



Funnel Launch Checklist

Your Step-by-Step Guide to Launching with Confidence

✓ **Define your ideal customer and the problem you solve**

Identify who you're helping and what pain point your funnel will solve.

✓ **Create your lead magnet (freebie or offer)**

This could be a checklist, PDF, mini-guide, swipe file, or free training.

✓ **Set up your landing page with a strong CTA**

Use bold headlines, one action, and keep it distraction-free.

✓ **Connect your email signup form to your email list**

Make sure contacts are added to the right segment/tag for automation.

✓ **Write and schedule your 5-email funnel sequence**

Use the Nomadic Funnel Email Pack or customize your own welcome, nurture, pitch, and follow-up flow.

✓ **Create your low-ticket offer (\$7–\$27) with payment integration**

Add perceived value and make it a no-brainer “yes” for your audience.

✓ **Design your upsell/OTO page with a clear benefit**

Explain what they get, why it matters, and why they should act now.

✓ **Add your thank-you page with links to your download**

Deliver the freebie or product instantly with clear next steps.

✓ **Test every step: opt-in → email → checkout → upsell → thank you**

Pretend you're a user. Test on mobile too.

✓ **Set up automations: tagging, follow-up emails, delivery**

Use triggers like “tag added” or “product purchased” to deliver instantly.

✓ **Turn on your funnel and start sending traffic!**

Share it with your email list, post on socials, or run a low-budget ad.

