



Weekend Funnel Cheatsheet

A compact, step-by-step guide to build a high-converting funnel fast. Each step has a short description and an example. Keep it simple, follow the steps, and launch this weekend.

Step 1 - Pick the Goal

Decide the single outcome you want: collect emails, sell a low-cost product, book calls, or deliver a webinar. Example: "Collect 200 new email leads."

Step 2 - Choose the Offer

Select a simple, clear offer that matches the goal. Example: a free checklist, \$7 tripwire, or a short coaching call.

Step 3 - Know Your Audience

Write a 1-2 sentence avatar. State their main pain and desired outcome. Example: "Busy moms who want easy meal plans and 30-minute recipes."

Step 4 - Pick the Funnel Type

Choose list-builder, tripwire, evergreen webinar, or application funnel based on the goal. Example: list-builder for lead growth; tripwire to make first sales.

Step 5 - Map the Pages

List the pages you need (opt-in, thank-you, sales, order form, upsell, confirmation). Keep it to 2-4 pages for speed. Example: Opt-in > Thank-you > One-click upsell.

Step 6 - Pick a Template

Use a proven template that fits your funnel type. Replace copy and images rather than redesigning. Example: a short-form sales page template for a \$7 product.

Step 7 - Write the Core Copy

Create a simple headline, 3 benefit bullets, and a single clear CTA. Use plain language and one promise. Example: "Get 10 quick recipes in one PDF."

Step 8 - Build Pages (Drag & Drop)

Assemble pages with a drag-and-drop editor. Swap text, images, and buttons. Keep layouts clean and mobile-friendly.

Step 9 - Set Up Email Automations

Create a short 3-5 email welcome sequence. Deliver the lead magnet and follow up with value + an offer. Example: Welcome > Value > Soft pitch.

Step 10 - Configure Payments & Checkout

Add a simple checkout and test payments. Include order bumps and one-click upsells if relevant. Keep prices clear and believable.

Step 11 - Add Tracking & Testing

Install basic tracking (page view and conversion). Set up at least one A/B test for headline or CTA. Track sales and opt-ins.

Step 12 - QA & Test Flow

Click through the funnel like a customer. Check email delivery, download links, payment receipts, and mobile layout.

Step 13 - Launch with Low-Risk Traffic

Start with owned traffic: email list, social posts, or small ad budgets. Observe performance and adjust.

Step 14 - Analyze & Iterate

After initial data, tweak headlines, page copy, and email timing. Run split tests and iterate weekly.

Step 15 - Scale Gradually

Increase ad spend, widen targeting, or add partners when conversion metrics stay steady. Keep profit margins in mind.

Quick Build Blueprint (1-2 Hour Plan)

- 1) Goal & Offer (10 min)** - Pick one goal and one simple offer.
- 2) Template & Copy (30 min)** - Choose a template and swap in headline, bullets, and CTA.
- 3) Pages & Email (30 min)** - Build pages and set a 3-email automation.
- 4) Test & Publish (20 min)** - Click through, test payments, and publish the funnel link.

Handy Tips

- Keep one clear promise per page.
- Use customer-focused language: 'You get...' rather than 'I offer...'.
- Limit friction: fewer fields, one CTA per page.
- Always preview on mobile.
- Start with organic traffic before scaling with ads.