

Funnel Checklist

“People will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions, and help them throw rocks at their enemies.” - Blair Warren

- There are no technical issues with my funnel (hoplinks, CTAs, UTM parameters...)
- There is a pre-defined purpose for my test
- Each one of Keegan's elements to a million dollar ad is in my script
- My advertisement is focused on 1 angle/mechanism
- My advertisement has a killer hook and opening scene (gut feeling)
- My advertisement is dripping with curiosity in it's first 30 seconds (if I had this problem, I would be dying to know more)
- My advertisement is totally congruent and continuous with the information presented in the VSL
- My lander's headline, image, ad copy and angle is totally congruent with my advertisement along with information in the VSL
- I put my best effort forward in creating a high quality funnel that will connect with people and provide a valuable solution to their problem, ensuring I am 100% deserving of the wealth and profits this funnel will provide to me