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Build A Funnel In A Week

Day 2 Workbook

FUNNEL TECH

What platforms will you be using to build your funnel? (We recommend [Kajabi](#))

Email Service Provider: _____

Page Builder: _____

Checkout Page: _____

OFFERS

1. CORE OFFER

What will be your Core Offer of the funnel?

What do you want to be known for 10 years from now?

Does your Core Offer align with this vision?

Are you genuinely excited and proud of your Core Offer?

Is there anything you could add to or tweak in your Core Offer to make it even better?

What price will you charge for your Core Offer?

AUDIT: If you already have a Core Offer setup (sales page + all)

- What went well in your last launch? Or if it's being sold evergreen, what works well in selling it?
 - Email open rates:
 - Sales Page Conversion Rate:
 - Ads:
 - Social Media:
 - Other:
- How can you double down on what is working well?
- What didn't go well in your last launch? Or if it's being sold evergreen, what isn't working?
 - Email open rates:
 - Sales Page Conversion Rate:
 - Ads:
 - Social Media:
 - Other:
- How can you edit or delete what didn't work well?

2. ENTRY-LEVEL OFFER

What will be your Entry-Level Offer of the funnel?

Does your Entry-Level Offer align with your Core Offer?

If you don't already have an Entry-Level Offer created...

- Is there a video or resource that you can splinter out from your Core Offer to use as an Entry-Level?
- Is there a video or resource from a past launch or promotion that you can use as an Entry-Level?

What price will you charge for your Entry-Level Offer?

AUDIT: If you already have a Entry-Level Offer setup (sales page + all)

- What is going well?
 - Email open rates:
 - Sales Page Conversion Rate:
 - Ads:
 - Social Media:
 - Other:
- How can you double down on what is working well?
- What isn't working?

- Email open rates:
- Sales Page Conversion Rate:
- Ads:
- Social Media:
- Other:
- How can you edit or delete what didn't work well?

3.LEAD MAGNET

What will be your Lead Magnet of the funnel?

Does your Lead Magnet align with your Core Offer?

If you don't already have a Lead Magnet created...

- Ask yourself - What is the one thing that my person needs to believe for my Core Offer to be a Hell Yes for them? How can I give them this perspective shift?
- Is there a video or resource from a past launch or promotion that you can repurpose into a Lead Magnet?

AUDIT: If you already have a Lead Magnet setup (optin page + all)

- What's your optin page conversion rate? (number of optins (divided by) number of people who view the optin page)
- Are people consuming your lead magnet? (viewing the video, opening the welcome email...)

BRANDING

Finding Inspiration

Take a moment to tune into the essence of your business and/or Core Offer. It's identity, it's feeling, it's "vibe." Do any feelings come up? Do you see any colors? Any images? Do you smell or sense anything?

What words would you use to describe your business' image?

What words would you not want used to describe your business' image?

What attributes and/or emotions do you want associated with your business?

What attributes and/or emotions would you not want associated with your business?

How does your brand's image fall between these characteristics?

Feminine	Extremely unlikely Unlikely Neutral Likely Extremely Likely
Simple	Extremely unlikely Unlikely Neutral Likely Extremely Likely
Colorful	Extremely unlikely Unlikely Neutral Likely Extremely Likely
Extravagant	Extremely unlikely Unlikely Neutral Likely Extremely Likely
Approachable	Extremely unlikely Unlikely Neutral Likely Extremely Likely
Luxurious	Extremely unlikely Unlikely Neutral Likely Extremely Likely
Modern	Extremely unlikely Unlikely Neutral Likely Extremely Likely
Classic	Extremely unlikely Unlikely Neutral Likely Extremely Likely
Fun	Extremely unlikely Unlikely Neutral Likely Extremely Likely
Serious	Extremely unlikely Unlikely Neutral Likely Extremely Likely

Optional: What songs hold the essence of your business?

(I recommend making a playlist or choosing a song for your business & you can choose different ones for each offer you have, if you think your different offers have different essences)

Optional: Playing with Visuals

With your brand playlist or song playing, take to Pinterest to start gathering imagery that taps into the essence of your brand.

[Here's a sample Pinterest board](#) we created when making the original Alchemical Business Accelerator sales page.

And [this was the song](#) that inspired it all ;)

Try searching different: colors, patterns, textures, places

You can also play with searching things like:

“Sexy branding” “fun branding” “elegant fonts” “modern mood board”

...for inspiration from talented designers.

Take a few days to do this so you can be in the energy of your brand & allow the different days to inspire different searches for a more robust board.

5. Making Decisions

Using the same colors & fonts over and over again will build up “Brand Recognition,” build trust, and will help alleviate decision fatigue for you and your team.

A. Colors

Notice what colors you returned to again and again on your Pinterest board. For your new brand colors, you can keep it simple with 3 colors, or choose up to 6 for more flexibility.

At the minimum you want a core color, and a BOLD color (to use for buttons). Additionally you can add 2 more contrasting colors, a dark color (as a black alternative), and a light color (as a white alternative).

If you don't consider yourself great with stuff like this, go with colors that when you see them, they stir something in your soul. Then add colors that look great with that original color from there.

You can also use searches like "ocean color palette" in Pinterest as a starting point to help you learn what you love.

My favorite color tool is coolers.co, which is free & generates random color palettes. Once you see colors you love, you can "lock in" that color & allow the rest of the palette to continue showing random options.

What are your 3-6 brand colors?

Include the "hexcode" (which looks like # plus 6 numbers and letters after it) so you can find the exact color again.

B. Typography

You may have found fonts you love from your Pinterest excursion. If not, a great starting point is looking through recommended font pairings from professional designers.

In general, you want 1 font for your headings, and a 2nd font for your body text. You can also get fancy and have a 3rd font for your subtitles.

Here's a list of "[36 perfect font pairings](#)".

There are hundreds of lists like this. You can search "*Best font pairings for [tarot readers/hypnotists/artists/interior designers/course creators...]*" and something will pop up.

What font do you want to use for your Headers?

What font do you want to use for your body text?

...

P.S.

Want more help with fleshing out your branding??

I have a full mini course on this!

Somatic Branding Masterclass will help you make your branding as magnetic as your work is powerful – to attract & transform as many people as possible.

[Learn more here.](#)