

Self-Liquidating Funnel (offer) is our way to get leads for free and get them fast using paid traffic.

If Done Right, A Self-Liquidating Funnel gives you Free Lead Generation

This concept of a **Self-Liquidating Funnel** is not new , but usually people try to do something like that with CPA offers. I tried it and this did not work well for me. So in this article I will show you how you can build a Self-Liquidating Funnel and start generating your leads for free or even get paid in the process using my method.**Here is the example of this concept.**



How to build a self-liquidating funnel

This is what we do:

1. You create opt in page to get leads and grow your List
2. You decide to use solo ads and for example you spend \$100 to buy 200 clicks.
3. You send this traffic into your funnel and get 60 new leads (30 % conversion rate is usual for solo ad traffic)
4. After opt in page you show some offers in the form of OTOs (Up- sells and Down-sells)
During the process you offer those people some products or services and you make

money - let us say you made \$120.

5. Now you get 30 new leads and you even made \$20 - your funnel become self liquidating - **you make more money than you spend on traffic** and you grow your list as fast as you wish.
6. You order new traffic and make more money and collect more leads.

This is what I call A Self-Liquidating Funnel...

Now let us see how we can do it.