FREE TOOLKIT · FUNNELS

The launch funnel checklist

Free from farhanarshad.com. No email needed.

Six moves from the Side Hustle Summit funnel (Consulting.com, Iman Gadzhi, co-hosted by Russell Brunson), plus a seventh, written as questions you can run against your own launch. None of them is a trick. Each one does an honest job. The full breakdown: https://farhanarshad.com/is-monetise-worth-it

Before you launch

- [ ] **1. Close the door when it starts.** Does registration close when the event or cohort begins, so the same people hear day one and day three?
- [ ] **2. Give a tool, not a PDF.** Is your free offer something people use (a calculator, a checker, a score) that hands them a number they produced themselves, and tells you who they are?
- [ ] **3. Deliver where people actually read.** Are links and workbooks sent on the channel your audience opens (WhatsApp, if that is where they live), not only by email?
- [ ] **4. Reward showing up live.** Is there something small that only live attendees get (the summit read the workbook password out live), so the replay audience becomes a live one?
- [ ] **5. Make the ask early.** If you have five touchpoints, does the offer open around the second, so the rest become proof for a decision already on the table?
- [ ] **6. Make the deadline true.** When the cart closes, does something actually change (replays come down, the price goes back), or is the deadline decoration?
- [ ] **7. Name your incentive first.** Before you teach anything, do you say there will be a paid offer, why it exists, and what you earn from it?

After you launch

- [ ] Did you offer the people who said no a smaller, honest next step, instead of chasing them with the same pitch?
- [ ] Can you say your real costs out loud (tools, ad spend, hours), and do your pages say the same number?

Rules I hold myself to

- No fake urgency. If nothing changes at the deadline, there is no deadline.
- No income claims. Show what happened, with what was behind it.
- Credit the source. The value ladder is Russell Brunson's (DotCom Secrets). The summit funnel is Consulting.com's.