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This complete summary of the ideas from Russell Brunson's book "DotCom Secrets" shows the importance of building a good sales funnel for your online business. This is what will drive traffic to your website and then push them through to make a purchase. The funnel is made up of various different strategies; a traffic strategy, a product strategy and a communication strategy. By fine-tuning these strategies you will create a funnel that leads customers from when they arrive at your website to profit for your business. This summary tells you exactly how to create this profit-boosting funnel by taking you through each step of the process with clear diagrams and concise explanations.

**Added-value of this summary:**

- Save time
- Understand key concepts
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