Milestone 3 - Part 8
Testing Your Funnel - Process Map

This process map details how to test your site before going live. This is *incredibly* important. Do not skip this step. Please read the entire document and watch the tutorial video before proceeding.

[Click Here To Watch The Process Map Video](#)

Step 1. Put Your Funnel In Test Mode.

Open your Funnel, go to Settings, scroll down and turn "Test Mode" on under the Stripe settings. Then scroll to the bottom of the page and click "Save And Update Settings"

Step 2. Open Your Funnel In Private / Incognito Mode

It's important to do this in incognito mode so as to test in a "clean environment" without cookies, cache or plugins interfering with how the funnel works.

Step 3. Test All Non-Funnel Pages
(home page, terms pages, contact pages, customer support, etc)

First, open all front facing, non-funnel pages. ie: All pages that aren't part of your "Tripwire" funnel that customers can see. Open each in a separate tab. Then start at the top of each page, read through everything and click every link. Don't forget to do a test purchase from your home page. Purchase everything in the funnel, including the bump and subscription upsell. When testing your "Home Page Funnel" make sure to click all links on all pages (including the footer!). Write down anything that isn't working properly to fix later.

Step 4. Test Your Funnel Pages

Do a test purchase on your primary funnel offer (tripwire offer). Purchase all products in the funnel (Tripwire, Bump, Subscription, etc). Click all links on every page to ensure that everything works. Make sure pages are redirecting properly and the full purchase experience is as smooth as possible.

SUBSCRIPTION SCHOOL

Step 5. Make Sure Receipt Emails Were Sent Out

You should have received 1 email receipt for each product you purchased. So at a minimum, you should have at least 6 receipts. 3 for your Home Page funnel and 3 for your Tripwire Funnel. That includes 1x receipt for your tripwire offer, 1x receipt for your bump offer and 1x receipt for your subscription upsell.

Step 6. Make Sure Contacts Were Added To Your Autoresponder

Verify in your autoresponder that your contacts were added to the correct list. Leads should be added to your leads list, buyers to your buyers list and subscribers to your subscribers list.

Step 7. Take Your Funnel Out Of Test Mode

Make sure to take your funnel out of test mode. If you don't, when you go live none of your transactions will actually capture any funds! Don't forget this!