

# **Sales Funnel Checklist**

## **Sales Funnels That Convert**

*Your Step-by-Step Guide to Turning Leads into Loyal Customers*

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### **1. Identify & Attract Your Ideal Customer**

- Define your customer persona (demographics, pain points, desires)
- Choose the right traffic channels (social ads, SEO, referrals)
- Create a valuable lead magnet (guide, checklist, demo)
- Write clear ad headlines and calls to action
- Set up tracking (Google Analytics, Facebook Pixel)

### **2. Build a High-Converting Landing Page**

- Craft a clear headline with a strong benefit
- Add a persuasive subheadline
- Use engaging visuals and social proof
- Write compelling bullet points describing your offer
- Include a simple form with a strong call to action
- Optimize for mobile

### **3. Nurture Leads with Email Sequences**

- Send a warm welcome email immediately
- Create 2–3 educational emails adding value
- Share testimonials and case studies
- Send a special offer or call to action to buy
- Follow up with re-engagement emails if needed

#### ✅ 4. Optimize Your Funnel

- Review analytics (conversion rates, open/click rates)
- Identify drop-off points
- Test different headlines, images, and calls to action
- Refine emails and offers based on performance

#### ✅ 5. Use AI (ChatGPT) to Save Time and Get Better Results

- Draft ad copy, landing page text, and email sequences
- Generate customer personas and lead magnet ideas
- Brainstorm social posts and hashtags
- Summarize analytics reports
- Get new ideas to continuously improve

✅ **Pro Tip:** Block 1 hour each week to tweak, test, and improve your funnel.

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### ChatGPT Prompt Library

*Plug-and-play prompts to build your funnel faster*

### Customer Persona & Lead Generation

#### ✅ *Customer Persona*

“Create an ideal customer persona for my [type of business], including demographics, interests, pain points, and motivations with this link:

<https://datausa.io/profile/geo/mansfield-tx/>

✓ *Lead Magnet Ideas*

“Suggest 10 lead magnet ideas to attract [target audience] interested in [topic/product].”

✓ *Ad Headlines*

“Write 5 catchy headlines for a Facebook ad offering my free [lead magnet].”

✓ *Social Posts*

“Write 3 social media posts to promote my lead magnet and drive traffic to my landing page.”

✓ *Hashtags*

“Give me 15 hashtags to reach [target audience] interested in [topic].”

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## **Landing Page Copy**

✓ *Headline*

“Write 5 compelling headlines for a landing page promoting [offer].”

✓ *Subheadline*

“Write a persuasive subheadline to go under this headline: ‘[Your headline]’.”

✓ *Bullet Points*

“List 5 bullet points explaining why someone should download my [lead magnet].”

✓ *Call to Action*

“Write 3 strong calls to action for my landing page button.”

✓ *Full Page Copy*

“Write complete landing page copy including headline, subheadline, benefits, and call to action.”

✓ *Offer Hook*

“Suggest 5 ways to make my offer feel more urgent and irresistible.”

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## **Email Sequences**

✓ *Welcome Email*

“Write a friendly welcome email thanking subscribers for downloading my [lead magnet].”

✓ *Educational Emails*

“Write 3 educational follow-up emails that teach [topic].”

✓ *Testimonial Email*

“Write an email sharing a customer success story.”

✓ *Special Offer Email*

“Write an email offering an exclusive discount or bonus.”

✓ *Re-Engagement Email*

“Write an email to re-engage inactive subscribers.”

✓ *Subject Lines*

“Suggest 10 high-converting subject lines for this email sequence.”

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## **Funnel Optimization & Reporting**

✓ *Copy Review*

“Review this landing page copy and suggest improvements: [paste your text].”

✓ *Analytics Summary*

“Summarize this performance data and recommend next steps: [paste report].”

✓ *A/B Test Ideas*

“Suggest 5 elements I could A/B test on my landing page to improve conversions.”

✓ **Tip:** Copy, tweak, and paste these prompts into ChatGPT anytime you need help.