

For Purpose Driven Solopreneurs

Create a Lead Generation Funnel that Converts

Brainstorm up to 3 core offers and create a lead generation funnel designed to attract leads and turn them into clients.





Affiliate Disclosure

This guide contains a few affiliate links. That simply means I may earn a small commission if you decide to purchase, at no extra cost to you. I only share tools I trust and would recommend regardless of compensation. Your support helps keep resources like this free 🍷

HOW TO USE:

This workbook is **intended to help you brainstorm and map up to 3 core offers for your online business.** I encourage you to think about how you want to show up for your clients. What problems do they need help solving? How are you going to help solve them? The goal is to establish trust as you build a relationship with them over time.

I've included a funnel flow chart to give you a visual of how you can connect multiple offers together, but **it's important to note that there is no one size fits all strategy.** You may have more offers, you may have less and that is OK. **Your first step is to identify the offer you will be directing traffic to first.** Typically, this offer will be a free lead magnet.

In the flow chart **I've also included some offer examples to help you brainstorm ideas.** Now it's your turn to fill in the blanks and **write your offer ideas in the second flow chart.** To help you dive in deeper, I've also included some offer worksheets that will help you identify key elements of your offers so your vision is clear.

Happy Brainstorming!

Common Marketing Terms

Lead Generation (Lead Gen) : the action or process of identifying and cultivating potential customers for a business's products or services.

Funnel/Campaign: a set of offers strategically tied together to achieve goals online.

Target Audience: a group of people defined by certain demographics and behavior.

Website: a collection of webpages tied together. Serving as the main information hub for your business.

Landing Page: a standalone webpage with 1 call to action. Designed to help you gain leads for your business.

Sales Page: a standalone webpage with 1 call to action. Designed to help you sell a product or service.

Tripwire Page: a thank you page that includes a one time offer (OTO offer). Typically a low cost digital product.

Conversion rate: the number of conversions divided by the total number of visitors.

Optimization: the action of making small changes to something in an effort to make it more effective.

Paid Traffic: traffic that comes from paid advertising.

Earned Traffic: traffic that comes from partnerships, networking, social media, organic search, etc.

Owned Traffic: traffic that comes from your existing list of leads.

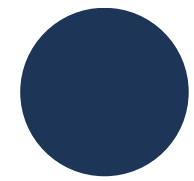
Lead Magnet: a free resource/item/service that is given away for the purpose of gathering contact details

Funnel Example

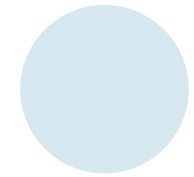
Take your customer's on a journey that will solve their problems along the way.



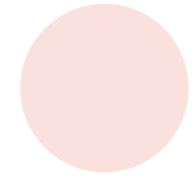
Funnel Example Key



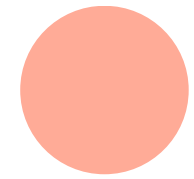
Types of Traffic Sources



Landing Pages Built in [Systeme.io](#) (or landing page platform of choice)



Emails sent via [Systeme.io](#) (or email service provider of choice) (



Lead Magnet Built in [Canva](#) (or design platform of choice)

Map Your First Funnel

Take your customer's on a journey that will solve their problems along the way.



Dive Deeper Into Your Offers

Identify the key elements of your offers and
set yourself up for success.

Offer #1

(Lead Magnet)

OFFER# 1 NAME:

PRIMARY CALL TO ACTION (CTA):

DESCRIBE YOUR OFFER:

WHO IS YOUR TARGET AUDIENCE?

WHAT PROBLEM ARE YOU SOLVING FOR THEM?

EMAIL SERVICE PROVIDER (IF APPLICABLE):

PAYMENT PROCESSOR (IF APPLICABLE):

OTHER THIRD PARTY INTEGRATIONS:

TRAFFIC SOURCES FOR OFFER #1:

ADDITIONAL NOTES:

Offer #2
(Low Cost Offer)

OFFER# 2 NAME:

PRIMARY CALL TO ACTION (CTA):

DESCRIBE YOUR OFFER:

WHO IS YOUR TARGET AUDIENCE?

WHAT PROBLEM ARE YOU SOLVING FOR THEM?

EMAIL SERVICE PROVIDER (IF APPLICABLE):

PAYMENT PROCESSOR (IF APPLICABLE):

OTHER THIRD PARTY INTEGRATIONS:

TRAFFIC SOURCES FOR OFFER #2:

ADDITIONAL NOTES:

Offer #3

(High Ticket Offer)

OFFER# 3 NAME:

PRIMARY CALL TO ACTION (CTA):

DESCRIBE YOUR OFFER

WHO IS YOUR TARGET AUDIENCE?

WHAT PROBLEM ARE YOU SOLVING FOR THEM?

EMAIL SERVICE PROVIDER (IF APPLICABLE):

PAYMENT PROCESSOR (IF APPLICABLE):

OTHER THIRD PARTY INTEGRATIONS:

TRAFFIC SOURCES FOR OFFER #3:

ADDITIONAL NOTES:

Thank You!



Hi there! Laura here! A MN raised, volleyball mom who has a weakness for caramel lattes and a passion for helping purpose-driven brands. **My goal has always been to help entrepreneurs cut through all the marketing noise and simplify their strategy.** Today, we focused on identifying and mapping your first funnel. **Your next step: start building a landing page for your Lead Magnet offer** inside [Systeme.io](https://systeme.io) (or platform of choice).

You're on the right track!

Love, Laura



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Have questions?

Email hello@lauraraeconsulting.com