

SALES FUNNEL PLANNING CHECKLIST

Purpose of Funnel	
Target Audience	
Opt-In Offer	
One-Time Offer	
Additional Products to Promote	
High-Ticket	
Upsells	

Funnel Content to Create

Page	Notes	Check
Opt-In Page with Free Offer <ul style="list-style-type: none">• Video, text or audio?• Who will Create it?		
Thank You Page <ul style="list-style-type: none">• Additional offers or information on page		

Understanding Sales Funnels - Planning Checklist

<p>Download Page</p> <ul style="list-style-type: none">• Additional offers or information on page		
<p>Additional One-Time-Offer Page</p> <ul style="list-style-type: none">• Limited time• Limited number• Temporary price reduction• Other		
<p>Sales Page</p> <ul style="list-style-type: none">• Text Video or Audio• Who will create it?• Email follow-up series		