

4. Setting up your Fragmentation funnel (cheatsheet)

Setting up your Fragmentation funnel in 2 days or less

Your Fragmentation funnel is the process that takes total strangers who are viewing your website to warm, scheduled appointments in your calendar. It's a collection of web pages that link up together in sequential order. The Fragmentation funnel allows us to generate leads from website traffic as well as completely automate the task of scheduling appointments. At this stage of the program you don't have to set this up but it is recommended as it will force you to sharpen your message and offer which will make you more dangerous on the phone.

Instructions

1. Download/install the Fragmentation funnel template here: www.consulting.com/clickfunnels
2. Before editing the funnel or doing anything please make sure you follow these instructions carefully. It is important that you set up this funnel correctly and don't fall for any of the pitfalls that people are drawn to. These instructions will guide you each step of the way, all you have to do is trust the process and be patient with yourself along the way.
3. When setting up this funnel it's important that you don't fall for these common pitfalls:
 - a. I provide you with my exact funnel as a template and real life example. Don't compare it to yours, I have been doing this for a long time and I'm good at it. It doesn't need to be perfect.
 - b. Make yours original! If you copy my funnel word for word and make yours look identical, everybody in the marketplace will know that you copied me and they will call you out on it in the comments and your campaign will bomb. Make yours original and try hard to make it you.
 - c. At different stages throughout this setup process I recommend two options for purchasing things: The budget option and the expensive option. The budget option will work just fine.
 - d. Take this process one step at a time. I have clients who are 16 and clients who are 70+ and at both ends of the spectrum I have seen them setup their own funnels when following this process. Don't think to yourself "I'm not good at tech" or "I'm too old". Just do it.

4. Creating your script and slides.

This is the first piece of work you have to do in order to set up your funnel. The funnel contains a “value video” which appeals to your specific niche and their problems/pains /desires. The video starts off by hooking them in, then it kicks their bruised knee and agitates their pain before providing value in the form of 2-3 quick tips to solve their problems. At the end of the video you ask your prospect to reach out and schedule a call if they would like additional help. It’s simple and it’s extremely effective.

To create your own value video you need to create a slideshow presentation that’s between 15-30 minutes long (roughly 50-100 slides). To create the slides you can use Microsoft PowerPoint, Apple Keynote or Google Slides.

For detailed instructions on how to create your script/slides view this [video here](#).

Follow the instructions in the video and complete your slideshow presentation before moving on to the next step. This part of the process is the most challenging and it takes the longest amount of time. If you get frustrated don’t worry because everybody does and it’s normal.

Below are some links to resources that will help you with this step of the process:

View my live funnel here: www.samovensdemo.com/case-study.

View my value video here: [Video link](#).

View my video slides here: [Slides \(ppt\)](#). [Slides \(key\)](#).

View my video script here: [Video script \(word\)](#). [Video script \(gdoc\)](#).

When looking for images: Use Google Search and change rights to: “Free to use/share”.

5. Recording your value video.

Once you have completed your script/slides for your value video and have practiced 1-3 times you’re ready to record your value video. To record your value video we use screen recording software to record our own screen while clicking through the slideshow and speaking into the computer's microphone.

To record your value video you will need the following tools:

1. Screen recording software: Mac: [ScreenFlow](#). PC: [Camtasia](#). Free: Try Google searching
2. High quality microphone: Expensive: [Yeti Microphone](#). Cheap: [Logitech Clearchat](#).
3. Video hosting service: Recommended: [Wistia](#). Cheap: [Vimeo \(free\)](#).
4. Background music (not essential): [AudioJungle](#).

Once you have the tools listed above you're ready to record your value video.

To record your value video follow the workflow/process outlined below. If you would prefer a video showing you this part of the process you can [view one here](#).

1. Print out your video script.
2. Practice reading it aloud 3-4 times before recording.
3. Start your slideshow in fullscreen and then hit record using your screen recording software.
4. Read through your script and advance the slideshow as you speak using mouse or space.
5. When finished stop the screen recording and then make any adjustments/edits to the video
6. When you're happy with your recording video export the file as a 1920x1080 mp4 file.
7. Once exported create an account with Wistia or Vimeo and then upload your video.

Note: Don't worry if you mess it up a few times, I did too! Be easy on yourself and give it another try. If you don't like the reading a script word-for-word and would prefer to speak to the slides off the cuff you're welcome to do that too.

6. Editing your funnel pages.

Now it's time to edit your Fragmentation funnel and make it your own by adding your information, images, video, scheduling software etc.

If you haven't already, download/install the Fragmentation funnel [template here](#).

Once you have installed the funnel template, open it using ClickFunnels and then watch this [video here](#) to see how to complete this stage of the process.

7. Integrating ActiveCampaign (New Update)

The next step is to integrate a basic CRM system so that all of the emails and survey applications we collect get stored safely in a system. Out of the box, ClickFunnels won't store any of the survey applications and it can't send emails to people either. This is an issue for us and we need to integrate a basic CRM system into ClickFunnels to solve this.

If you haven't already, create a free trial with ActiveCampaign using [this link here](#).

Once you've created your account watch [this video here](#) to see how to complete this stage of the process.

8. Publishing your funnel pages.

The next step is to publish all of your funnel pages to your website domain so that it's live and accessible online. Make sure you have edited all of your funnel pages and are happy with them. Once you're happy with everything watch [this video here](#) to see how to publish pages.

9. Testing your funnel and going live.

Now that you have edited your funnel to include your information, video, scheduling software and published it online using your own domain name it's time to thoroughly test everything and make sure it's all setup and working correctly.

To test your funnel use the following workflow:

1. Is your landing page working? Opt in form working? Desktop and mobile?
2. Is your video page working? Video autoplaying? Desktop and mobile?
3. Is your schedule page working? Schedule software working? Desktop and mobile?
4. Is your survey page working? Correct survey questions? Desktop and mobile?
5. Is your success page working? Did scheduling work/emails received? Desktop and mob?
6. Go through your entire funnel from start to end 2-3 times, try mobile, ask a friend to test it.

Once you have tested everything and you're confident your funnel is ready to go live to your market, congratulations! You have now setup the Fragmentation funnel.

10. Troubleshooting.

Are you having issues with your Fragmentation funnel or the setup process? Please make sure that you follow the instructions carefully one step at a time. Don't skip any of the steps and don't try to cut corners. This process is very important and when rushed you will mess little things up that break your entire funnel.

If you have followed the instructions and still can't figure out how to solve your issue try checking out the video tutorial for this process available [here](#).

If you still can't solve your issue try contacting ClickFunnels support if it's related to ClickFunnels. ScheduleOnce support if it's related to ScheduleOnce. Otherwise feel free to ask for help in our Facebook community [here](#).