

# THE ULTIMATE

38+ POINT, "NOTHING LEFT TO CHANCE"

# LEAD FUNNEL



# CHECKLIST

*Covers EVERY Aspect Of  
Your Lead Funnel:*

- ⊕ Funnel Pages
- ⊕ Lead Magnet
- ⊕ Graphics
- ⊕ Social
- ⊕ Email
- ⊕ Analytics
- ⊕ Testing

NOW YOU CAN  
**LAUNCH**  
YOUR FUNNEL  
*with*  
**CONFIDENCE!**

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**FIRST EDITION**

**[www.simonpage.com](http://www.simonpage.com)**

# Welcome!

And, congratulations!

Why “congratulations”, here at the beginning?

Because you’re among the “1 out of 10” people who actually open the content that they download, even knowing that it will help them.

That gives you a tremendous advantage in the online entrepreneur marketplace.

You take action -- and that’s what this checklist is designed to do.

It’s going to give you an itemized list of all of the parts of your landing page that you need to take action on, before you go “live”.

I’m excited to help you launch your funnel with confidence, knowing that all of these little “fiddly bits” are taken care of -- complete, tested, and ready for “the wild”.

Are *you* ready?

Then let’s get started!

*Simon*

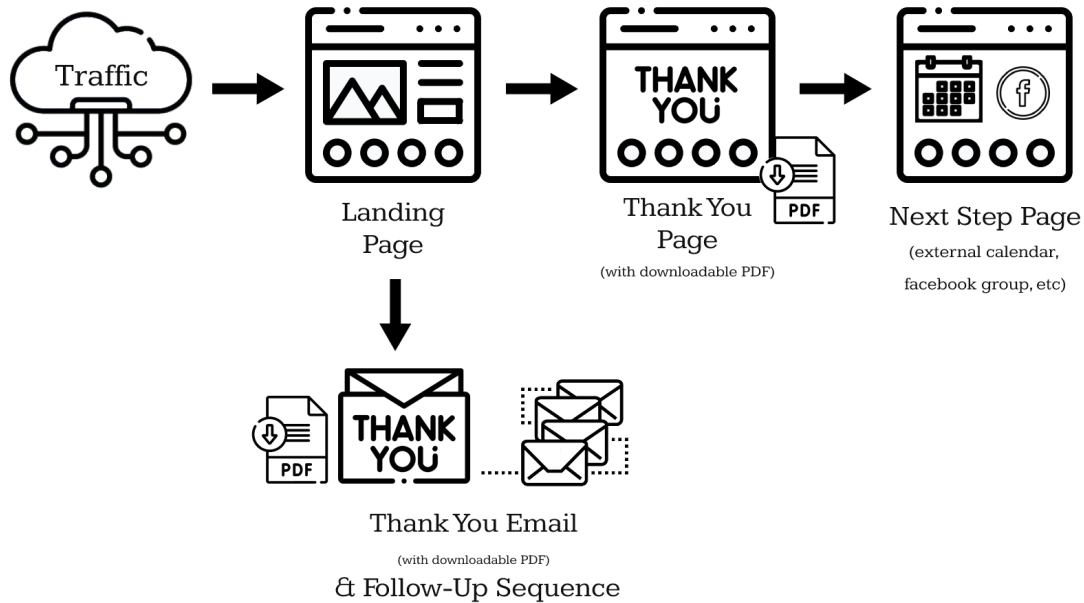
Founder, FunnelWorks

## Instructions

1. Print this checklist and manually check off each item as you go through them.
2. When you finish checking off all of the checkboxes on a given page, check the “Page Complete” box in the top right for that page.
3. When all of the Page Complete boxes are checked, you’re done!
4. Profit!

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# What Does A Lead- Gen Funnel Look Like?



*An example of one of the most basic lead generation funnels.*

1. Traffic is sent to your landing page, where they are presented with your free lead magnet.
2. The user enters their email on the landing page. When they click submit, a number of things happen.
3. Using automation, they are automatically subscribed to your email list, and sent a welcome email, that also provides a way to download the PDF.
4. They then land on your Thank You Page, which thanks them for taking action, tells them the next steps to take, and optionally, provides a way to download the PDF.
5. If the invitation to take next steps includes booking a call, joining a community, or the like, this is the destination of that invitation, and will often be an external page, like Facebook or calendar service.

# The Checklist

## Landing Page:

- Ensure that your landing page design adheres to your brand guidelines and messaging.** Make sure it is consistent throughout. Avoid repetition and ensure that overly long sentences are broken up for improved clarity and brevity.
- Ensure that your headline is clear, compelling, and accurately communicates the core of your offer.** It should be creative enough to capture the attention of your target audience and engaging enough to spark their interest. Make sure that it is short and to the point, but still contains enough information to draw readers in. Keep in mind that your headline should be able to stand out from the crowd and make a lasting impression.
- Verify that the form is designed to be simple to fill out and contains fields for necessary information, such as name, address, phone number, and email address.** The form should be clear and intuitive, with input fields labeled and easily understandable.
- If traffic will be coming to your landing page from an ad, make sure that the ad visuals are congruent with the look and feel of the landing page.**

- Make sure that the form is not cluttered with too many fields;** instead, only the essential data should be requested. This will make it easier for the user to complete the form quickly and accurately. BONUS: Asking for less personal information will also improve conversion rate.
  
- Check that the submit button is easily visible and labeled appropriately.** This is especially important for users who may have difficulty in seeing, as well as those who may be unfamiliar with the website. Ensuring that the submit button is visible and labeled correctly will help ensure a smooth user experience.
  
- Make sure that you have several different types of trust factors on your landing page.** This can include, but is not limited to, social proof in the form of customer reviews, case studies, or endorsements, testimonials, trust badges, brand names you've worked with, certifications, and a solid guarantee.
  
- Review the page to confirm that it is optimized for SEO,** including the use of relevant keywords.
  
- Verify that the page includes the proper meta tags and titles** on the page, as well as including alt-text on images.

## Lead Magnet:

- Ensure that your lead magnet is created**, complete, and ready to be sent to new subscribers. You'd be surprised to learn how many teams have made it all the way to the launch date, and yet nobody actually *made* the lead magnet!
  
- Verify that your lead magnet is high quality and provides value to your target audience.** It should quickly add a lot of value to their lives, and be focused on getting a solid “win” for them as quickly as possible.
  
- Confirm that your lead magnet contains the appropriate branding.**
  - Brand logo should be visible on the cover
  - Brand colors should be used on the cover
  - Copyright page
  - Watermark on each page
  
- Check that the lead magnet is hosted on a secure server (such as AWS) and is easily accessible and downloadable by new subscribers.**
  
- Check that all images used in your lead magnet are relevant to the content around them.** You want each image to refer to what they're reading as they see it.



## Email Autoresponder:

- Ensure that your email autoresponder series is set up and ready to go.** All of the emails should be loaded into a campaign or automation, with appropriate timing and segmentation as needed.
  
- Verify that your welcome email is clear, engaging, and includes a call-to-action.**
  
- Check that the rest of the emails in your series are well-written, relevant to your audience, and include a call-to-action.** Remember that every email does not need to be an invitation to buy, simply to proceed to know, like and trust you more. It can be as simple as “Read this article that I found that will help you!”
  
- Confirm that a test name, entered into your landing page, appears in your email management software.**

## Thank You Page:

- Ensure that your thank you page is set up and includes a message thanking the subscriber for signing up.**
- Check that the thank you page is optimized for SEO** and includes relevant keywords.
- Be sure your Thank You page has an additional call-to-action**, inviting the new prospect to take the next step. (Join a FB group, Book a Call, etc)
- Ensure that, if you have a Next Steps page**, such as a Book A Call page or Learn About Our Community page, the Thank You Page link to it is valid and working.

## Next Steps Page:

- For a booking page, make sure that they are shown the correct calendar**, and that dates are available in the near future.
- For a Join Community page, ensure that the link on the Next Steps page takes them to the FB group or other community page where they can join.**

## **Analytics:**

- Ensure that your tracking and analytics are set up and working correctly.** Use your analytics dashboard (such as Google Analytics Dashboard) to confirm that data and actions are recorded appropriately.
  
- Verify that your Facebook pixel is installed and working.**
  - Use [this Chrome plugin](#) to help you verify!
  
- Verify that your tracking code is installed on your landing page, thank you page, next steps page (if applicable), and website.**
  
- Check that your analytics software is set up to track your key performance indicators (KPIs).** A good set of KPIs to track, and ensure are working in this step, are:
  - Conversion Rate
  - Bounce Rate
  - Time On Page
  - Click Through Rate
  - Cost Per Acquisition

## Testing:

- Ensure that the funnel pages are thoroughly tested before launching.**
  - Proofread each page for typographic errors.
  - Ensure that each page accurately moves the user to the next step in the funnel.
  - Ensure the page has any mandatory disclaimers.
  
- Verify that your landing page and form are functioning correctly and do not have any errors.**
  
- Confirm that any “Exit Intent” pop-ups fire as expected.**
  
- Check that your email autoresponder series is sent and received correctly and that links in the emails are working as expected.**
  
- Test your thank you page and lead magnet download to ensure they are working correctly.**
  
- Test your traffic source (FB ad, post copy, etc) to ensure that it is correctly sending traffic to your landing page.**

## What To Do Next?

*You made it! How did it go?*

As you can now attest; there's quite a lot to getting a funnel ready for launch.

At this point, you should be ready to launch!

If so... Congratulations, yet again!

***Come and share your launch victory in our Facebook group!***



If not... if you find yourself with more questions, like...

- Is there anything I'm missing on my landing page?
- How do I know my lead magnet will help people?
- How do I test my email series all at once?
- I'm terrible with tech -- can I really do this?
- How do I know if it's working?

If you want the answers to these questions and more, then definitely join the Facebook group. I do live training regularly around sales funnel, funnel tech, automation and more.

Just click the button below, answer the questions on the FB group, and tune in!



## **Would you like some help?**

I help coaches and experts just like you launch their funnels without getting bogged down in the tech, so that they can focus on what matters to them -- helping clients and making a difference.

If you'd like to chat about having my help to get your funnel built and automations all set up for you -- let's have a conversation!



Whatever you decide, I wish you only the absolute best!

*Simon*  
Founder, FunnelWorks