



# The Sleuth's Funnel Cheat Sheet

A quick-reference guide to help you build your path with confidence.



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## SOLVING THE CASE OF THE EXTRA OFFER



WHERE IS IT?

**THE ORDER BUMP**

**ON THE CHECKOUT PAGE**

**THE UPSELL**

**AFTER THEY HIT "BUY"**

**THE DOWNSELL**

**ONLY IF THEY SAY "NO" TO THE UPSELL**

THE PRICE

**LOW (£7 - £37)**

**HIGHER (£47 - £497+)**

**LOWER THAN THE UPSELL**

THE GOAL

**A HELPFUL "ADD-ON"**

**THE "NEXT LEVEL" STEP**

**A GENTLER ALTERNATIVE**

VISUALISE IT

**BATTERIES AT THE TILL**

**A PRIVATE COACHING SESSION**

**A SELF-STUDY VERSION**

# 💡 "If This, Then That": Choosing Your Strategy



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## Example scenarios:

### PRODUCT

CHECKLIST  
GUIDE OR  
CHEATSHEET

A HIGH  
VALUE  
COURSE

### THE ORDER BUMP

A PRINTABLE  
WORKBOOK  
OR A VIDEO  
WALKTHROUGH  
OF YOUR  
PRODUCT.

A "FAST-  
PASS"  
TOOLKIT OR  
TEMPLATES  
TO SAVE  
THEM TIME.

### THE UPSELL

A MASTERCLASS  
OR A SMALL  
COURSE THAT  
GOES DEEPER  
INTO THE TOPIC.

A 1-ON-1  
"DETECTIVE  
BRIEFING"  
(COACHING  
CALL) WITH  
YOU.

### THE DOWNSELL

PLUG-AND-  
PLAY  
TEMPLATES  
PACK OR 60 MIN  
WORKSHOP.

ACCESS TO A  
RECORDED  
GROUP SESSION  
OR A "LITE"  
VERSION OF THE  
PROGRAM.

# The Sleuth's Golden Rules

*First System Funnel Checklist*



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## **Don't Overcomplicate the Case:**

You don't need all three at once! Start with just an 'Order Bump'. It's the easiest to set up and very effective.

## **Keep it Related:**

Every extra offer must help the customer solve the same problem they came to you for.

## **One Clue at a Time:**

If the tech feels heavy today, step away. The investigation will still be here tomorrow.

**Click here to join us in the Funnel Sleuths 50 HQ where we untangle the tech together, one clue at a time. No judgment, no tech-jargon... just a warm place to find your feet.**

# Tech Tip: The "All-in-One" Funnel



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## **I RECOMMEND A FREE SYSTEME.IO PLAN... FOR BEGINNERS ON A BUDGET!**

Inside Systeme.io, you don't need to ask for their credit card details again for Upsells and Downsells. The system remembers them!

This is why these offers are so powerful... they make saying "yes" very easy for your customer.

**Follow my clues in the [Systeme Declassified Files](#)** if you want step by step guidance to building your first affiliate funnel... I've got you, lovely.