

IGNITE GLOBAL

BONUS COMPANION

The First-Dollar Funnel Swipe

Every page and every email from Secrets #7, #8, #18
and #19, written out and ready to copy.

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BEFORE YOU START

How to use this

This is not new teaching. Every word in here already lives inside the book you just downloaded. What I have done is pull the four things you actually have to **write** out of four different chapters, and put them in one place, in the order you will need them.

So keep this open in one window and your funnel builder in the other. Read a block, copy the shape, pour your own words into it, move on.

THE ONE RULE

Do not read this cover to cover and promise yourself you will come back and fill it in at the weekend. You will not come back. I know, because I have done exactly that with somebody else's swipe file. Fill in each block the moment you reach it. A rough half answer today beats a perfect one you never write.

What is in here

- Part 1 · The Squeeze Page. Four parts, three headline recipes, and the exact rewrite that took one of my pages from 11.8% to 26.21%. (Secret #7)
- Part 2 · The Thank-You Page. The two jobs it has, and the one line that stops it being a dead end. (Secret #7)
- Part 3 · The First-Dollar Funnel Map. Small offer, order bump, upsell, downsell, and the three sums that add up to \$1,000. (Secret #8)
- Part 4 · The Sales Page Skeleton. All eight blocks with the fill-in-the-blank lines. (Secret #18)
- Part 5 · The Five Cliffhanger Emails. Mine, written out in full, plus the shape so you can pour your own story in. (Secret #19)

PART ONE · SECRET #7

The Squeeze Page

This page has exactly one job. Not two. Not five. One. To turn a total stranger into a name and an email address.

That is the entire mission. Not to sell them. Not to tell them your life story. Not to prove how much you know. Just to make one small, fair trade.

Four parts, and not one thing more

- One. The Headline. One bold promise, straight across the top. This part does almost all of the work.
- Two. The Picture. A simple image of the free thing. A picture makes an invisible thing feel real.
- Three. The Boxes. First name and email. Just those two. Every extra box you add, fewer people finish.
- Four. The Button. One button. Big. Clear. And please, not "Submit". "Submit" is where excitement goes to die.

If you catch yourself adding a menu bar, or a row of links, or a long story, stop. Put the pen down. A page that does one thing beats a busy page every single time. The power is not in what you add. It is in what you leave out.

Three headline recipes, so you never face a blank page

1. The Warning

"Don't [do the thing] before you know [the secret]."

Uses the fear of making a mistake. Good.

2. The Dream Result

"What if you could [get the good thing] just by [tiny easy action]?"

Better, because it sells the dream instead of the fear. This one was my winner.

3. The Free Promise

"A free [thing] that shows you [the one big secret]."

Clean, clear, nowhere to get confused.

From 11.8% to 26.21%

Same page. Same checklist. Same picture. Same button. The only thing that changed was a few words at the top.

THE FIRST HEADLINE 11.8%

"Don't buy your first solar, heat pump, or charger before you know exactly what you need..."

THE REWRITE 26.21%

"What if you could save 25,000 kroner on your purchase, just by downloading this checklist?"

I did not change my product. I did not spend one extra krone on traffic. I did not work one extra hour. **I stopped writing about the worry, and I started writing about the win.** The headline is the one part of your page worth fixing again, and again, and again.

NOW WRITE YOURS

Headline _____

Subhead, who it is for and how long it takes _____

The free thing I am giving away _____

The words on my button (never "Submit") _____

Before it goes live

- ☐ One promise only, nothing else on the page.
- ☐ No menu, no side doors, no way to wander off.
- ☐ A ten year old could tell me what I am offering.
- ☐ The thank-you page tells them exactly what happens next.

PART TWO · SECRET #7

The Thank-You Page

Never let a thank-you page be a dead end. It is one of the most important doors in your entire machine, and most beginners nail it shut.

This person just said yes. They are warm. They trusted you enough to raise their hand. And right now, in this exact second, they are paying you their full attention. Do you really want to end that moment with a wall?

Two jobs. Only two.

- One. Say thank you and tell them where the free thing is. "Check your inbox."
- Two. Point immediately at the next step, the small first offer.

THE SWIPE LINE

"Your checklist is on its way to your inbox right now. But listen, while you're here, I have one more thing that goes perfectly with it."

NOW WRITE YOURS

Line 1, where the free thing is _____

Line 2, the next step I am pointing at _____

PART THREE · SECRET #8

The First-Dollar Funnel Map

The first dollar is not income. It is a stranger deciding, with their own card in their own hand, that you are worth paying.

FREE PAGE	THANK YOU	SMALL OFFER	ORDER BUMP	UPSELL	DOWNSELL
name + email	points forward	\$7 to \$47	the little yes	the next stair	if they say no

The order bump is candy at the register

It is "would you like fries with that?". The person is already buying, their wallet is already open, and right there next to the button you offer one small extra thing. One click and it is on the order. A big chunk of the people who said yes to the main thing will happily tick that box too.

- The \$7 supplement guide. A simple PDF riding along on top of every sale I made.
- The Affiliate Mastery fast-track, \$74. Do the whole thing in one week instead of four. The people in a hurry paid extra, happily, to go faster.

The downsell catches the people who say no

When somebody passed on my \$997 done-for-you offer, the very next page said: "No problem at all. Here's everything, all the same templates, all the same setup, just without my team doing it for you. For \$297." You are not tricking a single soul. You are offering the natural next step, and when that step feels too big, you offer a smaller one.

The math of \$1,000

100 buyers	at \$10	= \$1,000
40 buyers	at \$25	= \$1,000
25 buyers	at \$40	= \$1,000

Now watch it get better. Say your small offer is \$25. Straight up you would need 40 buyers. Add a \$7 bump and say half of them tick it. Add an upsell a few of them take. Suddenly each buyer is worth about \$35, and **now you need about 28 buyers for the same \$1,000**. Same traffic. Same funnel. Same work.

YOUR NUMBERS

My small offer _____ Price \$ _____

My order bump _____ Price \$ _____

My upsell _____ Price \$ _____

My downsell _____ Price \$ _____

Average per buyer \$ _____ Buyers I need for \$1,000 _____

PART FOUR · SECRET #18

The Sales Page Skeleton

You are not writing a sales page. You are laying your live pitch down on paper and letting it talk to one person at a time, all night, without you.

It looks long. It is just your pitch lying down, in eight blocks. And here is the part that should make you exhale: you have already written most of these, in earlier chapters, without realising you were writing a sales page. Today you are only stacking them.

BLOCK 1 The highest paid sentence in your business

The headline does more work than everything else on the page combined. Its only job is to make him keep reading. It does not sell. It buys attention for the next line.

"How to [get the result they want] even if [their biggest doubt]."

"What if you could [the juicy result] just by [tiny easy action]?"

Then one subheadline underneath that adds a detail, or quietly removes a fear.

BLOCK 2 Story before product

Right after the headline you tell your story. Not your product. Drop in your Lightbulb Story in its five beats: Before, the Wall, the Lightbulb, the Climb, the After. People buy with feelings, then justify with logic. Keep it true, keep it plain, and let the cracks show.

"A few years ago, I was [stuck in the old life]. Then [the wall hit]. Until one day [the lightbulb]..."

BLOCK 3 Give him enough that he wonders

Three short teaching points, each one cracking open a belief. It really works. It can work for someone like them. They can actually do it. You are not dumping your course onto the page. You are giving enough real value that he thinks, if the free part helps me this much, how good must the paid part be?

Three short paragraphs, each starting "Here is the truth most people miss about [their goal]..."

BLOCK 4 Build the tower on the page

Now the offer. List each piece. Give each one a value. Let the total climb, building the tower right in front of him, one block at a time.

"[Piece], so you can [benefit]. (Value: \$_____)"

And at the bottom: "Total value: \$_____."

BLOCK 5 Make him brace, then drop

Make him brace for a big number, then take it away in steps, then drop it. The bigger the gap between the tower and the price, the easier the yes.

"Something with this much value could easily cost a thousand dollars. And honestly, it would be worth every penny."

"But you aren't going to pay a thousand. You aren't even going to pay half of that."

"You get everything, the entire stack, for just \$[your price]."

BLOCK 6 The safety net

A guarantee does not attract cheaters. It gives the scared but serious person permission to finally say yes. A simple thirty-day money back is perfect to start with. Mine ran at under 1% refunds.

"Try it for 30 days. If it isn't for you, just email me and I'll refund every penny. No hard feelings, no hoops. The risk is mine, not yours."

BLOCK 7 Do not whisper at the finish line

Tell him exactly what happens next, and then ask him. Clearly. One button, one action. Then pop his top yeah-buts right before or after that button: time, money, tech, scam, partner. One or two lines each. Name the fear, answer it honestly, then ask again.

"Click the button below. You'll get instant access to [the thing], and you can start [the first result] today. I'd love to see you on the inside."

BLOCK 8 The most read words on the whole page

A huge number of visitors scroll straight past everything and land at the very bottom. Which means your P.S. is some of the most read writing on the entire page. Do three things: remind them of the big promise, remind them the risk is yours, and gently remind them this matters.

"P.S. Remember [the big promise]. And you risk nothing for 30 days. Four weeks from now is going to arrive either way. The only question is whether you'll have [the result] in your hands by then, or still be sitting there wondering. The door is open."

THE LAST TEST, NON NEGOTIABLE

Read the whole thing out loud, as if you are reading it to a ten-year-old. Every place you stumble. Every word a kid would not know. Every sentence so long you need a breath halfway through. Fix it. Because a confused mind never buys. Plain is not dumb. Plain is powerful.

PART FIVE · SECRET #19

The Five Cliffhanger Emails

Your funnel gets the lead. Your emails earn the buyer.

Most people do not buy the first time they meet you. They do not buy the second time either. They buy the fifth time. The tenth. After they have heard from you enough times that you quietly stopped being a stranger.

You are not sending five random emails. You are telling **one story across five days**, with a hook at every seam. Each one ends by hinting at what is coming tomorrow, so his brain wants the rest of the story.

Below are mine, written out in full, using my own real life. Steal the shape. Then pour your own life into it.

Email 1 · A handshake, and a door left half open

Sent right away. Deliver what you promised, tell them briefly why they can trust you, and make them want tomorrow's email. Notice what you do not do: you do not tell your big story yet. That is tomorrow. Today is a handshake and a promise.

Subject: Your checklist is inside (1 of 5)

Hey, Christian here. Welcome.

First things first, here is what you asked for: [LINK]

Quick hello so you know who's writing to you. I'm a Danish electrician. I built a company from nothing to four million dollars, won Electrician of the Year, and then watched the whole thing collapse in 2024 and land on my name as debt.

I'm not telling you that to impress you. I'm telling you because it's the reason I care so much about the thing I'm about to share with you this week.

Because before all of that happened, I built something small on a laptop that made money without me. And that little thing turned out to be worth more than the whole company I lost.

Over the next four days, I'm going to tell you exactly what it was, and how it works.

Tomorrow's email is the hard one. It starts at 4:47 in the morning, at my kitchen table, in the dark. I've never really told anyone the full version. Watch for it.

Christian

P.S. Tomorrow's subject line is "4:47 AM", so keep an eye out for it.

YOUR VERSION

"Here is your [freebie]. I'm [name], and here is the short version of why I care about [their problem]. Tomorrow I want to tell you about [the hard moment]. Watch your inbox."

Email 2 • Start in the middle. Stop at the wall.

Next day. Tell your story, but do not start at the beginning. Beginnings are boring. Start in the middle, at the most dramatic moment you have. Then back up and explain how you got there. And then stop at the wall. You do not hand them the solution today.

Subject: 4:47 AM

"How am I going to tell them?" That was the only thought in my head.

It was 4:47 in the morning. I was sitting at my kitchen table in the dark, and the only light in the room was my laptop screen. There was a cup of coffee next to me that I had poured an hour earlier and never touched. Stone cold.

On the screen were two emails from the same lawyer. Two of my business partners had gone bankrupt on the same night. Over 1.6 million kroner of debt, and one name left standing under all of it. Mine.

Down the hall, my wife and kids were asleep. In under an hour they would wake up to a completely normal morning. Breakfast. School bags. And I was going to have to sit there and smile.

That's when my chest tightened up and I couldn't pull a full breath. My first anxiety attack.

Let me back up and tell you how I got there. For years I did what I thought you were supposed to do. I worked with my hands. I traded hours for money. And I was good at it. I built an electrical company from zero to four million dollars and won Electrician of the Year in 2022.

But I had built the whole thing on one thing: me. My hands. My hours. My name on every line. And when it fell, it fell on me.

Here is the part that still gets me. When I finally stood back up months later and had to decide how to rebuild my whole life, I didn't think about the millions I had made. Or the millions I had lost. I kept thinking about one thousand dollars.

Tomorrow I'll tell you why. It happened at an airport gate on the other side of the world, and it's the reason I'm writing to you at all.

Christian

P.S. Tomorrow: "The \$1,000 that showed up while I did nothing."

YOUR VERSION

Open in the middle of your hardest moment. Back up and explain how you got there.

Stop at the wall. Then tease the turning point.

Email 3 • Where he stops watching and starts wondering

Next day. Pay off yesterday's cliffhanger with your Lightbulb Story, and plant the new belief. This is the most important email of the five, because this is the one where he stops being a spectator and starts thinking "wait, could that work for me?"

Subject: The \$1,000 that showed up while I did nothing

Yesterday I left you at the worst morning of my life. Here's the moment that saved me, except that it happened four years before the crash.

2020. I flew from Denmark to Australia to sit in a room and learn how to build a business online. I'm at Melbourne Airport, waiting for a flight to the Gold Coast. Laptop on my knees. And I'm doing something small and boring, fiddling with a headline on one of my pages. Changing a few words.

Then a notification pops up. I had made a sale. A \$1,000 commission.

Now here is what took me years to fully understand. I wasn't on a job site. I wasn't holding a tool. I wasn't trading an hour of my life for an hour of pay. A little machine I had built, one simple page, an offer, a few emails, had made a sale completely without me.

That was the moment the lightbulb switched on: there are two kinds of money. Money your hands make, and money a machine makes. When your hands stop, hands money stops. Machine money doesn't.

I wish I could tell you I acted on that immediately. I didn't. I went home and built a kingdom out of my own two hands instead, and you already know how that one ended.

But here is the thing nobody could take from me when it all fell apart: nobody can bankrupt what you know how to build.

Tomorrow I'll show you the part of this that surprised me most. Something nobody told me about building a small machine like this, and it has nothing to do with money.

Christian

YOUR VERSION

"I was [where you were] when [the moment happened], and that's when I realized [the new belief]."

Email 4 • Hand him something he was not expecting

Next day. Reveal a benefit he has not considered, something deeper than money, and then make your first soft offer. Everybody expects you to sell them the obvious benefit. Hand a man one he had not thought of, and it lands like a gift instead of a pitch.

Subject: The part nobody told me

When I started building online, I thought the whole point was the money. It wasn't.

Here is what caught me completely off guard: the skill itself changed how I see the world. And I can't switch it off now.

I walk past a billboard and I see the hook. I watch a salesman and I see the story. I land on a company's website and I can spot exactly where they're losing customers.

Once you learn how this works, how you stop someone, how you move them with a story, how you make a clear offer, you can't unsee it. And you can use it anywhere, for the rest of your life, in any business you ever touch.

That's the real reason I'm not scared anymore, even sitting on the debt I'm still paying off. Because a company can be taken from you. A skill can't.

If you want the fastest way I know to learn this for yourself, and actually build your first small machine, I've put it right here: [LINK]

No promises of millions. You've heard enough of those from people on rented yachts. Just the real thing, one step at a time.

Christian

P.S. Tomorrow's email is the last one in this series, and there's something I need to tell you before it closes.

YOUR VERSION

"Everybody thinks [obvious benefit]. But the thing nobody told me is [hidden benefit].

If you want to [get that], here is the next step: [link]."

Email 5 • The honest invite

Next day. Give a real reason to act now, and close the loop.

ONE HONEST WARNING BEFORE YOU WRITE THIS ONE

Some people fake this. "Only 3 spots left" when there are unlimited spots. "Expires tonight" when nothing expires at all. Do not. Ever. It works exactly once, and it costs you a lifetime of trust. But real urgency is completely fair: a price that genuinely goes up, a bonus that genuinely ends, or the simplest and truest one of all, time is passing either way.

Subject: Last one (and the honest truth)

This is the last email in this series, so let me be straight with you.

I can't promise you millions. I'm not going to. As I write this, I still work day shifts and I'm still paying off debt, krone by krone.

What I can tell you is this: the small machine I built in 2020 made me \$1,000 while I sat at an airport doing nothing, and that machine is the one thing that survived everything else falling apart.

Here is what I'd ask you to think about tonight. Thirty days from now is going to arrive whether you do anything or not. The only question is whether you'll have something built by then, or whether you will be exactly where you're right now, wondering.

That's it. That's the whole pitch. No countdown timer, no fake scarcity. If you want to start, the door is here: [LINK]

And if the timing isn't right, that's completely okay. Stay on my list, I will keep sending you useful things, and it'll be here when you're ready.

Either way, thank you for reading my story this week. It means more than you know.

Christian

YOUR VERSION

"This is my last email about this. Here's the honest truth: [real reason to move].

Here's the door: [link]. And if now is not your time, that's okay too."

AND THEN WHAT

The "About Anything" emails

The five days are done. Now you keep going, every single day. And these daily emails have a completely different flavour.

There was a famous TV show once that people described as a show about nothing. Just small, everyday, ordinary moments. And people absolutely loved it. Your daily emails work the same way. They can be about literally anything. The song stuck in your head. The thing your kid said at breakfast. The traffic jam you sat in for forty minutes.

It looks like it is about nothing. But here is the magic: it is never actually about nothing. **Every little story bends, right at the end, into one lesson and one link.**

TWO EXAMPLES

Sat in traffic? "It reminded me that the slow lane still gets you there. Most people quit their business one week before it would have started working. Here is where to keep going: [link]."

Kid drew outside the lines? "She didn't care about the rules. Neither should you with your first offer. Here's what I mean: [link]."

That is the entire recipe. A small everyday story, one lesson, one link. Which, if you look closely, is just Stop, Story, Sell. Tiny, and daily.

Daily sounds like a lot. I know it does. But a list you email once a month forgets you. A list you email every day knows you. You become a familiar voice, a small welcome part of somebody's morning. And familiarity is trust, and trust is what buys. Most people who eventually buy from you will not buy on day five. They will buy on day forty, or day ninety, because you kept showing up.

Now go and write the first one.

Everything in this swipe file is worth exactly nothing until you open a laptop and make the first small thing. So close this file. Open the laptop. Build the free step.

Christian Mätzke