/2" x 2"	
L. Cabin floor	1	1/2" x 21/2" x 2"	
M. Cabin seat	1	1/2" x 21/2" x 2"	
N. Cabin back	2	1/2" x 21/2" x 2"	
O. Cabin sides	2	1/2" x 11/2" x 2"	
P. Cabin floor	1	1/2" x 21/2" x 2"	
Q. Cabin seat	1	1/2" x 21/2" x 2"	
R. Cabin back	2	1/2" x 21/2" x 2"	
S. Cabin sides	2	1/2" x 11/2" x 2"	
T. Cabin floor	1	1/2" x 21/2" x 2"	
U. Cabin seat	1	1/2" x 21/2" x 2"	
V. Cabin back	2	1/2" x 21/2" x 2"	
W. Cabin sides	2	1/2" x 11/2" x 2"	
X. Cabin floor	1	1/2" x 21/2" x 2"	
Y. Cabin seat	1	1/2" x 21/2" x 2"	
Z. Cabin back	2	1/2" x 21/2" x 2"	
Car Chassis			
A. Chassis	2	1/2" x 21/2" x 81/2"	
B. Axle beam	12	1/2" x 11/2" x 21/2"	
C. Wheels*	12	1/2" x 11/2" dia.	
Truck Car Body			
D. Truck	1	21/2" x 8"	Cut to length after turning.
Passenger Car Body			
E. Sides	2	1/2" x 31/2" x 7"	
F. Ends	2	1/2" x 31/2" x 11/2"	
G. Roof	1	1/2" x 21/2" x 71/2"	
Combi Car Body			
H. Sides	2	1/2" x 21/2" x 51/2"	
I. Ends	2	1/2" x 21/2" x 21/2"	
<small>*Wheels are available from Woodcraft, 210 Wood County Industrial Park, P.O. Box 1066, Pickering, NY 10590. Part #35021, 11/16" dia. wheels and part #35022, 21/16" dia. wheels.</small>			
Hardware			
<small>36 #12 x 11/16" flathead wood screws 6 #8 x 11/16" flathead wood screws 4 #5 x 11/16" flathead wood screws All needed, 11/16" nails 4 sets 11/16" dia. lock screws and eye screws</small>			

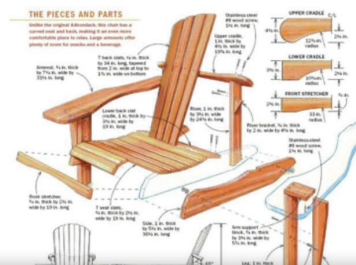
Many marketers struggle to demonstrate what's in a product or how it works, and don't use great imagery, but this funnel has mastered that.

3. Detailed Schematics

With sharp and colorful schematics included in each plan, there's simply no guesswork involved. The level of details makes the most challenging project a walk in the park!

When instructions are THIS clear, **your project BUILDS ITSELF**. All the pieces just "Click" into place.

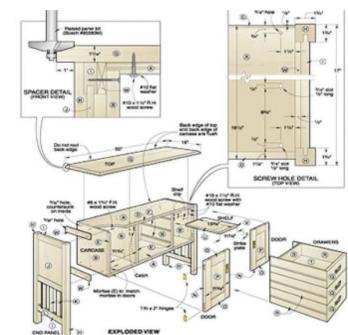
You'll complete projects in a fraction of the time it usually takes you.



4. Views From All Angles

You get to see EXACTLY how everything should look BEFORE you build them.

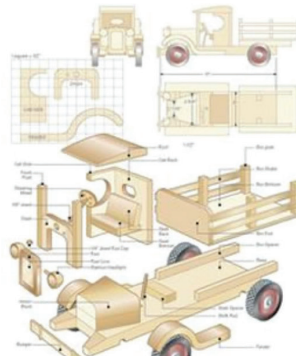
Most plans don't include this and simply assume. You'll end up building something that doesn't look like the drawing!



5. Suitable For Beginners & Professionals

We've got plans that cover all levels of skill and competence. You do **NOT** need to be a master woodworker or have expensive machinery to use our plans.

Whether you're a complete beginner, an amateur woodworker with hand tools or a seasoned pro, you'll find thousands of projects that will suit your level.



The “Lifetime updates” section is another element that works, it’s something customers respond to, yet so few marketers offer. Customers feel like they are a part of something that’s alive, growing, constantly evolving and getting better when they sign up and it’s that sense of constant evolution and improvement that creates stickiness and loyalty to the product. What’s more, the sense of value this creates is powerful. You pay today to get 16,000 plans. But every month there are more being added and you don’t have to pay for them. They’re free. This means your purchase today will grow in value over time. It’s powerful. It’s a darn good deal.

Many marketers fail to set themselves up for long-term success. They don’t have a long-term plan, or a vision of where they’re taking their product and how they’re going to get there over time. Consequently, they don’t compound their success over time, they do what I call one-time marketing, not building a business for the long-term.

Plus You'll Get Monthly FREE Plans For Life ...and you get to choose your own custom projects too



I draft plans every month for my students in my workshop classes.

I also take custom requests if you have a specific, unique project in mind.

Here's how it works:

In addition to the 16,000 plans, we release new plans every month drafted from our workshop.

You will get lifetime access to a membership area where you can download these new plans monthly.

There are NO recurring fees, no expiry date.



- Project planning and design during one of our workshop classes

Something else I really like about this funnel is that Ted's Woodworking covers all types of projects in their product. Different projects appeal to different groups of people. Clearly, they've taken the time to understand all the different groups of customers in their niche. The result is simple. Their product appeals to the widest possible audience. Therefore, it's capturing maximum sales for them. You can only get to that stage of sophistication by taking the time to research your prospect and understand who they are.

Types of Projects You Can Build Today:



Furthermore, I'm a big fan of Ted's use of specifics, proof elements, and demonstrations. They demonstrate their product powerfully and visually resulting in conversion rates that stand the test of time.

16,000+

Total Number of Plans

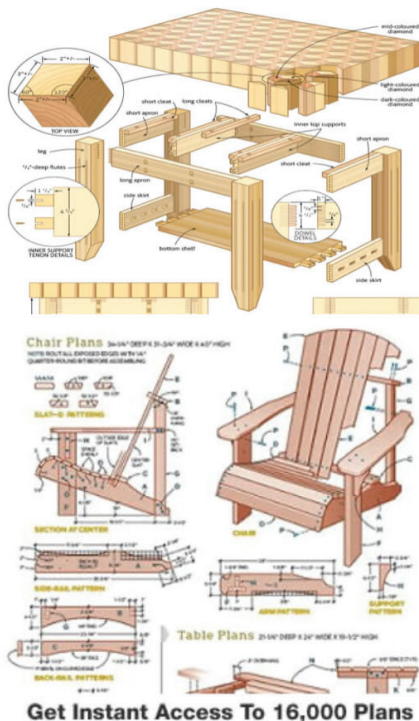
54,183

Satisfied Customers

173,226

Projects Created

TedsWoodworking makes these 16,000 projects not only possible... but *drop-dead simple!*



I've seen plenty of plans and instructions out there... and after reviewing them, I'm not surprised why many aspiring woodworkers – exceptionally talented people just like you – just give up after trying them!

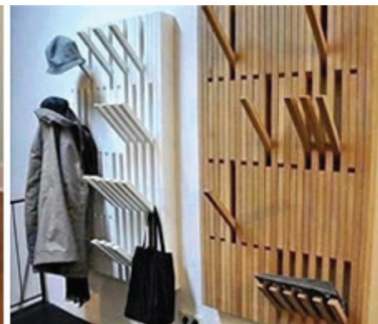
Some of them are just a few simple images... and then you're expected to figure out everything else on your own. **No diagrams, no 3D drawings, no lists.**

Just a "good luck" and that's about it.

TedsWoodworking gives you "total package" instruction and resources to empower you to get those projects done right the first time... and to avoid all the blunders and confusion!

See What Our Customers Have Built," is worth thinking deeply about. It's one thing to get testimonials from clients about how great the product is. It's far more powerful to show the end result. You must understand, people don't buy products or services. They buy the end result your solution promises. Keep this in mind when getting testimonials from your customers. Who cares if people are happy with your product. What have they done with it? How have their lives changed? What end result benefit did they receive? Testimonials that discuss the "end result" sell people like crazy. And if you can show what that end result is... in an image or visual (like Teds have done here)... it's doubly powerful.

See What Our Customers Have Built:





Areas for Optimization

While this is a great landing page, two areas for optimization stand out.

First, the headline is very beatable, “Announcing: The World’s Largest Collection of 16,000 Woodworking Plans!” This headline lacks the emotional benefits and triggers we see in the rest of the copy and the VSL. Where’s the speed angle? Where’s the ease angle? Where’s the simplicity angle? And above all, where is the ego stroking emotional benefit of being able to create a beautiful piece of furniture that astonishes and impresses?

Headline testing is a great way to increase conversion rates. There are countless headline concepts to try, but emotion-based headlines are among the most powerful. Headlines that induce fear, anger, envy, revenge, pride, jealousy, and greed can dramatically boost your conversion rates. If you can incorporate a few of these emotions into a compelling headline, it can send your conversion rates soaring.

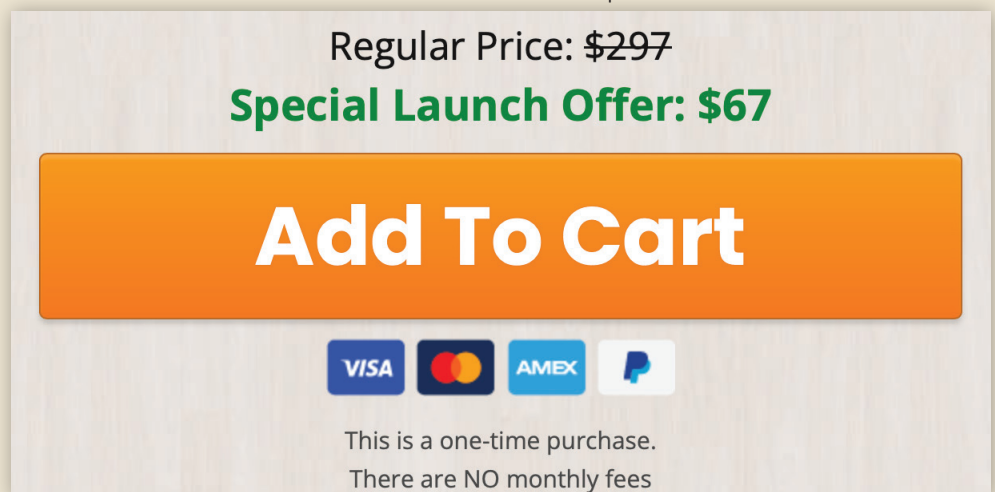


One of my favorite emotional headlines, written by Gary Halbert, is “Angry Housewife Loses 57 Pounds to Get Even with Cheating Husband.” This headline is packed with emotion, and when you can do that, you’ll drive conversion rates, sales, profits, and return on ad spend through the roof.

Even if you sell dull products and services like light bulbs or printers or candles, and think emotional headlines might not make sense, trust me, they do. Typically, the drier your topic, the more effective and better converting emotional headlines will be.

Second, the call-to-action (CTA) buttons could be better. “Add To Cart” is a proven winner that’s been around a long time, but it’s very beatable.

Advertisers have relentlessly tested CTA buttons over the years, and it’s not hard to do a lot better, but it requires testing. “Add To Cart” is a great starting point when launching a new funnel, but with a solid test strategy, you could increase conversion rates by up to 20%. Experiment with different benefits, emotional appeals, and angles. The risk is that without a well-proven CTA, you could suppress conversion rates, so careful testing is crucial.



VSL

This VSL is brilliant. I love the template, it is so simple, so effective, and so swipeable for almost any product or service you're selling. Pay attention to the formula used here, it's a 22-minute VSL, which works because most high converting VSLs these days are under 30 minutes. If you have a 60-minute VSL, you need to start testing shorter ones.

(Make sure your sound is turned on. Please wait up to 10 secs for the video to load)



Watch This Video Till The End To Get Full Access!

This VSL uses a highly effective, powerful, and simple 23-part formula that can be applied to anything and everything you're selling.

- 1** A benefit opener
- 2** Introduction of the big problem
- 3** Introduction of the solution
- 4** Proof element – testimonials
- 5** What you get in the product
- 6** Introduction to the offer
- 7** CTA #1
- 8** A guarantee
- 9** Scarcity/FOMO, emphasizing the limited availability of the product
- 10** Introduction of a fast action bonus you only get when you buy now
- 11** Call to Action #2
- 12** Introduction of proof element number two – more testimonials
- 13** CTA #3
- 14** Walk through of the order process: Walking prospects through the process of ordering eliminates surprises and increases conversions. Showing people what the order form looks like and assuming the sale throughout is demonstrated to boost sales. Check out the VSL to see what I mean.
- 15** A crossroads close – A powerful close, where you tell your prospects it's time to decide between doing nothing or achieving their goals by signing up.
- 16** Walk through the ownership experience – This shows what it feels like to own the solution and enjoy the end result.
- 17** A guarantee reminder
- 18** CTA #4
- 19** An offer review explaining what you get if you sign up right now
- 20** What happens if you don't buy – It's not good enough to tell people what they get when they buy, if you want to reach the upper echelons of conversion, you need to tell people all the bad things that happen if they don't buy.
- 21** CTA #5
- 22** Frequently Asked Question section that overcomes objections
- 23** CTA #6

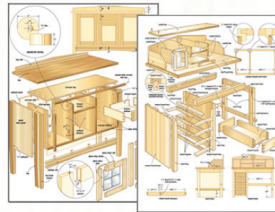
Exit Pop-Up

At least 95% of visitors exit your page without buying, which makes adding an exit pop-up a great tactic. You can't do this if you're directly promoting your offer on Google or Facebook, but if you use a landing page, bridge page, or pre-sell page before your offer, you can add one in.

Exit pop-ups monetize the exit traffic leaving your page. The exit pop-up used here is a simple, powerful, and compelling offer.

It directs visitors to an email opt-in page that says, "WAIT...BEFORE YOU GO, DOWNLOAD 50 FREE WOODWORKING PLANS." All they need to do is enter their email, and they're added to your email list. Then, you can monetize those leads via email, which increases your sales, profits, and return on ad spend.

WAIT! GET YOUR FREE PLANS

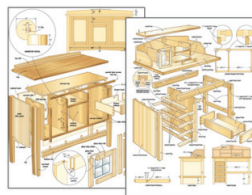


I totally understand you are not ready to commit to trying out TedsWoodworking right now and I respect that...

So what I want to do is to give you 50 FREE "done-for-you" plans plus "The Art of Woodworking" book valued at \$39.95. **ABSOLUTELY FREE!**

Download Your FREE Plans

WAIT... BEFORE YOU GO Download 50 FREE Woodworking Plans



DOWNLOAD YOUR PLANS NOW



Get 50 Woodworking Plans & a 440-Page Guide Book Absolutely FREE!

- ✓ Get access to 50 step-by-step woodworking plans
- ✓ Download "The Art of Woodworking" - A 440 page guide book
- ✓ Plus tons of tips, techniques, videos and guides for woodworkers
- ✓ **100% FREE.** Simply enter your email below

Enter your BEST email here

YES! Send Me The FREE Plans

I value your privacy and your information is never shared

Note: The downloads will be sent to the email you submit above.
I **never** meant to share this so grab it before I change my mind.

Opt-In Confirmation Page

After entering your email, you're taken to an opt-in confirmation page. This page is so intelligently designed. It tells you to whitelist Ted's email address so their emails don't end up in your spam folder, which is extremely important for email marketing to work these days.

This page also includes a pitch for the product you just declined, "Get Instant Access to 16,000 plans." Then, you can download the 50 free plans you were promised. What's more, they let you know what's coming over the next few days via email. Plus, there's another pitch for the product. That's two more opportunities to order... just on this page alone.

Now, if you don't want to opt in on this page, and try to leave, guess what? Ted's hit you with a SECOND exit pop-up. This time offering you a \$20 discount voucher. This is a great strategy because converting prospects at this stage is a last-ditch effort.

Thank You For Signing Up!

Important Information + "Art of Woodworking" Download

Thank you for signing up!

Over the next 10 days, I'll be sending you more plans, including free workbench plans, popular outdoor projects and many more!

So do keep a lookout in your inbox.

IMPORTANT: To ensure that you receive future free plans from me:

- ✓ Please check your junk or spam folders as some email providers might place our emails there.
- ✓ Mark it as not spam so you'll receive our free plans in future.
- ✓ If you do find my emails there, **manually drag the email out of the promotions/junk/spam tab** to let them know that this is important information to you.
- ✓ Lastly, please add our email to your safe senders list as well as your contacts - so you can continue to receive the great resources we send you.

If our emails end up in your spam folder, simply click on it and **mark it as "Not Spam"** so you'll receive our emails in future.

Why is this message in spam? It is similar to messages that were identified as spam in the past.

[Report not spam](#)

Whew!

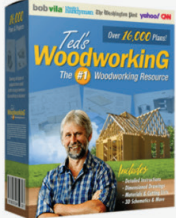
Now that we've got the "admin" stuff settled, lets get down to the first download I've promised you.

The "Art of Woodworking" guide is a jam-packed, no fluff guide to all things woodworking!

You'll get **440 full color pages of solid content** that covers:

- Workshop Essentials
- Woodworking Tools & Skills
- Measuring, Marking & Layout
- Cutting & Drilling & Shaping
- Wood Joinery
- Clamping, Gluing & Fastening
- Sanding & Finishing

Get Instant Access To 16,000 Plans



Our special launch offer is ending soon!

Get instant access to all **16,000 plans** to a large variety of projects... *all for less than a nights out.*

All projects come with step-by-step details, plans, cutting & materials list and more

To top it off, you'll get a 60 day, 100% risk-free money back guarantee.

[Click Here To Get Access Now](#)

Many marketers make the mistake of offering discounts that are too large. By doing this, they're admitting that their first offer was an attempt to dupe you, which creates distrust. So many marketers offer 50%-60% discounts, and that lets people know they were trying to pull the wool over their eyes and rob them blind. This funnel limits the discount to \$20, around 25%, which is within the realm of trust and believability. It's a good deal without triggering the, "Ah, you were just trying to rob me a minute ago" kind of reaction.

Once you click the link and are prompted to claim your \$20 discount, there's some brief, compelling copy and a three-minute video that restates the offer and the discount.

This is a great exit strategy, they've got two exit pop-up strategies, two different offers, and three different profit centers all around people exiting the main landing page without ordering. And they also captured emails, therefore there's a whole slew of savvy email marketing that takes place from that point on.

WAIT! CLAIM YOUR DISCOUNT



Get a HUGE discount with my special "friends and family" discount offer.

Click on the button below to claim your \$20 voucher now:

Claim Your \$20 Voucher

**** WAIT! DON'T LEAVE EMPTY HANDED ****

Claim Your \$20 DISCOUNT NOW!

HE  re!
Ted McGrath here

Claim Your Discount



Try it for 60 Days - 100% Risk FREE!!

Discount Ending In:

04
Minutes

32
Seconds

[Claim This Discount For TedsWoodworking Now](#)

Get TedsWoodworking 16,000 Plans & All The Bonuses for

Only \$47!

Order Form

This is a ClickBank offer, so they are forced to use the ClickBank order form template, which isn't the best performing order form, but it works.

They keep the branding, which is important: "The number one woodworking resource." There's a 60-day money back guarantee, 100% secure instant access, and lifetime free plans. This is great, this approach offers risk reversal, safety, security, instant access, and a good deal. The form has minimal fields, which tend to work better, and includes three great bump offers. These small add-on bumps are short and cheap, priced at \$7.95, \$9.95, and \$14.95.

Given the limitations of the ClickBank order form, what this funnel has done within those confines is done very, very well.

The screenshot shows the checkout page for Ted's Woodworking, a ClickBank offer. The page features the brand's logo and a testimonial from a man. The checkout process is divided into two main sections: Customer Information and Billing Information. The Customer Information section includes fields for Email Address, Cardholder Name, Card Number, Expiration Date, and Security Code. The Billing Information section includes fields for Country and Zip Code. The Order Summary section displays the product details, including the [Special Discount] of 16,000 Plans Plus Bonuses, the price of \$67.00, and the VAT of \$0.00. The Total is \$67.00. A recommended offer for 'The Woodworkers Guide To Making and Using Jigs, Fixtures and Setups' is shown at the bottom right.

Ted's Woodworking
The #1 Woodworking Resource

60-Day Money Back | 100% Secure Order | Instant Access + Lifetime Free Plans

CLICKBANK® English

Secure Checkout

Customer Information

Email Address

Billing Information

Payment Method

Credit Card | PayPal

Cardholder Name

Card Number

Expiration Date

Security Code

Country

Zip Code

Order Summary

[Special Discount] Ted'sWoodworking 16,000 Plans Plus Bonuses

Digital Product

USD - US Dollar

Subtotal \$67.00

VAT \$0.00

TOTAL \$67.00

Immediate access to this product or service is available once payment is approved.

Recommended for You

Yes! I'd like to add **The Woodworkers Guide To Making and Using Jigs, Fixtures and Setups** to my order for \$14.95.

Digital Product

Questions? Comments? Rebuttal?

Do these examples spark an idea for you to use in your business?

Share with us, we read every comment and reply when appropriate:
Support@MonetizationResearch.com

UPSELL #1:

Grow Your Bottom Line with Subtle Upselling



The template used here is a classic upsell template, and it's very effective in terms of layout and copy. This is a bucket or bundle offer where you get more of what you just ordered, and these work very well. There's woodworking plans and PDF-related products. The idea is that you get all five products at an incredible discount for just \$49. You paid \$67 on the previous page for one product, and now you're getting five more products for less than the cost of the first product. This dynamic of 'more of the same as what you just bought for less' is neat and compelling.

Success with these offers often depends on how targeted they are, and these are spot-on: "20 Woodworking Tricks the Pros Use," "Making Wood Projects without Nails, Screws, or Glue," "The Ultimate Woodworker Reference," "3D Building Software," and "219 Outdoor Shed Plans."

This appeals to the DIY crowd, it's compelling, simple, and works great. These offers have stood the test of time because they appeal powerfully to information buyers, but also appeal to just about anybody.

WAIT! Your Order Is Not Yet Complete...

Do NOT Close or Reload This Page

BEFORE ANYTHING ELSE... Here's a Unique One-Time Offer For You.

Hey, it's Ted McGrath...

Thank you for investing in TedsWoodworking. You can get access to the package shortly but *I have a quick message* so please give me a few more minutes of your time

NOTE: Really quickly: Whatever you do, **do NOT leave this page or hit the back button** on your browser. Your order is not yet complete and you now have a chance to upgrade your order.

This special offer is only open to new TedsWoodworking customers. As soon as you leave this page, your chance to get this package, at this price, **will be gone forever**.

Please do not pass this up and then email me later saying you made a mistake and that you want to grab the package, as there's simply nothing I can do after you exit this page.

Secure This Special ***ONE-TIME*** Offer Immediately To **UPGRADE Your Order** to the VIP Deluxe Edition Package

With our Deluxe VIP package, you get digital access to the **single most comprehensive** woodworking collection and building course ever!

Here are the more details :

VIP DELUXE PACKAGE #1

"Make Wood Projects Without Nails, Screws or Glue"



Learn to make **10 simple but flawless woodworking joints** for your own wood projects. All you need are simple hand tools! (*power tools NOT needed*)

Joints are elegant and they outlast nails, screws or glue. If you want to make projects that last hundreds of years, *this guide will be invaluable to you.*

With detailed photos and step by step instructions, it covers, **shelves, hinges, latches, chairs, cabinets, doors, desk, toolboxes** and many more...

UPSELL #2:

Boost Conversions with Continuity Offers



This is another bundle offer, which is surprising because typically, funnels aren't organized this way. I've never seen anybody do two bundle offers like this before, but I expect that they have relentlessly tested this and it works.

However, there are other options to make this upsell more valuable to the funnel. I would've loved to have been pitched some sort of membership/community offer where I could be connected with like-minded people. People I could learn from, ask questions, and share the work I created with.

Or else, a coaching offer. In a past installment of Monetization Illustrated, I analyzed Performance Golf, which used a brilliant \$97 a month upsell, where you could get email coaching from a professional golf coach. Woodworkers make mistakes. They run into problems. They have questions. Same with almost every prospect in almost every niche. A monthly coaching offer of some kind could convert like crazy here and blow up profitability for Teds.

Any funnel that does not have some sort of continuity offer associated with it is missing out. Especially if the continuity offer gives people a LOT of value. The benefit recurring payments bring to a cold traffic funnel are immense. Not having one in your funnel is an enormous lost opportunity.

While I like the idea of a second bundle offer, they are missing the mark here. If you do not have a continuity offer in your funnel, squeeze one in there. Very few funnels, niches, products, or services would not benefit from a monthly recurring support option.

SECURE CHECKOUT

PRODUCT ADD-ONS

INSTANT ACCESS

STEP 2

DO NOT CLOSE THIS PAGE

To continue, please accept or decline today's special offer below:

Hi, Ted McGrath here again.

As a way to thank you for the trust you showed in TedsWoodworking, I would like to give you **another** exclusive offer.

NOTE: Don't click the back button or close the page or you won't be able to see this 1-time offer ever again. **You need to accept or decline this offer to get access to TedsWoodworking.**

Just recently I polled all my long-time customers and asked them what other projects or plans they need

#1: The BIG Book of 700 Boys Projects



Its time for some serious family fun!

Inside this book, you'll find step-by-step instructions and photographs detailing projects so imaginative and fun, no one will complain about turning off the TV!

- ✓ Over 700 stunning, easy-to-do projects for boys (*even girls!*) to build.
- ✓ From wooden aircraft, toys, boats to boomerangs and bows.. and more!
- ✓ Every single project can be tossed together with items around the house or with inexpensive supplies.
- ✓ Includes great pictures, list of needed supplies and tools along with great 'how to' instructions.
- ✓ And many more!

(\$29 Value)

#2: Tree Houses & PlayHouses

Plans to Build Your Own Tree House & Playhouses



Have you ever dreamed of having a **tree house, outdoor play structure...**

DOWN-SELL

Decline the last offer, and you get a down-sell offer.

I declined both upsells and got this version of the down-sell offer, which combines both upsells. This is a great example of a down-sell page, offering everything for \$29. The copy here is well presented, and it's a solid down-sell.

1 SECURE CHECKOUT2 PRODUCT ADD-ONS3 INSTANT ACCESS

STEP 3

This is the FINAL order step before you get access to TedsWoodworking
Do not close this page or you won't have access to your products!

Hold On!

I understand times are tough and money is tight, but I don't want to see you make the biggest mistake of your life by passing on this great offer.

So, I am going to give you the deal of a lifetime on them...



ONLY Available to TedsWoodworking Customers

You said no to the "VIP Deluxe Edition" upgrade at \$49.00.

Confirmation Page

Their upsell path includes two upsells and a down-sell, and from there you go to the order confirmation page. This is a simple order confirmation page, which could include an extra offer, affiliate products, or some sort of monetization.



The screenshot shows the 'Confirmation Page' for Ted's Woodworking. At the top, there's a header with a photo of Ted and the brand name 'Ted's Woodworking' with the tagline 'The #1 Woodworking Resource'. Below this is a dark blue banner with three white icons and text: a dollar sign for '60-Day Money Back', a padlock for '100% Secure Order', and a checkmark for 'Instant Access + Lifetime Free Plans'. The main content area has a white background. It starts with a blue heading 'Thank you for your purchase! Your payment was approved.' followed by a 'Note' about how the transaction will appear on a statement. Below that, it says a copy of the receipt was emailed to a redacted address. The next section is 'Order Confirmation and Customer Receipt' with the order date '05/30/2024'. It lists the 'Order Number' and 'Order Email Address', both redacted. The product section shows 'TedsWoodworking 16,000 Plans Plus Bonuses' with a price of '\$67.00'. It includes a small image of the product box and a green button labeled 'Access Digital Product'. The 'Billing Info' section shows the name 'caleb o dowl' and a redacted address, with a link to 'edit contact information'. It also shows the 'Order Total' as '\$67.00' and the 'Payment' as a redacted amount. The final section is 'Customer Service Information', which provides instructions on how to contact support and lists the 'Order Email Address' and 'Order Number', both redacted.

Ted's Woodworking
The #1 Woodworking Resource

60-Day Money Back | 100% Secure Order | Instant Access + Lifetime Free Plans

Thank you for your purchase! Your payment was approved.

Note: This transaction will appear on your statement as "CLKBANK*TedsPlans" or "CLICKBANK"

A copy of this receipt has been emailed to [REDACTED]. If this email address is incorrect, please update your contact information at our customer support website CLKBank.com.

Order Confirmation and Customer Receipt Order Date: 05/30/2024

Order Number: [REDACTED] Order Email Address: [REDACTED]

 **[Special Discount] TedsWoodworking 16,000 Plans Plus Bonuses** Price: **\$67.00**
Digital Product:EBook,Membership Site
[Access Digital Product](#)

Billing Info Order Total: **\$67.00**
caleb o dowl Payment: [REDACTED]
[REDACTED]
[edit contact information](#)

Customer Service Information

Should you have questions about your order or require any additional support, please contact us via our customer support website, CLKBank.com. There you can access your product, request a refund, or open a customer support ticket by looking up your order via the email address and Order number listed below.

Order Email Address: [REDACTED]
Order Number: [REDACTED]

Approximately 50% of people exit your upsell funnel before visiting this page, but 50% of your customers don't, making your order confirmation page an opportunity to monetize your customers. Teds missed the mark here, which is a lost opportunity for more sales and profits.

If you have an order confirmation page and you're not featuring an extra offer, you're missing out on free money.


Private Members Area

This is a great members area page, loaded with monetization strategies. It's a single page full of links that direct you to different sections of the page.

They welcome you with, "Howdy, Caleb," let you know all your downloads are here, and remind you to white list their emails so future emails don't go to spam, which is extremely important. If you are not doing this, you are setting your email marketing up for failure.

Overall, this is a very well-designed and intelligently laid out page. It outlines what you get and inspires people to stick around and not refund.

They've added a smart pitch, "Get the hard copy edition and save time downloading." They make a big deal about how long it can take to download all these plans, and suggest getting either a USB stick or DVDs in the mail to avoid lengthy wait times. This is an interesting pitch, it's an extra \$30, and it's cleverly done. All based on a single trigger: Speed.

HOME SPECIAL OFFERS ORDER USB/DVD HELP LOG OUT

Welcome To The Exclusive Members Area

NOTE: If you've just purchased this, or you're a new member, your credit card will be debited in the name "CLKBANK*TEDSPANS"
If you've purchased any upgrades, you will see a separate charge for each.

Howdy Caleb!

Welcome to the TedsWoodworking VIP members download area.

This serves as the hub to get all your downloads. The menu can be found when you scroll down below.

But before we get started on your journey, **here are some important information:**


A "Welcome Email" has been sent to your email address. The subject of the email will be: "[**READ THIS NOW**] Welcome to TedsWoodworking"

It will contain a link to the login page as well as your login credentials. *Please SAVE or PRINT the email for safekeeping.* If you didn't see the email, please check your spam folders.

IMPORTANT: To ensure you get your monthly free plans via our emails, please add our email contact@tedswoodworking.com to your address book.


If the email is in your promotion/spam tab, drag the email into your inbox tab (or mark it as non-spam) so that you will receive future free plans from us.

What Your Membership Includes:

 **Lifetime Access To Everything**


With your single one-time purchase, you'll get lifetime access to the members area.

There are **no expiry dates, no recurring fees.** You have the option to download the files in one go, or take as long as you like to download each section.

 **Free Updates For Members**


Your membership doesn't simply include all the plans here. Every month, we'll release new plans and we'll update the members page accordingly.

You'll get an email notification and you can get back here to download the new plans.

 **VIP Premium Newsletter**

You get subscription to our premium VIP "members-only" newsletter. Our newsletter contains free plans, techniques, guides, product reviews and more.

These will be sent periodically to the email address you've entered at the payment page. So do keep a lookout in your mailbox!

 **Free Bonuses Every Month**

You'll get **free bonuses to download each and every month.** You'll get an email notification once these bonuses are updated on your members hub.

Free bonuses include books on woodworking techniques, new projects to try and other exciting resources you'll love!

The navigation menu includes more monetization strategies and monthly member bonuses, along with additional pitches for more offers.

This is a simple, well-designed, and well-monetized members area. There's five monetization strategies on this one page, so five more opportunities to make money on this page.

Get The Hardcopy Edition & Save Time Downloading!



TedsWoodworking downloads contains some *pretty HUGE files* which can take a while to download.

And some people won't mind taking the time to download everything while others don't have the time or patience.

This is why I am *offering everything on a snazzy USB stick or 2 DVDs*. Ordering the hard-copy edition will also save you the time and hassle of downloads.

This offer is ONLY available for existing members.

Choose Either the USB Thumbdrive or DVDs

- ✓ You can select between a premium USB thumbdrive or a 2-DVD set, shipped in a professional retail case. (*makes a great gift too*)
- ✓ If you've missed out on the 3 upgrades, don't miss this time-limited deal as it **comes bundled with ALL 3 VIP UPGRADES!**
- ✓ For a limited time only, you can get the complete edition which consists of 16,000 plans + bonuses + **ALL 3 UPGRADES shipped to your mailbox!**
- ✓ This includes the **"VIP Deluxe Edition"**, the **"Handy Dad" package** and the **"Ultimate Woodworking Compendium" 147 books. (over \$350 in value!)**
- ✓ We DON'T usually offer any of upgrades on physical media so it's your chance to *take advantage* of this limited offer.

Save time and hassle with a hard-copy edition - send it as a gift or use it as backup. It costs only \$29.95 and we ship worldwide.



Order The USB Edition

[Place Order for USB Edition for \\$29.95](#)



Order 2-DVD Edition

[Place Order for 2-DVD Edition for \\$29.95](#)

Start Browsing Your Members Hub Below:

Navigation Menu:

Home Page

Woodworking Plans Part 1

Woodworking Plans Part 2

Guides and Manuals

CAD/DWG Viewer

Woodworking Videos

Get USB/DVD Edition

Custom Plan Request

Special Member Offers

Free Jigs Video Course

Monthly Member Bonuses

Start by clicking on the navigation menu. It will take you to the download page for each section.

- ➔ The "Home" link will take you back to this page. The main plans are located in menu options "Woodworking Plans Part 1" and "Woodworking Plans Part 2"
- ➔ You will also get tons of woodworking guides, tips and more in "Download Guides" menu option.
- ➔ You can download all your bonuses at "Guides & Manuals", "CAD/DWG Viewer" and "View Woodworking Videos".
- ➔ Get a custom plan drafted for you if you can't find what you're looking for. Simply click the "Custom Plan Request" menu link.
- ➔ Remember, you'll get **free monthly updates** as long as you remain a member. These free updates can be found at the "FREE monthly bonus" menu on the left.

Conclusion

This is a very well thought-out funnel. It's well put together, the simplicity, sophistication, and the savvy are dynamite. The VSL is excellent, what they do with the exit traffic on the front end before the order form, and the upsells are neat and effective. While there are limitations with the ClickBank order form, there's a lot to take away, and the funnel does well within those constraints. The copy elements throughout are also powerful.

This funnel offers so many ideas for monetizing your own funnel. Put in time and energy into your product and set yourself up for long-term success. Make sure you're monetizing exit traffic before the order form. Follow the 23-part template in the VSL, and you can sell almost anything. Add upsells, down sells, monetizations, optimizations, and follow these strategies.

This funnel isn't firing on all cylinders. There's a few things they missed out on. There are no exit pop-ups on the upsells, no email follow-up for declining upsell offers, and no monetizations on the order confirmation page. However, no funnel is perfect, and overall, this one is brilliant.

Quick Tips You Can Implement Today

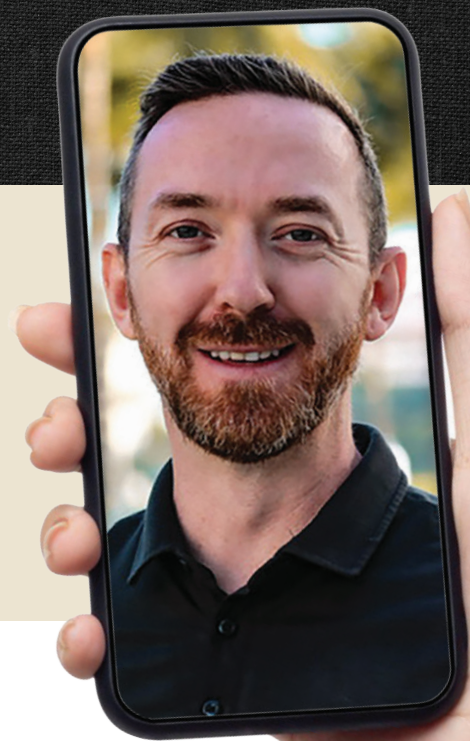
- 1. Test Different Emotional Headlines:** Experiment with emotional headlines to see which drives the highest sales.
- 2. Simplify Your Order Form:** Reduce the number of fields in your order form to make the purchasing process faster and easier.
- 3. Add Exit Pop-Ups:** Use exit pop-up offers to convert exit traffic into more leads and/or sales.
- 4. Incorporate "End Result" Testimonials:** Use "end result" testimonials to improve conversions.
- 5. Offer Time-Sensitive Discounts:** Create a sense of urgency by offering limited-time discounts or bonuses to encourage quick action.
- 6. Shorten Your VSL:** Ensure your video sales letter is under 30 minutes and follows a clear, benefit-focused formula.
- 7. Introduce Low-Cost Bump Offers:** Add small, inexpensive upsells during the checkout process to increase the average order value.
- 8. Add A Continuity Offer:** Make it your mission to add a high converting recurring billing offer to your funnel.

Fast Implementation Resources

Watch the video training

Caleb O'Dowd recorded a video walkthrough of this sales funnel for you. Get additional insight by watching Caleb review this funnel live with you within this video.

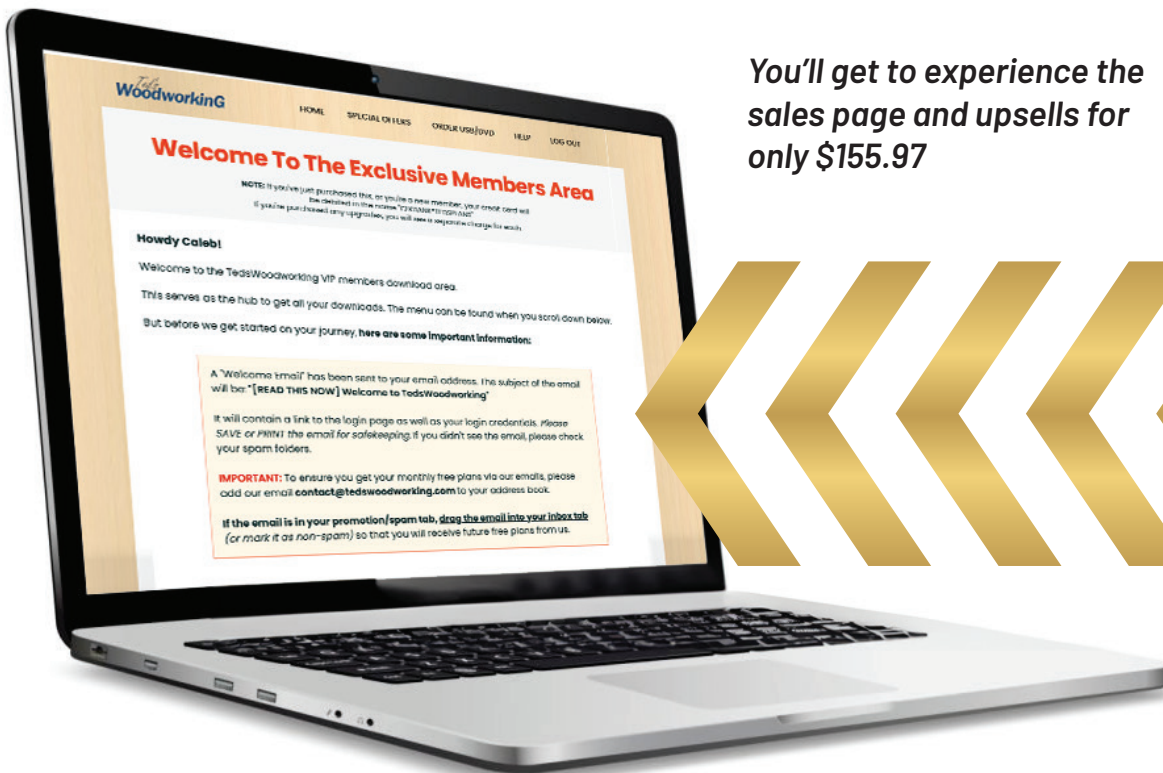
<https://bit.ly/funnel-tedswoodworking>



Experience the funnel yourself

It's often helpful to see the entire web page and watch the VSL. For the best experience, visit the page and buy the offer, so you can also experience the new customer onboarding and monetization that occurs after the sale.

You'll get to experience the sales page and upsells for only \$155.97



Study each element of this excellent sales funnel.

After you've experienced the funnel yourself, here is an archive of the elements for additional study. This is what's available to you as a paid subscriber in your Monetization Illustrated downloads area. While the report is excellent, the monetizers who download and study these elements experience the largest breakthroughs.

TED'S WOODWORKING PLANS



Sales Page
with the video sales letter.



Sales Video and Transcript
to make your own
sales videos more powerful.

EXIT POPS



**Landing Page
Exit Pop**



**Landing Page
Exit Pop with
Opt-in**



**Exit Pop Opt-in
Confirmation
with Video**



**Exit Pop sales
video and
transcript**

UPSELL #1



Sales Page

UPSELL #2



Sales Page

DOWNSELL



Downsell Page

ORDER CONFIRMATION



Order Confirmation Page



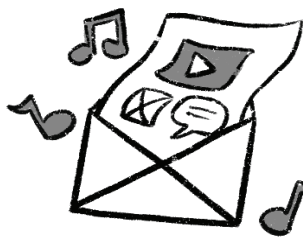
Members Login

TED'S WOODWORKING SALES FUNNEL



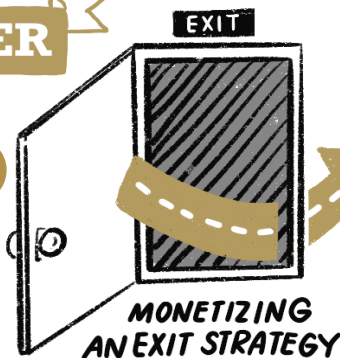
Setting Up for Longevity with High-Converting Offers and Effective Exit Strategies

1. VIDEO SALES LETTER



▶ 23 FEATURES ON A SWIPEABLE TEMPLATE p14

▶ 22 MIN. LONG
(UNDER 30 MIN. IS THE BEST LENGTH FOR HIGH-CONVERTING VSLs!)



EXIT POP-UP #1

WAIT!
GET FREE PLANS! p15

EXIT POP-UP #2

20 USD OFF
VOUCHER

3 MIN. VIDEO
RE-STATING
OFFERS

2. ORDER FORM



- ▶ SAFE & SECURE
- ▶ MINIMAL FIELDS TO FILL OUT
- ▶ KEPT THE BRANDING
- ▶ INCORPORATES STRATEGIC SELLS:

- ▶ SIMPLE & COMPELLING
- ▶ TAKES USERS TO AN EMAIL SIGN-UP (GREAT FOR EMAIL MARKETING!)

APPEARS WHEN
USER DECLINES
THE UPSOLLS

UPSSELL #1 p19



▶ BUCKET OFFER
"MORE OF THE
SAME FOR LESS"

UPSSELL #2 p20

▶ 2ND BUCKET OFFER
+ A GOOD PLACE TO
ADD COMMUNITY
FEATURES!

DOWNSELL p21

▶ "GET EVERYTHING
FOR THE PRICE OF 1!"
▶ USES GREAT COPY

3. ORDER CONFIRMATION PAGE

+ A GOOD PLACE TO ADD

EXTRA OFFERS! p22

MEMBERS' EXCLUSIVE AREA p23

★ 5 MONETIZATION
STRATEGIES ON 1 PAGE

★ WELL DESIGNED &
WELL MONETIZED

