

BUILD YOUR FIRST FUNNEL

A STEP-BY-STEP WORKBOOK

Map every stage of
your funnel **from scratch.**



BEFORE YOU START

How This Workbook Works

This workbook covers six stages of a funnel in the order a visitor moves through it. Work through each section in sequence. Do not skip ahead.

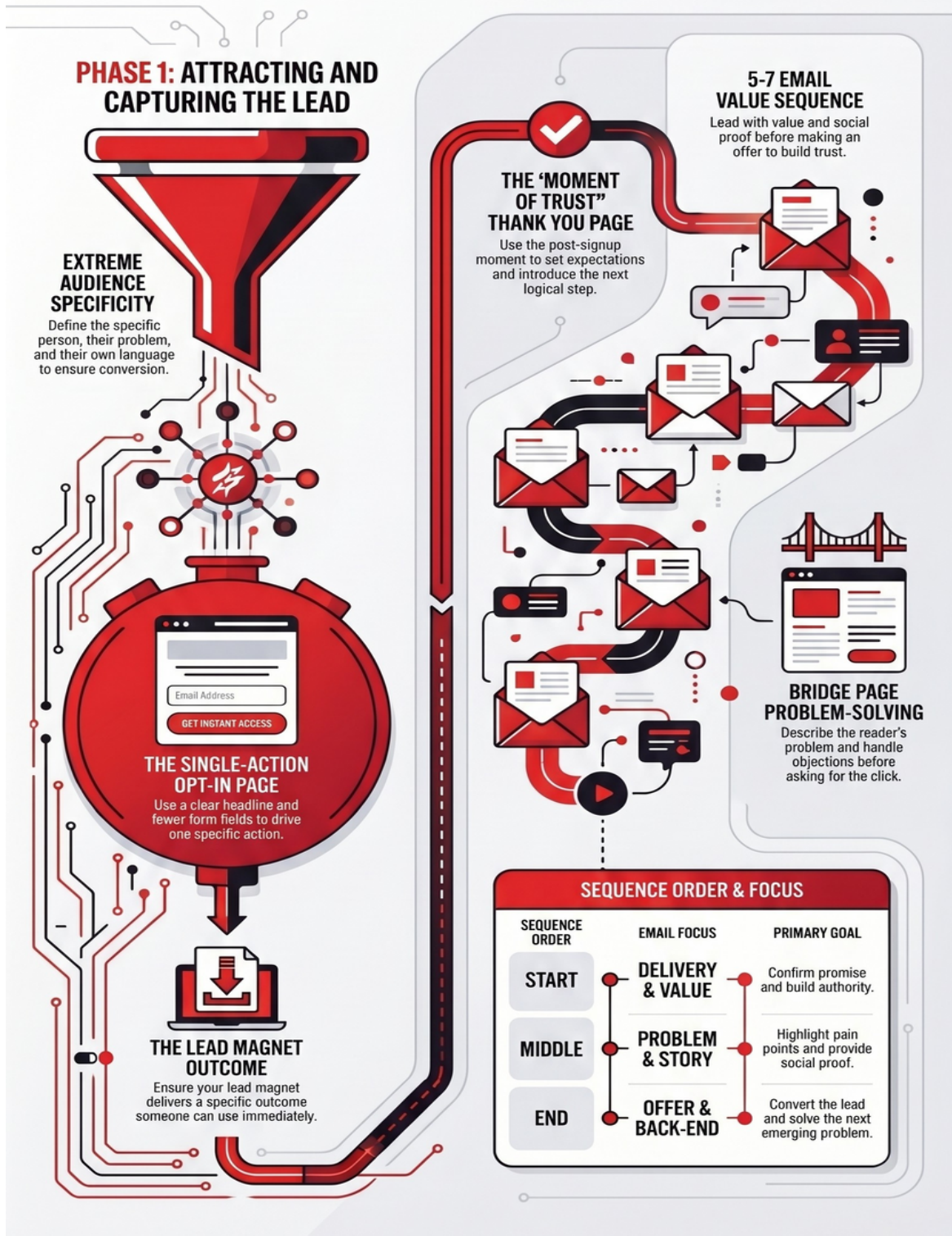
Each section starts with a short explanation of what that stage is, what job it does, and what makes most versions of it fail. Then it gives you a set of prompts to work through for your own funnel. Answer every prompt. If you cannot answer one yet, that is useful information: it means you have found a gap you need to fill before you build.

By the time you complete Section 6 you will have a complete funnel blueprint. You will know who you are talking to, what each page says, how your email sequence runs, how you handle the sale, and what happens after someone buys. That blueprint is what you build from.

The six stages covered in this workbook are:

- Who You Are Talking To
- Your Opt-In Page
- Your Thank You Page
- Your Email Sequence
- Your Bridge Page
- Your Back-End Offer

BLUEPRINT FOR A HIGH-CONVERSION SALES FUNNEL



Section 1 of 6

WHO YOU ARE TALKING TO



Why this stage matters

Most funnels fail before a word of copy is written. The reason is almost always the same: the person building the funnel has not gotten specific enough about who they are for.

There is a significant difference between a demographic and a person with a specific problem. A demographic is women aged 35 to 55 interested in health. A person with a specific problem is a woman who has been waking up exhausted for three months and cannot work out why, has tried going to bed earlier and cutting out caffeine, and is starting to wonder whether something is wrong with her. These are not the same thing, and a funnel built for the first will not speak to the second.

The other thing that kills funnels at this stage is using your own language rather than theirs. Your audience is not searching for terms you use. They are typing the words they use to describe their own problem. When your copy mirrors their language back at them, it creates immediate recognition. When it does not, they scroll past.

Getting specific here makes every other section in this workbook easier. A headline for a specific person is easier to write than a headline for an audience. An email sequence for someone at a known stage of a known problem is easier to write than a sequence for a vague niche.

YOUR PROMPTS

1. Who specifically is this funnel for?

Not a demographic. Describe one person: their situation, what they are trying to do, and where they are stuck.

2. What specific problem are they trying to solve right now?

Be precise. Not a general topic, but the specific thing that is bothering them today.

3. What have they already tried that has not worked?

List at least two things. This tells you what objections they already carry and what they are tired of hearing.

4. How do they describe this problem in their own words?

Write the exact phrases they use, not your interpretation. Think about what they type into a search bar, say to a friend, or post in a forum.

5. What does success look like for them?

Not on your terms. In theirs. What does their daily life look like when this problem is gone?

Section 2 of 6

Your Opt-In Page



Why this stage matters

The opt-in page has one job: get one action from one type of visitor. Not two actions. Not a menu of options. One action, which is entering an email address in exchange for something worth having.

Most opt-in pages underperform for the same small number of reasons. The headline describes the lead magnet rather than the outcome the visitor wants. There are navigation links that take people away from the page before they decide. The form asks for more information than the offer justifies. Or the page is trying to speak to more than one type of visitor at once, which means it speaks clearly to none of them.

Your headline is doing most of the work. It needs to describe the specific result the visitor gets from your lead magnet in language that matches how they think about their own problem. If your headline could describe any lead magnet in any niche, it is not specific enough.

Keep the form to two fields: first name and email address. Every additional field you add reduces the number of people who complete it. Remove navigation from this page. Every link that takes a visitor elsewhere is a visitor you are sending away before they have opted in.

Compliance Reminder

Before you build your opt-in page, make sure your form clearly explains what people are signing up for. Include a visible link to your privacy policy. Every marketing email you send must include a clear and working unsubscribe option. If you are in the UK or EU, or if you have subscribers in those regions, you need documented consent for marketing emails under GDPR and UK GDPR. If you are promoting affiliate offers, you are required to disclose that relationship clearly. Your email service provider will have guidance on what is required in your specific situation.

YOUR PROMPTS

1. What is your lead magnet and what specific outcome does it deliver?

State the outcome, not the format. Not "a free PDF" but "how to do X so that Y happens."

2. Write your headline.

It should state the specific result the visitor gets and why it matters to them right now. Use their language from Section 1.

3. Write your subheading.

One sentence that adds a specific detail the headline did not cover, or addresses the most obvious question the headline raises.

4. What are the three things someone will know or be able to do after consuming your lead magnet?

These become your bullet points on the page. Each one should describe a result, not a feature.

5. What does your call to action button say?

Not "Submit" or "Sign Up." Something that describes what they are about to receive: "Send Me the Guide" or "Get Instant Access."

Section 3 of 6

Your Thank You Page



Why this stage matters

The thank you page is the most wasted page in most funnels. Someone has just opted in. Their trust in you is at its highest point. They have taken an action. They are engaged and expecting something. Most thank you pages respond to this moment with a single line that says "thanks, check your email." That is the equivalent of walking someone through your front door and pointing at a wall.

A thank you page should do three things. First, it should confirm that what was promised is on its way and tell the visitor exactly when and how they will receive it. Second, it should set expectations for what comes next, including what emails they can expect from you and why those emails are worth opening. Third, it should introduce the next step.

The next step does not need to be a hard sell. It can be as simple as asking them to join a community, watch a short video, or read a related piece of content. What matters is that the visitor leaves this page with something to do next rather than closing the tab.

If you have a relevant low-cost offer or a trip-wire product, this is also one of the highest-converting places to present it. The visitor has just demonstrated they are willing to exchange their contact details for something valuable. A well-matched offer at this point converts at a significantly higher rate than the same offer presented cold.

YOUR PROMPTS

1. What confirmation message does the reader see first?

Write the opening line. It should acknowledge what they just did and confirm what is coming.

2. When and how will they receive the lead magnet?

Be specific: "Check your inbox in the next five minutes" is better than "check your email." Tell them what to do if it does not arrive.

3. What do you want them to do next?

Choose one action. A community to join, a video to watch, a related piece of content to read, or a low-cost offer to consider.

4. Write the first sentence of your thank you page.

It should make the visitor feel they made the right decision by opting in.

YOUR EMAIL SEQUENCE



Why this stage matters

The email sequence is where most of the revenue in a funnel is made or lost. Most sequences either pitch too early, before the subscriber has any reason to trust you, or stop too soon, before the subscriber has received enough value to be ready to buy.

A sequence of five to seven emails, sent over seven to fourteen days, gives you enough contact to build trust and move a subscriber toward a buying decision without overwhelming them. Each email has one job and one primary call to action. Multiple competing links in a single email divide attention and suppress click-through rates. You may include a support link or required footer links, but there should only ever be one clear next step you are asking the reader to take.

The sequence runs in this order. Email one delivers the lead magnet and nothing else. This email should fire within five minutes of opt-in. Email two delivers useful content related to the problem the lead magnet addressed. This is not a pitch. It is evidence that you know what you are talking about. Email three goes deeper on the problem: why it persists, what most people get wrong about solving it, and what actually works. Email four introduces social proof, a story, a result, or a case study that shows the transformation is real and achievable. Email five introduces the offer. Not as a pitch but as a logical next step given everything covered so far. Emails six and seven, if used, follow up on the offer with a different angle or address a common objection.

Tracking Note

A note on open rate tracking: since Apple Mail Privacy Protection was introduced, open rates have become significantly less reliable as a metric. Use click-to-open rate, which measures how many people who read your email actually clicked, as your primary indicator of whether your content is working.

Deliverability Note

A note on deliverability: your sequence will not work if it lands in spam. Before you launch, make sure your sending domain is authenticated with SPF, DKIM, and DMARC records, your emails include a real business name and address where required by law, and you are not using subject line language that triggers spam filters. Most email service providers have a setup checklist for this. Work through it before you send a single email.

YOUR PROMPTS

Map out each email in your sequence using this format:

Email number / Subject line / What this email covers in one sentence / The single action you want the reader to take

Email	Subject line	What this email covers	Single action / CTA
Email 1			
Email 2			
Email 3			
Email 4			
Email 5			

Email 6 (optional)			
Email 7 (optional)			

1. What is the single offer your sequence leads to?

Name the product or affiliate offer and write one sentence on why it is the logical next step for someone who has read your lead magnet and your emails.

Section 5 of 6

Your Bridge Page



Why this stage matters

A bridge page, sometimes called a pre-sell page, sits between your email sequence and the offer you are promoting. Its job is to warm up the reader so that when they click through to the offer page, they are already convinced. They should arrive at the vendor's checkout feeling like this is the obvious next step, not like they have just been handed off to a stranger.

Most bridge pages fail because they describe the product rather than the reader's situation. They open with the product name, list its features, repeat the vendor's marketing language, and add a button. The reader feels sold to. That feeling triggers resistance, and resistance means fewer clicks.

The structure that works is different. Paragraph one describes the reader's current situation in their own terms. It should feel like you are describing them specifically. Paragraph two explains why the approaches they have already tried have not worked, and why that is not their fault. Paragraph three describes what their situation looks like when the problem is solved. Only in paragraph four do you introduce the offer, as the thing that produces the transformation described in paragraph three.

Before your call to action, address the three objections a sceptical but genuinely interested reader would have. The price relative to an alternative they might consider. Whether this works for their specific situation. What happens if it does not work? Address each one directly. A reader who arrives at the vendor's checkout with unresolved objections abandons.

YOUR PROMPTS

1. Write paragraph one: the reader's current situation.

Use the language from Section 1. It should feel like you are describing a specific person, because you are.

2. Write paragraph two: why what they have tried has not worked.

Reference what you wrote in Section 1, prompt 3. Name the approaches that have not worked and explain why without blaming the reader.

3. Write paragraph three: what changes when the problem is solved.

Use the language from Section 1, prompt 5. Describe their life after, not the product that gets them there.

4. Name the three objections your reader has before clicking.

Write one sentence addressing each one. These go on the page before your call to action.

5. Write your call to action.

One sentence that names what they are about to get and what to do next. Specific and direct.

Section 6 of 6

YOUR BACK-END OFFER



Why this stage matters

The front-end offer exists to acquire a buyer. A buyer is the most valuable person in your entire funnel. They have proven they are willing to spend money in this niche, they have demonstrated trust in your recommendation, and they are actively using the product they just purchased, which means they are now encountering the next set of problems.

Most marketers stop at the front-end commission. This is the single most expensive mistake in a funnel because the buyer is never going to be easier to sell to than they are right now. Doing nothing with that relationship means leaving the majority of your potential revenue from that person unearned.

The key to a back-end offer that actually converts is specificity. A back-end offer that solves a problem directly created or revealed by the front-end purchase converts at a significantly higher rate than one selected simply because it is in the same general niche. Think about what a buyer encounters in the thirty days after they start using your front-end product. What does not work yet? What new challenge appears? What is the obvious next step? The answer to one of those questions is your back-end offer.

Your post-purchase email sequence should be four emails sent over seven to ten days. Email one and two deliver useful follow-up content related to what they just bought. Email three introduces the back-end offer. Email four follows up on the offer with a different angle or addresses the most common reason someone would hesitate.

Practical Note

Whether you can contact confirmed buyers depends on your setup. If the vendor shares buyer data, if the purchase happens inside your own funnel, or if you use a thank you page redirect that captures the buyer, you can run a dedicated post-purchase sequence. If none of those apply, your primary lever is the thank you page itself.

YOUR PROMPTS

1. What problem does your buyer encounter in the thirty days after purchasing your front-end offer?

Be specific. Not a general niche problem but something that emerges directly from using the product they just bought.

2. What product or offer solves that problem?

Name the product and write one sentence on why it is the natural next step for someone who has already bought your front-end offer.

Map your four post-purchase emails:

For each email: subject line and one sentence on what it covers.

Email	Subject line	What it covers
Email 1 (Day 2)		
Email 2 (Day 4)		

Email 3 (Day 6) Introduce the back-end offer		
Email 4 (Day 9) Follow up on the offer.		



Closing Summary

Use this page as a reference once you have completed all six sections. Fill in one line for each element. This is the blueprint you build from.

Your audience:

Who they are and the specific problem they have.

Your lead magnet:

Name and the specific outcome it delivers.

Your opt-in page headline:

The headline you wrote in Section 2.

Your thank you page next step:

The one action you want visitors to take after opting in.

Your email sequence:

Number of emails and the offer they lead to.

Your bridge page opening line:

The first sentence of paragraph one from Section 5.

Your front-end offer:

Name and why it is the right next step for your audience.

Your back-end offer:

Name and the problem it solves after the front-end purchase.

THREE QUESTIONS BEFORE YOU BUILD**1. What is the first thing you will build this week?**

2. Which element of your funnel are you least confident about right now?

3. What do you need, information, a tool, or a decision, to move forward?

This workbook is for educational purposes only. Results from implementing the strategies covered here will vary based on your niche, offer, audience, and execution.