Epiphany Bridge Script Example

The Backstory:

I was a broke college student athlete trying to make money online. I really wanted to make extra money from potato gun sales so I wouldn't have to drop out of school .

Your Desires:

I wanted to be able to support my wife so she wouldn't have to work and I could start a family.

External Struggle:

The thing is I was making only a few dollars a day, and many days I actually lost money. That meant I wasn't able to support my wife so she wouldn't have to work, let alone start a family.

Internal Struggle:

To make things worse, I felt terrible because my wife was supporting me. I felt even worse about the situation because I was supposed to be the man in the relationship, but my wife was working two jobs while I was going to school, wrestling, and living out my dreams. I felt like a failure as a husband.

The Wall:

The problem was that Google had changed their algorithms and increased their ad costs. Which meant suddenly my little potato gun website was no longer making any money, so I had to turn it off, which killed my only source of income.

Then, as if by chance, something amazing happened...

The Epiphany:

That's when I ran into a friend who told me a secret all about adding upsells to his products!

It was now crystal clear to me how to make more money from every customer who came in, because I saw all his websites started working again in spite of Google's increased costs.

I also learned that normal websites aren't enough anymore to make money online, you need to create an actual sales funnel instead.

As a result I found someone who was selling potato gun kits, and I partnered with them and started selling them as an upsell.

After I did that, I started making money again.

Suddenly, I was spending about $10 a day in ads and making $50 or $60 back.

That's when I realized that the secret to make money online was creating sales funnels.

The Plan:

My plan was to start creating sales funnels in other markets that had better potential to make money than the potato gun market.

So I started creating funnels and selling products in the weight loss market. But we didn't stop there.

We then created and started selling supplements to people who suffered from diabetic neuropathy.

After that, we created funnels in the couponing, dating, and parenting markets, and others.

But there was still a problem…

The Conflict:

Each new funnel we created took between 6 to 8 weeks to create, on average. We had a team of 8 full-time people including designers, programmers, and copywriters just to get one funnel live. We had to glue together about 13 different products just to create one funnel. On average, our costs to get one funnel live were about $30,000, and then only about 1 out of 10 would actually recoup that money. It took a lot of time and money to find another winning funnel.

The Achievement:

We ended up getting so frustrated that we decided to create a platform that would make it really easy for us to create sales funnels.

We chose to call it "ClickFunnels".

We thought if we could create something that would make it possible to build in 1 day what used to take us 6 to 8 weeks, we'd be really happy.

After 8 months of programming and every penny I had ever made, we created ClickFunnels.

I can now build in an hour-by myself, without any tech people-what used to take me and my team of 8 guys 6-8 weeks, and these funnels run faster and converted way higher.

We then started to let other entrepreneurs use ClickFunnels.

As a result of all this we were able to achieve the following:

Within just 2 years, over 30,000 people use ClickFunnels to power their entire businesses. In fact, in 2016, we had 71 people who made over a million dollars with a single funnel.

The Transformation:

After creating ClickFunnels, I was not only able to let my wife become a full-time mom, I've also been able to stop spending so much time at work, because we can now create things so quickly.

And in the end, all of this means I'm now able to be with my kids, and never miss any of the highlights of their lives.