

THE TIME FREEDOM FUNNEL



Build a Calm, Reliable System
That Generates Leads —
Without Constant Effort

BUILD TIME FREEDOM
BUILDTIMEFREEDOM.COM

W H Y M O S T
S O L O P R E N E U R S
A R E T R A P P E D I N
B U S Y W O R K

Most solopreneurs don't lack motivation.
They don't lack ideas.
And they're not lazy.

They're trapped in **busywork**.

Busywork looks productive on the surface:

- Posting consistently
- Manually replying to every inquiry
- Constantly tweaking tools
- Jumping between platforms

But underneath, it creates a hidden problem:
Nothing runs without you.

When every lead requires manual effort, your business becomes fragile.

Take a day off — momentum stops.
Step away — leads slow down.

This is not a work ethic issue.
It's a **systems issue**.

Without a clear funnel, solopreneurs stay busy instead of building something that works for them.

B U I L D T I M E F R E E D O M
B U I L D T I M E F R E E D O M . C O M

WHAT A “TIME FREEDOM FUNNEL” ACTUALLY IS

A Time Freedom Funnel is not complicated.

It's not aggressive.

And it's not built to “hack” people.

It's simply a **clear, predictable** path that turns attention into trust — and trust into opportunity.

At its core, a Time Freedom Funnel does three things:

1. Captures interest
2. Builds clarity and confidence
3. Creates a natural next step

The goal isn't pressure.

The goal is **reliability**.

When your funnel works quietly in the background, you stop wondering:

- “Did I follow up?”
- “What should I send next?”
- “Am I forgetting something?”

That mental space is where time freedom starts.

BUILD TIME FREEDOM
BUILDTIMEFREEDOM.COM

T H E S I M P L E F U N N E L S T R U C T U R E

OPT-IN → EMAIL → OFFER

You don't need multiple funnels.
You need **one clear flow**.

A simple Time Freedom Funnel looks like this:

Step 1: Opt-in

One clear promise. One clear benefit.
A guide, checklist, or framework that solves a real problem.

Step 2: Email Automation

A short sequence that:

- Welcomes the subscriber
- Clarifies the problem
- Positions you as a guide
- Introduces the next step

Step 3: Offer

Not a hard sell.
Just a logical continuation of the journey.

When these three pieces are aligned, your funnel feels calm — not salesy.

BUILD TIME FREEDOM
BUILDTIMEFREEDOM.COM

WHAT TO AUTOMATE FIRST

When resources are limited, automation should reduce **thinking**, not add complexity.

Start with these three automations:

1. Opt-in delivery

The moment someone signs up, they should receive what you promised — automatically.

2. Welcome sequence

3–5 emails that:

- Set expectations
- Build trust
- Share perspective
- Invite the next step

3. Simple tagging

Even basic tags help you know:

- Where a lead came from
- What they're interested in

Tools like **Systeme.io** make this possible even on free plans — without juggling multiple platforms.

The aim isn't sophistication.

It's **reliability**.

BUILD TIME FREEDOM
BUILDTIMEFREEDOM.COM

COMMON FUNNEL MISTAKES THAT STEAL TIME

Most funnels don't fail because of bad design.

They fail because of unclear intent.

Here are the most common mistakes I see:

- Trying to do too much at once
- Building before thinking through the flow
- Over-automating without clarity
- Sending emails without a clear purpose
- Constantly rebuilding instead of simplifying

A funnel should feel like a path, not a maze.

If you need to constantly check whether it's working, it's costing you time — even if it's "automated."

BUILD TIME FREEDOM
BUILDTIMEFREEDOM.COM

N E X T S T E P S

Time freedom doesn't come from working harder.

It comes from building systems you can trust.

If reading this made you realise your funnel feels heavier than it should, that's a useful signal — not a failure.

Your next step doesn't need to be drastic.

You can start by:

- Simplifying what you already have
- Clarifying one funnel
- Automating one key flow

If you'd like help doing that calmly and intentionally, I offer:

- Funnel audits
- Simple funnel builds
- Systeme.io-based setups designed for clarity, not complexity

Next step:

Make an appointment for a free 20 minute Build Time Freedom discovery Zoom call.

**Automation isn't about removing yourself from your business.
It's about removing unnecessary decisions.**

**When the right steps happen automatically,
you free your energy for the work that actually matters**

BUILD TIME FREEDOM
BUILDTIMEFREEDOM.COM