Profit Stack Planner

How to Turn One Funnel Into Three Income Streams (Without Changing a Thing)

Most affiliates stop at the first click.

They run their traffic to an offer, pray for a commission, and move on. That's fine for hobbyists. But if you want this to feel like a business — one with consistent income — you've got to stack your profit.

This doesn't mean more work. It means setting up a smart sequence that lets one piece of content generate multiple streams.

This planner gives you the layout.

The core stack strategy

Every affiliate funnel has three hidden moneymakers. Here's how to find them:

1. **The Front-End Offer**
   This is your launch or product promo. It gets the click. It earns you a direct commission.
2. **The Email Follow-Up**
   This is where 60–70% of your actual revenue comes from. If you skip this, you're bleeding money.
3. **The Evergreen or Higher-Ticket Back-End**
   Once they've trusted you once, it's much easier to pitch again — especially something that pays more or sticks longer (like recurring software).

Step 1: Connect to a list

Use a simple opt-in page before your affiliate link. Offer a lead magnet, bonus, or quick checklist. Nothing fancy — just a reason to give you an email before they click through.

If you're using a review video, drop a link below it: "Grab my bonus and updates here."

Set this up once. It builds long-term leverage fast.

Step 2: Write a simple 3-day follow-up

Don't overthink it. Keep it conversational.

- Day 1: "Here's what I like about [product] — and what you get from me"
- Day 2: "Questions I got about [product] (and my honest take)"
- Day 3: "Last call to grab [product] with my bonus"

If they buy, great. If not — no pressure. You've still got their attention.

Step 3: Pitch a second offer (smartly)

After the first sequence, shift the topic — not the tone.

Example:
"Now that you've seen [product], here's something that works *with* it — not instead of it."

This is where you drop:

- An evergreen tool (like an email platform)
- A higher-ticket training (if they're serious)
- A complementary offer (they'll need it eventually)

Think *adjacent*, not *replacement*.

Step 4: Automate it

Use any basic autoresponder:

- ConvertKit – www.convertkit.com
- Systeme.io – www.systeme.io
- MailerLite – www.mailerlite.com

Load your emails, set delays, and let it run. Your only job now is to feed in more leads.

The profit stack formula

Here's what it looks like on a napkin:

Traffic → Opt-In Page → Affiliate Offer + Bonus → 3-Day Email Follow-Up → Evergreen or Higher-Ticket Offer

That's it.

Three streams:

- Front-end commissions
- Bonus-triggered purchases
- Follow-up sales from the list

Final word: Stop wasting clicks

You work too hard for traffic to let it vanish after one offer.

Set up your profit stack once, and you'll start seeing sales from emails you sent days or even weeks ago. That's when it starts to feel like this thing's working *with* you, not against you.

Want a done-for-you follow-up sequence and list of back-end offers with recurring payouts?

Check the Vault — it's in there. Just plug it in, tweak the tone, and launch.