REAL KEN FOO

THE FUNNEL STARTER KIT



BUILD YOUR FIRST LEAD-GEN FUNNEL
FREE IN ONE WEEKEND

"No website. No paid tools. No tech degree."

By Ken Foo

WHAT YOU'LL HAVE BY SUNDAY NIGHT

By Sunday night, you'll have this:

A simple online system that introduces you to interested people — even while you sleep.
Not a website. Not a complicated tech project. Just three pages and three emails, built on a completely free platform, following an hour-by-hour weekend plan.

I've built funnels for my own brands and for clients. This kit is the stripped-down version I wish someone had handed me when I started: only the pieces that matter, nothing that doesn't.

Let's build.
— Ken

What's Inside This Kit

03 Why word of mouth isn't a system
04 What your funnel actually does
05 The only three pages you need
06 Saturday — build your opt-in page
07 The free toolbox, and the platform I run on
08 Sunday morning — your three follow-up emails
09 Sunday afternoon — open the doors
10 The whole weekend on one page
11 What changes now
12 About Ken
13 Tools you'll actually use
14 What to do Monday

Short on time? Turn to page 10 — the entire weekend fits on that single page.

Quick Links

- → Create your free Systeme.io account (my partner link)
- → Join my private community for people building online
- → All my links, guides and tools in one place

The Problem With Waiting to Be Found

- Most people start the same way: tell everyone you know and hope word spreads
- Friends, past clients, whoever happens to see a post that week
- Nobody says the quiet part out loud: the people you know run out
- Then you're starting every conversation yourself, and most go nowhere
- The issue was never your effort. It was never having a system

What a Funnel Does Instead

- Works whether you messaged anyone today or not
- Invites interested people to raise their hand first
- Collects their details so no lead is ever lost
- Follows up automatically while you sleep

Word of mouth is fuel.

A funnel is an engine.

Chasing vs. Attracting

Chasing	Attracting
Reach out to 20, hear back from one	People find you and raise their hand
Run out of people by month three	New leads arrive while you sleep
Follow-up depends on your mood	Follow-up runs on its own
Only people who already know you	Anyone in your market, any time

■ Think of It As a Shop With a Guestbook

Imagine a shop. Ten people walk in today. One buys. The other nine walk out, and you never see them again — even though most of them were interested. A funnel is simply a guestbook by the door: the nine leave their name, and you can invite them back when they're ready.

■ The Three Words People Use

Funnel: the whole path, from someone noticing you to someone buying from you.
Lead magnet: the free thing you give away — a guide, a checklist — in exchange for an email.
Opt-in page: the page with the sign-up box. That's all it is. Don't let the jargon stop you.

■ What Happens When Someone Finds You:

1. **Content**
   You post something useful on social media
2. **Opt-In Page**
   Someone interested taps the link in your bio
3. **The Offer**
   They swap their email address for your free guide
4. **Thank You**
   The guide is delivered instantly — no waiting on you
5. **Emails**
   Your three follow-up emails send themselves
6. **Conversation**
   The genuinely interested ones reply to you first

The Platform You'll Build It On: Systeme.io

Free up to 2,000 contacts. Page builder, hosting, opt-in forms and the email autoresponder — everything in this kit, in one place.
No credit card. No trial countdown. Full setup walkthrough on page 7.

Forget the fifteen-step funnels you've seen online. Yours needs exactly three pieces — everything else is optional decoration you can add later, once this part works.

The Three Pieces

The Piece	What It Does
Opt-In Page	One headline, one promise, one box for their email
Thank-You Page	Confirms delivery and shows what happens next
Three Follow-Up Emails	Deliver, tell your story, invite the next step

■ Example: A Wellness Freebie

1. **Opt-In**
   'Free 5-Day Energy Reset Guide' — your page promise
2. **Thank You**
   Guide delivered, plus a short line on who you are
3. **Emails**
   Three short emails: deliver, your story, an invitation

■ Example: A Coaching Freebie

1. **Opt-In**
   '5 Questions to Ask Before Hiring a Coach'
2. **Thank You**
   Guide delivered, plus what to expect from you next
3. **Emails**
   Three short emails ending with an invitation to talk

Saturday — Build Your Opt-In Page

Block out a morning and an afternoon. Coffee helps. Follow these eight steps in order and don't skip ahead — by tonight you'll have a real page live on the internet.

1. **Create Your Account**
   Sign up free with your email. No card needed. Takes two minutes.
2. **Start a Funnel**
   Choose 'Build an audience' — it creates both pages for you automatically.
3. **Pick a Template**
   Choose any clean one. Don't browse for an hour — your words matter far more.
4. **Write the Headline**
   'Free Guide: How [audience] can [result] without [thing they hate]'
5. **Add One Subline**
   One sentence on what's inside and how quickly it helps them.
6. **Fix the Button**
   'Send Me The Free Guide' beats 'Submit' every single time.
7. **Delete the Rest**
   Strip out everything else the template came with. Simple pages win.
8. **Publish It**
   Hit publish. It's live. Most people never get this far — you just did.

Stuck on Your Headline? Ask AI

'I help [who] with [problem]. Write me 10 opt-in page headlines using the format:
Free Guide: How [audience] can [result] without [objection]. Keep them plain and specific.'

Every funnel, email, course and store in my business runs on one platform: Systeme.io. I used to pay for two separate tools and duct-tape them together at 11pm. Now it's all in one place.

Why This One for Your Weekend

- The free plan is genuinely free — no card, no trial countdown
- It covers everything in this kit: pages, forms and follow-up emails
- Drag-and-drop — if you can post on Facebook, you can build a page
- It grows with you: courses, memberships and a store when you're ready

WHAT THE FREE PLAN ACTUALLY INCLUDES

Yours at zero cost:

- Up to 2,000 contacts stored — more than enough for your first year
  Unlimited emails to those contacts — broadcasts and automated sequences
- Drag-and-drop page builder with hosting included — no website needed
- Three funnels, which is three times what this weekend needs
- File storage for your PDF guide, so there's nothing else to buy
-

So When Would You Ever Pay?

Only when you outgrow it — past 2,000 contacts, or when you want to sell courses and take payments.

That's a good problem, and a long way off. Build the free version first and prove it works for you.

Start Free This Weekend

This is the platform every page and email in my business runs on.

No credit card. No trial countdown. Nothing to cancel later.

Create your free account — the link is just below this box.

Full transparency: that's my partner link. If you ever upgrade, I earn a commission at no extra cost to you.

I'd recommend it either way — I'm certified on it and I run my whole business on it.

systeme.io/?sa=sa00273442848a208c8c0169ab7160956ea08d59da



Sunday, 10am to noon. This is the part that makes the funnel work while you sleep: three short emails, written once, that go out automatically to every person who ever opts in.
Set them up today and you never have to think about them again.

The Three Emails You'll Write Today

Email	Subject Line	Content Purpose
Email 1	Here's your free guide	Deliver the guide. Say thanks. Ask one question so they can reply to you.
Email 2	Why I do this differently	Your story in three sentences. What you struggled with, and what changed.
Email 3	Try this one thing today	One practical tip they can use this week. No pitch at all.
Later	Ever wonder how this works?	Optional, next week: introduce what you do, softly.
Later	Want to go deeper?	Optional, next week: one clear next step for the keen ones.

WRITE THEM ONCE, THEY SEND FOREVER

How Long Should Each One Be?

- Short. Four to six sentences each. People read short emails and skim long ones — every time.

Most people won't act the first time they hear from you. That's normal. These emails keep you present until the moment they're ready — without you chasing anybody.

The Rhythm That Works:

Give something useful. Then share something honest. Then invite. In that order, always.

Emails to Add Later, Once These Three Are Running:

- A customer result or testimonial — the strongest trust-builder you have
- A myth-buster that answers the objection before anyone asks it
- A behind-the-scenes look at how you actually work
- An invitation to something: a call, a group, a live session

Sunday, 3pm. Your funnel is built and your emails are set. The last hour is the one most people skip: telling anyone it exists. A funnel with no visitors is a shop with no signboard. Here's how to open the doors before the weekend runs out.

Where Your Link Goes Today

Place	Why It Matters
Facebook bio	The highest-traffic spot you already own — update this one first
Instagram bio	Every profile visitor sees it; mention it in your next story too
TikTok bio	Where curious viewers go after watching — don't leave it empty

Your First Week of Posts

Day	What to Post
Monday	One useful tip from your guide — no link, just value
Tuesday	The story of why you put the guide together
Wednesday	A question your ideal person is quietly wondering about
Thursday	Something you learned or got wrong this week
Friday	Invite people to comment your keyword for the free guide

The Sunday Afternoon Checklist

1. Copy your opt-in page link from the funnel dashboard
2. Paste it into your Facebook, Instagram and TikTok bios
3. Write one post sharing a single tip from your guide
4. Close the post with: 'Comment GUIDE and I'll send it over'
5. Reply to every comment by sending the link in a message

WHY THE KEYWORD BEATS A LINK IN THE CAPTION

Social platforms quietly show posts with outside links to fewer people. A keyword sidesteps that — comments signal engagement, and the link travels privately by message.

The Reply That Works:

'Sent it over! Tell me if you get stuck on any step — I read every message.'

Then do these two things:

- 1. Reply to every comment — even a thank you keeps the post circulating
- 2. Keep the names: these are your first real leads, and they raised their hand

Everything in this kit on a single page. Print it, or keep it open on your phone while you build.
Tick things off as you go, and if you fall behind, just keep going the following weekend.
You're building an asset, not meeting a deadline.

Saturday Morning	Saturday Afternoon	Sunday
Create your free account Two minutes, no card needed	**2:00pm:** Write your one headline	10am: Write email one — deliver the guide
Start a new funnel Choose 'Build an audience'	**2:30pm:** Add a single subheadline	11am: Write emails two and three
Pick a clean template Don't browse for an hour	**3:00pm:** Fix the button wording	12pm: Switch the automation on
Name it and save You now have a real funnel	**3:30pm:** Delete everything else	3pm: Add the link to your bios
Take a coffee break Most people never get this far	**4:00pm:** Publish — your page is live	4pm: Post once, invite comments
	Done: Go and enjoy your evening	

■ IF YOU ONLY HAVE ONE DAY, NOT TWO:

1. Build the opt-in page | 2. Write email one only | 3. Put the link in your bio

■ WHAT TO WATCH ONCE IT'S LIVE

Check These Weekly:

- Page visitors | New opt-ins | Email opens | Replies you received | Conversations started

The Only Number That Matters At First:

New opt-ins. Everything else is noise until people are actually joining your list. If that number is still zero after a week, the problem is traffic, not your funnel — go back to page 9 and post again.

You didn't just build three pages this weekend. You changed how people find you, and how the first conversation starts. That difference compounds quietly, week after week, while you get on with your life. Here's what actually shifted.

Before This Weekend vs. After

Before This Weekend	After This Weekend
No way to collect a lead	A page that collects leads for you
Every conversation started by you	Interested people raise their hand first
Follow-up depended on remembering	Follow-up happens on its own
Interest faded while you slept	Emails keep working overnight
Good posts led nowhere in particular	Every post has somewhere to send people
Starting from scratch every month	An asset that compounds month after month

What You've Built This Weekend

- A free account on a platform that grows with you
- An opt-in page carrying one clear promise
- A thank-you page that delivers instantly, every time
- A freebie genuinely worth someone's email address
- Three follow-up emails, written once, sent forever
- An automation that runs whether you show up or not
- Your link in every bio that actually matters
- A first post inviting people to raise their hand

THE SHIFT THAT ACTUALLY MATTERS

- Chasing tries to convince — attracting simply makes you findable
- Chasing needs your energy every single day — a funnel needs it once
- Chasing eventually runs out of people — a funnel keeps meeting new ones

3 pages, three emails and one honest offer. That's the whole machine. Everything you ever add later just hangs off these pieces.

Your Next 7 Days:

- Day 1–2: Watch your opt-ins. If nobody joins, rewrite the headline first
- Day 3: Post again — different angle, same keyword, same offer
- Day 4: Reply personally to everyone who opted in this week
- Day 5–6: Write email four while the first three keep working
- Day 7: Look back. One page, three emails, and real names on a list

About Ken Foo

Engineer. Chef assistant. Funnel builder.

Singapore · Building online since 2020

Nineteen years in semiconductor engineering taught me systems. A decade building online taught me people. Since 2020 I've combined both — building attraction-based systems for people growing a business on their own, across Southeast Asia, in English and Chinese.

Where to Find Me

1. **Facebook: Real Ken Foo — where I post most days**
   Say hello and tell me what you built this weekend
2. **Start free on Systeme.io — my partner link**
   The platform this entire kit is built on — free to start
3. **The 7-Day Digital Marketing Powerup Challenge — S$10**
   The guided version of this kit, with me answering your questions

You're not just building a funnel. You're building an asset.

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TOOLS YOU'LL ACTUALLY USE

Tool / Platform	Category	Why Use It
Systeme.io (Free)	All-in-One	Pages, emails and hosting in one place — free to 2,000 contacts
Canva (Free)	Design	Make your guide, page images and social posts — free
Google Docs	Writing	Draft your emails and guide before you build anything
Your phone camera	Photos	Real photos beat stock images, every single time
ChatGPT (Free)	Writing help	Headline ideas and first drafts when you're stuck
ManyChat	Chatbot	Auto-reply to your comment keyword once volume grows
Skool	Community	Somewhere to gather people — later, not this weekend
Meta Ads Manager	Paid Ads	Only after the free version has proven it works
Google Ads	Paid Ads	For search traffic, once you know what converts
TikTok Ads	Paid Ads	Fast reach if short video is already your strength
Facebook Group	Community	Free and familiar — start one when you have people
Calendly	Booking	Only when you actually start taking calls

WHAT TO DO MONDAY

Your funnel is built. Here's where to go from here.

STEP 01 — FREE

AI Cheat Sheet

My shortcut for using AI in your marketing — free download, no cost and no catch.

→ realkenfoo.systeme.io/ai-cheatsheet

STEP 02 — COMMUNITY

Private Community

People across SEA building the same way you are. Share wins, ask questions, get unstuck.

→ realkenfoo.systeme.io/community/real-ken-foo-community

STEP 03 — MENTORSHIP

Mentorship & Tech Support Hub

Mini-courses and one-to-one tech help for when you want a hand with the build.

→ realkenfoo.systeme.io/mentorship-minicourse-techsupport-hub

STEP 04 — LINKS

All My Links

Everything in one place — guides, tools and the next step when you're ready.

→ https://realkenfoo.systeme.io/link-in-bio

Your page is live. Now go and tell people it exists.

By Real Ken Foo