

What is a Kajabi Funnel?

A Kajabi Funnel is a structured system designed to guide potential customers through a series of steps to convert them into paying clients. In Kajabi, a funnel typically includes landing pages, opt-ins, email automation, and calls to action that nurture relationships and drive results. It is an automated process that allows business owners to build their audience, share value, and generate sales efficiently.

Key Elements of a Kajabi Funnel:

- 1. Landing Page:**
The first-page potential customers see. It introduces an offer, such as a free resource (e.g., eBook, guide, or template), and includes a form to collect their name and email address.
- 2. Opt-In Form:**
The form on the landing page where visitors provide their contact information in exchange for the promised resource.
- 3. CTA (Call to Action):**
A button or link that encourages the visitor to take the next step (e.g., “Download Now,” “Get the Guide,” or “Start Your Journey”).
- 4. Thank You Page:**
A follow-up page that confirms their opt-in and provides instructions on accessing the resource.
- 5. Email Sequence:**
Automated emails triggered by the opt-in, deliver the resource and nurture the relationship with your new subscriber by sharing value, insights, or offers.
- 6. Offer or Upsell:**
After delivering value through the funnel, you can present an additional product or service for purchase.

How List Building Helps Build a Business

List building is the process of collecting the email addresses (and often names) of people interested in your product, service, or content. This is a cornerstone of online business success because it gives you a direct line of communication with your audience.

Here's why list building is crucial for business growth:

- 1. Own Your Audience:**
Unlike social media followers, an email list is yours. Social media algorithms and policies change, but your email list remains a dependable asset.
- 2. Build Relationships:**
Email marketing allows you to connect directly with your audience, nurturing trust and loyalty by providing consistent value, insights, and support.
- 3. Drive Revenue:**
Email lists have some of the highest conversion rates in digital marketing. A well-nurtured list leads to sales through regular engagement and targeted offers.
- 4. Audience Segmentation:**
You can tailor content and offers to specific audience segments, increasing relevance and conversions.
- 5. Cost-Effective Marketing:**
Email marketing is one of the most affordable ways to promote your business, providing high returns on investment.
- 6. Establish Authority:**
By sharing valuable, actionable content through your email list, you position yourself as an expert in your field.

How Kajabi Supports List Building:

Kajabi integrates list-building tools into your funnels, allowing you to easily create opt-ins, manage email sequences, and track subscriber behavior. By using Kajabi's robust analytics, you can refine your strategies to grow and engage your audience effectively.

In short, a Kajabi Funnel + a strong email list = a powerful engine for business growth. It allows you to build trust, scale your reach, and create predictable revenue streams.

Kajabi Funnel Planning Worksheet

Use this worksheet to map out the essential components of your Kajabi Funnel. Fill in each section with your ideas to make building your funnel inside Kajabi simple and effective.

1. Landing Page

What You Need:

- **Offer:** A free resource you'll provide in exchange for contact information.
- **Headline & Subheadline:** Catchy and value-driven text that entices visitors to sign up.
- **Image:** A visual element to make your page appealing.

Example:

- **Offer:** "Free Guide: 5 Steps to Master Kajabi Settings."
- **Headline:** "Unlock Your Kajabi Potential Today!"
- **Subheadline:** "Get this step-by-step guide to configure your settings like a pro."
- **Image:** A professional workspace with Kajabi on the screen.

Your Turn:

- **Offer:** _____
- **Headline:** _____
- **Subheadline:** _____
- **Image Idea:** _____

2. Opt-In Form

What You Need:

- Fields to collect the visitor's name and email address.

Example:

- **Fields:** Name, Email

Your Turn:

- **Fields to Include:** _____

3. Call to Action (CTA)

What You Need:

- Text on the button that encourages visitors to take action.

Example:

- CTA Text: *"Download the Guide Now!"*

Your Turn:

- CTA Text: _____
-

4. Thank You Page

What You Need:

- A confirmation message and details about accessing the resource.

Example:

- Message: *"Thank you for signing up! Your guide is on its way to your inbox. Be sure to check your email!"*

Your Turn:

- Message: _____
-

5. Email Sequence

What You Need:

1. **Welcome Email:** Deliver the resource and introduce yourself.
2. **Follow-Up Email:** Share additional value and nurture the relationship. (Optional)
3. **Call-to-Action Email:** Present an upsell or invite them to take the next step. (Optional)

Example:

- **Email 1 (Welcome):** "Here's your Free Guide: 5 Steps to Master Kajabi Settings!"
- **Email 2 (Follow-Up):** "How to use this guide to kickstart your Kajabi journey."
- **Email 3 (Call to Action):** "Join my Kajabi Masterclass to dive deeper!"

Your Turn:

- Email 1 Subject: _____
 - Email 1 Content: _____
 - Email 2 Subject: _____
 - Email 2 Content: _____
 - Email 3 Subject: _____
 - Email 3 Content: _____
-

- Tag Name for Funnel: _____
 - URL for Funnel: _____
-

Asset Ideas and Creation Guide

To build an effective funnel, you need a valuable **freebie** (or lead magnet) that entices your audience to exchange their email address. Below are ideas and guidance to help you create assets that resonate with your audience and align with your goals.

Asset Ideas for Your Funnel Freebie

1. Guide

A short, actionable resource that solves a specific problem for your audience. Examples:

- "5 Steps to Launching Your First Funnel"
- "Quick Guide to Choosing the Right Funnel Strategy for Your Business"

2. Playbook

A more detailed guide that acts as a blueprint for achieving a goal. Examples:

- "The Ultimate Playbook for High-Converting Funnels"
- "A Step-by-Step Playbook for Growing Your Email List"

3. Chapter of a Book

If you've authored a book (or are writing one), offer a key chapter that showcases value and builds curiosity. Example:

- "Chapter 3: The Secret Formula to Automated Funnels That Work"

4. Ebook

A comprehensive resource with multiple sections. Ebooks are great for showcasing your expertise and providing in-depth value. Examples:

- "How to Build and Scale Funnels in 30 Days"
- "Funnel Secrets: The Insider's Guide to Generating Leads and Sales"

5. Masterclass

A free, pre-recorded class or live webinar where you provide actionable tips and insights. Examples:

- "Free Masterclass: 3 Keys to Building Funnels That Convert"
- "Live Workshop: How to Automate Your Sales Funnel in 60 Minutes"

6. Tutorial

A short video, PDF, or step-by-step walkthrough showing how to do something specific. Examples:

- "Tutorial: Setting Up Your First Landing Page in Kajabi"
- "Step-by-Step Guide: Crafting Your Opt-In Page with Canva"

ASSET IMAGE TEMPLATE for an Iphone or Ipad