

HighLevel Funnel Reproduction SOP: DCM 2.0 Templates

Overview

This Standard Operating Procedure (SOP) outlines the step-by-step process for reproducing the "DCM 2.0 Templates" funnel from James Kemp's HighLevel account with customized service and sales copy for clients.

Funnel Structure Analysis

Based on the API analysis of the DCM 2.0 Templates funnel (ID: ATb1XCi2a8fAMP9ME7cY), the funnel contains the following 8 steps:

Core Funnel Flow:

1. ****Social Code \$9 (TEMPLATE)**** – Big idea video page
2. ****Upsell 1: The 3k Code + Social Code (TEMPLATE)**** – First upsell bundle
3. ****Upsell 2: Sovereign Membership – 9 Day Trial (TEMPLATE)**** – Membership upsell
4. ****Delivery – The Social Code (TEMPLATE)**** – Product delivery page
5. ****The Sovereign Community Membership – Thank You (TEMPLATE)**** – Membership thank you
6. ****Delivery – The 3k Code and Social Code (TEMPLATE)**** – Bundle delivery page
7. ****BUMP: The Cash Campaign Templates (Template)**** – Order bump/downsell
8. ****The Client Funnel**** – Final installation/setup page

Prerequisites

Required Access:

- HighLevel Agency/Location account with funnel creation permissions
- API access (if automating the process)
- Copywriting tool access for content customization
- Client's business information and unique value proposition

Required Information from Client:

- Business name and branding
- Target audience description
- Unique service/product offering
- Pricing structure
- Value propositions
- Contact information
- Payment processing setup

Step-by-Step Reproduction Process

Phase 1: Funnel Setup and Structure

Step 1: Create New Funnel

1. Log into HighLevel account
2. Navigate to Sites > Funnels
3. Click "Create New Funnel"
4. Name the funnel: "[Client Name] - [Service Name] Funnel"
5. Set the funnel URL slug: `/[client-service-name]`

Step 2: Create Funnel Steps

Create the following 8 steps in sequence:

Step 1: Big Idea Video Page

- Name: "[Client Service] \$[Price] (Main Offer)"
- URL: `/[client-service-main]`
- Type: Optin Funnel Page

Step 2: First Upsell

- Name: "Upsell 1: [Premium Bundle Name]"
- URL: `/[premium-bundle-name]`
- Type: Optin Funnel Page

Step 3: Membership Upsell

- Name: "Upsell 2: [Membership Name] - [Trial Period] Trial"
- URL: `/[membership-trial]`
- Type: Optin Funnel Page

Step 4: Main Product Delivery

- Name: "Delivery - [Main Product Name]"
- URL: `/[main-product-delivery]`
- Type: Optin Funnel Page

Step 5: Membership Thank You

- Name: "[Membership Name] - Thank You"
- URL: `/[membership-thank-you]`
- Type: Optin Funnel Page

Step 6: Bundle Delivery

- Name: "Delivery - [Premium Bundle Name]"
- URL: `/[bundle-delivery]`
- Type: Optin Funnel Page

Step 7: Community Downsell/Order Bump

- Name: "BUMP: [Community/Downsell Offer Name]"
- URL: `/[community-offer]`
- Type: Optin Funnel Page

Step 8: Setup/Installation Page

- Name: "[Client] Implementation Guide"
- URL: `/[implementation-guide]`
- Type: Optin Funnel Page

Phase 2: Page Content Customization

Step 1: Big Idea Video Page Content

****Required Elements:****

- Compelling headline with client's unique value proposition
- Video player (embed client's big idea video)
- Benefits list (3-5 key benefits)
- Social proof (testimonials, case studies)
- Clear call-to-action button
- Price point (\$7-\$47 recommended)
- Urgency/scarcity elements
- Trust badges/guarantees

****Copywriting Placeholders:****

- `[CLIENT_BUSINESS_NAME]`
- `[MAIN_PRODUCT_NAME]`
- `[UNIQUE_VALUE_PROPOSITION]`
- `[PRICE_POINT]`
- `[KEY_BENEFIT_1]`, `[KEY_BENEFIT_2]`, `[KEY_BENEFIT_3]`
- `[TESTIMONIAL_1]`, `[TESTIMONIAL_2]`
- `[GUARANTEE_STATEMENT]`

Step 2: Upsell Pages Content

****Upsell 1 - Premium Bundle:****

- Headline: "Wait! Get [Bundle Name] for Just \$[Price]"
- Bundle contents breakdown
- Additional value proposition
- Limited-time offer messaging
- Accept/Decline buttons

****Upsell 2 - Membership:****

- Headline: "Join [Membership Name] for Just \$[Trial Price]"
- Membership benefits
- Community access details
- Trial terms and conditions
- Monthly pricing after trial

Step 3: Delivery Pages Content

****Main Product Delivery:****

- Welcome message
- Access instructions
- Download links/login credentials
- Next steps guidance
- Support contact information

****Bundle Delivery:****

- Bundle welcome message
- Individual product access
- Implementation timeline
- Bonus materials access

Step 4: Thank You Pages Content

Membership Thank You:

- Confirmation message
- Community access details
- Onboarding schedule
- Contact information for support

Phase 3: Technical Setup

Step 1: Payment Integration

1. Set up payment processor (Stripe recommended)
2. Create products for each offer:
 - Main product (\$7-\$47)
 - Premium bundle (\$97-\$297)
 - Membership trial (\$1-\$9)
 - Community access (\$27-\$97)
3. Configure payment forms on each sales page
4. Set up order bumps and upsell logic

Step 2: Email Automation

1. Create email sequences for each funnel path:
 - Main product purchasers
 - Bundle purchasers
 - Membership trial members
 - Community members
2. Set up delivery emails with access credentials
3. Configure follow-up sequences

Step 3: Analytics and Tracking

1. Install Facebook Pixel (if using Facebook ads)
2. Set up Google Analytics
3. Configure conversion tracking
4. Set up HighLevel analytics

Phase 4: Content Integration with Copywriting Tool

Step 1: Gather Client Information

Use the copywriting tool to generate customized content by providing:

- Client's business description
- Target audience demographics
- Unique selling propositions
- Competitor analysis
- Pricing strategy

Step 2: Generate Page Copy

For each funnel step, use the copywriting tool to create:

- Headlines and subheadlines
- Body copy
- Call-to-action text
- Email sequences

- Social proof elements

Step 3: Customize Templates

Replace all placeholder content with generated copy:

1. Import generated headlines
2. Replace benefit statements
3. Customize testimonials and social proof
4. Update pricing and offer details
5. Personalize email sequences

Phase 5: Testing and Optimization

Step 1: Funnel Testing

1. Test complete funnel flow
2. Verify payment processing
3. Check email delivery
4. Test mobile responsiveness
5. Validate all links and redirects

Step 2: A/B Testing Setup

1. Create variations for key pages
2. Test different headlines
3. Test pricing strategies
4. Test call-to-action buttons
5. Monitor conversion rates

API Integration Guide

Required API Endpoints:

- `GET /funnels/funnel/list` - List existing funnels
- `POST /funnels/funnel` - Create new funnel
- `GET /funnels/page` - Get page details
- `POST /funnels/page` - Create new page
- `PUT /funnels/page/{pageId}` - Update page content

Authentication:

- Use private integration key: `pit-02400293-370a-4ab9-a448-8830e6867687`
- Location ID: `4B006AvPiDJEeqf2WhmU`
- API Version: `2021-07-28`

Sample API Calls:

Create New Funnel:

```
```bash
curl -X POST "https://services.leadconnectorhq.com/funnels/funnel" \
 -H "Authorization: Bearer pit-02400293-370a-4ab9-a448-8830e6867687" \
 -H "Version: 2021-07-28" \
 -H "Content-Type: application/json" \
```

```
-d '{
 "name": "[Client Name] - [Service Name] Funnel",
 "locationId": "4B006AvPiDJEqf2WhmU",
 "url": "/[client-service-name]"
}'
\`
```

#### #### Clone Page from Template:

```
\`bash
curl -X POST "https://services.leadconnectorhq.com/funnels/page" \
-H "Authorization: Bearer pit-02400293-370a-4ab9-a448-8830e6867687" \
-H "Version: 2021-07-28" \
-H "Content-Type: application/json" \
-d '{
 "name": "[New Page Name]",
 "funnelId": "[New Funnel ID]",
 "stepId": "[New Step ID]",
 "templatePageId": "[Template Page ID]"
}'
\`
```

## ## Quality Assurance Checklist

### ### Pre-Launch Checklist:

- [ ] All pages load correctly
- [ ] Payment processing works
- [ ] Email sequences are active
- [ ] Mobile responsiveness verified
- [ ] All links functional
- [ ] Analytics tracking installed
- [ ] Legal pages updated (privacy policy, terms)
- [ ] Client branding consistent throughout
- [ ] Pricing accuracy verified
- [ ] Support contact information updated

### ### Post-Launch Monitoring:

- [ ] Conversion rates tracking
- [ ] Payment processing monitoring
- [ ] Email delivery rates
- [ ] Customer support tickets
- [ ] Page load speeds
- [ ] Mobile user experience
- [ ] A/B test results analysis

## ## Troubleshooting Guide

### ### Common Issues:

1. **\*\*Payment Processing Failures\*\***
  - Verify Stripe/payment processor setup

- Check API keys and webhooks
  - Validate product configurations
2. **\*\*Email Delivery Issues\*\***
    - Check SMTP settings
    - Verify email templates
    - Monitor spam scores
  3. **\*\*Page Loading Problems\*\***
    - Check domain configuration
    - Verify SSL certificates
    - Optimize image sizes
  4. **\*\*Mobile Display Issues\*\***
    - Test on multiple devices
    - Check responsive design elements
    - Validate touch targets

## ## Success Metrics

### ### Key Performance Indicators (KPIs):

- **\*\*Conversion Rate\*\***: Target 2-5% for cold traffic
- **\*\*Average Order Value\*\***: Track upsell performance
- **\*\*Customer Lifetime Value\*\***: Monitor membership retention
- **\*\*Email Open Rates\*\***: Target 25-35%
- **\*\*Email Click Rates\*\***: Target 3-7%
- **\*\*Page Load Speed\*\***: Under 3 seconds
- **\*\*Mobile Conversion Rate\*\***: Within 80% of desktop

### ### Optimization Targets:

- Increase main offer conversion by 20%
- Improve upsell acceptance by 15%
- Reduce cart abandonment by 25%
- Increase email engagement by 30%

## ## Maintenance Schedule

### ### Weekly Tasks:

- Monitor conversion rates
- Check email deliverability
- Review customer feedback
- Update inventory/availability

### ### Monthly Tasks:

- Analyze funnel performance
- A/B test new elements
- Update testimonials/social proof
- Review and optimize email sequences

### ### Quarterly Tasks:

- Comprehensive funnel audit
- Competitor analysis update
- Pricing strategy review
- Technology stack evaluation

## ## Conclusion

This SOP provides a comprehensive framework for reproducing the DCM 2.0 Templates funnel structure with customized content for any service-based business. The key to success lies in maintaining the proven funnel flow while personalizing all content to match the client's unique value proposition and target audience.

Regular monitoring, testing, and optimization are essential for maximizing funnel performance and achieving sustainable growth for the client's business.