ResultsAiX.com

AIX TRAINING GUIDE 8 OF 15 · FREE

# How To Build Sales Funnels Start To Finish

Funnel thinking, pricing your own products, and building every step on your own WordPress site: opt-in, sales page, checkout, upsell and members area, tested and tracked.

**Kevin Fahey** · ResultsAiX.com

A funnel is simply the path a stranger walks to become a customer. A page that gets their attention, a reason to give you their email, an offer that fits, a simple way to pay, and something good waiting for them afterwards.

Most people build that path backwards. They start with a page builder and a template and only later ask what they are selling, to whom, and at what price. This guide does it the other way round. First you will learn how a funnel thinks, then how to choose and price your offers, and only then how to build every step in ResultsAiX Funnels, deliver it through ResultsAiX Membership, test it like a buyer and read the numbers that tell you what to improve.

All the way through we will build one real example: the funnel for **Brightline Coaching**, a small coaching business that helps freelancers and coaches market themselves. Every screenshot is a real ResultsAiX screen showing that funnel.

**What you will have by the end of this guide**

- A clear plan for your funnel: every page, its one job and where it sends people next
- A price ladder for your own products, from free to premium, with the reasons behind each price
- A complete funnel built in ResultsAiX Funnels: opt-in, sales page, checkout, upsell and thank you pages
- Payments going straight to your own Stripe account, and buyers getting instant access
- Tracking on every link and a simple routine for reading your numbers and improving them

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PART 1

# Funnel Thinking

Every funnel, from a one-page free gift to a full product launch, is built from the same handful of steps. Each step has exactly one job. When a page tries to do two jobs, it usually does neither well, so the first habit of good funnel builders is simple: **one page, one job, one next step**.

**Opt-In** a free gift in exchange for an email → **Front End** a first offer that is easy to say yes to → **Upsell** the natural next step, right after buying → **Thank You** confirms, sets expectations, points onward → **Members Area** where they get the result they paid for

## The Steps And Their Jobs

| Step | Its One Job | What Success Looks Like |
|---|---|---|
| **Opt-in page** | Swap a specific, useful free gift for an email address. One promise, one form, nothing else to click. | 25% to 45% of visitors opt in on warm traffic |
| **Thank you page** | Confirm the gift is on its way, tell them what happens next, and make a first offer while attention is highest. | A good share of opt-ins click through to the offer |
| **Front end offer (tripwire)** | Turn a subscriber into a buyer with a small, fast win. The first purchase is the hardest one; after that, buying again is easy. | A steady stream of first-time buyers |
| **Core offer** | Your main product: the course, workshop or programme that delivers the full result. | Most of your revenue |
| **Checkout** | Take payment with no surprises: the same promise, the price, the guarantee and one button. | Most people who reach it complete it |

| | | |
|---|---|---|
| **Upsell (one time offer)** | Offer the natural next step straight after the purchase, when the buyer is already decided and motivated. | A meaningful share of buyers add it |
| **Downsell** | For people who said no to the upsell, a smaller or lighter version of the same next step. | A second chance to add value |
| **Members area** | Deliver the result, so the buyer becomes a happy customer who buys again and tells friends. | Members log in and read |

The ranges above are rough guides from warm traffic, meaning people who already know you a little. Cold traffic converts lower, a strong email list converts higher. What matters most is your own numbers, improving week by week, and Part 12 shows you exactly where to read them.

## The Brightline Coaching Funnel

Here is the funnel we will build. Sarah at Brightline helps freelancers and coaches market themselves without it taking over their week.

1. **Opt-in:** the free *Weekly Content Planner*, a one-page plan for a week of content in one hour.
2. **Thank you:** "Your planner is on the way", with a short introduction to the workshop.
3. **Sales page:** the *Offer Builder Workshop*, a 4 week small group programme to package and price one core offer.
4. **Checkout:** the workshop, the guarantee and one button to Stripe's secure checkout.
5. **Upsell:** the *Templates Vault*, every sales page, email and pricing template Sarah uses with private clients.
6. **Welcome:** login details and the first step inside the members area.

Behind it sits a monthly *Content Club* for people who want ongoing help, delivered as a paid membership level. You will see how each piece is priced in Part 3 and built from Part 5 onwards.

PART 2

# Choosing Your Offer

A beautiful funnel cannot sell an offer nobody wants, and a plain funnel sells a great offer every day. So before you build anything, get the offer right. The best offers share four things.

| Quality | What It Means | Brightline Example |
|---|---|---|
| **A specific person** | You can picture them. You know their week, their frustration and the words they use. | Freelancers and coaches who are busy with client work and have no time to market themselves |
| **A clear result** | Something they can see and measure, not a vague improvement. | One packaged, priced offer, ready to sell, in 4 weeks |
| **A believable path** | Steps, a method or a framework that makes the result feel achievable. | Four live sessions, one worksheet a week |
| **Proof** | Results from real customers, your own story, or a demonstration. | Client stories and the planner used by 1,400 freelancers |

## Start From What People Already Ask You

Your best offer is usually hiding in your inbox. Look at the questions people ask you most, the things clients thank you for, and the results you get again and again. If you have a list, ask them: a short survey with ResultsAiX Surveys, or a one-click Quick Poll on your members dashboard, tells you what people want before you build it.

## Choose Your Free Gift Last

Your free gift is the first taste of your paid offer. Choose it after you know what you are selling, and make it a small, complete win on the same topic. Brightline's planner helps people plan a week of content; the workshop helps them build the offer that content sells. The free gift starts the journey the paid offer finishes.

> **Tip**
>
> A good free gift can be used in under 15 minutes and gives a result the same day: a checklist, a planner, a short video, a template or a swipe file. ResultsAiX Funnels can write the gift for you with its Lead Magnet PDF button, which Part 6 covers.

PART 3

# Pricing Your Products

Pricing is the part most people guess at. It does not need to be a guess. Good pricing follows a few principles, and once you see them you can price anything you sell with confidence. Everything in this part is about pricing **your own** products, using Brightline as the worked example.

## Principle 1: Price The Result, Not Your Time

People pay for what changes for them. A workshop that helps a freelancer package one offer they can sell for years is worth far more than the hours it takes to run. Write down what the result is worth to your buyer in money, time or peace of mind, then price at a small fraction of that. The buyer gets a clear bargain and you get paid properly.

## Principle 2: Build A Price Ladder

A price ladder is a set of offers at rising prices, each one the natural next step after the last. It lets every person buy at the level that fits them today, and move up as they trust you more.

| Rung | Brightline Offer | Price | Why This Price |
|---|---|---|---|
| **Free** | Weekly Content Planner | Free | Starts the relationship and shows Sarah's method in action |
| **Front end** | Content Calendar Kit | $27 | An easy yes that turns a subscriber into a buyer |
| **Core** | Offer Builder Workshop | $297 | The full result, priced well below its value to a freelancer |

| | | | |
|---|---|---|---|
| **Upsell** | Templates Vault | $47 | Makes the workshop faster to apply; small next to the core price |
| **Continuity** | Content Club | $29 a month | Ongoing help and community; a steady monthly income |
| **Premium** | VIP Coaching | By application | One to one help for the few who want it done with them |

You do not need every rung on day one. Most people start with a free gift and one core offer, then add the upsell and the monthly club once the core offer sells.

## Principle 3: One-Time, Monthly Or Yearly

How someone pays changes how they buy. Match the payment to the kind of value you deliver.

| Model | Best For | How To Price It |
|---|---|---|
| **One-time** | A course, workshop, template pack or toolkit with a clear finish line. | Price against the result. Simple to buy, simple to deliver. |
| **Monthly** | Ongoing value: new content, live calls, community, updates, support. | Low enough to keep for a year without thinking twice. Deliver something new every month. |
| **Yearly** | The same ongoing value, for people ready to commit. | About 10 times the monthly price, so a year costs the same as 10 months. It rewards commitment and gives you cash up front. |

ResultsAiX Funnels products and ResultsAiX Membership levels both offer these three ways to pay: one off, every month or every year. A membership level can also start with a free trial of a number of days before the first charge.

## Principle 4: Make The Next Step Small Next To The Last

An upsell works best at roughly a fifth to a half of the price just paid. After a $297 workshop, a $47 template vault feels like a sensible addition. After a $27 kit, a $297 workshop is a big jump, so that step is better made on a sales page with time to explain it, which is exactly why Brightline's workshop has its own sales page and the vault is the upsell.

## Principle 5: Bumps And Bundles

An order bump is a small, related add-on offered at the moment of purchase: the template pack with the course, the workbook with the workshop. The principle is simple: the add-on must make the main purchase easier to use, and cost a fraction of it.

In ResultsAiX Funnels each buy button sells one product, which keeps checkout clean. You offer a bump-style choice by putting two price cards side by side on your checkout page: the workshop on its own, and a second product that is the workshop plus the templates at a small extra cost. The buyer picks the one they want with one click.

## Principle 6: Launch Pricing That Is Honest

A launch price rewards the people who act first. Done well, it is the most powerful pricing tool you have. The rules successful marketers follow:

- **Set a real date and keep it.** When the launch price ends, it ends. That is what makes the next launch work too.
- **Say why the price is lower.** Founding members, the first group, a smaller first run with more personal attention.
- **Use a fixed-date countdown for launches** and a per-visitor countdown for evergreen offers, so every visitor sees a fair deadline.

ResultsAiX Funnels has both kinds of countdown built in, which Part 5 shows.

## Principle 7: Make Prices Easy To Read

Show the price once, clearly, next to what is included and the guarantee. Stack the value above the price (what they get, the bonuses, what each part does for them) so the price arrives after the reasons. Keep the price the same on the sales page, checkout and receipt, so nothing ever surprises a buyer.

**A pricing worksheet for your own offer**

1. Write the result in one sentence, and what it is worth to your buyer.
2. Choose the payment model: one-time, monthly or yearly.
3. Set a core price that is a clear bargain against that value.
4. Add one upsell at a fifth to a half of the core price.
5. Decide your launch price, the real end date and the reason for it.


## Build Your Whole Funnel On Your Own Site

ResultsAiX Funnels writes every page from a short brief, takes payment through your own Stripe account and shows you visitors, opt-ins and sales for every page.

**See ResultsAiX Funnels →**


PART 4

# Map Your Funnel On One Page

Before you open any software, write your funnel on one page. It takes ten minutes and makes every later step faster. Here is Brightline's map, filled in.

| Page | Promise | Next Step | Tags And Delivery |
|---|---|---|---|
| **Opt-in** | Plan a week of content in one hour | Thank you page | List: Weekly Content Planner. Tags: planner-optin, src-funnel |
| **Thank you** | Your planner is on the way | Workshop sales page | Planner delivered by the welcome email |

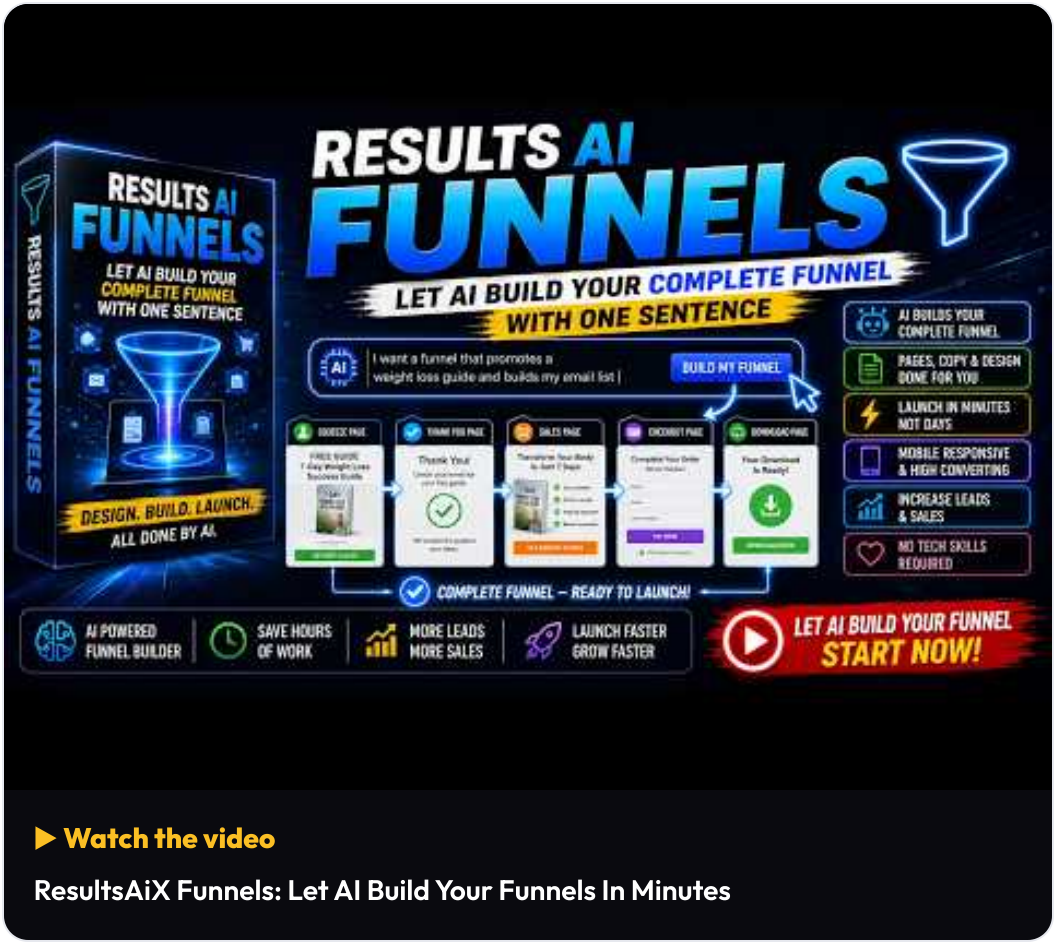
| | | | |
|---|---|---|---|
| **Sales** | Package and price one offer that sells | Checkout | Countdown above the price |
| **Checkout** | Secure your seat in the workshop | Stripe checkout, then upsell | Product: Offer Builder Workshop |
| **Upsell** | Add every template to your workshop | Welcome page | Product: Templates Vault |
| **Welcome** | Your login details are on the way | Members area | Membership level and its Mailer tag |

Notice the third column. Every page knows where it sends people next. When you build in ResultsAiX Funnels, each page stores the page that comes after it, so the AI wires the funnel in exactly the order you planned.

PART 5

## Build It With The AI

Now the fun part. ResultsAiX Funnels turns a plain English brief into a complete funnel inside WordPress. The AI writes the copy and chooses the sections for each page, and the pages themselves are built from a library of hand-built, mobile-first sections, so every page looks right on every screen.




▶ **Watch the video**

ResultsAiX Funnels: Let AI Build Your Funnels In Minutes

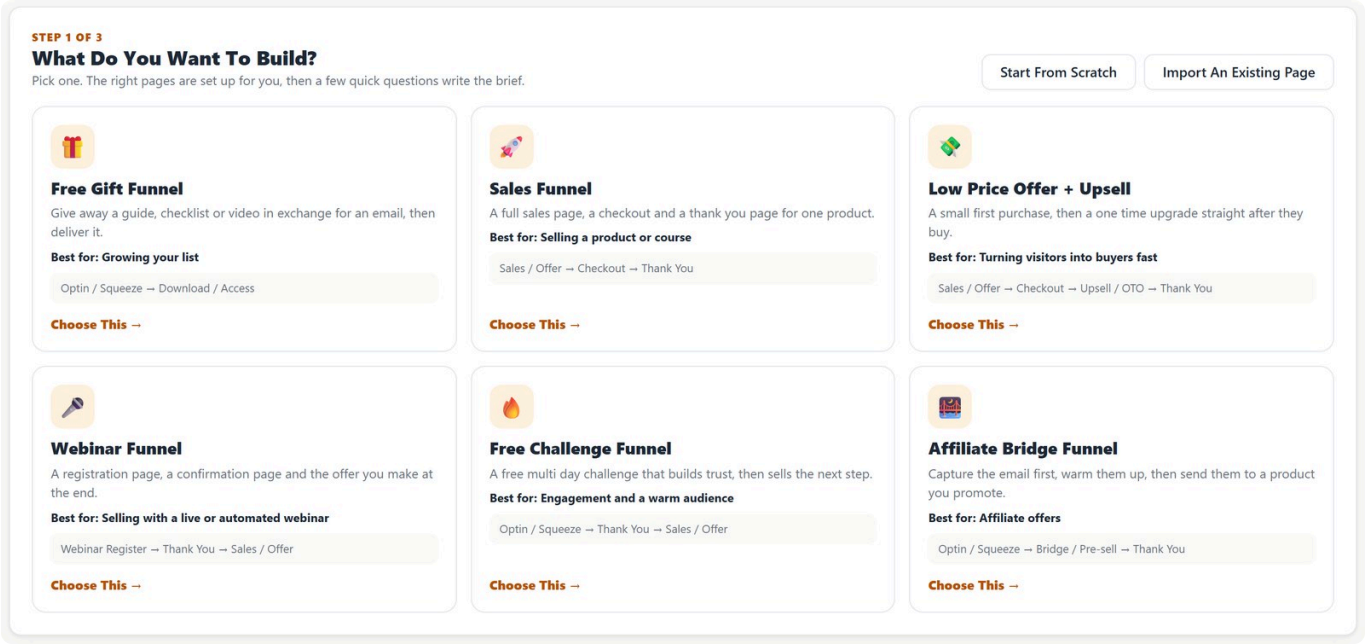
## Before You Build: Two Quick Connections

1. **Connect your AI key** on the Connect AI tab. Claude, OpenAI and Gemini are supported, and Gemini has a free tier. Press Test Connection, then Save. You pay your provider directly at their own rate.

2. **Check your email tool** on the Connections tab. With ResultsAiX Mailer on the same site there is nothing to paste: it is connected as soon as it is active.

## Step 1: Choose Your Funnel

The top of the Funnels Dashboard asks one question: **What Do You Want To Build?** Pick one of six ready-made funnels and the builder opens with the right pages already in the right order.



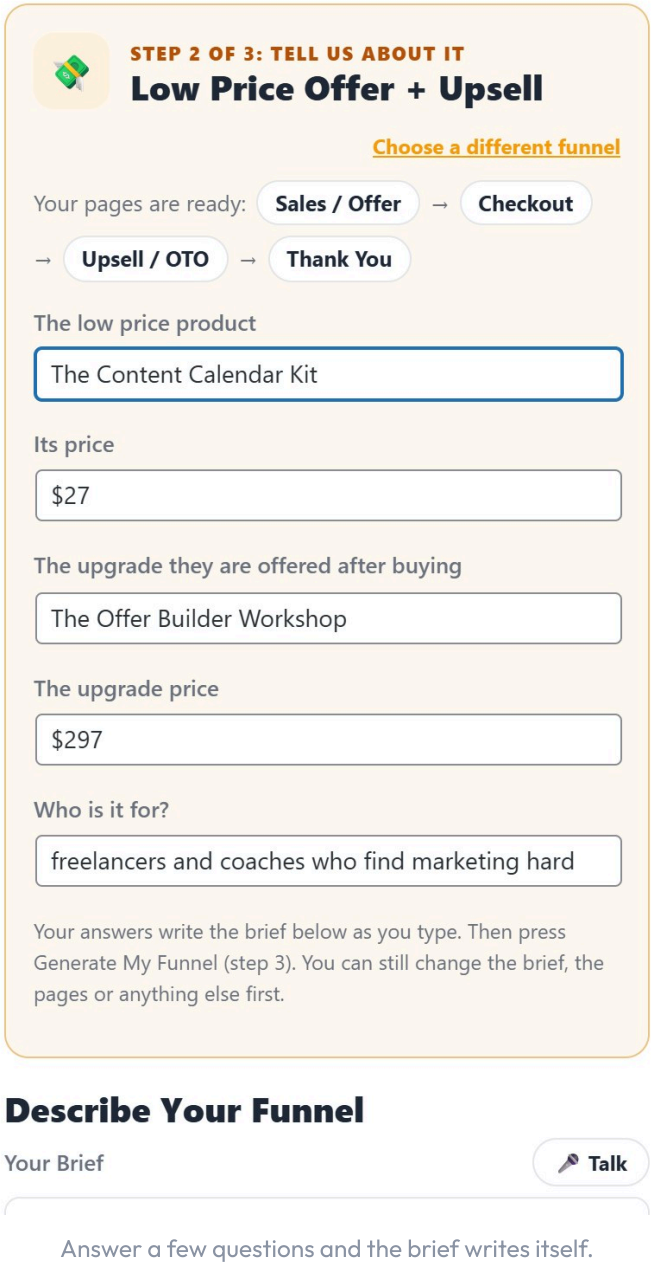

Pick one of six ready-made funnels.

| Funnel | Pages | Best For |
|---|---|---|
| **Free Gift Funnel** | Opt-in, download | Growing your list |
| **Sales Funnel** | Sales, checkout, thank you | Selling one product or course |
| **Low Price Offer + Upsell** | Sales, checkout, upsell, thank you | Turning visitors into buyers fast |
| **Webinar Funnel** | Webinar registration, thank you, sales | Selling with a live or automated webinar |
| **Free Challenge Funnel** | Opt-in, thank you, sales | A warm, engaged audience |
| **Affiliate Bridge Funnel** | Opt-in, bridge, thank you | Promoting a product as an affiliate |

Not one of the six? **Start From Scratch** opens the builder with an empty page list, and **Import An Existing Page** rebuilds a page you already own.

## Step 2: Answer A Few Questions

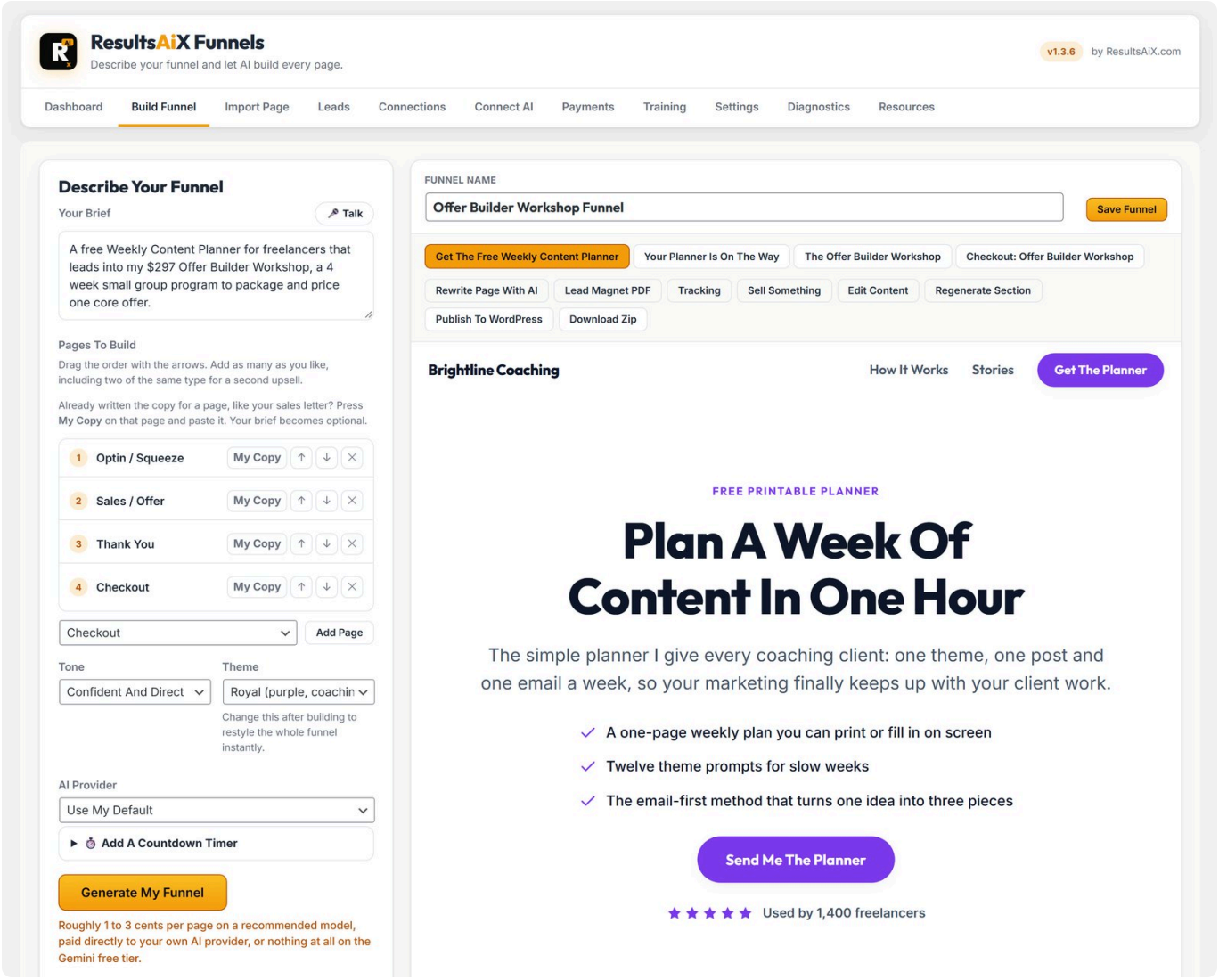
Each funnel asks a few plain questions in place of a blank brief. For the Low Price Offer + Upsell funnel it asks for the low price product, its price, the upgrade, the upgrade price and who it is for. Your answers write the brief as you type.




You can still change anything: edit the brief by hand, add or remove pages, or reorder them. Once you edit the brief yourself, your words win.

## Step 3: Set Your Pages, Tone And Theme

Below the brief, the **Pages To Build** list holds your pages in order. Add as many as you like, including two of the same type, which is how you add a downsell: a second Upsell page after the first, offering a lighter version of the same next step.

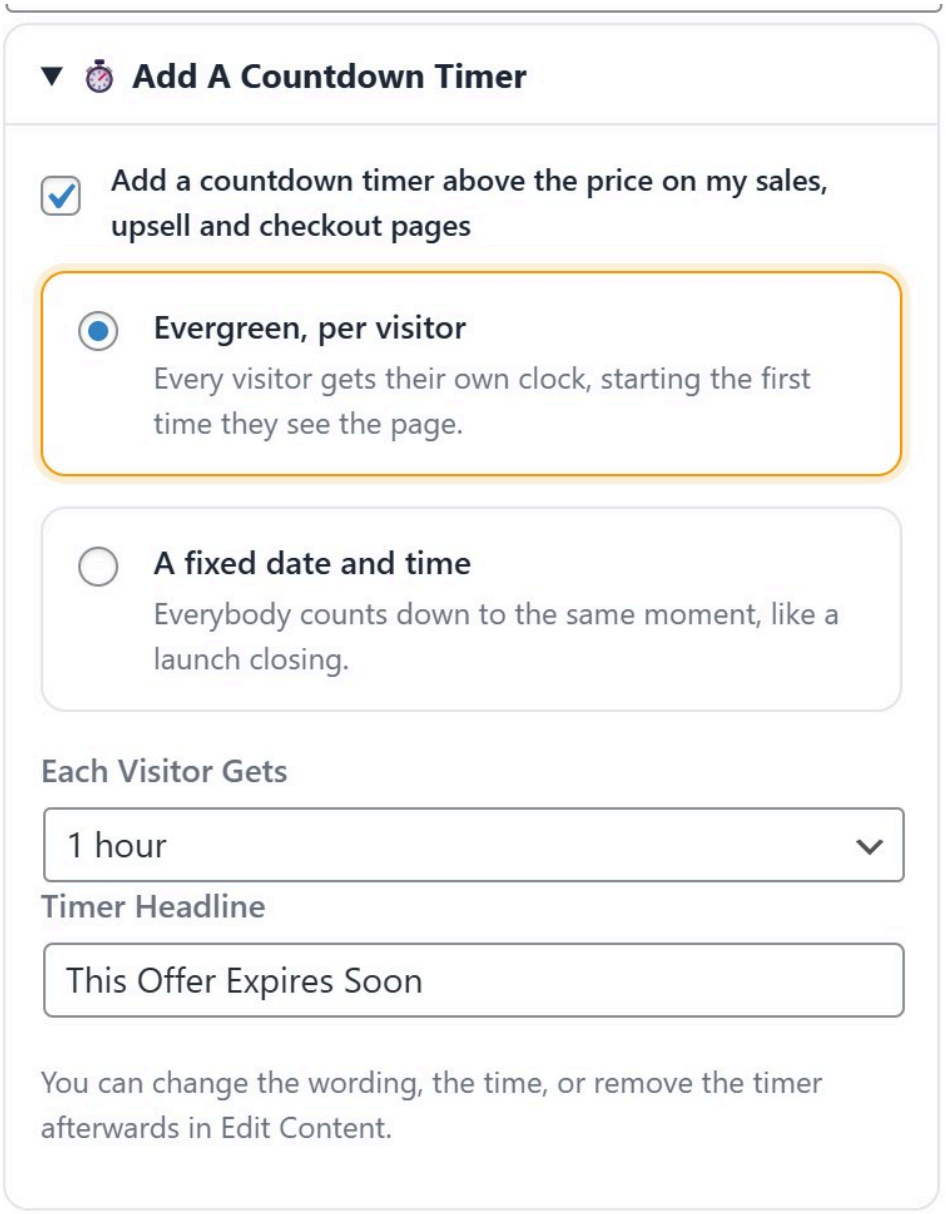



The brief on the left, every page on the right.

| Setting | What It Does |
| --- | --- |
| **Pages To Build** | The pages and their order. Page types: Optin / Squeeze, Sales / Offer, Webinar Register, Download / Access, Thank You, Upsell / OTO, Checkout, Bridge / Pre-sell, plus Legal and Custom pages. |
| **My Copy** | Already written a sales letter? Press My Copy on that page and paste it. Choose Keep my words exactly, or Improve my copy with AI, which sharpens the writing and keeps every price, guarantee and bonus exactly as you wrote it. |
| **Tone** | Confident, friendly, bold, expert or playful. |
| **Theme** | The visual style of the whole funnel. Change it any time later and every page restyles at once, with no AI call. |
| **AI Provider** | Use your default, or pick one provider for this build. |
| **Talk** | A microphone beside the brief. Say your offer out loud and the words appear in the box. |

## Step 4: Add A Countdown Timer

Open **Add A Countdown Timer** under the page list and tick it. The plugin places the timer itself, directly above the price on your sales, upsell and checkout pages.




Evergreen or fixed date, placed above the price.

- **Evergreen, per visitor:** every visitor gets their own clock, from 15 minutes up to 7 days, starting the first time they see the page and steady across a refresh.
- **A fixed date and time:** everyone counts down to the same moment, like a launch closing, set in your own time zone.

## Step 5: Generate

Press **Generate My Funnel**. The AI writes the copy, picks the sections for each page and returns a complete funnel, usually in well under a minute. A tab appears for every page so you can read the whole flow from the first page to the last. Every funnel saves automatically and appears on the Dashboard, ready to open again with its Edit button.

**Read it like a buyer**

Click through the page tabs in order. Does the promise on the opt-in page match the offer on the sales page? Are the numbers and results true for your business? Does every button say exactly what you want people to do? Those three checks take five minutes and make the biggest difference.

**See ResultsAiX Funnels →**

PART 6

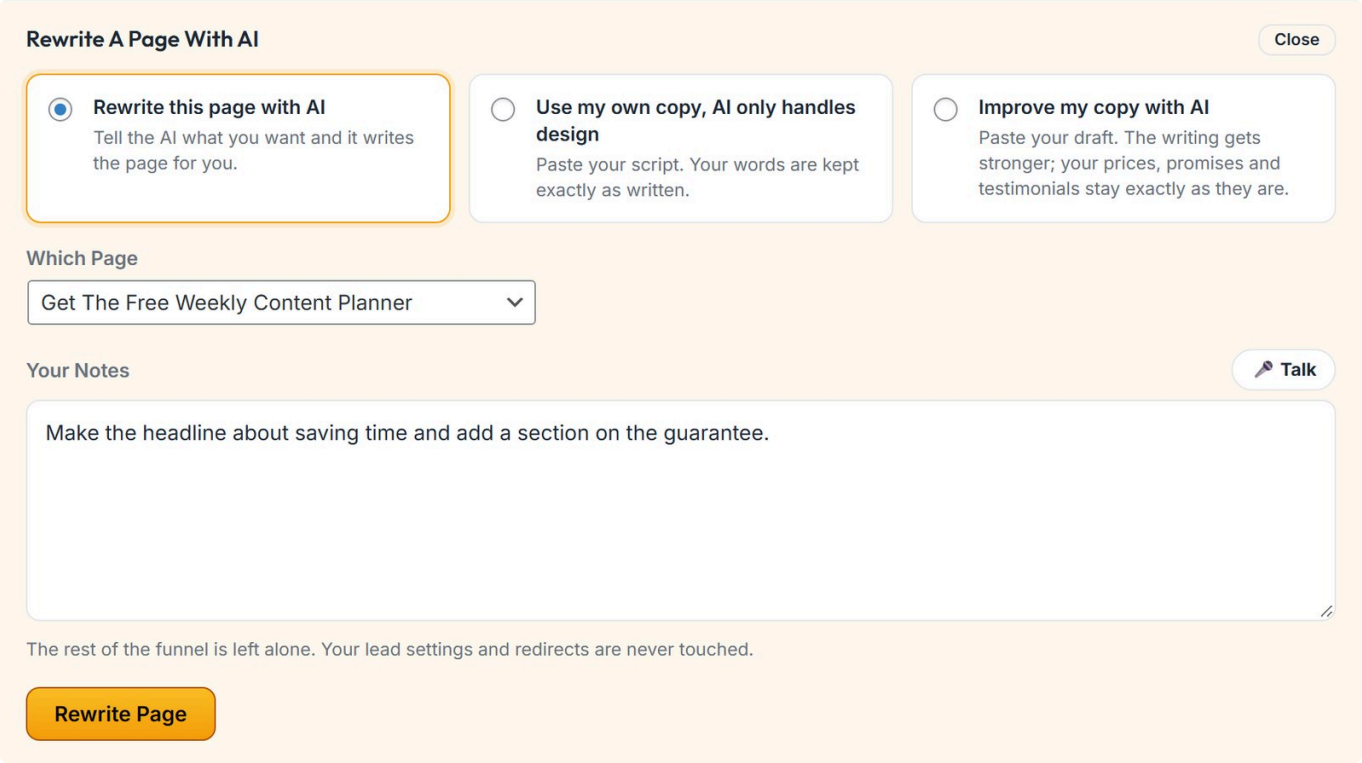
# Make Every Page Yours

The AI gives you a finished funnel. Everything in it is still yours to change, at four levels, from one word to the whole funnel.

| Tool | Use It When |
|---|---|
| **Edit Content** | You want to change words, prices shown on the page, bullets, FAQ entries, button labels, or reorder, delete and add sections from the library. |
| **Regenerate Section** | One block needs a new angle. Tell the AI what to change ("make the headline shorter and add urgency") and only that section is rewritten. |
| **Rewrite Page With AI** | A whole page needs a new direction, or you want to paste your own copy and let the AI handle only the design. |
| **Edit HTML** | You want something the sections do not offer. Your forms, buy buttons and webinar dates stay live inside your HTML. |
| **Theme switcher** | You want a different look. Every page restyles at once, at no cost. |

## Rewrite A Page With AI

Rewrite Page With AI has three modes: rewrite this page from your notes, use your own copy while the AI only handles the design, or improve your copy while keeping your prices, promises and testimonials exactly as they are. Point it at one page, or at every page in the funnel.




Rewrite a page from your notes or your own copy.

Your lead settings are never touched by a rewrite. The list, tags, webhook and redirect on your forms are hidden from the AI and restored afterwards, and the product behind every buy button is protected the same way.

## Add Your Images And Real Proof

The AI never adds images, because only you know your logo, your face and your product. Add a hero image in Edit Content (set the hero Layout to a Split layout and paste your image address), your headshot in the About section, and a poster image on any video. If you run ResultsAiX Testimonials, proof sections can pull your approved testimonials, and real, specific proof from real customers always beats anything written for you.

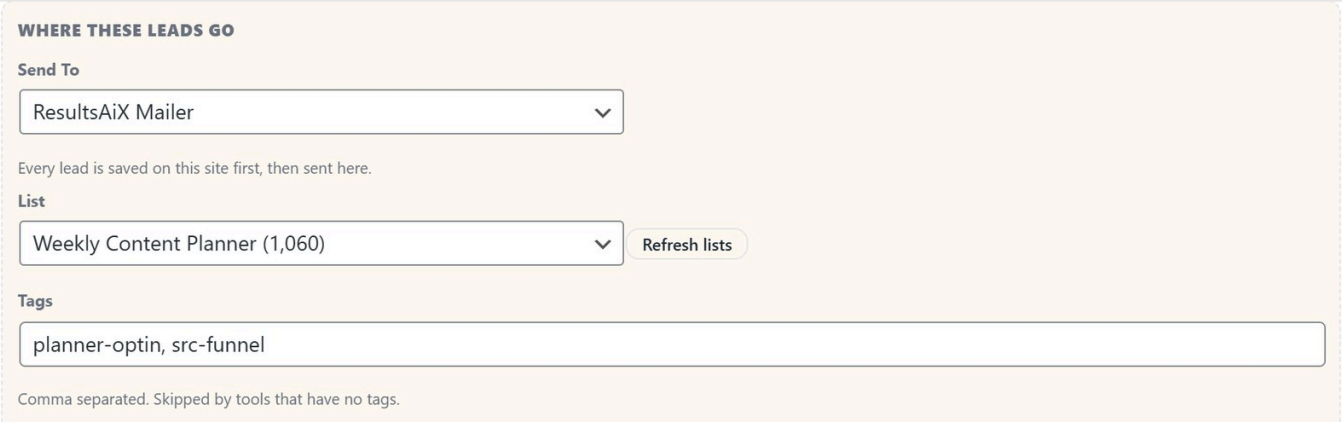
## Write The Free Gift Too

The **Lead Magnet PDF** button above the preview writes the report your opt-in page promises, from the funnel's own brief. You get a title, an introduction, chapters and a closing section, all editable. Set a button text and link and the finished PDF carries a real clickable button, once after the introduction and once at the end. Point it at your offer. The PDF is attached to the funnel and linked on your download page automatically.

PART 7

# Connect The Mailer And Tag Everyone

Every opt-in form decides where its leads go, on the form itself, so two forms in one funnel can feed two different lists. Open the opt-in page, click **Edit Content** and find the **Where These Leads Go** panel on the opt-in form section.




Each form picks its list and tags.

| Setting | What To Choose |
|---|---|
| **Send To** | ResultsAiX Mailer. Thirteen other email tools are built in too, and every form can also post to a webhook. |
| **List** | Loaded live from the Mailer, with the subscriber count beside each list. |
| **Tags** | Comma separated. Tag where they joined and what they asked for, for example planner-optin and src-funnel. |
| **After They Opt In** | Show a success message, go to a page in this funnel, or go to any address. Choose the funnel page: the link is worked out for you and keeps working after you publish or export. |

With ResultsAiX Mailer, an opt-in behaves exactly like someone who used a Mailer form. The list's double opt-in setting is respected, tags are added without removing the ones a subscriber already has, and any Mailer automation that starts on joining that list or on that tag runs straight away. That is how your free gift is delivered within a minute of the opt-in.

**Every lead is safe on your own site**

Each opt-in is saved on your site first, then sent to your email tool. The Leads screen lists every lead with its funnel, page, UTM source and delivery status, and Export All As CSV gives you the lot in one file.

### The Tags That Make A Funnel Smart

Tags are what let every later email talk to the right person. A simple set that works for almost any funnel:

| Tag | Added When | Used For |
|---|---|---|
| **planner-optin** | They opt in for the free gift | Starting the welcome automation |
| **src-funnel (or src-facebook, src-youtube)** | They join from a particular source | Knowing which traffic builds your best list |
| **member-offer-builder-workshop** | They join the workshop level in ResultsAiX Membership (added automatically) | Stopping sales emails for the workshop, starting onboarding |
| **cancelled-content-club** | They leave the monthly club (swapped automatically) | A friendly win-back series |

Guide 6, the Email Automations Playbook, shows you how to turn these tags into welcome, sales and onboarding sequences.

**See ResultsAiX Mailer →**

PART 8

## Checkout And Payments

ResultsAiX Funnels takes payment through **your own Stripe account**. Every payment goes straight to you, and buyers pay on Stripe's own secure checkout page, so no card number ever touches your website.

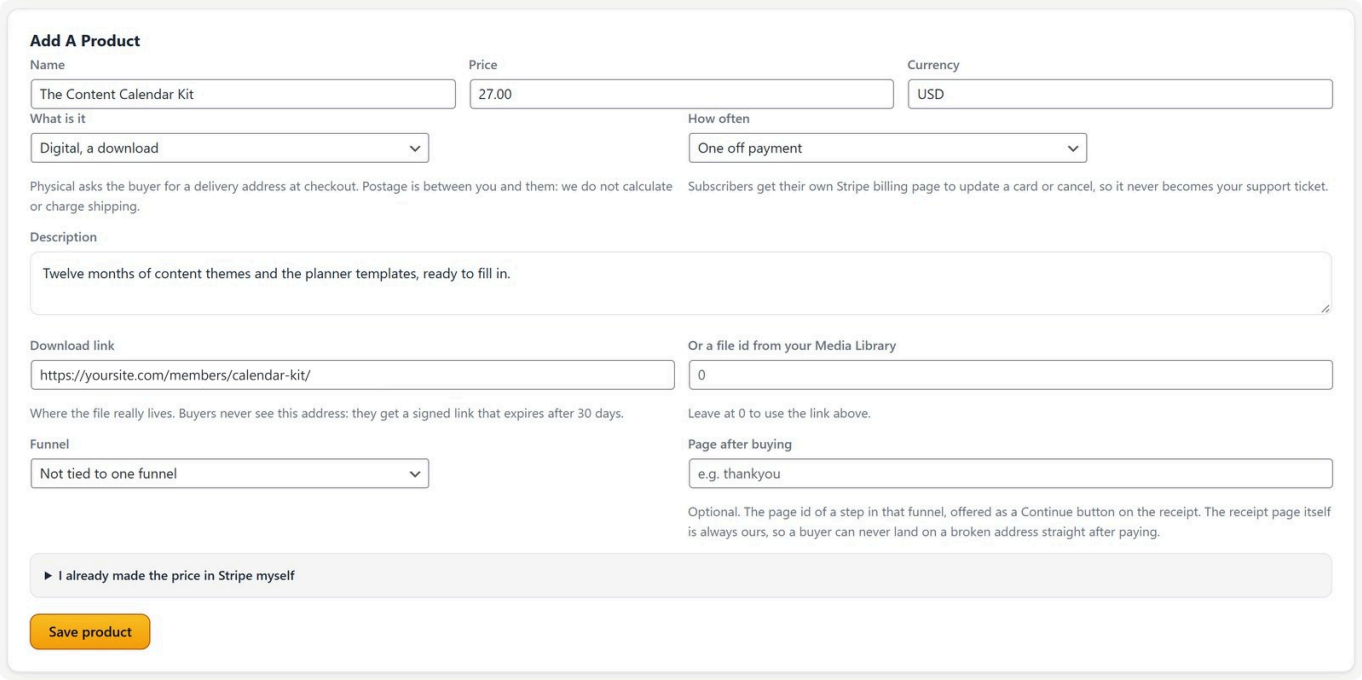
## Connect Stripe Once

1. Open the **Settings** tab and find the Selling Something card. Once Stripe is connected, a **Payments** tab appears and the same settings live there.
2. Leave it on **Test mode** to begin. Test mode uses Stripe's practice cards and no real money moves.
3. Paste your secret key from Stripe (Developers, then API keys).
4. Copy **Your Webhook Endpoint** from the same screen. In Stripe, add an endpoint with that address under Webhooks.
5. Send it these events: checkout.session.completed, charge.refunded, invoice.paid, invoice.payment_failed and customer.subscription.deleted.
6. Stripe shows you a signing secret. Paste it back and save.

Test and live are separate all the way through, so add the endpoint once in test and once in live. Switching to Live is deliberate: you tick a confirmation that real cards will be charged. If you also run ResultsAiX Membership on the same site, both plugins share this one Stripe connection, so you connect once.

## Create Your Products

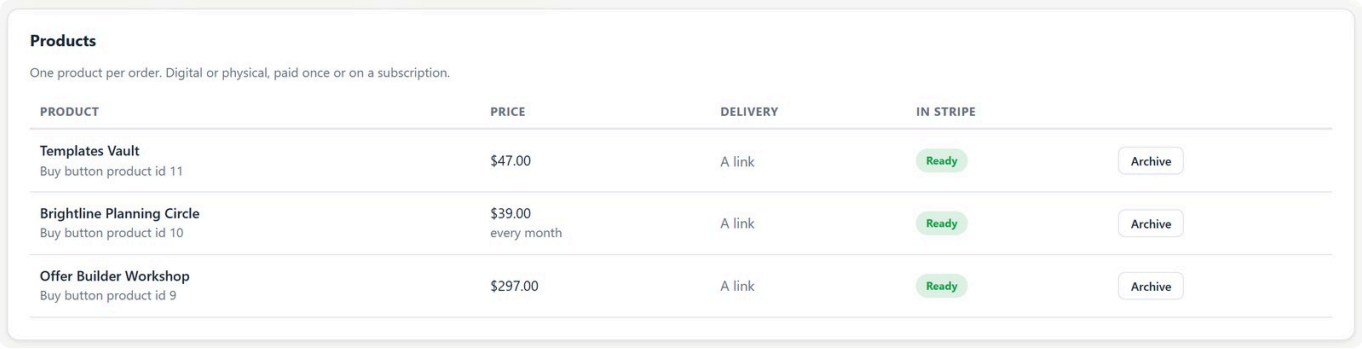
On the Payments tab, **Add A Product** for each thing you sell. The name and description are what the buyer reads on the Stripe checkout page, so write them for the buyer.




Create each product once, with its price.

| Field | What It Does |
| --- | --- |
| **Price and Currency** | What the buyer is charged. It is always read from the product at checkout, never from the page. |
| **What is it** | Digital, a download; or Physical, which asks the buyer for a delivery address. |
| **How often** | One off payment, every month or every year. Recurring products give each buyer their own Stripe billing page. |
| **Download link or file id** | Where the file really lives. Buyers get a signed link that works for 30 days and never see the real address. |
| **Funnel and Page after buying** | Ties the product to a funnel and offers a Continue button on the receipt to the next step. Set it to your upsell page and every buyer is offered the upsell straight after paying. |

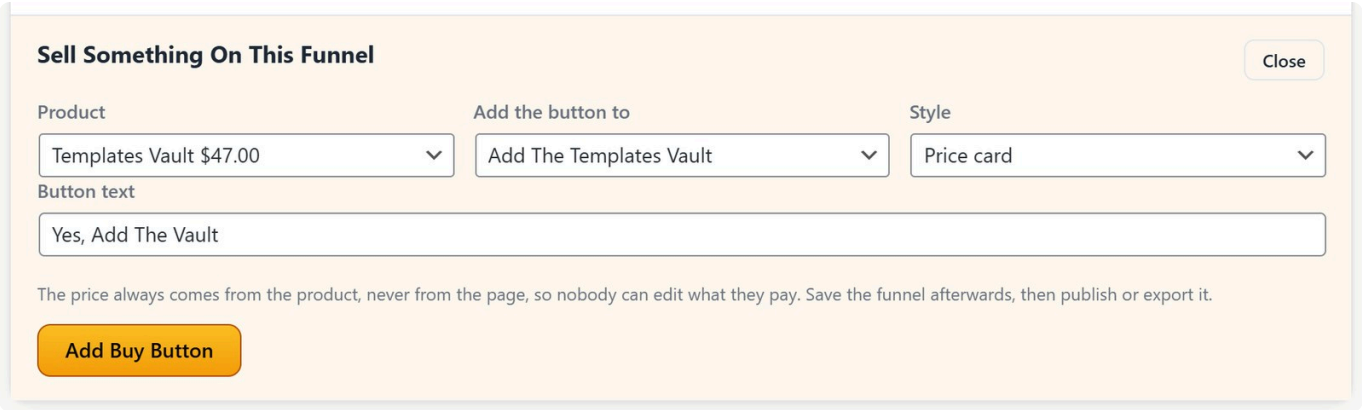
Saving a product also creates it in Stripe, and the Products table says **Ready** once Stripe has it.




Ready means Stripe has the product.

## Put A Buy Button On The Page

Open the funnel and press **Sell Something** above the preview. Choose the product, the page to add it to, a style (a price card, or a button on its own) and the button text, then press **Add Buy Button**.

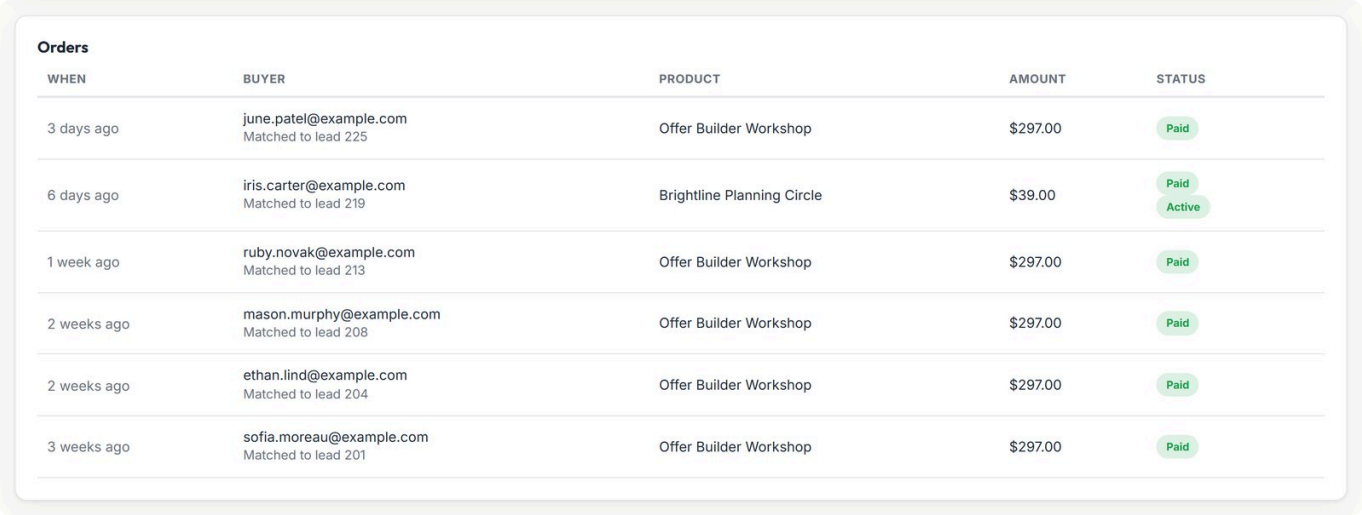



Add a buy button to any page.

The AI never adds a buy button on its own, because only you know what you sell and what it costs. The price always comes from the product, so nobody can change what they pay by editing a page.

## What Happens After The Sale

- **Access comes from Stripe's confirmation**, not from the browser. A buyer who closes the tab straight after paying still gets their order, their receipt and their download.
- **Every buyer lands on a receipt page** that carries the download link and your Continue button to the next step.
- **Digital products are delivered twice:** on the receipt page and by email. Stripe sends the money receipt itself.
- **Orders are matched to leads.** Where a buyer's email matches someone on your Leads screen, the order says which lead it was, so you see the whole journey from opt-in to sale.
- **Refunds and renewals arrive on their own** from Stripe, each as its own row.



Orders

| WHEN | BUYER | PRODUCT | AMOUNT | STATUS |
|---|---|---|---|---|
| 3 days ago | june.patel@example.com<br>Matched to lead 225 | Offer Builder Workshop | $297.00 | Paid |
| 6 days ago | iris.carter@example.com<br>Matched to lead 219 | Brightline Planning Circle | $39.00 | Paid<br>Active |
| 1 week ago | ruby.novak@example.com<br>Matched to lead 213 | Offer Builder Workshop | $297.00 | Paid |
| 2 weeks ago | mason.murphy@example.com<br>Matched to lead 208 | Offer Builder Workshop | $297.00 | Paid |
| 2 weeks ago | ethan.lind@example.com<br>Matched to lead 204 | Offer Builder Workshop | $297.00 | Paid |
| 3 weeks ago | sofia.moreau@example.com<br>Matched to lead 201 | Offer Builder Workshop | $297.00 | Paid |

Every order matched to its opt-in.

## Sell From Your Own Site, Keep Every Sale

Funnels, checkout, payments to your own Stripe account and page-by-page stats, all on your own WordPress. See what ResultsAiX Funnels can build for you.

**See ResultsAiX Funnels →**

PART 9

# Deliver Through ResultsAiX Membership

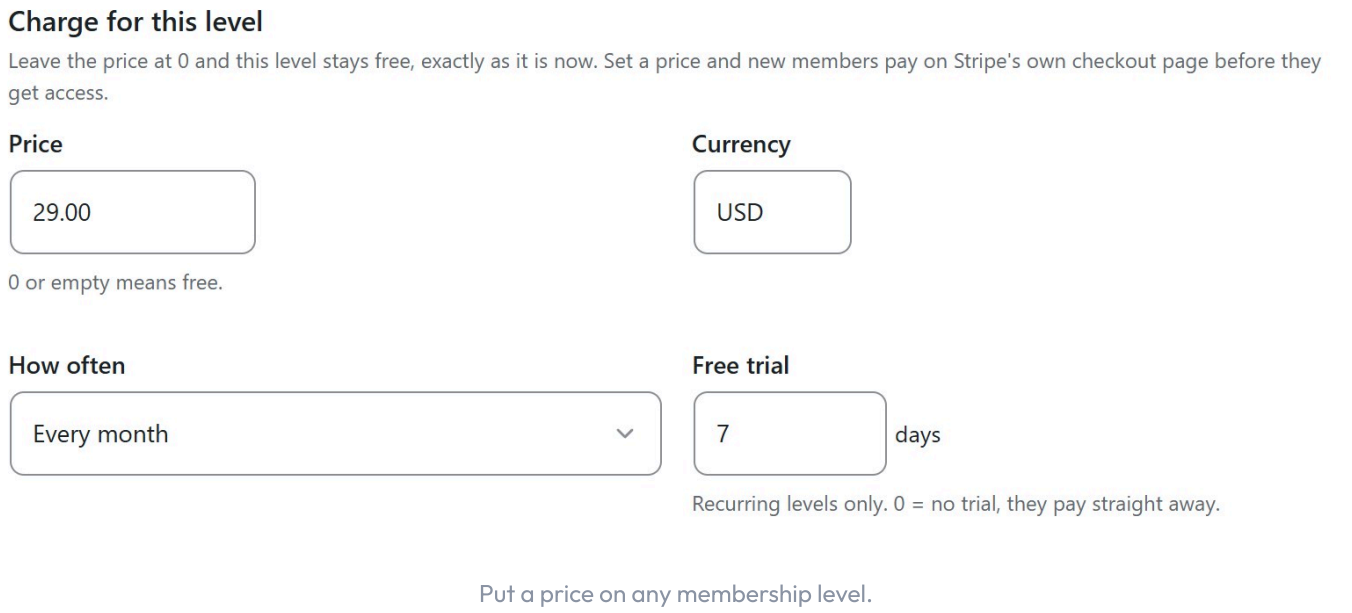
A download can be delivered straight from a Funnels product. A course, a workshop, a club or anything that lives behind a login belongs in **ResultsAiX Membership**. Here is how to choose.

| You Sell | Deliver It With | How They Pay |
|---|---|---|
| **A file: templates, a PDF, a kit** | A Funnels product with its download link | A buy button on your funnel page |
| **A course, workshop or member area** | A ResultsAiX Membership level with protected pages and files | A paid level and its Join page |

| | | |
|---|---|---|
| **A monthly or yearly club** | A Membership level with drip content | A recurring paid level, with an optional free trial |

## Sell A Course With A Paid Level

1. **Create the level** on the Levels tab, for example Offer Builder Workshop.
2. **Set its price.** With Stripe connected, every level has a **Charge for this level** block: price, currency, how often (one off, every month or every year) and a free trial on recurring levels.
3. **Make a Join page** containing the raxm_register shortcode for that level. The button shows the price and takes the buyer to Stripe's checkout.
4. **Point your funnel's buttons at the Join page.** In Edit Content, set the sales page call to action to the Join page address.
5. **Set the level's after-registration redirect** to your members home. After paying, the receipt page's **Go to your membership** button takes them straight there.




The member's account is created first, and the level is granted the moment Stripe confirms the payment. With ResultsAiX Mailer on the same site, every new member is added to the level's list and tagged with member followed by the level name, so your onboarding emails start by themselves.

**Protect it, drip it**

Protect your lessons with the Membership Protection box in the page editor, or protect a whole category at once. Set "unlock after N days" on each lesson and the course releases week by week from each member's own join date. Guide 9 covers ResultsAiX Membership in full.

**See ResultsAiX Membership →**

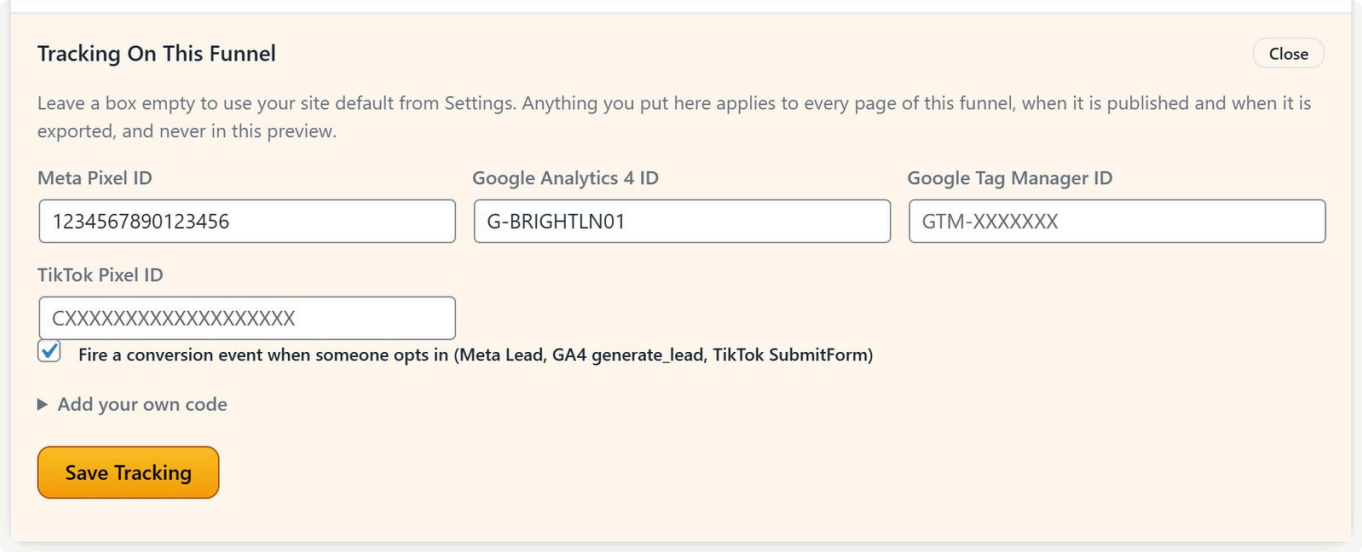
PART 10

# Track Every Link

A funnel without tracking is a guess. With two kinds of tracking in place you will know which traffic source sends buyers, not just visitors.

## Pixels And Analytics On Your Funnel

Press **Tracking** above the preview. Paste your Meta Pixel, Google Analytics 4, Google Tag Manager or TikTok Pixel ID, and anything else in Add your own code. Put your main pixels once in Tracking Defaults on the Settings tab and every new funnel uses them.



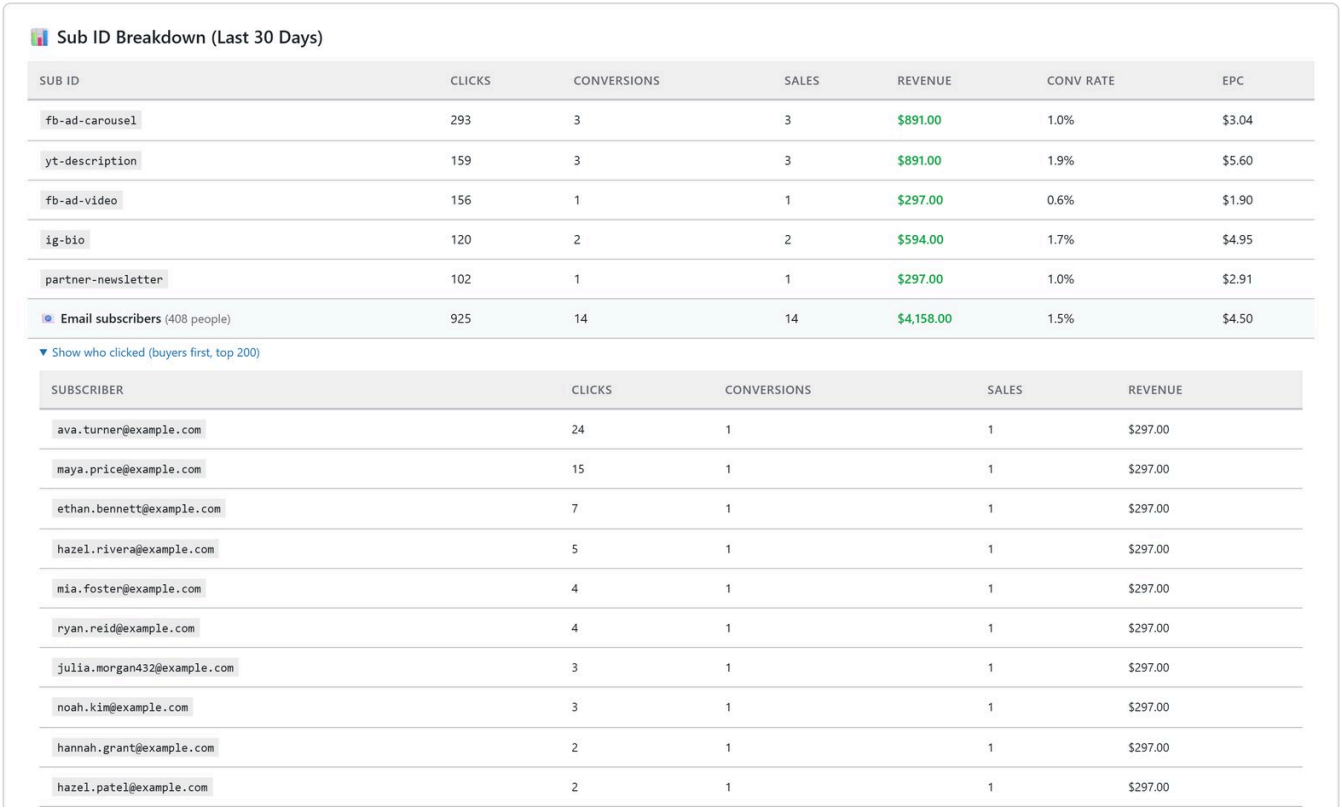

Pixels once, conversion events on every opt-in.

Leave the conversion event ticked and every opt-in tells your ad platforms about the lead (Meta Lead, GA4 generate_lead, TikTok SubmitForm), so your ads learn which people to show to. Tracking runs on published and exported pages, never in the builder preview, so your own editing never counts.

## A Tracking Link For Every Place You Share

WP Conversion Tracker AI turns every link you share into a tracking link on your own domain. Create one link for your opt-in page, then add a sub ID for each placement: yoursite.com/planner/fb-ad-video for the video ad, yoursite.com/planner/yt-description for YouTube, yoursite.com/planner/newsletter for your email.

1. On the Create tab, give the link a name, a short slug and the destination: your published opt-in page.
2. In Tracking Parameters, add utm_source with the source name. ResultsAiX Funnels reads utm_source to show where your visitors came from.
3. Share the link with a different sub ID in every place.
4. Any button inside your funnel can point at a tracking link too: paste it into the button in Edit Content.



Sub ID Breakdown (Last 30 Days)

| SUB ID | CLICKS | CONVERSIONS | SALES | REVENUE | CONV RATE | EPC |
|---|---|---|---|---|---|---|
| fb-ad-carousel | 293 | 3 | 3 | $891.00 | 1.0% | $3.04 |
| yt-description | 159 | 3 | 3 | $891.00 | 1.9% | $5.60 |
| fb-ad-video | 156 | 1 | 1 | $297.00 | 0.6% | $1.90 |
| ig-bio | 120 | 2 | 2 | $594.00 | 1.7% | $4.95 |
| partner-newsletter | 102 | 1 | 1 | $297.00 | 1.0% | $2.91 |
| Email subscribers (408 people) | 925 | 14 | 14 | $4,158.00 | 1.5% | $4.50 |

Show who clicked (buyers first, top 200)

| SUBSCRIBER | CLICKS | CONVERSIONS | SALES | REVENUE |
|---|---|---|---|---|
| ava.turner@example.com | 24 | 1 | 1 | $297.00 |
| maya.price@example.com | 15 | 1 | 1 | $297.00 |
| ethan.bennett@example.com | 7 | 1 | 1 | $297.00 |
| hazel.rivera@example.com | 5 | 1 | 1 | $297.00 |
| mia.foster@example.com | 4 | 1 | 1 | $297.00 |
| ryan.reid@example.com | 4 | 1 | 1 | $297.00 |
| julia.morgan432@example.com | 3 | 1 | 1 | $297.00 |
| noah.kim@example.com | 3 | 1 | 1 | $297.00 |
| hannah.grant@example.com | 2 | 1 | 1 | $297.00 |
| hazel.patel@example.com | 2 | 1 | 1 | $297.00 |

See which placement made each sale.

The Sub ID breakdown shows clicks, conversions, sales, revenue and earnings per click for every placement. With email sub IDs it even lists the subscribers who clicked and bought. Do more of what works, and stop what does not.

**See WP Conversion Tracker AI →**

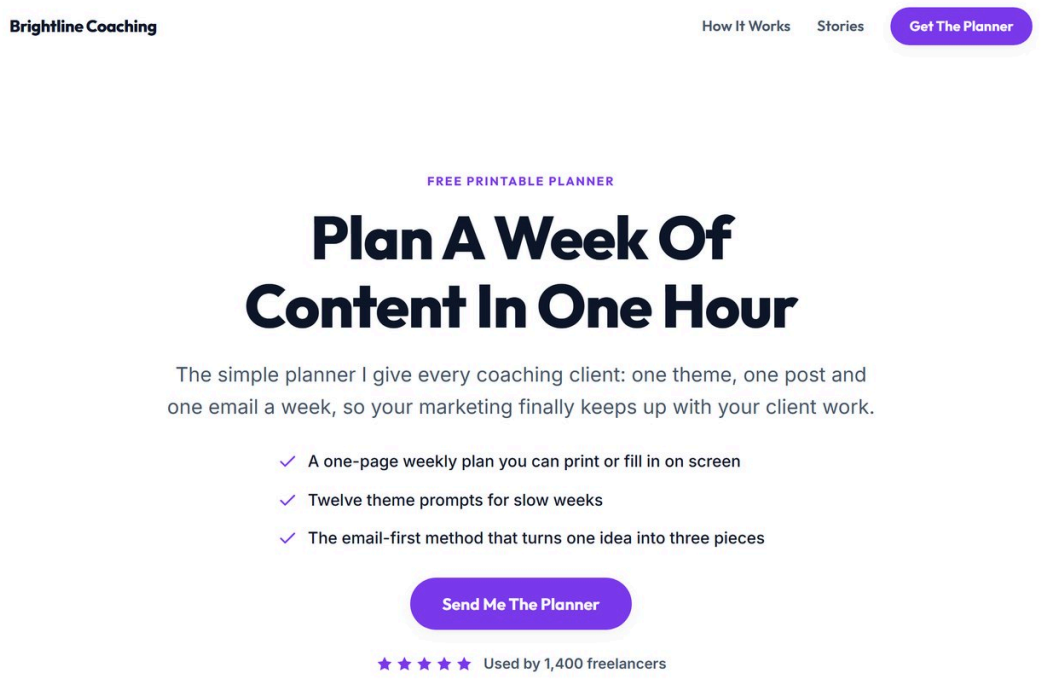
PART 11

# Test The Whole Path

Before you send a single visitor, walk the funnel yourself exactly as a buyer would. Successful funnel builders do this every time they change anything, and it takes about fifteen minutes.

## Publish First

Press **Publish To WordPress**. Every funnel page becomes a real WordPress page, full width, with the links between pages wired for you. Publish again after any change and the same pages update. Prefer to host elsewhere? **Download Zip** gives you the whole funnel as files, and the forms still post leads back to your site.




A published opt-in page, full width.

## The Full Test

- [ ] Open your tracking link in a private browser window, so you see the funnel as a visitor.
- [ ] Opt in with a test address you can read. Check you land on the thank you page.
- [ ] Check the Leads screen shows the lead as Delivered, and the Mailer shows the right list and tags.
- [ ] Check the welcome email arrives with the free gift.
- [ ] Click through to the sales page. Check the countdown, the price card and every button.

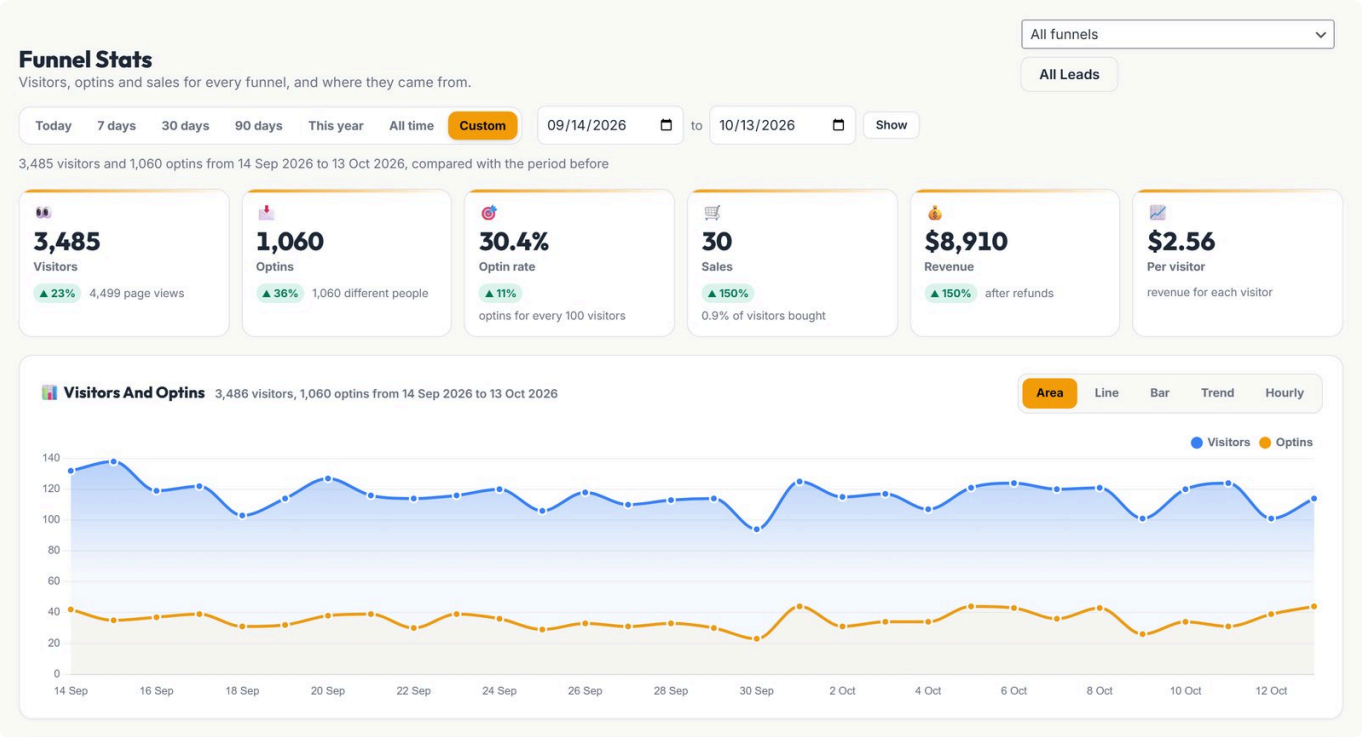
- [ ] Buy in Stripe test mode with Stripe's published test card, 4242 4242 4242 4242, any future date and any code.
- [ ] Check the receipt page, the download link and the Continue button to the upsell.
- [ ] Take the upsell in test mode and check the welcome page.
- [ ] For a membership product, log in as the new member and open a lesson. The View as button on the Members tab shows you exactly what any member sees.
- [ ] Check the order on the Payments tab with its TEST badge. Test orders are never counted as money anywhere.

When every box is ticked, switch Stripe to Live with the confirmation, make one small real purchase yourself, refund it in Stripe, and you are open for business.

PART 12

# Read Your Funnel Stats

Funnel stats tell you what is happening and, more usefully, where. The Dashboard shows the last 30 days at a glance; the Stats screen goes as deep as you like.



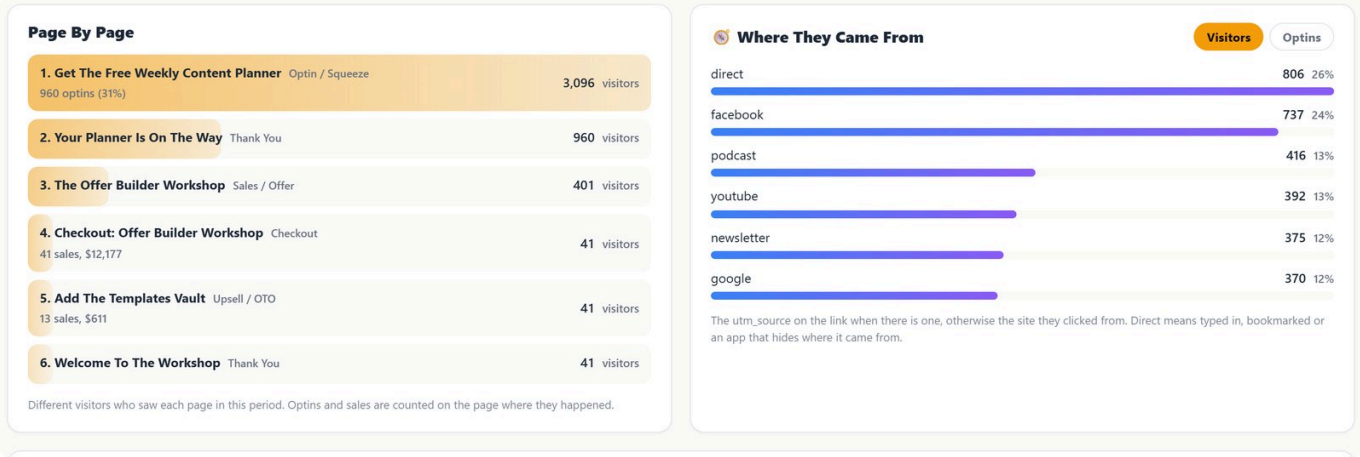

Every figure compared with the period before.

| Figure | What It Counts |
| --- | --- |
| **Visitors** | Different people who viewed a published or exported funnel page. A reload within half an hour is not counted twice, and your own visits while logged in never count. |
| **Optins** | Every lead your funnels saved. |
| **Optin rate** | Opt-ins for every 100 visitors. |
| **Sales and Revenue** | Live Stripe payments from your buy buttons, after refunds. Test purchases never count. |
| **Per visitor** | Revenue for each visitor: the single best number for comparing traffic sources and pages. |

Pick any date range (today, 7, 30 or 90 days, this year, all time or your own dates), and every card shows the change against the period before.

## Page By Page: Find The Step To Improve

Pick one funnel at the top of the Stats screen and you see it page by page: how many people reached each page, with opt-ins and sales counted on the page where they happened. Beside it, **Where They Came From** shows your traffic sources.




Find the page where people stop.

Read it from top to bottom and look for the biggest drop. In Brightline's funnel above, 960 people reached the thank you page and 401 reached the sales page, but only 41 went on to checkout. That tells Sarah exactly where to work next: the sales page. Part 13 shows how.

> **The weekly numbers routine**
>
> Once a week, open Stats for your main funnel and write down four numbers: visitors, opt-in rate, sales and revenue per visitor. Find the page with the biggest drop. Change one thing on that page. Next week, compare. Small, steady improvements on the right page add up fast.

PART 13

# Improve Your Conversion

Improving a funnel is a simple loop: find the weakest step, change one thing, measure. Here are the changes that move each step most.

| Step | What Successful Funnels Do | How In ResultsAiX |
|---|---|---|
| **Opt-in page** | One specific promise in the headline, three short bullets, one form, no other links. | Regenerate Section on the hero; delete extra sections in Edit Content |
| **Thank you page** | Confirm the gift, say when it arrives, then introduce the offer with one button. | Edit Content; one Call To Action section |
| **Sales page** | Lead with the result, show proof early, stack the value before the price, answer objections in an FAQ, add a guarantee. | Rewrite Page With AI with your notes; testimonials from ResultsAiX Testimonials |
| **Checkout** | Repeat the promise, show the price and the guarantee, one button. | The Checkout page type and a price card |
| **Upsell** | Make it the obvious next step, priced small next to what they just bought. | Product's Page after buying set to the upsell page |

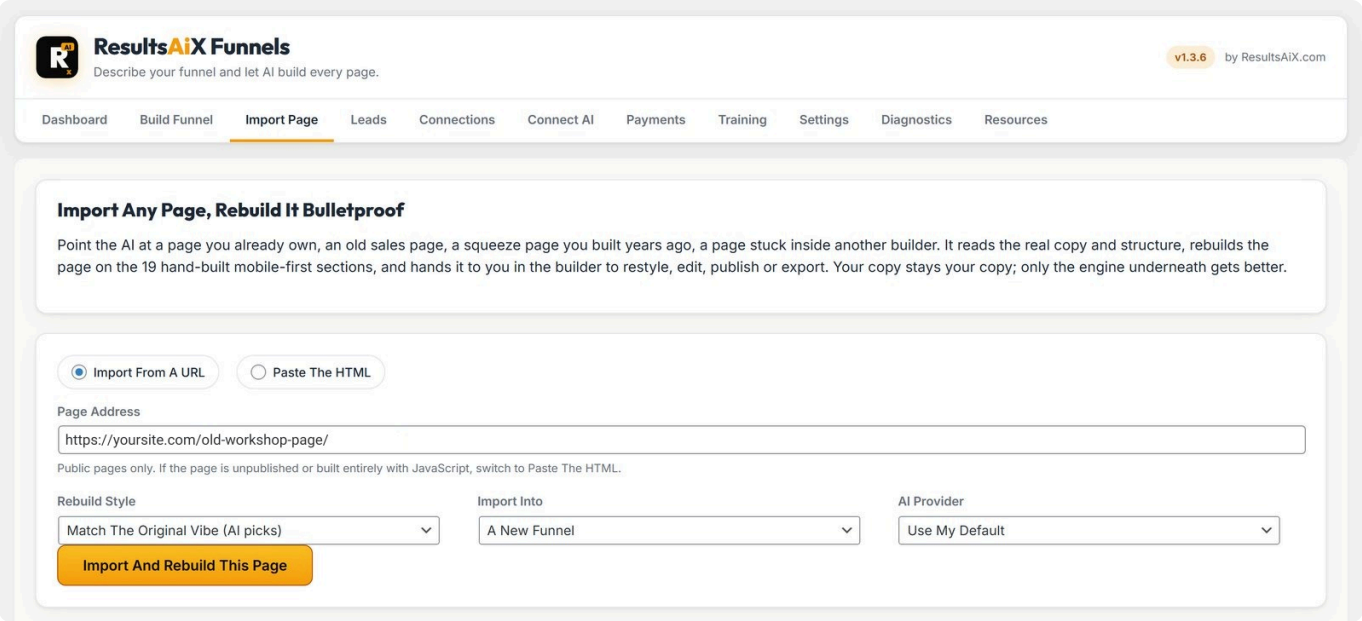
| | | |
|---|---|---|
| **Traffic** | Send more from the sources with the best revenue per visitor. | Sub IDs in WP Conversion Tracker AI; Where They Came From |

## Seven Habits Of Funnels That Convert

1. **They make one promise per page** and keep it the same from ad to opt-in to sales page.
2. **They show real proof**, specific results from real customers, as early as they can.
3. **They use honest deadlines**, and keep them.
4. **They follow up by email.** Most sales happen in the emails after the opt-in, not on the first visit.
5. **They change one thing at a time**, so they know what worked.
6. **They read the numbers weekly**, page by page.
7. **They rebuild old pages.** A proven sales page from years ago can come back to life on a modern, mobile-first layout.

## Bring Your Old Pages Across

Have a sales page that sold well years ago, or one stuck inside a page builder you no longer use? **Import Page** reads a page you already own, from its address or its HTML, and rebuilds it on the same mobile-first sections, keeping your real headlines, bullets, prices and testimonials.




Rebuild a proven old page on modern sections.

**See ResultsAiX Testimonials →**

PART 14

# Your 14-Day Funnel Plan

Here is the order I would follow to go from an idea to a live, tested, tracked funnel in two weeks, working an hour or two a day.

DAYS 1 TO 3

## The Offer

- Write who you help and the result, in one sentence
- Choose your core offer and price it with the worksheet
- Choose a free gift that starts the same journey
- Map the funnel on one page

DAYS 4 TO 6

## The Build

- Connect your AI key and check the Mailer connection
- Pick a ready-made funnel and answer the questions
- Generate, then read every page as a buyer
- Write the free gift with Lead Magnet PDF

DAYS 7 TO 10

### Money And Delivery

- Connect Stripe in test mode
- Create your products, or your paid Membership level
- Add buy buttons and the upsell
- Set up the Mailer list, tags and welcome emails

DAYS 11 TO 14

### Test And Launch

- Add pixels and create your tracking links with sub IDs
- Publish, then run the full test in a private window
- Switch Stripe to Live and make one real purchase
- Share your link in one place every day and read the stats weekly

**By day 14 you will have**

A priced offer, a complete funnel from opt-in to members area, payments landing in your own Stripe account, tags and emails that follow up for you, and the numbers that show you which page to improve next.


## Get Every Tool In This Guide On One Key

Funnels, Membership, the Mailer, WP Conversion Tracker AI, Testimonials and every other ResultsAiX plugin, together on one licence key with 3 sites on every plugin.

**See The ResultsAiX Bundle →**

PART 15

# Questions People Ask

**Do I need to write the sales copy myself?**

No. Describe your offer in a sentence or answer the funnel's questions and the AI writes every page. If you already have copy, paste it with My Copy and choose to keep your words exactly or let the AI improve them.

---

**Does the money go to my own account?**

Yes. ResultsAiX Funnels and ResultsAiX Membership take payment through your own Stripe account, and every payment goes straight to you. Buyers pay on Stripe's own checkout page.

---

**Can I sell monthly and yearly subscriptions?**

Yes. Products and membership levels can be one off, every month or every year, and a membership level can start with a free trial. Subscribers get their own Stripe billing page to update a card or read invoices.

---

**How do I add an upsell after the purchase?**

Add an Upsell page to your funnel and put a buy button for the upsell product on it. Then set the main product's Page after buying to that upsell page, and every buyer is offered it with a Continue button on their receipt.

---

**Can I host the funnel on another domain?**

Yes. Download Zip gives you the whole funnel as files you can host anywhere, and the opt-in forms still post every lead back to your site and your email tool.

---

**How much does the AI cost to run?**

You use your own AI key and pay your provider directly at their published rate. The plugin's AI Usage card shows what each job cost, and Gemini has a free tier.

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PART 16

# What To Read Next

This is Guide 8 of 15 free AiX Training Guides, each with its own free PDF. If you are delivering a course or a club, read Guide 9 next. For the emails that turn opt-ins into buyers, read Guide 6.

1 Getting Started With ResultsAiX →
2 The Complete SMTP Service Guide →
3 Setting Up SMTP2GO From Start To Finish →
4 Email Deliverability: Reach The Inbox →
5 Moving Your Email List To The AiX Mailer →
6 Email Automations Playbook →
7 How To Grow Your Email List With ResultsAiX →
8 How To Build Sales Funnels, Start To Finish *(you are here)*
9 How To Move Your Membership To ResultsAiX →
10 Running Customer Support With AI →
11 Launching A Product With Affiliates And JV Partners →
12 ResultsAiX For 6 And 7 Figure Marketers →
13 WP Conversion Tracker: Track Every Click And Every Sale →
14 WP Sync: Connect All Your Tools Without A Monthly Automation Bill →
15 Automated Webinars That Sell →

## Your First Step, Today

Do one thing today: write your offer in one sentence, who it is for and the result it gives, then fill in the five-line pricing worksheet from Part 3. With those two things on paper, the AI can build your first funnel in an afternoon.

### Ready To Build Your First Funnel?

Describe your offer, answer a few questions and get a complete funnel on your own WordPress site, with checkout, tracking and stats built in.

**Get ResultsAiX Funnels →**

# Keep Going

All 15 AiX Training Guides are free on the ResultsAiX blog, each with its own PDF.

Docs: resultsaix.com/docs · Training videos: resultsaix.com/training

**ResultsAiX.com**

by Kevin Fahey