

DFY Sales Funnel Pack

Quick-Start Guide

Customize the assets. Connect your checkout. Put the funnel to work.

THE GOAL

You already have the core funnel assets. This guide shows you what each file does, what to change, what to leave alone, and the fastest path from ZIP file to a working sales funnel.

You do not need to rebuild these assets from scratch. Customize the obvious pieces, test the funnel, and launch.

1. What You Just Got

Each DFY Sales Funnel Pack contains six working assets. They are designed to function together, but each file can also be used independently.

FILE	WHAT IT DOES	USE IT FOR
product-manifest.txt	The source-of-truth reference for the offer.	Keeping product name, audience, price, deliverables and positioning consistent.
sales-copy.txt	Complete long-form sales copy.	Page builders, checkout pages, marketplaces or rewriting into another format.
sales-page.html	A standalone responsive sales page.	Uploading to your hosting or handing to an AI/code tool for customization.
upgrade-ideas.txt	Order bump and upsell concepts.	Expanding the front-end product into a larger funnel.
email-campaign.txt	Seven promotional emails.	Broadcasts, autoresponders and evergreen campaigns.
affiliate-messages.txt	Affiliate emails and short promos.	Giving partners ready-to-use promotional copy.

START HERE

Open product-manifest.txt first. It tells you exactly what the funnel is selling. Treat it as the reference document when customizing the other files.

2. Start With the Product Manifest

The manifest keeps the funnel from drifting. Before editing the sales page, emails, or affiliate copy, decide whether you are changing any of the core offer details below.

- Product name
- Target customer
- Price
- Primary promise or outcome
- Deliverables
- Positioning
- Delivery format
- Primary call to action

If you change one of these items, update it everywhere. A \$7 product on the sales page should not suddenly become \$17 in Email 4.

Safe Customizations

You can usually change branding, tone, colors, product name, price, checkout URL, support details, and delivery instructions without changing the underlying product.

Be more careful when changing claims, guarantees, health or financial language, testimonials, statistics, or promised results. Only use claims you can support.

3. Customize the Sales Copy

Open sales-copy.txt and search for bracketed placeholders. Replace every placeholder before publishing.

- [YOUR BRAND]
- [YOUR NAME]
- [CHECKOUT URL]
- [SUPPORT EMAIL]
- [PRODUCT DOWNLOAD DETAILS]
- Any product-specific placeholder included in the file

Then Review These Items

- Headline and subhead
- Product price
- Deliverables

- Call-to-action wording
- FAQ answers
- Guarantee language, if you add one
- Bonuses, if you add them
- Testimonials or proof, if you have legitimate material to include

RULE

Do not add a testimonial, performance claim, income claim, medical claim, or guarantee simply because it sounds persuasive. Use evidence you actually have.

4. Put the Sales Page Online

The included sales-page.html is a finished standalone HTML page. You can use it as supplied, customize it yourself, or give it to an AI coding tool.

- 1. Preview it:** Double-click the HTML file or open it in a browser.
- 2. Edit it:** Open the file in a text/code editor or provide it to ChatGPT, Claude, Codex, or another coding assistant.
- 3. Replace placeholders:** Add your brand, support information, checkout URL, and any other marked values.
- 4. Customize appearance:** Change colors, fonts, logo, spacing, or section order if desired.
- 5. Upload it:** Place the HTML page on your website or hosting account.
- 6. Test it:** Check desktop and mobile layouts, click every purchase button, and complete a test transaction.

Fast AI Customization Prompt

COPY AND PASTE

I am giving you my sales-page.html file. Customize it without changing the underlying product or unsupported claims.

Brand name: [BRAND]

Primary color: [COLOR]

Secondary color: [COLOR]

Checkout URL: [URL]

Support email: [EMAIL]

Logo: [DESCRIBE OR PROVIDE FILE]

Return the complete working HTML file. Preserve responsive/mobile behavior and verify every

CTA uses my checkout URL.

5. Build the Funnel

TRAFFIC -> FRONT-END PRODUCT -> ORDER BUMP -> OTO 1 -> OTO 2 -> DELIVERY

The upgrade-ideas.txt file gives you logical extensions of the front-end offer, including suggested positioning, deliverables, and price ranges.

DO THIS FIRST

You do not need every upgrade finished before you launch. The front-end product and working checkout are enough to begin. Add the order bump and upsells as you build them.

When you are ready to expand, choose the upgrade ideas that create the cleanest next step for the buyer. Avoid adding unrelated products simply because you have them.

6. Load the Email Campaign

The email-campaign.txt file contains seven promotional emails. You can send them as broadcasts or load them into an autoresponder.

TIMING	PURPOSE
Day 0	Announcement / offer introduction
Day 1	Problem or education
Day 2	Benefit / use case
Day 3	Objection handling
Day 4	Proof, logic, or deeper explanation
Day 5	Urgency or reminder
Day 6	Final call

Adjust timing to fit your audience. If you use genuine scarcity or a real deadline, make sure the emails and sales page agree.

7. Give Affiliates Something They Can Actually Use

affiliate-messages.txt contains complete promotional copy so partners do not have to figure out how to explain your product.

- Replace [AFFILIATE LINK] with the affiliate's tracking link.
- Give affiliates the five email swipes.
- Give them the five short promotional messages for social posts, groups, or short broadcasts.
- Add product images, screenshots, or banners if you have them.
- Keep the affiliate materials in one easy-to-download folder or resource page.

Affiliates may edit the copy, but make sure they do not introduce unsupported claims that you would not make on your own sales page.

8. The 30-Minute Customization Sprint

TIME	ACTION	DONE WHEN
0-5 min	Read the Product Manifest.	You understand the offer, audience, price and deliverables.
5-10 min	Set brand, product name and price.	Core offer details are locked.
10-15 min	Replace placeholders in sales copy.	No bracketed placeholders remain.
15-20 min	Customize HTML and checkout links.	Every CTA points to the correct checkout.
20-25 min	Load product and delivery.	A buyer can receive the product after payment.
25-30 min	Test the funnel.	You completed a test purchase and checked delivery.

THEN LAUNCH

Do not spend three days changing fonts. A functioning funnel with a clear offer beats an unfinished funnel with perfect typography.

9. Use AI to Customize the Assets

You can upload any of the included text or HTML files to an AI assistant and use the prompts below as starting points.

Rewrite the Sales Copy

Here is my Product Manifest and Sales Copy. Rewrite the sales copy for [AUDIENCE] in a [TONE] voice. Preserve the actual product, price, deliverables, and factual claims. Do not invent testimonials, statistics, guarantees, or results.

Customize the HTML Page

Here is my sales-page.html file. Change the branding to [COLORS], add my company name [NAME], change every checkout button to [URL], and return the complete working HTML file. Preserve responsive behavior.

Change the Email Voice

Here is my email campaign. Rewrite all seven emails in a [FRIENDLY/DIRECT/PROFESSIONAL] voice without changing the offer, price, deliverables, or factual claims. Keep the checkout placeholder intact.

Develop an Upgrade

Here are my Upgrade Ideas. Develop Upgrade #[NUMBER] into a complete product outline. Define the customer, problem, outcome, deliverables, sections, and production checklist. Keep it logically connected to the front-end product.

Adapt Affiliate Copy

Here are my affiliate messages. Rewrite them for affiliates promoting primarily through [EMAIL/FACEBOOK/YOUTUBE/OTHER]. Preserve the offer and claims. Keep [AFFILIATE LINK] as the tracking-link placeholder.

Audit the Funnel

Review my Product Manifest, Sales Copy, HTML Sales Page, Email Campaign, Upgrade Ideas, and Affiliate Messages. Find inconsistencies in product name, price, deliverables, URLs, positioning, claims, and calls to action. Return a correction checklist. Do not rewrite anything until the audit is complete.

10. Pre-Launch Checklist

- ☐ Product name is identical across all assets.
- ☐ Price is identical across the sales page, checkout, emails, and affiliate copy.
- ☐ All placeholders have been replaced.
- ☐ Every CTA button uses the correct checkout URL.
- ☐ Product delivery works after payment.
- ☐ Support email is correct.
- ☐ Any added bonuses are actually included.
- ☐ Any guarantee you mention matches your checkout terms.
- ☐ Claims are accurate and supportable.

- ☐ Sales page works on mobile.
- ☐ Affiliate links track correctly, if applicable.
- ☐ You completed at least one test transaction.

FINAL RULE

The assets are designed to save production time. Customize what materially changes the offer or brand, verify the funnel works, and get it in front of buyers.