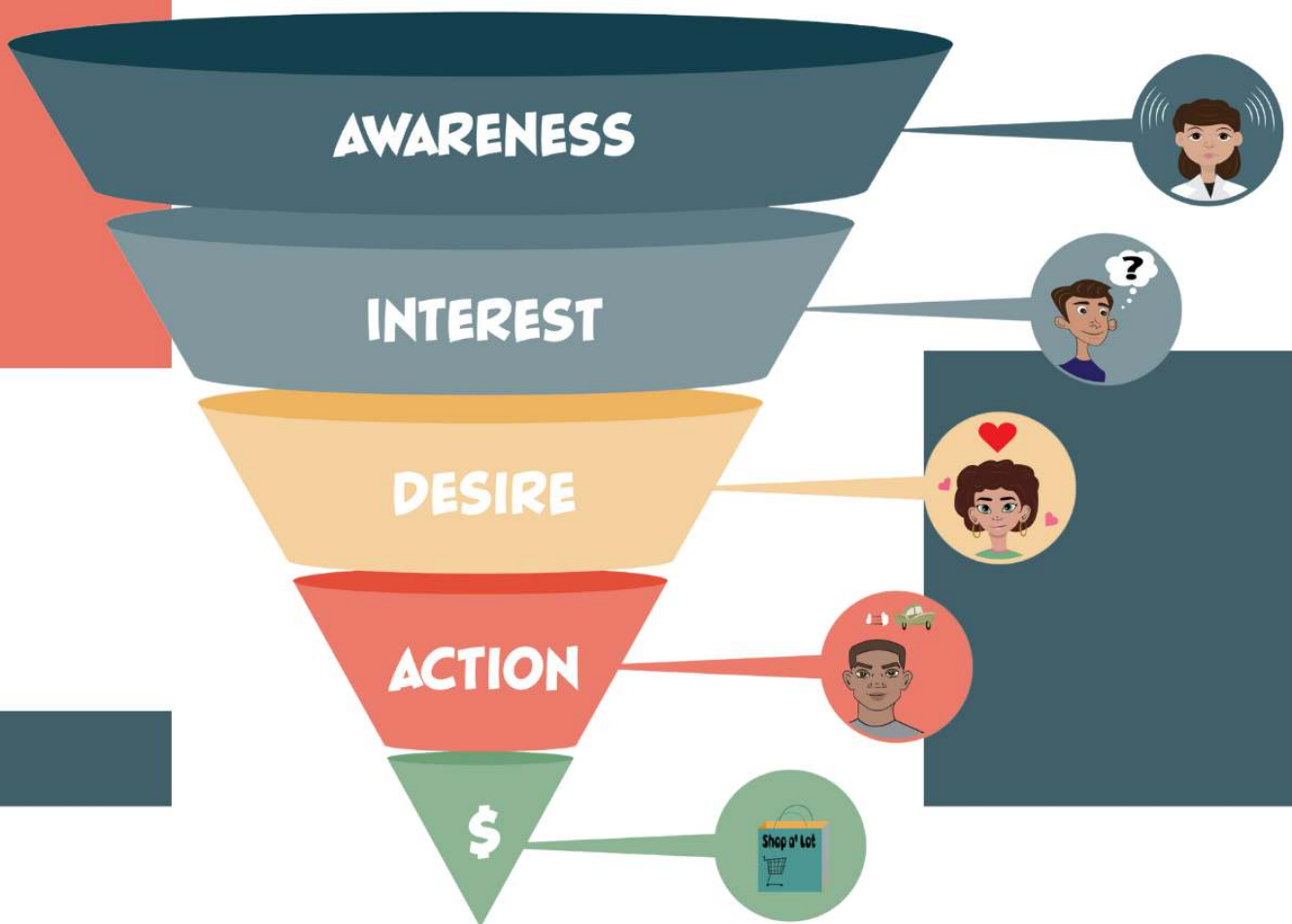




PROFITABLE

SALES FUNNEL

CHECKLIST



INTRODUCTION

Having a sales funnel for your business is one and the most effective way to consistently find, attract and convert your ideal audience... no matter what industry or economic conditions.

This checklist will give you full list of steps and task that you need to have to plan, execute and track your funnel's success.

By using this checklist, you will:

- **Know what you need**
- **Have an organized plan**
- **Create an effective to process to build any funnel.**



PRE - LAUNCH PREP

YOUR BRAND

- Logo
- Message
- Colour Palette
- Photos/ Graphics
(Optional)

YOUR PLAN

- Dates
- Deadlines
- Team Members
- KPI's to measure
success

YOUR TOOLS

- Website
- Google Analytics
- Facebook Pixel
- Email Automation
Service Provider

- Having a plan with a key launch date will help you set deadlines .
- If you don't have a team, make a list of tasks to outsource based on the set - up checklists below.
- KPI's (key performance indicators)



THE SET-UP

COMPELLING OFFER

- Title
- Description
- Tangible Value or Result

THANK YOU PAGE

- Next Step
- Link to your offer
- Offer Upgrade

FORM

- New Form for each offer
- Embedded in landing page
- Redirect to Thank You Page
- Test the Form

LANDING PAGE

- Heading
- Sub-Heading
- Offer Copy
- CTA Buttons
- Images of Product/ Offer
- Privacy Policy
- Terms & Conditions

- Setting up your funnel starts with your offer.
- The title creates interest & value.
- The landing page copy expands on the value .
- The form to opt - in is easy to complete.
- Hook your form to your email follow - up sequence.



THE FOLLOW-UP

YOUR EMAIL CAMPAIGN

- Download Delivery
- Series of 8-12 Follow Up email messages
- Set Up workflow for action and non action

Profitable sales funnels are one of the fastest ways to find, attract, and convert your ideal audience online. There are literally hundreds of ways you can do this.

Do you need help? Schedule time to call with the Bizomatic team.

Our free discovery sessions are a great way to get started.

[CLICK HERE TO BOOK FREE CALL](#)