



How to prepare your funnel and maximize profits from solo ad traffic

Traffic Activation Tip: Before sending traffic, make sure you track not only front-end sales but also follow-up email sales and broadcast email sales. The real ROI of solo ads often comes from your follow-up sequence and backend offers.

1. Funnel Basics

- Use **Single Opt-In**
- Ensure your **squeeze page is mobile responsive**
- Make sure your page **loads quickly**
- Confirm your **tracking link works correctly**

2. Test Your Funnel

- Test the opt-in form
- Confirm redirect to the correct OTO page
- Ensure the lead is captured in your autoresponder
- Confirm you receive the first follow-up email

3. Offer Setup

Cold solo ad traffic converts best with **low-ticket offers**.

Recommended:

- First offer around **\$7–\$20**
- Beginner-friendly offers
- Email traffic friendly sales pages

4. Test Multiple Offers

- Prepare at least **2 OTO offers**
- Track conversions carefully
- Rotate offers if performance drops

5. Track Your Full Funnel

Track:

- Front-end sales
- Follow-up email sales
- Broadcast email sales
- Earnings Per Lead (EPL)

Recommended tracking tool:

[OptinDojo Tracking Platform](#)

6. Follow-Up Email Strategy

Helpful tools for writing emails:

[OptinWizard Swipe Machine](#)

[OptinWizard Quote Emails](#)

[OptinWizard Story Emails](#)

7. Email Setup & Deliverability

Ensure proper email setup:

- SPF
- DKIM
- DMARC

Helpful guide:

[OptinWizard Email List Setup Guide](#)

8. Advanced Training (Optional)

If you'd like a deeper walkthrough of how to run profitable solo ad campaigns, you can check the full training:

[OptinWizard Solo Ad Operating System](#)

Need Help Optimizing Your Funnel?

[Book a Strategy Call](#)

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