

The Easy Funnel Start-Up Plan

Funnels can be overwhelming, I know. Truth is, they don't need to be. You can start with a very basic funnel to get something up and running...then build on to it later.

I'm going to share a plan with you to start a very basic funnel.

I'll show you what you need to build it and launch it.

Let's start with the funnel steps. You really only need 4 funnel steps to start collecting leads (building a list):

1. FB ad copy and image
2. An opt-in page for your free offer
3. Thank you page
4. An email delivering the free offer

I'm going to explain each of these steps shortly, but first what tech will you need?

- Funnel building platform
- Document storage
- Email/CRM platform
- FB ads account

Let's look at some choices for each of these:

Funnel building platform - my favorite is Clickfunnels. LeadPages is good too. Start with one of these. You can use the templates they already have created for you to set up your opt-in page and thank you page.

Document storage - you need a place to store the document that is your free offer. Dropbox works. You can also use your media gallery in your wordpress site if you already have one. Google Drive can work as well. Wherever you store it - you'll generate a download link. *Use this link in your email that delivers the free offer.*

Email/CRM platform - you need a place that collects and keeps all of your new leads' email addresses. A platform like Active Campaign, Infusionsoft, Aweber, Constant Contact, or Mailchimp will work. This allows you create a form, add the form to your opt-in page, and collect email addresses.

You'll write an email that says something like:

"Thank you for requesting my free offer. You can download it here."

Add the download link to this email and set it up to trigger every time a new email address is added.

FB Ads Account - You'll need to run traffic to your funnel and the easiest way to start this is with a basic FB ad. Make sure you have access to FB Ads Manager. If you only have a personal FB page, you'll need to set up a business page to be able to run ads.

Now, let's look at each step of the basic funnel:

1. **FB Ad copy and image** - below I'm sharing my FB ads formula, so you can see how to write the ad copy. Create a basic image (like the one below) using the FB ad template in Canva. Canva.com can be used for free to create the image.
2. **Opt-in page** - this is the first page/step of your funnel in your funnel building platform like Clickfunnels. Create a basic page with a headline, image of your free offer, a few bullet points, and an opt-in form. At the end of this document, I've included an example for you to see.
3. **Thank you page** - After opting in for your free offer, people should immediately see a thank you page that confirms you've received their request. You can also add a download link here for the free offer.
4. **Email** - This is the email described above. This email should automatically trigger when a new email address is added. The download link will be in this email too. Having it on the thank you page and in the email is a safe way to ensure people receive what they have opted in for.

The next question I always get asked is *how much does this cost?*

That can vary considerably depending on which platforms you choose. Here's an example of one of the least expensive ways you can launch this funnel:

FB ad spend: \$5 a day budget
LeadPages (funnel builder): \$25/month
PDF Storage like Dropbox: free
Email platform like Mailchimp: free

You can get started for as little as \$25/mo with a FB ad spend budget of \$5 per day (you don't have to run this ad spend continuously, for example, you can run for 10 days and assess).

This easy funnel start-up plan gets you going. Over time, you can increase your ad spend, add a paid offer to your funnel, and create more emails to engage your list.

Go launch a funnel!

Resources:

FB Ad Writing Formula

Step 1: Start off your ad copy with a question. For example: "How did I take my business from 6 figures to multi 7 figures using videos and webinars?"

or a statement, like: "I use this presentation template to get a steady flow of clients in my business every single day."

Or

"I built a 7-figure speaking business because I wanted to change peoples' from the stage."

Step 2: Mention your free offer, for example: "You can get this Presentation Template for free, so you can be on your way to creating high converting presentations in video, on webinars, or from the stage!"

Step 3: Think about the person you are writing to and tell your own story that relates and shows the outcome. For example: “I get it, I used to really struggle and was camera shy before doing videos, I didn't think they would work, but the more I did it, the better I got, and the more people started to buy my products online.”

Step 4: Give some tips. For example, “In order to create presentations that get clients, you need these 3 things in your presentations:

- Your story
- Your offer
- The call to action

Step 5: Enroll them in your mission. “We can make your presentations convert together and by grabbing this Presentation Template, you are joining the movement for taking action to build a 7-figure business.”

Example of FB ad image:



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I've laid it all out for you in my Ultimate Presentation Swipe File, you can access it immediately here:

👉 <http://sys2.tedmcgrathbrands.com/fba-sys2-ad-optim4-pr>



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IT NOW

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This Template Helped Me Go from 6 Figures to 7 Figures

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Example of opt-in page:



DOWNLOAD THE CLIENT-GETTING VIDEO SCRIPT

Grab the Client-Getting Video Script that Makes Your Videos Convert Viewers into Paying Clients FAST!

(For Coaches, Consultants, and Service Businesses)

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