

RUSSELL BRUNSON

Network Marketing Secrets

Summary

The Middle 'Funnel' Strategy...

*That Easily Attracts The **RIGHT** People, Who Are **SO SUPER INTERESTED** In What You're Selling, They Actually Raise Their Hands And Ask You To Sign Them Up!*

Please feel free to share this summary to your downline and anyone you want...

This summary is solely written to give an overview about the concepts and ideas in the book, but they can't be explained to their full extent. To obtain a full understanding and detailed explanations about the approach it is necessary and strongly recommended to get the full free book. You can access it by clicking [here](#).

In the meantime you can start reading

Summary: Network Marketing Secrets

Who is Russell Brunson?

Russell Brunson is one of the Founders of [ClickFunnels](#), one of the fastest growing Companies in the world. As 13 year old kid he started to collect junk mail for business opportunities and soon got 10-20 letters a day until one day he got a special cassette tape and started listening to it. The guy on the cassette was so passionate that Russell got hooked and started his journey into network marketing as 14 year old kid with his parents credit card, which went on for 23 years. He has seen a lot of companies come and go.

Question he gets a lot:

"Can I use sales funnels to grow my network marketing company?"

Actually Network Companies have been build ever since with the same 3 funnels but just offline...many fail because they forget these 3 core funnels, when they go online.

99% of MLM success stories has this three funnels, this books shows how to bring them into the online world.

Section 1 - The three lost funnels

Secret #1 – The evolution of Network Marketing Funnels

Every network marketer goes through 3 phases...

Phase 1. - The NFL Club

The No friends Club: First thing after joining new companies is, to talk to friends and family but most talk negatively. It can be devastating with family and friends and you run out of people quickly, even social media is limited.

Phase 2. Anti-Sales Department

You send people who signed up to your opportunity to the company's website the "Anti-sales department", because most websites are maybe beautiful, but don't sell.

They are outdated and have a bad buying experience, so they just fail and have no understanding of conversion. Your prospects have no interest in buying your thing.

Phase 3. The Clone Wars

You had enough and have to go outside to look for new people. You try to get online, but everyone has the same lame template, and that creates massive competition for you.

When 98% of businesses fail even with unique products without identical competitors... what happens if thousands in your network company use the same template?

People get used to it and don't pay attention any more. Always keep the concept of "pattern interrupt" in your mind. Do things differently and keep people excited to interrupt their daily patterns.

Phase 4. The homeless man with a Ferrari

Most networkers can't get out of the first three phases. In Phase 4 you start to make money with the product and start to believe its profitable.

Russell once pushed 90 days in a new company to win a Ferrari, but within a year all commissions were down to zero. "homeless man with a Ferrari", he had zero income from this venture, because he failed to understand one core principle: **Duplication**

His Customers didn't know how to create their own leads. He won a Ferrari, but couldn't build long term downline.

You can escape all phases with funnels. Successful networkers aren't spamming their friends and family or social media, they use the three core funnels!

Secret #2 – The three lost funnels

All top earners online use funnels. They just take the offline process and make an online version out of it. The "three lost funnels" are the online version of what works offline since decades, as automated system to get leads and let them duplicate, what you do.

Lost Funnel #1 – Bridge Funnel (Three way calls)

When you are new, your upline gets into three-way calls with you to discuss the product and take away the stress from you. They create bridge. After a couple times you are able to see the process and build the bridge between prospect and product yourself. After you learned the process, you are the bridge for your downline.

Lost Funnel #2 – Home Party Selling

A Presentation for products you're selling. The "fear of missing out" in the visitors helps you. If some are buying the product, others want too, because they don't want to miss out. You give also the Opportunity to run their own parties for free products, and you will help them hosting (duplication at home parties). **Russell himself could grow 1,5 million leads in six weeks in a new company with a home party funnel.**

Lost Funnel #3 – The Hotel Meeting

Russell once went to such event and saw something very special. When people signed up for the product/company after the presentation, the host told them to invite their friends to the next presentation, so he can close them.

First meeting were 10 people, then 50, 75, 150 and within short time 400-500 people.

This type of funnel is designed to recruit new leaders. Do Funnel sell products or fill downline? Both...You can use what works best...

Secret #3 – Your two dream clients

"I love this product" people: Come to party and and want the product

"I love selling stuff" people: Don't really care about product, but love to sell

One person can become the second. In your funnels, only speak about one of them, not both at the same time, that can be confusing.

Section 2 – The Viral Loop

You need to master the "Viral Loop": *Epiphany bridge, Demo, Call to action, Duplication*

Secret #4 – The epiphany bridge, how to sell without selling

People don't buy based on logic, but on emotion, they join network companies also for emotional reasons. Tell the epiphany about why you fell in love with the product, so people can relate.

The "Epiphany bridge script" is further explained in a whole chapter in expert secrets – how to build your tribe

Basically the epiphany bridge is answering these questions:

- What is your backstory that gives us a vested interest in your journey?
- What did you want to accomplish?
- What external struggle were you dealing with?
- What internal struggle were you dealing with?
- What wall or problem did you hit within your current opportunity to start you on this new journey?
- What was the epiphany you experienced and the new opportunity you discovered?
- What plan did you create to achieve your desire?
- What conflict did you experience along the way?
- What was the end result you achieved?
- What transformation did you experience?

I strongly recommend to read [Expert Secrets](#) for a detailed approach.

The epiphany bridge should be in every single funnel!

Secret #5 – The Demo

The product demo formula:

- faster and easier
- eliminate the alternatives as options
- introduce the price and anchor something higher priced with similar value
- urgency and scarcity give reason to act now
- risk reversal explain guarantee that reverses risk from buyer to you

Secret #6 – The Call to Action

ASK for the money in exchange for the product. You can even ask for permission to sell to calm yourself down, because your prospects always say yes. The CTA should be very clear and direct, even speak out the most obvious things.

Secret #7 – The ultimate network marketing secret duplication

The key to real money in network marketing is duplication. You need to recruit and help to recruit. In the bridge funnel, you help to close sales.

In the home funnel you help to host the party. In the hotel meeting the host invites friends to invite friends to help them get closed.

The System for duplication:

Level 1) Sign people up directly, like in secret 4,5,6

Level 2) Ask to bring people and pre-sell for them with funnels. "Just bring people and the funnel will convert them for you."

Level 3) Show how to replicate, what you've done. Share your funnel and let your downliners tell their own story.

That is very easy to do with [ClickFunnels](#), just can send a share funnel link like the one down below. Just click and the funnel and it will import into your ClickFunnels account.

They can just edit the pages and plug in their own videos.

Master the 4 steps of the viral loop: *Epiphany bridge, Demo script, Call to action, and Duplication*

Section 3 – Digging in the three lost funnels

Secret #8 - Digging into the mechanics of the three lost funnels

You can plug in any opportunity into a funnel within just a few minutes.

What is a funnel? It's a marketers term to describe a series of web pages and emails ordered in such a way that your prospect is more likely to do what you want.

A Funnel orders the pages in simple step-by-step instructions to keep people on track and lead them to your desired action.

A squeeze page funnel is for collecting emails.

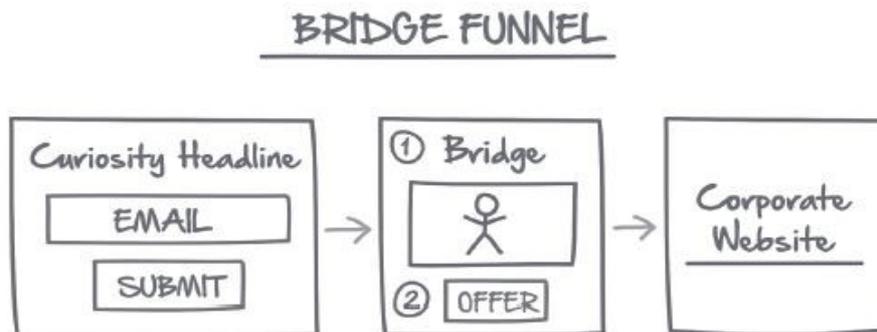
An OTO page, is an "one time offer" page after they purchased something.

A webinar page shows a "live" pre-recorded class that builds trust and sells products

With [ClickFunnels](#) you can create any of these funnels in 30 minutes.



Secret #9 – Digging into the bridge funnel



The bridge between prospect and the company you represent. The most important thing is your epiphany bridge!

This funnel takes 3 minutes to set up (or one with the free share bridge funnel)

Page one is all about curiosity: What do your prospects desire most? What painpoint do they want to avoid?

You create an Opt-in form to collect their email and therefore a lead for your business, so you can follow up with offers.

Page two has a video element and a button: create a video that covers everything in the viral loop sequence.

Secret #10 – Digging into the home party funnel



Set up an event inviting page, thank you page and party page

Page one: CTA "reserve my ticket to the party" add a timer and hint a giveaway.

Repeat the parties and schedule the next one right after the party ends.

Page two: Once registered people see a confirmation page, write reminder emails with a link to the party page

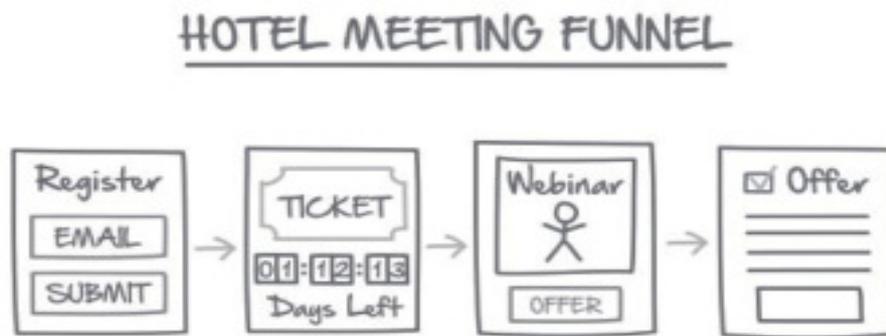
Page three: Good headline, date, time and livestream where you host the event, also high quality picture and description for the product with distributor link to company website, where they can purchase and also join your opportunity.

Use the viral loop script for your stream!

How to live stream: In YouTube Live you can create an event and its for free. You can paste the link into your funnel page, make sure you have a nice product presentation!

For a full tutorial on YouTube Live stream read the whole book Network marketing secrets.

Secret #11 – Digging into the hotel meeting funnel



This strategy is based on the "Perfect Webinar Script". To go into deep detail with this strategy, there is a whole chapter in [Expert Secrets](#)

Page one: The registration page is nearly identical to home party funnel, you allow the viewer to choose a date and time to watch an online seminar/webinar replay.

Add three main bullets: Three Secrets you are going to unpack in the workshop to create excitement.

Page two: "Thank you page" with a countdown timer to the webinar. Follow them up with automated emails to attend in the workshop.

Page three: Webinar page: A Page where your video plays and a button that leads to a form to sign up for opportunity or the product sale.

In ClickFunnels you can create a delayed action. You can make your presentation and when you give the Call To Action a button appears, where people can sign up. You can use YouTube live or a recorded auto-webinar. Again use the viral loop!

How to duplicate all of funnels:

Level 1: If you are "*the only one*" using that funnel, make a CTA to click on button and sign up for your opportunity.

Level 2: If others are sending people to this funnel make a CTA to get back to their contacts, so they can follow up by sending their distributor ID.

Level 3: The third option is a share funnel link for the funnel you've created. Allow others to copy and edit it your funnel and fill in their own ID.

Secret #12 – How to get started RIGHT NOW!

Here you got three pre-made customized share funnels. You can download them and get a [14 day free trial with Clickfunnels](#). Just plug your funnels in an drive traffic to them, and share them with your network.

[Click Here To Get your Bridge Page Funnel](#)
[Click Here To Get your Home Party Funnel](#)
[Click Here To Get your Hotel Meeting Funnel](#)

Secret #13 – How to fill your funnel

How to drive traffic a a whole other chapter. Here are some possibilities to get people in:

1. **Email Signature:** Place a link in your email signature inviting people to your Bridge or

Home Party Funnel.

2. **Instagram Bio Link:** Place a link on your Instagram profile that gives something away for free.
3. **Your Own Facebook Group:** Build a free community around the topics that most interest your ideal customers.
4. **Facebook Ads:** This is one the most powerful ways to grow your business. Run ads to any of your funnels. (Just be careful about making business claims on your landing pages.)
5. **Other People's Groups:** Some groups allow for promotional posts and links. You can make great connections in big groups where your ideal customers hang out.
6. **Pinterest Pins to Blog Posts:** Set up a blog or a few signature pieces of content and make sure to include links to your free offers and funnels. Then pin beautiful images onto Pinterest that lead back to those blog posts.
7. **SEO (Search Engine Optimization):** Those same blog posts can also start to generate Google traffic if you do some keyword research on what people are searching for online.
8. **Guest Posting:** If the idea of writing your own blog feels overwhelming, you can reach out to other bloggers and offer to write a guest post. Most will allow you to put a link in your bio, and that can lead into your funnel.
9. **Podcasting:** Whether you decide to host your own podcast or just be featured on others, they are a great way to get the word out about your product.
10. **YouTube Channel:** For some companies, YouTube tutorials work really well. They are searchable with Google, and you can add annotated cards at the end of your videos that drive people to your offers and funnels.

How To Start Now:

Click to grab your FREE Funnels

[Bridge Page Funnel](#)



[Home Party Funnel](#)

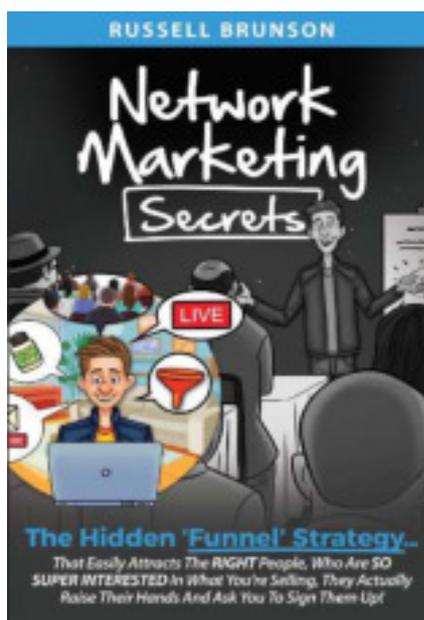


[Hotel Meeting Funnel](#)



Bonus: As soon as you sign up through one of the Funnels you'll get access to a A-Z ClickFunnels Training to learn how to set the funnels up!

[Also Grab you free copy of Network Marketing Secrets](#)



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