

DANIELLE KLEMM

Welcome to The **Press Publish with Confidence:**

Funnel Launch Checklist!

Launching a funnel is exciting, but the smallest oversight can lead to big problems—from broken links to unbranded pages that leave a bad impression. This checklist walks you through every detail you need to review before pressing “Publish.”

Plus, avoid two major mistakes that most template customers make, and learn how to ensure your pages are protected from misuse.

Let’s get your funnel ready for a smooth launch!

What’s Inside This Doc?

Launching a funnel can feel overwhelming, but it doesn’t have to be. Inside this checklist, you’ll find everything you need to confidently press “Publish” on your funnel, including:

- **Tech Setup:** Ensure your pages, email integrations, and tripwire products are functioning perfectly.
- **Page Design Essentials:** Check your branding, copy, and mobile optimization, plus avoid common mistakes like leaving your favicon unchanged or forgetting to update the copyright footer.
- **Ad Graphics and Copy:** Create compliant, eye-catching ads that align with platform policies while maximizing engagement and conversions.

Whether you’re designing a lead magnet funnel, webinar funnel, or sales funnel, these steps will guide you toward a smooth and successful launch.

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Who Am I?

Hi there! I'm Danielle, a Kajabi template designer and funnel expert dedicated to helping coaches, course creators, and entrepreneurs turn their big ideas into profitable, high-converting sales funnels. Over the past 7, I've helped countless business owners create seamless funnels that not only look great but also drive results.

Whether you're just starting out or scaling your business to new heights, this checklist is here to make your funnel launch easier, faster, and stress-free.

Now Let's Dive in!

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Questions to Ask Before Pressing “Publish”

Section 1: Page Tech Setup

Before you launch, make sure your funnel’s tech foundation is solid:

- ☐ Are your funnel page paths set correctly to guide visitors to the next step?
- ☐ Do your funnel pages lead to the right next page when submitted?
- ☐ Have your email integrations been set up to send follow-up emails to the correct lists?

For Tripwire Pages (if applicable):

- ☐ Is the tripwire product set up correctly (e.g., price, product name, quantity)?
- ☐ Have you conducted a test purchase to confirm orders process properly?
- ☐ Does the customer receive their product or confirmation email quickly and accurately?

Section 2: Page Design Essentials

Ensure your funnel pages are visually compelling and legally sound:

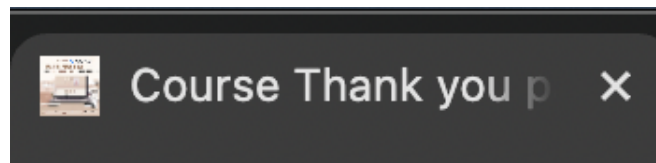
- ☐ Has every page been designed to be **on-brand, easy to read, and compelling**?
- ☐ Is the **copy on each page correct and optimized** to convert visitors?
- ☐ Are all pages **optimized for mobile viewing**?
- ☐ Have the **page footers** been updated with:
 - Correct company/contact information?
 - Legal disclaimers?
 - Links to privacy policy and terms & conditions? (Here’s Website Recommendations to do create for free [Privacy Policy Generator](#) and [Terms & Conditions Generator](#))

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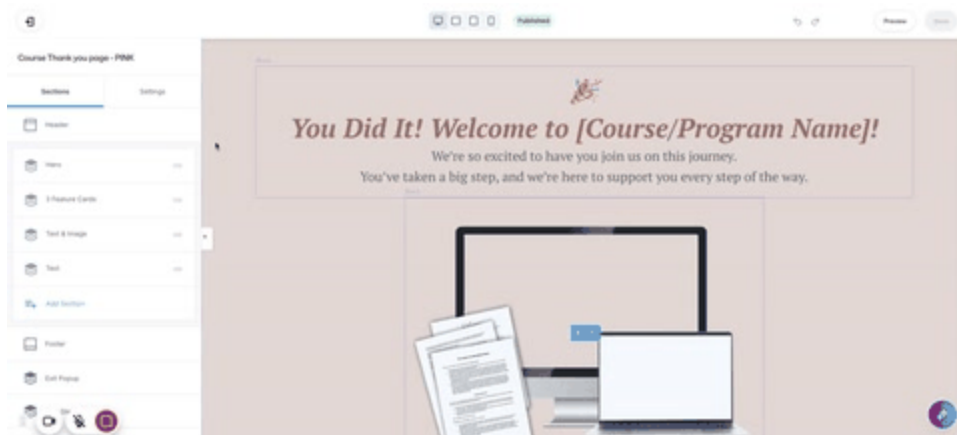
Avoid These Common Mistakes:

- ☐ 1. Did you **update the favicon** to match your brand? The Image in the Top Left Of Your Page Tab usually either with Kajabi Logo or my DK Logo (Leaving the my favicon can feel disjointed to the visitor)

Example:



[Watch This 30 Second Video to Change it on Your Pages](#)



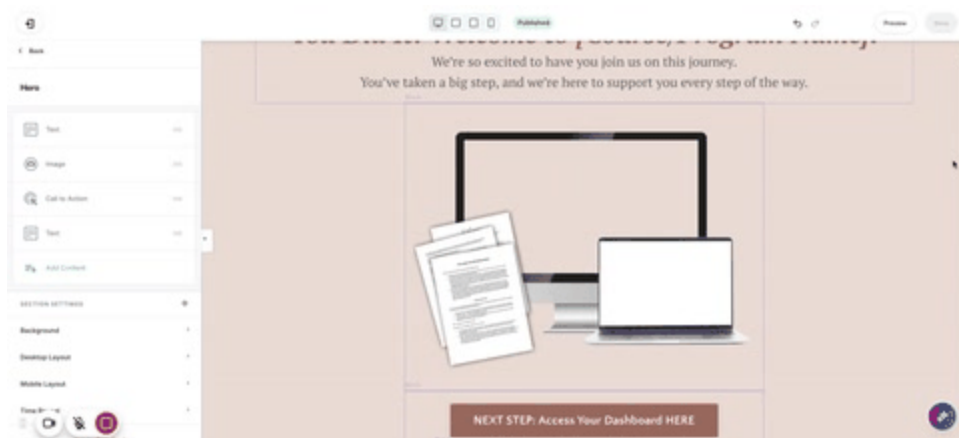
- ☐ 2. Did you **add your business name to the copyright** in the footer? (Leaving it blank could make it easier for others to misuse your content.)

Example:

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© 2025 Danielle Klemm

[Watch this 2 Click Fix](#)



For Those Running Ads to this Page

Section 3: Ad Graphics Setup

Make your ad visuals pop while staying compliant with platform rules:

- ☐ Did you test your graphic using [Facebook's Text Overlay Tool](#) to ensure the text is within the "OK" range?
- ☐ Are your graphics designed as a **square (1:1)** to maximize feed visibility?
- ☐ Do your graphics use **appealing colors** that resonate with your ideal audience?
- ☐ Are you avoiding phrases like "make money easily" and excessive use of **'you,'** which can trigger ad rejections?

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Section 4: Ad Copy Checklist

Write ad copy that grabs attention and stays compliant:

- ☐ Did you add proper **spacing** using [Insta-Space](#)?
- ☐ Have you included **attention-grabbing elements** (e.g., emojis, “+” or “-” symbols)?
- ☐ Did you double-check for **grammar or spelling errors** to avoid disapproval?
- ☐ Have you reviewed your copy to comply with policies (e.g., avoiding “make money easily” language or excessive use of “you”)?
- ☐ Is your **landing page URL ready** to add?

***Note:** Meta can frequently change the ad platform so some of these might be irrelevant i.e. proper spacing or square images.

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Final Touches Before Launch

Congratulations—you're almost ready to launch your funnel!

Double-check every step on this list to ensure your funnel is polished, professional, and protected.

By avoiding common mistakes like unbranded favicons or missing copyright details, you'll make a strong impression and protect your work. Now, go hit "Publish" and watch your funnel bring results!

P.S. Wondering what results a.k.a. 3 Funnel Metrics to Look For to know if you have a stellar funnel?

Learn the Top Three Make or Break Metrics that indicate whether your current offer & funnel is destined to sustainably scale.

[\[Click HERE to access the 3 Metrics Free Video Series\]](#)

Psst.. the 3rd indicator helped one client know what to change in just two emails contributing to a **2.5X sales increase in two weeks.**

Download the free guide to get access to the metrics, how to calculate them and where most leaders overlook when hitting mass scaling with their sales funnels.