

**The Growth Identity**

# Complete Funnel Guide

\$25 Funded Account Campaign

Strategy, Email Sequences, Conversion Optimization  
& Step-by-Step Implementation

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## The Offer Summary

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### The \$25 Funded Start

We deposit \$25 into their verified trading account. They trade with 24x amplification (\$600 buying power). They keep 100% of profits. If it loses, we absorb the loss. After 30 days, they can withdraw or continue.

### Why This Offer Works

- **Zero risk for them** - Removes the #1 objection (fear of losing money)
- **Skin in the game for us** - Proves we believe in the system
- **Real money, real results** - Not demo, not fake, verifiable
- **Limited spots** - Creates urgency (100 spots max)

- **Personal touch** - Call before deposit builds trust

## Target Metrics

**Landing Page → Email: 15-25%**

**Email → Registration: 40-60%**

**Registration → KYC Complete: 60-80%**

**KYC → Funded Account: 80-95%**

# 1. Funnel Overview

The complete customer journey from first touch to funded account.

## The 6-Step Funnel

### 1 Traffic Source

Visitor arrives via shared link, social media, or referral from team leader. The link should be trackable so you know which source converts best.

### 2 Landing Page

thegrowthidentity.com/offer - Captures email. Does NOT show registration link. Goal: collect lead info and build anticipation.

### 3 Welcome Email (Immediate)

Sent instantly after signup. Contains registration link and step-by-step instructions. This is where they first see how to claim the offer.

### 4 Registration & KYC

They follow the email steps: create account on IB portal, sync to TAG Markets, complete identity verification (face scan + ID).

### 5 WhatsApp Contact + Call

They message when KYC is done. You verify, schedule a quick call, deposit \$25 together, and activate Sonic 24X.

### 6 Active Trader

Account is live, copy trading Sonic AI. They watch their \$600 work. After 30 days, they decide: withdraw, continue, or add own funds.

#### Why Email Before Registration Link?

Collecting email first allows you to:

- Follow up if they don't complete registration
- Build a list for future offers
- Track who came from which source

- Send reminders and nurture sequences

## 2. Landing Page Strategy

Every element on thegrowthidentity.com/offer has a purpose.

### Hero Section

| Element                                      | Purpose                               |
|--|---------------------------------------|
| "Limited Offer, 100 Spots Only"              | Creates urgency, scarcity             |
| "We Fund Your First \$25 Trading Account"    | Clear value proposition, no confusion |
| Stats: 100 Spots / \$25 Funded / \$600 Power | Concrete numbers build credibility    |
| CTA: "Claim Your \$25 Funded Account"        | Action-oriented, benefit-focused      |

### Problem Section

Addresses why most traders lose:

- No real education
- No clear strategy
- Emotional trading
- Fake gurus & scam bots

**Why it matters:** People need to feel understood before they trust a solution.

### The Offer Section

Uses the "value stack" technique from Alex Hormozi's \$100M Offers:

- \$25 deposited (real money, not credits)
- 24x amplification = \$600 trading power
- 100% of profits are theirs
- We take the loss if it fails
- Freedom after 30 days
- Direct support from team

## Who We Are Section

Team culture, not individual founder. Makes it shareable by all leaders.

## How It Works

4 simple steps. Reduces perceived complexity.

## Social Proof

- Sonic AI track record (Myfxbook verified)
- Platform stats (300K+ traders, 150+ countries)
- Real team, real oversight

## FAQ

Handles objections before they become blockers.

### 3. Email Sequence

All emails that should be set up in EmailOctopus automation.

#### Email #1: Welcome (Send Immediately)

**Subject: Your \$25 funded account is waiting**

**Purpose:** Deliver registration link, create excitement, give clear next steps.

**Key elements:**

- Personalized greeting with name
- Confirmation they got a spot
- Big green "Start Registration" button
- 6 numbered steps (create account → verify email → profile → sync → KYC → WhatsApp)
- WhatsApp button
- "What happens on our call" explanation

#### Email #2: Follow-Up (Send after 2-3 days)

**Subject: Did you claim your \$25 yet?**

**Purpose:** Re-engage people who didn't complete registration.

**Key elements:**

- Friendly check-in tone
- Reminder of what they get
- Simplified 3 steps
- "Spots are going fast" urgency
- Both register and WhatsApp buttons

### Email #3: Last Chance (Send after 5-7 days)

**Subject: Only [X] spots left**

**Purpose:** Final push with real scarcity.

**Key elements:**

- Update on remaining spots
- "I don't want you to miss this"
- One-click registration button
- Personal note: "Reply if you have questions"

### Email #4: KYC Reminder (For those who registered but didn't complete KYC)

**Subject: One step left for your \$25**

**Purpose:** Push registered users to finish KYC.

**Key elements:**

- "We see you registered - great!"
- "Just need to complete KYC verification"
- Quick explanation: face scan + ID
- "Message us when done"

## Email #5: Post-Funding Welcome (After account is funded)

**Subject:** Your account is live 🎉

**Purpose:** Celebrate, set expectations, invite to community.

**Key elements:**

- Confirmation \$25 is deposited
- Sonic AI is connected
- "Don't panic if you see small movements"
- Join Telegram community link
- Myfxbook tracking link
- "We'll check in after 7 days"

## Email #6: Week 1 Check-In (7 days after funding)

**Subject:** How's your first week going?

**Purpose:** Build relationship, address concerns early.

**Key elements:**

- Ask how they're feeling
- Share current Sonic AI performance
- Remind: "You can check Myfxbook anytime"
- Invite questions

## Email #7: Day 25 Reminder (5 days before unlock)

**Subject:** 5 days until your funds unlock

**Purpose:** Prepare them for decision, plant seed for adding own funds.

**Key elements:**

- Recap of their results so far
- "In 5 days you can withdraw everything"
- Options: withdraw, continue, or add more
- "Many members add their own funds at this point"

**Email #8: Day 30 Freedom (Unlock day)****Subject: Your account is fully unlocked**

**Purpose:** Celebrate milestone, encourage continuation or upgrade.

**Key elements:**

- "30 days complete - you made it"
- Show total profit/loss
- Options clearly explained
- Soft pitch for adding own capital
- Partner opportunity mention (for those interested)

**Email Timing Summary**

| Email           | Trigger                               | Goal                      |
|-----------------|---------------------------------------|---------------------------|
| #1 Welcome      | Immediately after signup              | Get them to register      |
| #2 Follow-up    | 2-3 days after signup                 | Re-engage non-registrants |
| #3 Last Chance  | 5-7 days after signup                 | Final push                |
| #4 KYC Reminder | 2 days after registration (if no KYC) | Complete verification     |
| #5 Post-Funding | After \$25 deposited                  | Set expectations          |
| #6 Week 1       | 7 days after funding                  | Build relationship        |
| #7 Day 25       | 25 days after funding                 | Prepare for decision      |

|           |                       |                    |
|-----------|-----------------------|--------------------|
| #8 Day 30 | 30 days after funding | Upsell opportunity |
|-----------|-----------------------|--------------------|

## 4. WhatsApp Scripts

Templates for common WhatsApp conversations.

### When They First Message (KYC Complete)

**Them:** "Hi, I completed KYC. My account number is XXXXXX"

**You:**

"Hey [Name]! Great, let me verify your account. Give me a few minutes."

[After verifying]

"All good! When's a good time for a quick 10-minute call? I'll deposit your \$25 and set up Sonic AI while we're on the call together. That way you can see exactly what's happening."

### Scheduling the Call

"Perfect. I'm available [suggest 2-3 time slots]. Which works for you?"

or

"I'm free in about an hour, or we can do tomorrow morning. What's better for you?"

### If They Haven't Completed KYC

**Them:** "Hi, I registered but haven't done KYC yet"

**You:**

"No problem! The KYC is quick - just a face scan and ID photo. Log into the TAG portal and you'll see the verification option. Message me when it's done and we'll set up your funded account together."

## If They Have Questions Before Signing Up

"Good question. [Answer their specific question]"

"The short version: we deposit \$25 of real money into your verified account. You trade with \$600 thanks to 24x amplification. Keep all profits. If it loses, that's our loss, not yours. After 30 days, you can withdraw everything or continue. Zero risk for you."

"Want me to send you the registration link?"

## Post-Call Follow-Up

"Done! Your account is now live with \$25 and connected to Sonic AI. You can check your balance anytime in the app."

"Here's the Myfxbook link to track Sonic AI's performance: [link]"

"And here's our Telegram community: [link]"

"Any questions, just message me here. Welcome to the team! 🙌"

## If They Go Quiet After Registration

[After 3-4 days of no response]

"Hey [Name], just checking in - did you get a chance to complete the KYC? I've got your \$25 ready to deposit once you're verified. Let me know if you got stuck anywhere."

## 5. Onboarding Call Guide

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How to run the 10-15 minute setup call effectively.

### Before the Call

- ☐ Verify their account number is real and KYC is complete
- ☐ Have \$25 USDT ready in your wallet
- ☐ Have TAG platform open
- ☐ Have Sonic AI copy trading setup ready

### Call Structure

#### 1. Warm Welcome (1 min)

"Hey [Name], good to finally talk! How are you? Ready to get your account set up?"

#### 2. Quick Background (2 min)

"Before we start, quick question - have you traded before, or is this completely new?"

[Adjust explanation depth based on their experience]

#### 3. Explain What You're Doing (2 min)

"Okay, so here's what we're going to do together. I'm going to deposit \$25 into your account right now. Then I'll connect you to Sonic AI, which is our copy trading system. With 24x amplification, your \$25 trades like \$600. I'll show you where to check your balance and performance."

#### 4. Do the Deposit (3 min)

"Alright, sending the \$25 now... [do the transfer]. It should show up in a minute."

[Confirm they see it in their account]

#### 5. Connect Sonic AI (3 min)

"Now I'm connecting you to Sonic AI... [complete setup]. Done. You're now live."

#### 6. Set Expectations (2 min)

"Quick heads up - you might see small ups and downs daily. That's normal. Don't panic if you see a red day. Check Myfxbook for the overall track record. The strategy is designed for

consistent long-term performance, not day-by-day wins."

### 7. Share Resources (1 min)

"I'll send you the Telegram community link and Myfxbook tracking link on WhatsApp. Join the group - that's where we share updates and you can ask questions anytime."

### 8. Close (1 min)

"Any questions right now? ... Great. Welcome to the team! Message me anytime. I'll check in with you in about a week to see how it's going."

#### Pro Tips

- Screen share if possible so they can see what you're doing
- Be calm and confident, not salesy
- Answer questions honestly, including risks
- Don't oversell - let results speak for themselves

## 6. Follow-Up Strategy

How to handle leads at different stages.

### Non-Converters: Signed Up But Didn't Register

| Day | Action                                     | Channel  |
|-----|--|----------|
| 0   | Welcome email with registration link       | Email    |
| 2-3 | Follow-up email "Did you claim your \$25?" | Email    |
| 5-7 | Last chance email with scarcity            | Email    |
| 10  | Personal WhatsApp if you have number       | WhatsApp |
| 14+ | Move to general nurture list               | Email    |

### Registered But No KYC

| Day | Action                                      |
|-----|---|
| 2   | Email: "One step left for your \$25"        |
| 5   | WhatsApp: "Did you get stuck on KYC?"       |
| 7   | Email: Offer help, ask if there's a problem |

### KYC Done But Didn't Schedule Call

| Day | Action   |
|-----|--|
| 1   | WhatsApp: Propose specific call times          |
| 3   | WhatsApp: "Still want to set up your account?" |
| 5   | Voice note: More personal touch                |

## Funded But Inactive in Community

| Day | Action                             |
|-----|------------------------------------|
| 7   | Check-in email + WhatsApp          |
| 14  | Share interesting community update |
| 21  | Preview of day 30 options          |

### Key Principle

Be helpful, not pushy. Ask if they're stuck or have questions. People ghost because they're confused or busy, rarely because they're not interested. Make it easy for them to continue.

## 7. Tracking & Metrics

What to measure to optimize your funnel.

### Key Metrics to Track

| Metric                | How to Track                       | Target                  |
|-----------------------|------------------------------------|-------------------------|
| Landing page visitors | Google Analytics or simple counter | -                       |
| Email signups         | EmailOctopus list count            | 15-25% of visitors      |
| Email open rate       | EmailOctopus                       | 40-60%                  |
| Email click rate      | EmailOctopus                       | 15-25%                  |
| Registrations         | IB portal / manual tracking        | 40-60% of signups       |
| KYC completions       | TAG portal / manual tracking       | 60-80% of registrations |
| Funded accounts       | Your records                       | 80-95% of KYC           |
| 30-day retention      | Your records                       | 70-85%                  |
| Added own funds       | Your records                       | 20-40% of funded        |

### Simple Tracking Spreadsheet

Create a Google Sheet with columns:

- Name
- Email
- WhatsApp
- Signup Date
- Registered (Y/N + date)
- KYC Complete (Y/N + date)
- Call Done (Y/N + date)
- Funded (Y/N + date)

- Account Number
- Notes
- Day 30 Status

## Weekly Review

Every week, check:

- How many new signups?
- Where are people dropping off?
- What questions keep coming up?
- Which traffic source converts best?

## 8. Future Offers

Ideas to scale beyond the \$25 funded start.

### Offer Ladder

| Stage     | Offer                          | Who It's For                       |
|-----------|--------------------------------|------------------------------------|
| Entry     | \$25 Funded Start (current)    | New leads, skeptical, never traded |
| Upgrade   | \$100 Funded Account           | People who saw results with \$25   |
| Self-Fund | Match their deposit up to \$50 | Ready to invest own money          |
| Premium   | 1-on-1 trading coaching        | Want to learn manual trading       |
| Partner   | Affiliate/IB opportunity       | Want to build a business           |

### Potential Future Campaigns

#### "Double Your Start" Campaign

For people who completed 30 days successfully: We match their first deposit up to \$100. They put in \$100, we add \$100, they trade with \$200 base (before amplification).

#### "Bring a Friend" Referral

When someone refers a friend who gets funded, both get an extra \$10 bonus in their account.

#### "Trading Challenge"

Monthly competition among funded accounts. Top 3 performers get prizes (extra deposits, merch, recognition).

#### "Manual Trading Bootcamp"

For those who want to learn beyond copy trading. 4-week course with live sessions. Could be free or paid.

### When to Introduce Partner Opportunity

- Not on the landing page (too early, confusing)

- Mention briefly on day 30 email
- Discuss in more detail after they've been active 60+ days
- Best candidates: people who naturally share with friends

**Important**

Don't pitch the partner opportunity too early. Let them experience success first. People who join for the opportunity without believing in the product don't last.

## 9. Implementation Checklists

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### Before Launch

- ☐ Landing page live at thegrowthidentity.com/offer
- ☐ Email capture connected to EmailOctopus (Forex list)
- ☐ Welcome email set up in automation
- ☐ Follow-up email (day 2-3) set up
- ☐ Last chance email (day 5-7) set up
- ☐ WhatsApp number ready and published
- ☐ \$2,500 USDT budget ready (100 spots × \$25)
- ☐ Tracking spreadsheet created
- ☐ Team leaders briefed on the offer

### Daily Tasks

- ☐ Check EmailOctopus for new signups
- ☐ Check WhatsApp for messages
- ☐ Respond to all messages within 2-4 hours
- ☐ Schedule and complete onboarding calls
- ☐ Update tracking spreadsheet

### Weekly Tasks

- ☐ Review conversion metrics
- ☐ Follow up with stuck leads
- ☐ Check in with funded accounts (week 1, 2, 3)
- ☐ Update remaining spots count if needed
- ☐ Share wins in team community

## Monthly Tasks

- ☐ Review overall funnel performance
- ☐ Identify and fix drop-off points
- ☐ Collect testimonials from successful accounts
- ☐ Plan next month's improvements
- ☐ Consider new offers or campaigns

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This document is for internal team use. Keep it updated as you learn what works.