MATT BACAK'S CHECKLIST

Checklist 2 - Funnel Hacking

Project Name: _____   **Date:** _____

	Yes	No

Funnel hacking is investigating and reverse engineering other people's funnels, taking the good stuff, and adding it into your own marketing strategy.

*After all, the quickest way to success in this world is by **modeling what works**.*

Funnel hacking is a skill and an awesome tool that allows you to leverage all of the testing and experimenting your competitors have already done and apply it to your funnels saving a lot of time and money. With that being said, here's a step by step guide to Funnel Hacking:

1

Before you start hacking funnels, it's important to have a clear vision of your end goal.
Are you trying to build a funnel to generate leads, sell a product, or land appointments?

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2

Based on your goals find funnels in your niche that are absolutely crushing it and are worth hacking.
(Use ClickBank, Facebook Ads Library, pay attention to ads, or check youtube video descriptions of your competitors to find high converting funnels)

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3

Go through their funnels and take full-page screenshots of every single step of the funnel.
(Sales Pages, Thank You Pages, Upsells and Downsells). If the funnel has Videos or VSLs download them and get them transcribed. (Use HappyScribe.com or Sonix.ai) Also, keep in mind that going through a

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funnel and actually buying a product is the heart of funnel hacking. The only way you're going to discover the secrets of top-performing funnels is only if you whip out your wallet and put your money where your research is.

4

Analyze Their Traffic Sources.
It doesn't matter how great a funnel is, if you can't drive traffic, you're not going to make sales. The top-earning funnels are crushing it because their funnels are rock-solid and they know how to find and connect with their audience. With that being said there are a lot of great tools out there for researching your competitors, including Ahrefs, SimilarWeb, SEMRush, Moz, and SpyFu.

5

Join Their Email List. See if they use ebooks or other lead magnets to get people to subscribe? Do they use quizzes?
Take screenshots of the pop-ups and opt-in pages your competitors use to get people to subscribe.

Once you're on their email list, take notes of:
●How long their email sequences are?
●What type of emails do they send and how often?
●Whenever they sell something... Do they link directly to a sales page or a bonus page first?

6

What to Look For? Your goal is to model the flow of the sales funnel.
If the funnel you're hacking has a sales letter followed by an upsell page, followed by a thank-you page…then you should have a sales letter followed by an upsell, followed by a thank-you page as well.

You also want to model page layouts as well as design.
If the funnel has a logo in the top right corner, you should have a logo in the top right corner, etc…

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Here are some other important features to look for:
- Do they use social proof?
- What type of headlines do they use?
- Where do they mention prices?
- What are their prices?
- Do they frame their prices as a discount or a one-time offer?
- What's their color scheme look like?
- Do they use simple opt-in forms or a longer sign up forms?
- Where are their buttons located?
- What's located above the fold and what's located below the fold?
- Do they use videos, text, or both?

7

Take The Good Stuff For Yourself.
After you hack a handful of successful funnels, you're going to notice elements and patterns that show up in every single high-converting funnel. They might have a certain layout to their sales pages or they might like using sales videos. You might also notice that they have a similar order to their funnel pages. All of this is excellent stuff to model.

8

Adapt Funnels To Your Own Product.
The final step in your funnel hacking journey is to adapt your competitor's funnels to your own brand, product, and audience.

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