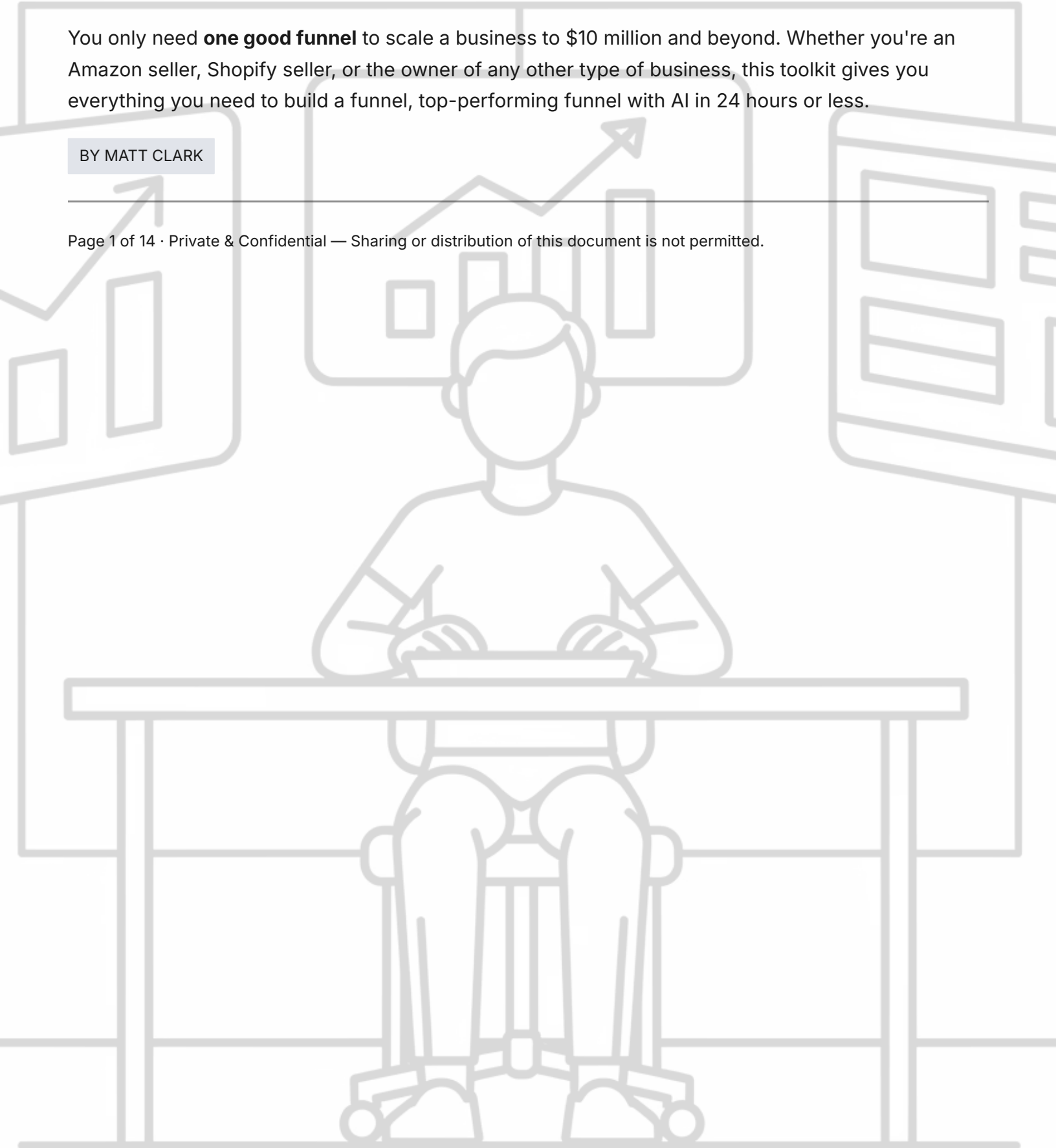


The AI Funnel Toolkit

You only need **one good funnel** to scale a business to \$10 million and beyond. Whether you're an Amazon seller, Shopify seller, or the owner of any other type of business, this toolkit gives you everything you need to build a funnel, top-performing funnel with AI in 24 hours or less.

BY MATT CLARK

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What You'll Be Able to Do

This toolkit is engineered for one outcome: getting your business to \$10M+ as efficiently as possible. No more adding endless products, chasing agencies, or spinning up funnels that go nowhere. Here's exactly what you'll walk away capable of doing:



Build Top-Converting Pages

Create landing pages that outperform every competitor in your market — from scratch or by cloning what's already winning.



Analyze & Improve Fast

Diagnose any existing sales page and implement proven improvements that move the needle on conversions immediately.



Know Exactly What Ads to Run

Stop guessing. Discover the precise ad types and formats that get customers and sales for brands spending millions per month.



Simplify Scaling

Replace the complexity of endless testing with a streamlined system modeled after the world's highest-performing \$100M+ brands.

What's Inside This Toolkit

This document is the **master file** for the \$10 Million Funnel Toolkit. Go through it from top to bottom, or jump directly to what you most need right now. Every component is linked and explained. Here's everything included:

01

Introduction

Three components of scaling a business to \$10M+ today — the strategic foundation everything else is built on.

02

Landing Page Planner GPT

A custom AI tool to build or audit your landing page content from scratch — fast.

03

AI Page Cloning Method

A video tutorial showing how to clone the best pages in your market using AI in minutes.

04

Visitor Value Landing Page Checklist

Every ingredient a top-performing page must have — use it for new and existing pages.

05

\$100M+ Meta Ads Swipe File

Matt's private collection of the highest-performing ad types on Facebook and Instagram.

06

Easy AI Ad Cloning System

A video tutorial on creating ads like the best 8- and 9-figure brands — step by step.

07

Additional Resources

Curated videos, articles, and tools to help you pick the right product and discover winning ads.

- 📄 With this Toolkit, you can have a top-performing funnel with top-performing ads ready to scale your business in **24 hours or less**.

Three Components of Scaling to \$10M+ Today

Most founders overcomplicate scaling. They add more products, more funnels, more agencies — more *everything*. But the truth is brutally simple: today, you only need to get three things right. Master these three components and a \$10M+ business becomes not just possible, but predictable.

1**Ads**

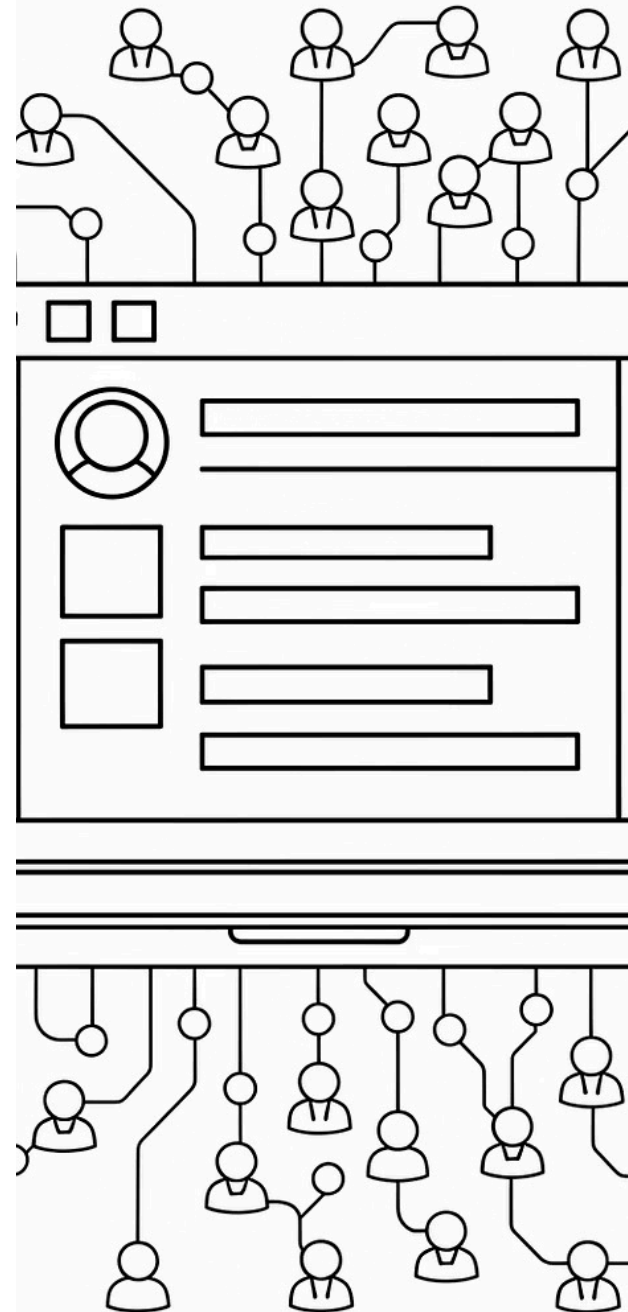
Drive targeted traffic at scale

2**Page**

Convert that traffic into buyers

3**Offer**

Make it irresistible to buy now



#1 — Ads: The Only Platform You Need

Meta — the parent company of Facebook, Instagram, and WhatsApp — has **3.5 billion daily active users**. The entire world has only 8.3 billion people. That means **43% of the entire world is on one platform every single day**. There is no better place to find your customers at scale.

The ONLY platform you need to scale to \$10M+ is Meta (Facebook/Instagram) advertising. And here's the best-kept secret: with the **Facebook Ad Library**, you can see exactly what ads every brand runs. You can even identify which ads perform best by simply looking at which ones have been running the longest — because brands only keep running ads that make them money.

Getting traffic, customers, and sales has never been easier. All you have to do is find out which ads are working for other brands and create your own versions modeled after theirs. It's that simple. This toolkit gives you the exact instructions to create winning ads fast — no guesswork, no wasted ad spend.

Meta by the Numbers

3.5B

Daily Active Users

43%

Of the World's Population

1

Platform You Need

#2 — Page: Clone What's Already Winning

When you look up a brand in the Facebook Ad Library, not only can you see their ads — you can click directly through to see where they send their traffic. Those are their **winning sales and landing pages**. This is the single most valuable competitive intelligence available to any ecommerce brand today, and it's completely free.

Now, with powerful AI tools like Claude and Gemini, you can create your own pages modeled after what's working for top brands *in minutes*. You don't need to hire expensive designers or developers. You don't need to start from a blank page. You simply identify the pages that are converting for the biggest players in your market and build your own version — faster and cheaper than ever before in the history of ecommerce.

Step 1: Research

Use Facebook Ad Library to find the top-performing brands in your market. Click through their ads to find their highest-traffic landing pages.

Step 2: Analyze

Study what makes those pages work — their headlines, social proof structure, offer framing, and call-to-action placement.

Step 3: Clone & Customize

Use AI tools and the Rapid Page Cloning Method to build your own version. Adapt it to your brand and product in minutes, not weeks.

#3 — Offer: Model What's Working

With the right ads driving traffic and a high-converting page waiting for them, the final lever is your **offer**. The offer includes the product you sell, your pricing structure, and your payment terms. Get this right and your funnel becomes a revenue engine. Get it wrong and even the best ads and pages will underperform.

As with your ads and page, start by modeling your offer on what's working for other top brands in your market. Look at the pages they send their Facebook ad traffic to and see how they price and position their product. You'll notice patterns across the highest-performing brands — and those patterns exist because they work.

Here are the six main offer components you want to analyze and model from top competitors:

1

Subscription vs. Non-Subscription

Does the market favor recurring billing? If top brands offer subscriptions, there's a reason.

2

Bundle / Multi-Unit Pricing

Are competitors incentivizing larger orders with volume discounts or bundles?

3

First Order Discount

Is there a new customer discount driving first purchases? Or is full price the norm?

4

Free Shipping Tier

What order value unlocks free shipping? This drives average order value significantly.

5

Guarantee Terms

What risk-reversal promise removes friction? 30-day? 60-day? Lifetime?

6

Free Bonuses

Are competitors bundling in free gifts or digital bonuses to increase perceived value?

Look at a few top brands in your market and start by modeling your offer based on one of them. As you gain data through running ads, you can test new offers to increase performance over time.

The Landing Page Planner GPT

This custom AI tool makes it easy to create the content you need for your landing page **from scratch** — even if you've never written a sales page in your life. It also includes a powerful mode to analyze your *current* landing page and surface exactly what needs to improve to boost conversions fast.

The Landing Page Planner GPT removes the single biggest bottleneck most sellers face: not knowing what to say on their page. Feed it your product details and it outputs structured, persuasive page content modeled after what converts for top brands. Use it to generate your first draft, then refine using the Visitor Value Checklist in the next section.

Watch the video tutorial first to understand how to get the most out of this tool, then click the link below to access it directly inside ChatGPT.

» ACCESS THE TOOL

mattc.com/toolkit-1



Landing Page Planner

By Matt Clark 

Plans e-commerce landing pages that convert—starting with the hook and angle, then enforcing proven structure, core copy elements, and the money-making levers that actually matter.

Plan a new e-commerce page

Audit an existing e-commerce page

The AI Page Cloning Method



With the Landing Page Planner GPT, you now have the raw content to build a top-performing landing page. But content alone isn't enough — you need a page that *looks* the part, loads fast, and is structured to convert. That's where the Rapid Page Cloning Method comes in.

This video tutorial shows you **exactly** how to find the best-performing pages in your market and clone them using AI — in minutes. No coding. No expensive developers. No design experience required. You simply identify what's already crushing it for top brands and build your own version at a fraction of the time and cost it would take any other way.

This is the method that allows founders to go from zero to a fully deployed, high-converting landing page in a single day. Watch the tutorial above and implement immediately — your first page can be live before you finish your next cup of coffee.

» ACCESS THE TUTORIAL

mattc.com/toolkit-2

The Visitor Value Landing Page Checklist

Every great page must include specific ingredients to maximize its performance. This is the complete checklist to audit any page — new or existing. Run every page you send traffic to through this checklist before spending a single dollar on ads.

Headline

- Lead with a clear benefit (what's in it for the reader?)
- Add an element of curiosity to pull readers in
- Use large, easy-to-read text (black on white preferred)
- Support with a detailed, benefit-focused sub-headline

Social Proof

- Include at least 50 visible customer reviews
- Mix review types: text, star ratings, photos, videos, social screenshots
- Add full names and locations to some reviews for credibility

Images & Copy

- Use high-quality images that demonstrate product benefits
- List and explain every benefit, backed by facts or proof
- List and explain every feature (include specific numbers, facts, metrics, and specifications)
- Write longer copy (more facts = more sales)
- Use short sentences, simple words, and good grammar

Offer

- Make it a genuinely good deal (especially for first-time buyers)
- Add scarcity (limited stock, deal ending soon, only X left)
- Include a risk-reducing guarantee
- Offer a free shipping option (even if only for multi-unit orders)
- Include an offer to buy more upfront (subscription, multi-unit, or bundle)

Call to Action

- Include at least one clear CTA button ("Add to Cart" or "Order Now")
- Use a high-contrast button color that stands out from the page
- Add trust signals below the button (credit card logos, SSL seal, free shipping)

Performance

- Review the page on mobile and desktop
- Do a full checkout with a credit card to test the purchasing experience
- Run the page through Google's PageSpeed Insights

My Personal \$100M+ Meta Ads Swipe File

Before you start cloning ads, you need to know *which* ads to model. This is Matt's private swipe file of Meta (Facebook & Instagram) ads — the same file shared with his personal team and private clients. These are the exact ad types and formats that the highest-spending brands use to generate millions in revenue every single month.

In the accompanying video, Matt breaks down each ad type and shows you how to quickly create your own versions for your business and products. Study these carefully — understanding *why* each format works is just as important as knowing *what* to create.

Image Ads

Core Benefit

Lead with your single strongest benefit. [View swipe file →](#)

Infographic

Visual proof and education in one. [View swipe file →](#)

Sale

Urgency-driven promotion ads. [View swipe file →](#)

Them vs. Us

Competitive comparison that wins. [View swipe file →](#)

Video Ads

UGC

User-generated content that converts like word-of-mouth. [View swipe file →](#)

Mini Sales Video

Short-form direct response that closes. [View swipe file →](#)

AI

AI-generated video ads — fast, scalable, effective. [View swipe file →](#)

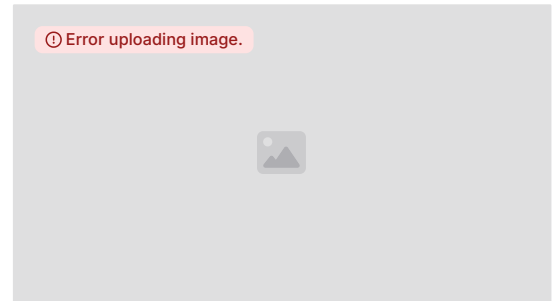
The AI Ad Cloning System

Now here's exactly how to create ads like the best 8- and 9-figure brands — the ones spending hundreds of thousands (and even *millions*) of dollars per month on online advertising. The Easy Ad Cloning System is a step-by-step video tutorial that takes you from identifying a winning ad to having your own version ready to run.

The core principle is simple: **don't reinvent the wheel**. The biggest brands in your market have already spent enormous amounts of money testing what works. Their long-running ads are proof of what converts. Your job is to model those winning formats and apply them to your own brand and product — not to guess what might work from scratch.

Watch the tutorial to the right and implement the system immediately. Combined with the \$100M+ swipe file, you'll have everything you need to produce a steady stream of high-performing creative that scales.

» ACCESS THE TUTORIAL



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Choosing the Right Product

The product you choose to sell is one piece not fully covered in this toolkit — because the ads, page, and offer systems here work across virtually any strong product. However, choosing the *right* product to scale is foundational to everything else. Below are Matt's recommended resources to make sure you have the right product before you pour fuel on your funnel.



The Most Underrated Ecommerce Product Category

Discover a category most sellers overlook — and why it's one of the highest-opportunity spaces in ecommerce right now.

[Watch on YouTube →](#)



I Discovered the Best Business to Start in 2026

Matt shares the specific business model and product opportunity he believes is the single best play for new and scaling entrepreneurs in 2026. [Watch on YouTube →](#)



The Two Best Products to Sell to Build a \$10M+ Business

A detailed breakdown of the exact product types that have the highest probability of scaling to \$10M+ — and why. [Read the article →](#)



How to Build an Ecommerce Business in 2026 — Step 1: Picking a Product

The complete guide to building an ecommerce business from \$0 to \$1M, starting with the most important decision: picking the right product. [Read the article →](#)

Other Tools & Resources

These are the core tools Matt uses and recommends for ad discovery, competitive research, and building out your funnel system. Bookmark both — you'll use them constantly as you scale.

Foreplay.co

Ad Discovery & Tracking Tool

The best tool available for discovering, saving, and organizing top-performing ads from competitors and brands across your market. Use it alongside the swipe file to build your own ongoing inspiration library.

[Visit Foreplay.co →](#)

Facebook Ad Library

Free Competitive Intelligence

The world's most powerful free tool for ecommerce competitive research. Search any brand, see every ad they're running, and click through to their landing pages. Use this daily.

[Visit Facebook Ad Library →](#)

Aim high,

Matt Clark