

Bonus Worksheet: Weekly Funnel Review

Purpose: Track progress and catch problems early

Week of: _____

Key Metrics:

- Main offer conversion: _____ %
- Bump acceptance: _____ %
- Upsell acceptance: _____ %
- Average order value: \$ _____
- Refund rate: _____ %

What improved this week:

What declined:

One thing I'll test/improve next week:

Next review date: _____