Build a sales funnel with order bumps

Store & payments · https://schoolyland.com/docs/build-a-sales-funnel/

A funnel is a purpose-built path to one purchase: a focused checkout page instead of a generic cart, plus optional offers that raise the order value. On your platform this is **CartFlows** working on top of your WooCommerce store.

When to use a funnel vs. the normal store

The standard WooCommerce product page and checkout are fine for a catalog. A funnel earns its keep when you're driving traffic to *one specific offer*, such as a launch, a webinar pitch or an evergreen course page. The buyer sees a single page with a single decision and no menu to wander off into.

The anatomy of a flow

1. **Landing / sales page**: optional; many flows start straight at checkout.
2. **Checkout page**: dedicated to this offer, with only the fields needed. This is where an **order bump** lives: a one-tick add-on shown at checkout ("Add the workbook for $17"). Bumps convert remarkably well because the card is already out.
3. **Upsell / downsell**: an optional one-click offer *after* payment ("Add 3 coaching calls?"). Accepting charges the same card without re-entering details.
4. **Thank-you page**: confirmation, next steps, and the handoff ("check your email; your course login is on its way").

Build one

1. In WordPress admin, go to **CartFlows → Flows → Add New**.
2. Start from a template or blank. Templates are editable in Elementor like any page.
3. In the checkout step, assign the WooCommerce product being sold.

4. Add an order bump to the checkout step: pick the bump product and write one persuasive line.
5. Set the thank-you step, publish the flow, and send traffic to the flow's URL.

Test it for real

Before sending traffic, run a real end-to-end test: buy through the funnel yourself (a 100%-off coupon works, or your gateway's test mode), and confirm the whole chain (payment received, course access granted, confirmation email sent). Funnels have more moving parts than a plain product page; test the parts *together*, not separately.

What to funnel first

Your best-selling single offer. A good order bump can raise the value of each order without any extra traffic, which is why this is usually the highest-leverage hour you'll spend on the store side.