Funnels That Sell

FREE RESOURCE - funnelsthatsell.com

CHECKLIST - PDF

The Complete Funnel Blueprint Checklist

Every page, email, trigger and tracking event you need - in exact launch order.

8 PHASES | 120+ CHECKPOINTS | LAUNCH ORDER

Built from 120+ real coaching-funnel launches. Tick top to bottom - nothing falls through.

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How To Use This Checklist

This is the exact build order we use for every coaching and expert funnel we launch. Work through the 8 phases top to bottom - each phase depends on the one before it. A funnel built out of order leaks leads at every joint; a funnel built in this order compounds.

THE GOLDEN RULE

Do not spend a single rupee, dollar or hour on traffic until Phase 1-4 are 100% ticked. Traffic poured into an untested funnel is the #1 way coaches burn their budget.

The 8 phases at a glance

Phase	What it covers	Why it matters
1. Strategy & Offer	Niche, promise, offer stack, pricing	A weak offer cannot be fixed by good marketing
2. Lead Magnet	The free asset that starts the relationship	Determines WHO enters your funnel
3. Landing Page	Copy, design, form, thank-you page	Where 60-80% of your leads are won or lost
4. Email Follow-Up	Welcome sequence, deliverability	Most sales happen between email 3 and 7
5. Traffic	Organic + paid, tracking setup	Fuel - only after the engine is built
6. Sales Conversion	Booking page, call script, payment	Turns interested leads into paying clients
7. Automation & CRM	Tags, pipelines, reminders	Removes the manual work that kills consistency
8. Metrics & Optimization	KPIs, dashboards, A/B testing	Shows you exactly where the funnel leaks

The 7 mistakes that kill most coaching funnels

- [ ] Building for 6 months in private and launching to zero audience.
- [ ] Five lead magnets instead of one great one.
- [ ] Copy about the coach's method instead of the prospect's outcome.
- [ ] No follow-up sequence - 'they can book a call if they are interested'.
- [ ] Changing the funnel every 4 days instead of testing for 2 weeks.
- [ ] Spending on ads before the funnel converts organically.
- [ ] No tracking - decisions made on vibes instead of the 6 KPIs.

PHASE 1 Strategy & Offer

Before anything else, get brutally clear on what you sell, to whom, and why they should care. Every funnel element downstream inherits its power from this phase.

- [ ] **Positioning**
- [ ] I can state my niche in one sentence: I help [WHO] achieve [RESULT] without [PAIN].
- [ ] I have interviewed or surveyed at least 5 people in my target audience.
- [ ] I know the 3 biggest objections my prospects raise (price, time, trust...).
- [ ] I know where my audience already hangs out (groups, channels, search terms).
- [ ] **Offer design**
- [ ] My offer promises ONE specific, measurable outcome - not a vague transformation.
- [ ] I have built an offer stack: core program + tools/templates + support + bonus.
- [ ] Every stack item has a value attached, so the total visibly exceeds the price 5-10x.
- [ ] I have named my program (a named method is 3-4x easier to sell than a generic course).
- [ ] **Pricing ladder**
- [ ] I have an entry offer (low ticket / lead product) and a core offer (main program).
- [ ] My core price ends in 7 or another tested price point, not an accident.
- [ ] I have decided on a payment plan option (3-6 instalments) to lower resistance.
- [ ] I have a risk-reversal: guarantee, first-session promise, or conditional refund.
- [ ] **Competitive angle**
- [ ] I can answer: why me instead of a cheaper course, a free YouTube video, or a coach?
- [ ] My method has a distinct mechanism name that competitors do not use.

PRO TIP

Write your one-sentence promise at the top of every page of copy you write. If a sentence does not serve that promise, delete it. Clarity converts; cleverness confuses.

PHASE 2 Lead Magnet

Your lead magnet decides who enters the funnel. Aim for a 'quick win' - something the prospect can consume and benefit from in under 15 minutes.

- [ ] **Asset**
- [ ] I have chosen a format: checklist, template, swipe file, calculator, mini-training or script.
- [ ] It solves ONE painful, specific problem my audience has this week.
- [ ] The title follows a proven formula: [Achieve result] + [without pain] + [timeframe].
- [ ] It takes under 15 minutes to consume - depth comes later, in the funnel.
- [ ] It naturally leads into my core offer (it is step 1 of my method, not a random freebie).
- [ ] **Delivery**
- [ ] The file is polished, branded and mobile-friendly (people will open it on their phone).
- [ ] I have a plan to deliver it instantly: email with download link + on-page download.
- [ ] The opt-in form asks ONLY for name + email - every extra field cuts conversions by ~10%.
- [ ] **Thank-you page**
- [ ] I have a dedicated thank-you page (not a boring 'check your inbox' page).
- [ ] The thank-you page delivers the file instantly AND offers the next step (book a call / watch).
- [ ] I have a primary CTA above the fold on that page - this page often out-converts the landing page.

PRO TIP

Test your lead magnet title with 5 people in your audience before building it. Ask: 'Would you download this?' Their words will upgrade your headline for free.

PHASE 3 Landing Page

The landing page has ONE job: convert cold traffic into subscribers. Everything on it either serves that job or sabotages it.

- [ ] **Copy structure (top to bottom)**
- [ ] Headline states the outcome + timeframe; subhead names the mechanism and removes doubt.
- [ ] The problem section proves I understand their pain better than they can say it.
- [ ] The solution section introduces my mechanism - why this works when other things failed.
- [ ] 3 benefit bullets connect features to feelings (what their life looks like after).
- [ ] Social proof: at least 2 testimonials with full names, photos and specific results.
- [ ] A visible opt-in form appears in the first screen AND is repeated at 2 more scroll depths.
- [ ] FAQ handles the top 4-6 objections (time, price, 'does this work for my niche').
- [ ] **Design & tech**
- [ ] Page loads in under 2.5 seconds (compress images; check on 4G, not just wifi).
- [ ] One accent color for all CTA buttons - no rainbow of button colors.
- [ ] Mobile check done: form is above the fold on a phone, buttons thumb-sized.
- [ ] Page has a tracking pixel / analytics tag and ONE clear conversion event.
- [ ] Form shows an inline error state and a success state (no dead ends).
- [ ] **Trust**
- [ ] Privacy note near the button: 'No spam. Unsubscribe anytime.'
- [ ] My photo or brand mark appears near the form - anonymous pages convert worse.

PRO TIP

Read your page out loud. Anywhere you stumble, your reader stops. Cut 30% of the words - high-converting pages feel like a great conversation, not an essay.

PHASE 4 Email Follow-Up

Subscribers without follow-up are just an expensive list. The welcome sequence does the heavy lifting: it builds trust, tells your story and opens the door to your offer.

- [ ] **Technical deliverability (do this first)**
- [ ] SPF, DKIM and DMARC records are set on my domain (ask your hosting support - 20 minutes).
- [ ] I send from a real address on my domain (info@mydomain.com), never gmail/yahoo.
- [ ] My emails include a working unsubscribe link - required by law and good for deliverability.
- [ ] **Welcome sequence (5-7 emails)**
- [ ] Email 1 (instant): delivers the lead magnet + sets expectations for future emails.
- [ ] Email 2 (day 1-2): my story - the struggle that led to my method (relatability).
- [ ] Email 3 (day 3): the big mistake - break a common belief my audience holds.
- [ ] Email 4 (day 4-5): proof - a client story with specific numbers and a before/after.
- [ ] Email 5 (day 6): the method - teach one piece of my framework for real.
- [ ] Email 6 (day 7): the invitation - present my offer with a clear CTA.
- [ ] Email 7 (day 9): last call - honest urgency + FAQ / objection handling.
- [ ] **Ongoing**
- [ ] I have a weekly broadcast rhythm (1 value email per week minimum).
- [ ] Every email has ONE goal and ONE link - multiple CTAs halve click-through.
- [ ] I reply to subscriber responses personally for the first 100 subscribers (worth it).

PRO TIP - TIMING

Deliverability tip: email your new lead within 60 seconds of opt-in. Instant delivery trains the inbox to expect you - open rates on email 1 often exceed 60%.

PHASE 5 Traffic

Now - and only now - you buy attention. Start with ONE channel, master it, then expand.

- [ ] **Organic foundations**
- [ ] My personal/profile bio states the same one-sentence promise as my funnel.
- [ ] I have a content plan: 3 posts/week mapped to my 3 core content pillars.
- [ ] Every post has one CTA leading to the lead magnet (link in bio, DM keyword, or comment).
- [ ] **Paid foundations**
- [ ] I have a monthly ad budget I can afford to test with for 60-90 days without panic.
- [ ] Landing page + ad platform policies double-checked (no banned claims).
- [ ] Campaign structure ready: 1 campaign, 2-3 ad sets, 3-5 creatives each.
- [ ] **Tracking (non-negotiable)**
- [ ] GA4 installed with a conversion event for opt-ins.
- [ ] Ad pixel installed and firing on: page view, lead, thank-you page.
- [ ] UTM convention defined so I know which post/ad brings each lead.
- [ ] Weekly review slot booked: Mondays, 30 minutes, non-negotiable.

PRO TIP - CREATIVE

Start ads ONLY after organic posts have proven which hooks work. Your best-performing organic post is your first winning ad - free market research.

PHASE 6 Sales Conversion

Leads become revenue at the conversion step. Whether you sell by call or by page, the sequence is the same: qualify, diagnose, prescribe, close.

- [ ] **Booking flow**
- [ ] Booking page linked from emails AND thank-you page (not buried in the menu).
- [ ] Calendar shows limited slots - scarcity is real, not fake.
- [ ] Automated reminders: 24h and 1h before (no-shows drop by 30-40%).
- [ ] Pre-call form: 3 questions that make the prospect sell themselves.
- [ ] **The call itself**
- [ ] I have a written call framework: rapport, situation, pain, impact, method, price, close.
- [ ] I open with: 'Tell me what made you book this call' - then listen 70% of the time.
- [ ] I present price ONCE, confidently, then stay silent.
- [ ] Objections answered with stories, not arguments.
- [ ] **After the call**
- [ ] Same-day follow-up: recap + proposal + payment link (24-hour validity).
- [ ] No-decision sequence: 3 emails over 6 days for 'think about it' leads.
- [ ] Payment + onboarding is one smooth flow - friction here kills closes you already won.

PRO TIP - DIAGNOSIS

Track your close rate by lead source. Coaches are often shocked: referrals close at 40-60%, cold ads at 10-20%. Same call, different trust level - your funnel's job is to build that trust before the call.

PHASE 7 Automation & CRM

Automation is not about robots - it is about never letting an interested human fall through the cracks because you had a busy week.

- [ ] **Tags & segmentation**
- [ ] Every subscriber gets tagged by source (which lead magnet / which ad).
- [ ] Engagement tags: opened, clicked, replied - used to find hot leads.
- [ ] Buyer tags trigger the client onboarding sequence automatically.
- [ ] **Pipelines & reminders**
- [ ] CRM pipeline has 5 stages: New Lead, Booked, Showed, Proposal, Won/Lost.
- [ ] Every stage has an automatic next action (email, task or reminder).
- [ ] No-show sequence ready: instant reschedule link + value email.
- [ ] **Handoff points**
- [ ] Hot-lead alert: someone clicks my offer page 3+ times in a week -> I get notified.
- [ ] I know exactly which steps stay human (calls, replies) and which are automated.
- [ ] A weekly automation audit: check for stuck leads in each stage every Friday.

PRO TIP

Automate the follow-UP, never the follow-THROUGH. The money is still in personal replies and calls - automation just makes sure you never forget to make them.

PHASE 8 Metrics & Optimization

A funnel is a living system. These are the 6 numbers that tell you exactly where it leaks - review them weekly, fix the worst one, ignore the rest for 2 weeks.

- [ ] **The 6 core KPIs (weekly dashboard)**
- [ ] Opt-in rate: visitors -> subscribers. Healthy: 30-45% for warm traffic, 20-30% cold.
- [ ] Email open rate: healthy 35%+ on email 1 (it proves your sending reputation).
- [ ] Click-through rate: 3-8% of delivered emails click through.
- [ ] Booking rate: subscribers -> calls. Healthy: 3-8% over the whole sequence.
- [ ] Show-up rate: 60-80% with automated reminders.
- [ ] Close rate: 15-30% on qualified calls.
- [ ] **Optimization rhythm**
- [ ] One test at a time, two weeks minimum per test (sample size matters).
- [ ] Test order: headline/offer first, then CTA, then page length, then colors.
- [ ] Every test documented: hypothesis, result, decision - so lessons compound.
- [ ] Monthly funnel walk-through: I go through my own funnel as a stranger would.

PRO TIP - PRIORITIES

Do the 'leak audit' before you scale spend: if opt-in is 15%, no ad trick will save you. Fix the stage with the worst number first - a 20% improvement at the top multiplies through every stage below it.

PLAN Your 12-Week Launch Timeline

Realistic pace for a coach building between client work. Compress it if you go full-time.

Weeks	Focus	Done means
1-2	Phase 1 - Strategy & Offer	Offer, pricing ladder and promise locked
3-4	Phase 2 - Lead Magnet	Asset built, titled, tested on 5 real people
5-6	Phase 3 - Landing Page	Page live, loads fast, test opt-in works
7-8	Phase 4 - Email Sequence	7 emails written, scheduled, deliverability set
9	Phase 5 - Traffic Prep	Tracking verified, 9 posts drafted, first ad creative
10-11	Phase 6+7 - Sales & Automation	Booking flow, call script, CRM pipeline live
12	Phase 8 - LAUNCH	Traffic on, dashboard watched, first fixes planned

BEHIND SCHEDULE?

Cut scope, not sequence. A 5-email sequence that sends beats a 12-email sequence that never launches. You can always add depth after revenue starts flowing.

TOOLS The Lean Funnel Toolkit

You need exactly these 6 tools. Nothing else. Most coaches drown in software subscriptions before their first sale - resist that.

Job	What it must do	Category examples
Landing pages	Host pages, forms, A/B tests	Systeme.io, WordPress + builder, ClickFunnels
Email platform	Sequences, tags, broadcasts, automation	MailerLite, Brevo, ActiveCampaign
Booking	Calendar, reminders, pre-call form	Calendly, TidyCal, Cal.com
Payments	Checkout, payment plans, receipts	Stripe, PayPal, Paddle
CRM / tracking	Pipeline, notes, KPI dashboard	HubSpot free, Notion, or a spreadsheet
Analytics	Traffic sources, conversions	GA4 + ad pixels

BUDGET REALITY CHECK

Lean stack total: $0-50/month to start. Free tiers of the tools above are enough for your first 500 subscribers. Upgrade only when revenue tells you to.

FINAL Launch Day Protocol

The week you go live, follow this exact sequence:

- [ ] **48 hours before**
- [ ] Full funnel walk-through on phone + laptop, as a brand-new visitor.
- [ ] Test opt-in with YOUR email: instant delivery + all 7 sequence emails scheduled correctly.
- [ ] Every link on the thank-you page and in every email clicked and verified.
- [ ] **24 hours before**
- [ ] Ad accounts funded, campaigns scheduled (start Tuesday-Thursday, 10am audience time).
- [ ] Automations on: reminders, tagging, hot-lead alerts.
- [ ] **Launch day**
- [ ] Check dashboard at 3 points: morning, afternoon, night.
- [ ] Reply personally to every subscriber response - day-one replies set the tone.
- [ ] Do NOT touch the page while traffic is learning (edit after 72 hours minimum).
- [ ] **72 hours after**
- [ ] First numbers review: opt-in rate, email 1 open rate, cost per lead.
- [ ] Log findings, plan ONE optimization for the coming week, stay consistent.

Want this funnel built, automated and optimized FOR you?

Book a free strategy call - funnelsthatsell.com/booking.php

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