



# FUNNEL CUSTOMIZATION GUIDE

**Capture  
Your Wealth**

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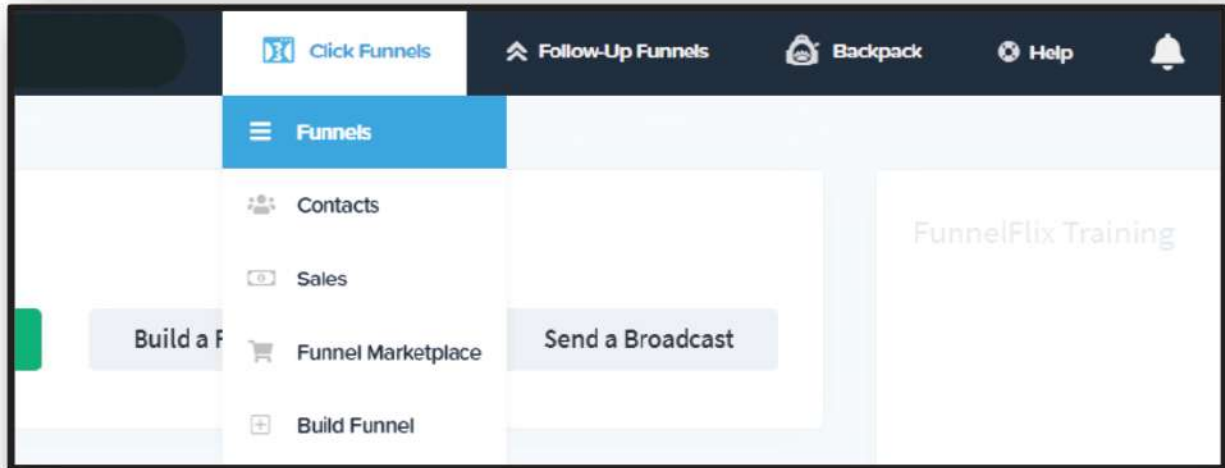
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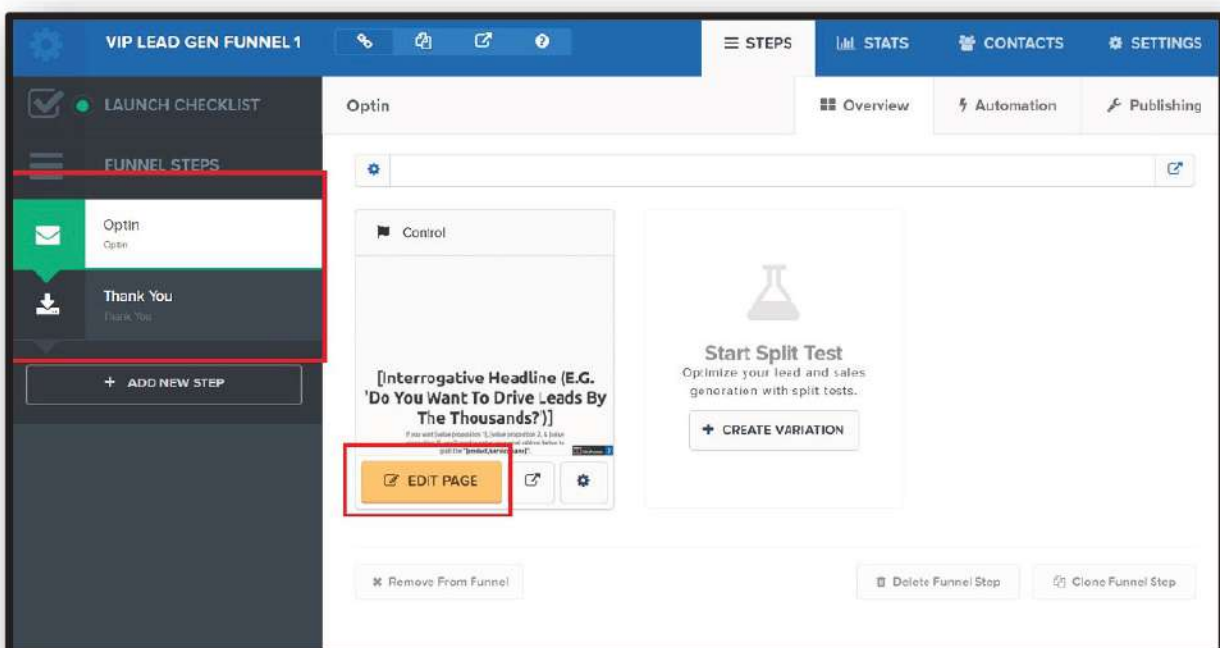
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## Accessing your Funnel

In the top bar, access your funnels in the ClickFunnels tab.



Within the editing page of the VIP funnel shared to you, you can choose which step you'd like to edit. In the future, you may also use this screen to create variants of your funnel steps for split testing.



## Text

### Opt-In Page:

1. Replace current placeholder title with Interrogative Headline related to your products value proposition.

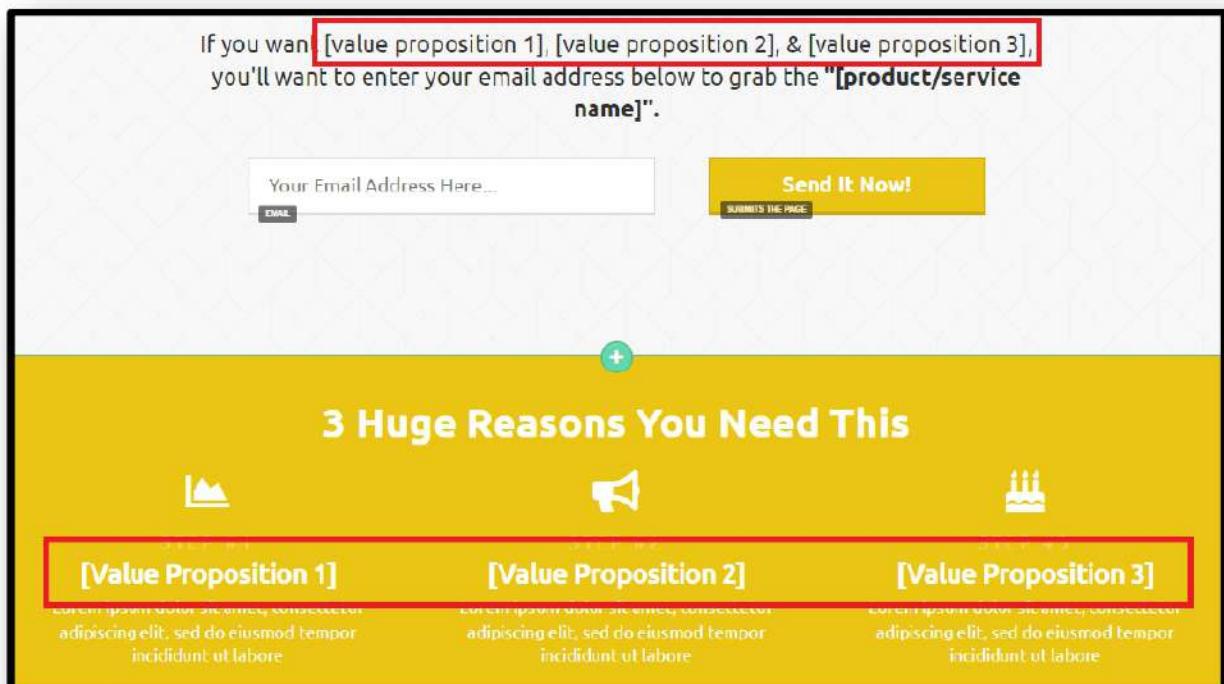
Example: Are you taking advantage of the #1 trick to e-business success?



The image shows a wireframe of an opt-in page. At the top center is a box labeled "[Your Logo]". Below it is a large red-bordered box containing the headline: "[Interrogative Headline (E.G. 'Do You Want To Drive Leads By The Thousands?')]". Underneath the headline is a paragraph of text: "If you want [value proposition 1], [value proposition 2], & [value proposition 3], you'll want to enter your email address below to grab the "[product/service name]". Below this text is a white email input field with the placeholder "Your Email Address Here..." and a small "EMAIL" label. To the right of the input field is a yellow "Send It Now!" button with a "SUBMIT THE PAGE" label below it.

2. Determine list of 3 best value propositions offered by your product.

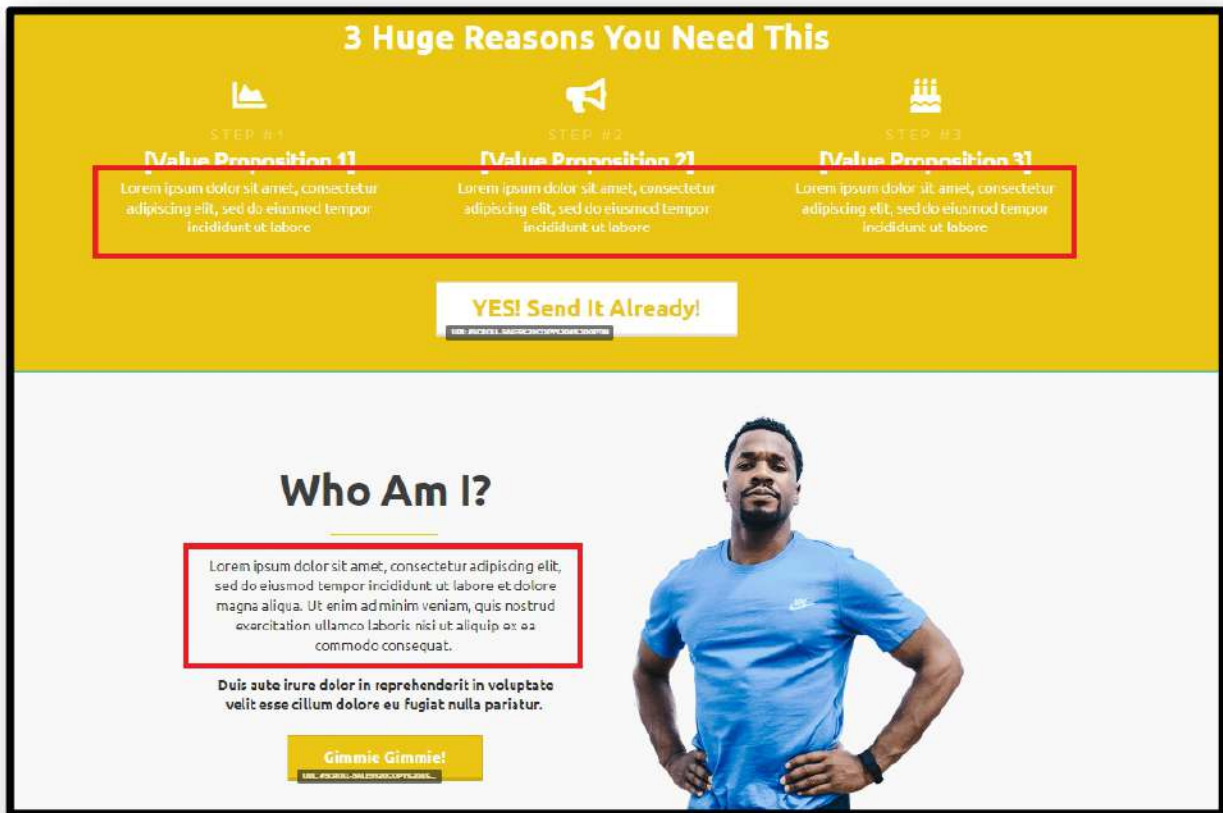
Replace instances of [value proposition 1], [value proposition 2], & [value proposition 3].



The image shows a wireframe of an opt-in page with a yellow footer section. The top part is identical to the previous wireframe, but the text "[value proposition 1], [value proposition 2], & [value proposition 3]" in the paragraph is highlighted with a red box. Below the input field and button is a yellow section with a green plus sign icon. The section is titled "3 Huge Reasons You Need This". Below the title are three columns, each with an icon (a bar chart, a megaphone, and a birthday cake) and a red-bordered box containing a value proposition: "[Value Proposition 1]", "[Value Proposition 2]", and "[Value Proposition 3]". Below each value proposition box is a line of placeholder text: "adipiscing elit, sed do eiusmod tempor incididunt ut labore".



3. Replace instances of Lorem Ipsum placeholder text with copytext relevant to your business.

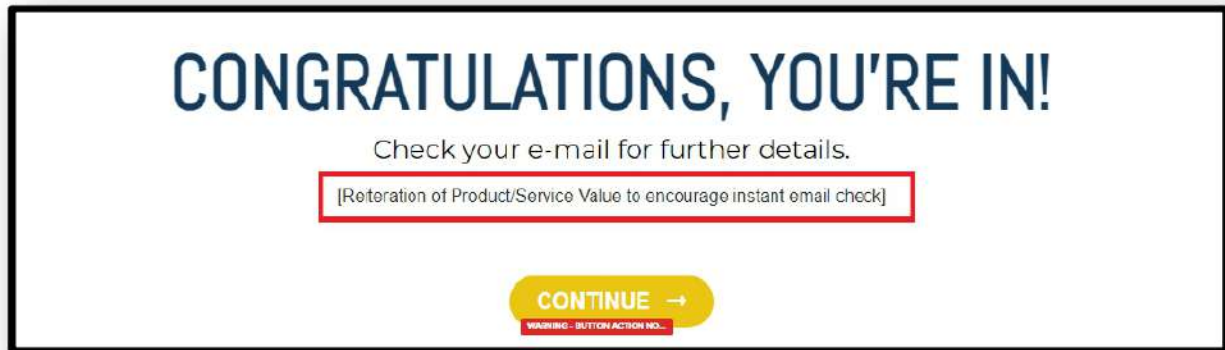


4. In the footer of the Opt-In Page, Replace [Your Company] with the Company Name.



## Thank You Page

Create call to action in thank you page that encourages leads to immediately check the email sent to them

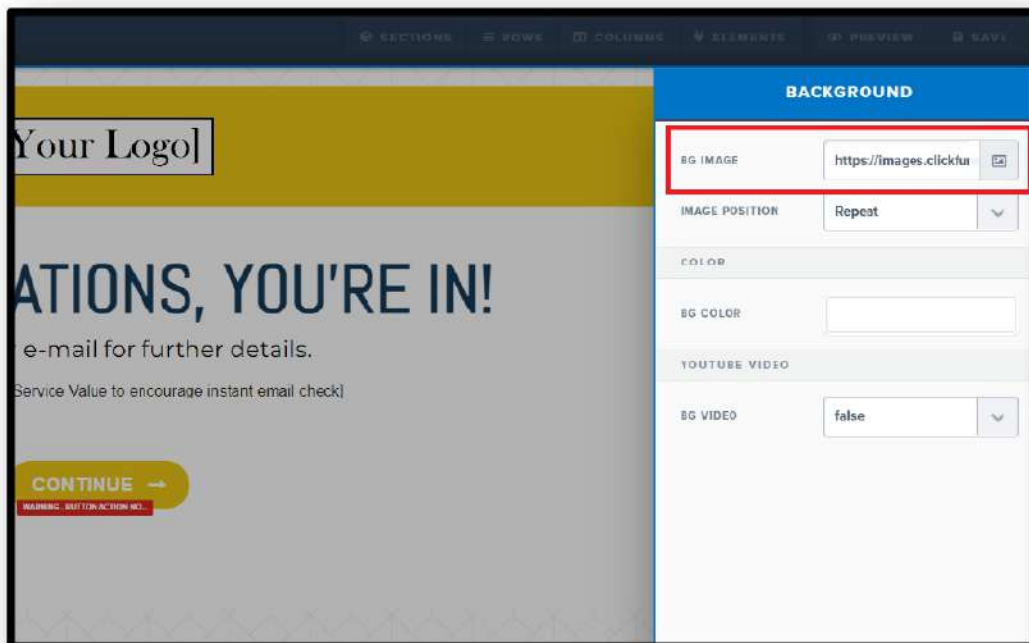
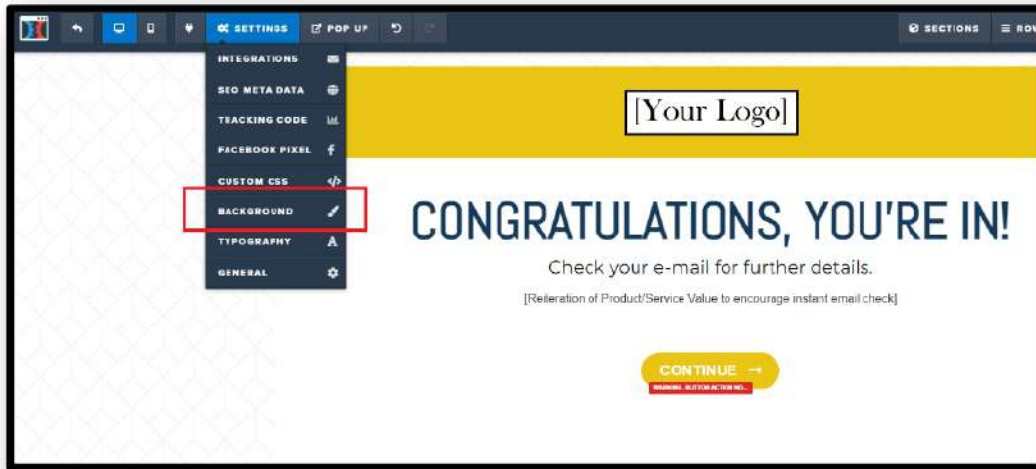


### Images:

1. Replace placeholder logo found in headers and footer of pages with your company's logo



2. If desired, access either pages background image settings to change default background image



## Page Aesthetics

If desired, change any fonts or colors used in default funnel. It is advised to have matching color palettes between the opt-in and thank you steps.

## Finalizing Setup

Hover over the “Settings” tab in the top left of the editor and choose which of the included features would be useful for your business.

Tracking Codes and Facebook Pixels may both be useful for tracking your lead generation, and the title of the page may be changed in the “General Settings”.

In the Thank You page, choose a link you want the “Continue” button to redirect leads towards. It is recommended to redirect towards your highest performing sales pages.