





Funnel Customization Guide: DCM 2.0 Templates

Overview

This guide is for users who already have the DCM 2.0 Templates funnel cloned in their HighLevel account and need to customize it with copy generated by the chat app. Follow these steps to replace the template content with your personalized copy.

Prerequisites

-  DCM 2.0 Templates funnel already cloned in your HighLevel account
-  Copy generated from the chat app for your specific service/business
-  Access to your HighLevel account with editing permissions
-  Your business assets (logo, images, videos, etc.)

Step-by-Step Customization Process

Phase 1: Locate Your Cloned Funnel

1. ****Log into your HighLevel account****
2. ****Navigate to Sites > Funnels****
3. ****Find your cloned DCM 2.0 Templates funnel****
 - Look for a funnel named "DCM 2.0 Templates" or similar
 - It should have 8 steps/pages

Phase 2: Page-by-Page Customization

Page 1: Big Idea Video Page (Social Code \$9)

****Location:**** First step in your funnel

****URL Pattern:**** `/social-code-9-TEMPLATE`

****Elements to Replace:****

1. ****Main Headline****
 - Find: Current template headline
 - Replace with: Chat app generated headline
 - Location: Top of page, usually in large text
2. ****Subheadline****
 - Find: Supporting headline text
 - Replace with: Chat app generated subheadline
 - Location: Below main headline
3. ****Video Section****
 - Find: Existing video placeholder or embed
 - Replace with: Your big idea video
 - ****How to:**** Click on video element > Replace video URL/embed code

4. ****Benefits List****
 - Find: Bullet points or numbered list of benefits
 - Replace with: Chat app generated benefits (usually 3-5 points)
 - ****How to:**** Click on each bullet point and edit text
5. ****Price Point****
 - Find: "\$9" or current price
 - Replace with: Your chosen price point
 - Location: Usually near the buy button
6. ****Call-to-Action Button****
 - Find: "Buy Now" or similar button text
 - Replace with: Chat app generated CTA text
 - ****How to:**** Click button > Edit text
7. ****Testimonials/Social Proof****
 - Find: Existing testimonial sections
 - Replace with: Your customer testimonials
 - ****How to:**** Click testimonial text > Replace with your content
8. ****Business Name/Branding****
 - Find: "James Kemp" or "Social Code" references
 - Replace with: Your business name and product name
 - ****Search tip:**** Use Ctrl+F (Cmd+F on Mac) to find all instances

Page 2: First Upsell (3k Code + Social Code Bundle)

****Location:**** Second step in funnel

****URL Pattern:**** `/3k-code-and-social-code-bundle-TEMPLATE`

****Elements to Replace:****

1. ****Upsell Headline****
 - Find: "Wait! Get [Bundle Name]" text
 - Replace with: Chat app generated upsell headline
2. ****Bundle Description****
 - Find: Description of what's included in bundle
 - Replace with: Your bundle contents and benefits
3. ****Pricing****
 - Find: Bundle price (likely \$97-\$297 range)
 - Replace with: Your bundle pricing
4. ****Accept/Decline Buttons****
 - Find: "Yes, I want this" and "No thanks" buttons
 - Replace with: Chat app generated button text

Page 3: Membership Upsell (Sovereign Membership Trial)

****Location:**** Third step in funnel

****URL Pattern:**** `/9-day-trial-sov-template`

****Elements to Replace:****

1. ****Membership Name****

- Find: "Sovereign Membership" or similar
- Replace with: Your membership/community name

2. ****Trial Details****

- Find: "9 Day Trial" and trial pricing
- Replace with: Your trial period and pricing

3. ****Membership Benefits****

- Find: List of membership perks
- Replace with: Your membership benefits from chat app

4. ****Monthly Pricing****

- Find: Regular monthly price after trial
- Replace with: Your ongoing membership price

Page 4: Main Product Delivery

****Location:**** Fourth step in funnel

****URL Pattern:**** `/social-code-training-template`

****Elements to Replace:****

1. ****Welcome Message****

- Find: Congratulations/welcome text
- Replace with: Chat app generated welcome message

2. ****Access Instructions****

- Find: Steps to access the product
- Replace with: Your specific access instructions

3. ****Download Links****

- Find: Template download/access links
- Replace with: Your actual product links

4. ****Support Information****

- Find: Contact details for help
- Replace with: Your support contact information

Page 5: Membership Thank You

****Location:**** Fifth step in funnel

****URL Pattern:**** `/sov-community-ty-template`

****Elements to Replace:****

1. ****Confirmation Message****
 - Find: Membership confirmation text
 - Replace with: Your membership welcome message
2. ****Community Access Details****
 - Find: Instructions for accessing community
 - Replace with: Your community platform details (Discord, Facebook, etc.)
3. ****Next Steps****
 - Find: Onboarding instructions
 - Replace with: Your member onboarding process

Page 6: Bundle Delivery

****Location:**** Sixth step in funnel

****URL Pattern:**** `/3k-code-social-code-training-template`

****Elements to Replace:****

1. ****Bundle Welcome****
 - Find: Bundle delivery message
 - Replace with: Chat app generated bundle welcome
2. ****Individual Product Access****
 - Find: Links to each product in bundle
 - Replace with: Your actual product access links
3. ****Implementation Timeline****
 - Find: Suggested order/timeline for using products
 - Replace with: Your recommended implementation plan

Page 7: Community Downsell/Order Bump

****Location:**** Seventh step in funnel

****URL Pattern:**** `/the-cash-campaign-template`

****Elements to Replace:****

1. ****Downsell Offer Name****
 - Find: "Cash Campaign Templates" or similar
 - Replace with: Your community/downsell offer name
2. ****Offer Description****
 - Find: What's included in the downsell
 - Replace with: Your community benefits or downsell product details
3. ****Pricing****
 - Find: Downsell price

- Replace with: Your community/downsell pricing

Page 8: Implementation Guide

****Location:**** Eighth step in funnel
****URL Pattern:**** `/install-template`

****Elements to Replace:****

1. ****Setup Instructions****
 - Find: Template implementation steps
 - Replace with: Your specific setup/implementation guide
2. ****Resource Links****
 - Find: Links to tools or resources
 - Replace with: Your recommended tools and resources
3. ****Support Contact****
 - Find: Help/support information
 - Replace with: Your support details

Phase 3: Global Elements

Update Throughout All Pages:

1. ****Logo/Branding****
 - ****How to:**** Sites > Funnels > [Your Funnel] > Settings > Global Sections
 - Replace header logo with your logo
 - Update brand colors if needed
2. ****Contact Information****
 - ****Search for:**** Email addresses, phone numbers
 - ****Replace with:**** Your contact details
 - ****Tip:**** Use global search (Ctrl+F) on each page
3. ****Legal Pages Links****
 - ****Find:**** Privacy Policy, Terms of Service links
 - ****Update:**** Point to your legal pages
4. ****Social Media Links****
 - ****Find:**** Social media icons/links
 - ****Replace:**** With your social media profiles

Phase 4: Technical Updates

Payment Integration:

1. ****Navigate to:**** Sites > Funnels > [Your Funnel] > Settings
2. ****Update:**** Payment processor settings
3. ****Configure:**** Your Stripe/payment account

4. ****Set:**** Correct product prices and IDs

Email Integration:

1. ****Go to:**** Marketing > Workflows
2. ****Find:**** Email sequences related to your funnel
3. ****Update:**** Email content with your copy
4. ****Replace:**** Sender name and email address

Domain/URL Settings:

1. ****Navigate to:**** Sites > Funnels > [Your Funnel] > Settings
2. ****Update:**** Custom domain if you have one
3. ****Check:**** All internal links work correctly

Phase 5: Testing Your Customized Funnel

Pre-Launch Checklist:

- [] Test complete funnel flow from start to finish
- [] Verify all copy has been replaced (no template text remains)
- [] Check all links work correctly
- [] Test payment processing with small amount
- [] Verify email sequences trigger correctly
- [] Test on mobile device
- [] Check page loading speeds
- [] Confirm all your branding is consistent

Common Areas People Miss:

- [] Footer text and links
- [] Email subject lines in automation
- [] Thank you page redirects
- [] Order confirmation emails
- [] Meta descriptions and page titles
- [] Social sharing text
- [] Error page messages

Phase 6: Going Live

Final Steps:

1. ****Set funnel to active/published****
2. ****Update any advertising campaigns**** with new funnel URLs
3. ****Test with real purchase**** (small amount)
4. ****Monitor first few transactions**** closely
5. ****Set up analytics tracking**** if not already done

Quick Reference: Copy Replacement Checklist

For Each Page, Replace:

- [] ****Headlines**** (main and sub)
- [] ****Body copy**** (descriptions, benefits)
- [] ****Button text**** (CTAs)
- [] ****Pricing**** (all price points)

- [] **Product/service names**
- [] **Business name references**
- [] **Contact information**
- [] **Testimonials/social proof**
- [] **Links** (downloads, access, support)

Global Replacements:

- [] **Logo and branding**
- [] **Color scheme** (if needed)
- [] **Legal page links**
- [] **Social media links**
- [] **Email addresses**
- [] **Phone numbers**

Troubleshooting Tips

If You Can't Find an Element:

1. **Try the page editor:** Click "Edit Page" button
2. **Use browser search:** Ctrl+F (Cmd+F) to find specific text
3. **Check global sections:** Some elements might be in global headers/footers
4. **Look in workflows:** Email content might be in Marketing > Workflows

If Changes Don't Appear:

1. **Clear browser cache**
2. **Try incognito/private browsing mode**
3. **Check if page is published**
4. **Wait a few minutes for changes to propagate**

If Links Don't Work:

1. **Check URL formatting** (include https://)
2. **Verify internal links** point to correct pages
3. **Test external links** in new tab

Support Resources

- **HighLevel Help Center:** help.gohighlevel.com
- **Video Tutorials:** Available in HighLevel dashboard
- **Community Forum:** Search for similar issues
- **Support Ticket:** If you encounter technical issues

Conclusion

Following this guide will ensure your cloned DCM 2.0 Templates funnel is fully customized with your unique copy and branding. Take your time with each step, and don't forget to test everything before going live. The key is being thorough and systematic in replacing all template content with your personalized copy from the chat app.