

SMART LEAD FUNNEL · FREE GUIDE

The One-Platform Launch

How to build your funnels, website, and email list without paying for six different tools — and make your first sale within 48 hours

Everything in this guide works on the free plan. No credit card required. No prior experience required. No 40-hour tutorial binge before you're allowed to launch.

Funnels · Email · Website · Payments — One Platform <https://www.smartleadfunnel.com>

How to use this guide

Read one chapter. Build what it tells you to build. Then come back for the next one. This is not a reading exercise — it's a building exercise. The people who get results from it are the ones who stop at the end of every chapter and go implement before moving on.

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Introduction

The Most Expensive Mistake You're Making Right Now Isn't What You Think

Let me tell you about the last conversation I had with someone who was trying to start an online business.

She'd been at it for eight months. Eight months of evenings and weekends and lunch breaks spent watching tutorials, joining Facebook groups, reading threads, taking notes. She had a notebook full of ideas. She had a half-built course nobody had seen yet. She had opinions about Kajabi versus Teachable versus Podia that could fill a small book.

You know what she didn't have?

A single customer. Not one.

She'd spent — and I want you to sit with this number — over \$500 a month on tools. Mailchimp for her email list (which had 47 people on it, all of whom were her friends). A separate landing page builder because Mailchimp's pages 'weren't good enough.' A course platform because she was definitely going to launch a course soon. A scheduling tool so clients could book calls with her. A payment processor. And something called a 'funnel builder' that she'd bought a course about and never actually opened.

Five hundred and eleven dollars a month. To make zero sales.

Now here's the part that really gets me. She wasn't stupid. She wasn't lazy. She wasn't lacking in effort or enthusiasm or intelligence. She was, in fact, one of the most capable people I'd spoken to in months. She was just doing what everybody told her to do.

Get the right tools. Build the right systems. Set up the right automations. Have everything in place before you launch. And so she had all the tools. All the systems. All the automations — or at least the half-built, never-tested versions of them. Everything was in place.

Everything except a business.

Here's what nobody in the 'online business' world wants to admit out loud:

The tools industry is not on your side. Not because the tools are bad — some of them are excellent. But the tools industry makes money when you buy more tools, subscribe to more platforms, and spend more time optimising your setup instead of actually selling something.

The result? The average person trying to launch an online business in 2025 is running four to seven different software subscriptions before they've made a single sale. That is insane.

I want to show you something. Write down every tool you're currently paying for — or thinking about paying for — to run your online business. Landing pages. Email. Website. Course hosting. Scheduling. Payments. Funnels. All of it. Add up the monthly cost.

Now ask yourself one question:

How much revenue did those tools generate for you last month?

If the answer is 'less than I'm paying for them' — and for most people reading this, it is — then you don't have a business problem. You have a tool problem. Specifically: too many of them, costing too much money, doing too many things you don't need yet.

Here's the entire premise, stated plainly:

Every online business needs exactly three things to make its first sale. A page that captures attention. A way to follow up with people who are interested. A way to take their money when they're ready to buy.

That's it. Everything else — the membership sites, the webinar funnels, the upsell sequences — comes later, when you've proven the thing works and you have money coming in to pay for the extras.

One platform does all three. It starts completely free. And you can have the whole thing set up and live within 48 hours of finishing this guide. It's called Smart Lead Funnel.

<https://www.smartleadfunnel.com>

Before you read another word:

Go to <https://www.smartleadfunnel.com> and create your free account. Takes two minutes. You'll want it open as you work through the chapters that follow — because by the time you finish this guide, you're going to have something live.

What You Actually Need to Launch

(It's Less Than You Think)

Let me ask you something. If I told you right now that you could have a live, functional, money-making online business set up by this time tomorrow — using only three things — would you believe me?

Probably not. Because you've been marinating in the online business world long enough to absorb its central, unspoken message: it's complicated.

You need a funnel. But not just any funnel — a properly optimised funnel with a tripwire offer and an upsell and a downsell and a thank-you page sequence. You need an email list. But not just any list — a segmented, tagged, behaviour-triggered list with different sequences for different buyer personas. You need a website. A course platform. A community. A podcast. A YouTube channel. A content calendar. A brand identity. A—

Stop.

All of that is noise. Here is the signal:

Every online business that has ever made money — every single one — did it with three things.

The Launch Triangle

Corner One: A page that captures attention.

Somebody needs to be able to find you, land somewhere, and decide whether what you're offering is worth their time. One page. It doesn't have to be beautiful or win awards. It has to be clear about what you're offering and who it's for, and it has to have a way for interested people to raise their hand and say yes, tell me more. We call this a capture page, an opt-in page, or a landing page. The name doesn't matter. The function does.

Corner Two: A way to follow up.

The vast majority of people who find you on any given day are not ready to buy that day. That is not a tragedy. That is just how humans work. They need to hear from you more than once. They need to see that you know what you're talking about. They need to trust you before they hand over money. Email is how you do this. Not social media — you don't own your social media following and one algorithm change can make it disappear overnight. Email is yours. An email list of 500 genuinely interested people will outperform a social media following of 50,000 passive scrollers every single time.

Corner Three: A way to take payment.

At some point, someone has to be able to give you money. Shocking, I know. And yet the number of people who have spent months building corners one and two — and never got around to corner three — would make you weep. You need a product. You need a price. You need a button. That's the whole machine.

Smart Lead Funnel does all three — on the free plan.

You don't need Mailchimp for the email. You don't need Leadpages for the capture page. You don't need Stripe running through three different integrations held together with Zapier and a prayer. One login. One dashboard. Everything talking to everything else automatically.

Visit <https://www.smartleadfunnel.com> to create your free account.

The next three chapters will walk you through setting up each corner of the triangle — in the right order, with exactly the information you need and none of the information you don't. By the time you finish Chapter Four, you will have a live Launch Triangle. Not a plan for one. Not a half-built one. A live one.

Build Your Capture Page

The One Page Every Business Needs First

Here's something the landing page industry doesn't want you to know: the best-converting opt-in pages on the internet are ugly. I mean genuinely, aggressively, almost offensively plain. Black text on a white background. Maybe one image. A headline. A few bullet points. A form. A button. That's it.

I have seen hand-coded pages from 2009 consistently outperform gorgeous, animated, professionally designed pages that took someone three weeks and four hundred dollars to produce.

Why? Because conversion isn't about beauty. It's about clarity.

A visitor to your capture page has one question burning in their brain from the millisecond they arrive:

Is this for me?

That's it. They're going to answer it in about seven seconds based almost entirely on your headline and your first three bullet points. If your page answers 'yes, this is absolutely for you' clearly and quickly — they opt in. If your page makes them think, squint, scroll, or wonder — they leave.

The Four Elements of Every High-Converting Capture Page

Element One: A specific, outcome-focused headline.

Your headline has one job. Not to be clever. Not to win a copywriting award. Its job is to make the right person immediately think that's exactly what I want.

- "How to build your first sales funnel in an afternoon — without paying for six different tools"
- "How to write a 5-email welcome sequence that turns new subscribers into buyers"
- "How to launch your online course this weekend using one platform that starts free"

Notice what all three have in common. They're specific. They promise a concrete outcome. And they remove a specific fear the reader already has. Vague headlines convert at a fraction of the rate of specific ones.

Element Two: Three to five outcome-focused bullet points.

Most people write bullets that describe what's inside their lead magnet. Nobody cares about the contents. They care about what the contents will do for them. Write bullets that finish the sentence: 'After reading this, you will be able to...'

Element Three: One form field.

Ask for a first name and email address. That's it. Every additional field you add reduces your opt-in rate. Every single one. You can ask them everything else after they've given you the email.

Element Four: One button with a specific label.

'Submit' is a crime against conversion. Your button should complete the sentence 'Yes, I want...' Examples: 'Send me the free guide', 'Give me instant access', 'Start building my funnel now'.

Building It Inside Smart Lead Funnel

1. Click **Sites: Sales Funnels** in the top navigation bar, then click **Create** in the top right corner.
2. Give your funnel a name, select **Build an audience** as your goal, choose your currency, and click Save.
3. Click on your newly named funnel to open it, then select a template. Start with one of the plain, simple templates — clarity converts better than complexity.
4. Click **Edit Page** to open the page editor.
5. Click on the headline text and replace it with your specific, outcome-focused headline.
6. Rewrite the bullet points as outcome-focused benefits.
7. Change the button label to something specific — 'Send me the free guide' works perfectly.
8. Preview at any time by clicking the white triangle in the top right. When happy, click Save.

What to Offer as Your Opt-In Incentive

The best lead magnets are not the most comprehensive ones. They're the most specific ones. A 3-page checklist that solves one specific problem will outperform a 50-page ebook every time.

- What works: a checklist, a short guide (like this one), a template or swipe file, or a single video training of 10–20 minutes recorded on your phone.
- What you do not need: professional design, a 10-module course, anything that takes more than a day to create.

Before Chapter Three:

Your capture page should be live. If it isn't — go build it before reading the next chapter. The people who read this guide cover to cover and then 'go back and implement later' are the ones who email us six months from now saying they haven't launched yet. Don't be that person. Build the page. Get the link. Then come back.

Your First 5 Emails

The Sequence That Turns Strangers Into Buyers

Somebody just opted in to your list. They found your page, read your headline, decided you seemed worth listening to, and typed their email address into a form. That took courage — because their inbox is already a war zone and they just voluntarily handed you the keys.

Now what?

This is the moment where most people completely blow it. Not because they do something wrong. Because they do nothing. Or worse — they send one welcome email, feel good about themselves, and then go silent for three weeks while they 'work on their content strategy.' By which time the person who opted in has completely forgotten who they are or what any of this was about.

Your new subscriber is never going to be more interested in you than they are right now. That interest is real. It is also perishable. It has a half-life measured in hours, not weeks.

Which means the next eight days are the most important eight days of your entire relationship with this person. Get them right and you have a buyer. Get them wrong and you have a name on a list who eventually clicks unsubscribe when they can't remember why they signed up.

Why Most Welcome Sequences Fail

Most welcome sequences fail for one of three reasons:

- **Reason One:** They deliver the lead magnet and then disappear. One email. 'Here's your free guide, enjoy!' And then nothing for two weeks.
- **Reason Two:** They send 'value' with no direction. Five emails of tips and insights — with no offer, no invitation, no next step. If you never ask, the answer is always no.
- **Reason Three:** They pitch too early. Email two. The reader barely knows who you are and you're already asking for money.

The 5-Email Starter Sequence

Email 1 — Sent Immediately: Deliver and Disarm

Job: Give them what you promised. Exceed the expectation slightly. Make them glad they opted in.

Deliver the lead magnet in the first two sentences — don't make them scroll to find it. Then give them one unexpected bonus insight that isn't in the lead magnet. Two or three paragraphs. One thing you wish someone had told you when you were starting out. End with one simple question: 'What's the biggest obstacle you're running into with their problem?' Replies improve your deliverability and teach you about your audience.

Subject line formula: "Here's your [thing they asked for] + one thing I forgot to mention"

Email 2 — Sent Day 2: The Story

Job: Make them feel like they know you. Build trust that only comes from specific, honest personal history.

Tell a real story. Specifically, the moment you understood the problem they're facing — from the inside. Not your resume. Not your credentials. A moment. A specific one. Give it a location. Give it a time. Give it a physical detail that makes it real. This email should sound nothing like a marketing email. End with a bridge: 'That's why I built Smart Lead Funnel. Because I needed it and it didn't exist yet.'

Subject line formula: "The mistake that changed everything"

Email 3 — Sent Day 4: The Big Lesson

Job: Establish expertise. Give them your single best, most generous piece of free teaching.

Give them the single most valuable thing you know about their problem that they probably don't already know. One thing. Taught properly. With enough depth that they finish reading thinking 'if the free stuff is this good, the paid stuff must be extraordinary.' End with: 'Tomorrow I want to show you why most people struggle with the next step — and exactly how to avoid that mistake.'

Subject line formula: "The counterintuitive thing about [their problem]"

Email 4 — Sent Day 6: The Objection

Job: Address the #1 unspoken reason they haven't bought yet — before they've even been asked to buy.

Name the doubt, fear, or objection out loud. Common ones: 'I'm not technical enough,' 'I've tried platforms like this before,' 'I don't have an audience yet,' 'I'm not sure I have anything worth selling.' Pick the one that fits your audience. Name it directly in the first line. Then dismantle it with evidence — a specific story, a specific result, a specific example of someone in exactly that situation who got through it. End with: 'Tomorrow I'm going to share something for people who are serious about getting this set up properly.'

Subject line formula: "Can I be honest about something?"

Email 5 — Sent Day 8: The Offer

Job: Ask for the sale. Clearly. Without apology.

You have spent eight days giving this person genuine value. You have earned the right to ask for something in return. Ask for it. No elaborate preamble. A brief two-sentence reminder of who you are, then the offer, stated plainly. Tell them specifically what they get on the paid plan. End with one link. One call to action. No pressure. No countdown timer. Just the offer, the price, the link, and the truth.

Subject line formula: "Ready to actually build this?"

Setting It Up Inside Smart Lead Funnel

1. Click **Emails: Campaigns** in the top navigation bar, then click **Create**.
2. Give your campaign a name, select a sender email address, add a short description, and click **Save**.
3. Click on your campaign name to open it, then click **Create** to add your first email.
4. Add your subject line and sender name. Choose the classic editor for simplicity. Write your email body text.
5. Click **Save and Publish** when happy with the email.
6. Set the delay for Email 1 to immediately (0 days). Add Email 2 with a delay of 1 day, then 2 days each for emails 3, 4, and 5.
7. To connect your automation — go to **Automation: Rules** in the top navigation bar to set triggers.

A Note From Smart Lead Funnel

One thing we do differently here is that we genuinely support you through the technical side of setting up your funnel. If you hit a wall with any part of the setup — the automation rules, the email sequence, the capture page — reach out through <https://www.smartleadfunnel.com> and we'll do our best to get you unstuck.

Before Chapter Four:

Go write your five emails. Not outlines — actual emails. First drafts are fine. Load all five into your Smart Lead Funnel automation campaign, set the delays, and test the sequence with your own email address. Because Chapter Four is where you set up the thing that turns all of this into actual money.

Take Your First Payment

The Simplest Sales Setup That Actually Works

I want to talk about the moment the money arrives. Not metaphorically. Literally. The moment you're sitting at your desk — or your kitchen table, or your phone — and a notification appears telling you that a real human being, who has never met you, has voluntarily handed over their credit card number in exchange for something you made.

I've spoken to hundreds of people who've built online businesses. I've never met a single one who forgot the moment their first sale came in.

Most people wait far too long to set up their payment system.

They want the website to be perfect first. They want more subscribers. They want to feel ready. There is no ready. Ready is a feeling that arrives approximately three minutes after your first sale. Not before.

What You're Actually Selling

Before you can take payment, you need something to sell. Sell the simplest thing you can deliver within 48 hours. Your first sale has one job: to prove to your brain that this works.

- A short guide or checklist. 10–20 pages solving one specific problem. Price it \$7–\$27.
- A single coaching call. 45–60 minutes on a specific problem you know how to solve. Price it \$97–\$297.
- A template or swipe file. Something you've already built that would save someone else hours of work. Price it \$17–\$47.
- A mini-course. Three to five short videos teaching one specific skill. Price it \$27–\$97.

Pick one. The one you can have ready in 48 hours. Everything else can come later.

Setting Up Your Product Inside Smart Lead Funnel

1. Navigate to the **Assets** tab and click on **Products**.
2. Click **Create** and fill in your product details — name, description, price, and tax information.
3. Click **Save** to finalise your product.
4. Go to **Sites: Sales Funnels** and open the funnel you built in Chapter Two, or create a new one.
5. Select your **Order Form** step and click into its settings. Set the offer type and select your product.
6. Edit your order form page using the drag-and-drop editor.
7. Make sure your payment processor is connected — Smart Lead Funnel supports Stripe, PayPal, and other major gateways. If connecting Stripe for the first time, go to <https://www.stripe.com> — takes around ten minutes, no monthly fees.
8. Copy your order page link and paste it into Email 5 as your call-to-action link.
9. Run a test transaction to confirm everything is working correctly before you send any traffic to it.

The One Thing That Stops More First Sales Than Anything Else

The #1 reason people don't make their first sale has nothing to do with their product, funnel, email sequence, landing page, or price point. It's this:

They never actually tell anyone the thing exists.

They set up the product. They put the link in the email. And then they wait for the welcome sequence to do its work. But they don't tell the people they already know. The first sale almost never comes from a stranger. It comes from someone who already knows you exist.

Before you move on, make a list of ten people who might genuinely benefit from what you're selling. Real names. People you could message today. When your payment system is live and you want to accelerate things — that list is where your first sale comes from.

Before Chapter Five:

Your product should be live in Smart Lead Funnel, your order page link should be copied, and that link should be sitting in Email 5 of your welcome sequence. If it's not — go do that now.

The 3 Things Most Beginners Set Up That They Don't Actually Need Yet

This is the most unusual chapter in this guide. Because instead of telling you to build something, I'm going to tell you to stop.

Specifically, I'm going to name three things that the online business world will tell you are essential — things you may have already started building, already paid for, already lost sleep about — and I'm going to give you permission to put them down. Not forever. Just for now.

Thing One: A Membership Site

Membership sites are wonderful. Recurring revenue is wonderful. Building a community of paying members is one of the most satisfying things you can do in an online business.

You don't need one yet.

A membership site requires you to produce ongoing content that justifies the monthly fee. It requires you to manage a community. It requires enough members to make the community feel alive — because a membership site with four members is not a community, it's an awkward group chat. All of that comes after you have a proven audience, a proven offer, and a proven ability to get people results. The ticket to that feature is ten sales with the simple setup first.

Thing Two: A Webinar Funnel

Webinars convert beautifully. A well-run live webinar to a warm audience can convert at 10–20%. Automated webinar funnels are one of the most powerful things in digital marketing.

They are also one of the most complex things to set up properly.

The script alone — for a webinar that actually converts — takes most people two to three weeks to write and test. And an automated webinar to a cold audience, before you have any testimonials or social proof, converts at a fraction of what it will later. Make your first ten sales. Get your first ten testimonials. Then come back and build the webinar funnel.

Thing Three: A Complex Upsell Sequence

Order bumps and upsells absolutely increase average order value. This is real and it works.

It also requires you to have a front-end offer that's already converting.

If you have five sales a week coming through, you don't have enough data to optimise an upsell sequence. Build it when you're doing fifty sales a week and you want to extract more value from traffic you're already paying for. For now: one product. One price. One payment button.

The Real Point of This Chapter

Smart Lead Funnel has all of these features. Membership sites. Automated webinars. Upsell sequences. Affiliate programmes. Blogs. Podcasts. Online stores. It is genuinely an all-in-one platform and every one of those features is legitimate and powerful and worth using — at the right time.

The right time is not before your first sale. The right time is when you have paying customers, proven demand, and a clear picture of what your audience will buy next. That time is coming. Faster than you think, if you focus on the Launch Triangle and nothing else for the next 48 hours.

A note before Chapter Six:

If you've been reading this guide without building — if you're at Chapter Five and your capture page isn't live yet — stop reading now. Go back to Chapter Two. The checklist in the next chapter only works if the pieces are already in place to check off.

Your 48-Hour Launch Checklist

Everything You Need, In the Order You Need It

This is the chapter you print out. Or screenshot. Or copy into a document and keep somewhere you can find it. What follows is every single action required to go from where you are right now to a live, functional, money-accepting online business — organised in the exact order that makes sense, with honest time estimates for each step.

No fluff. No theory. Just the list.

DAY ONE — BUILD THE MACHINE (APPROX. 4–5 HOURS TOTAL)

Hour 1: Account and orientation

- Create your free Smart Lead Funnel account at <https://www.smartleadfunnel.com> (2 min)
- Complete basic profile setup — name, business name, email (5 min)
- Watch the platform orientation walkthrough — dashboard overview only, nothing else (10 min)
- Locate the Funnels, Email, and Sales sections in the left sidebar (5 min)

Hour 2: Build your capture page

- Click Funnels → Create → Build an audience (2 min)
- Write your headline: 'How to [specific result] without [specific pain]' (15 min)
- Write three to five outcome-focused bullet points (10 min)
- Change the button label to something specific — 'Send me the free guide' (2 min)
- Save and preview the page. Read the headline out loud. Is it immediately clear who this is for? (5 min)
- If yes: move on. If no: rewrite the headline until it is (up to 15 min)

Hour 3: Create your lead magnet

- Decide on your format: checklist, short guide, template, or short video (5 min)
- Create the simplest version you can in one sitting — done beats perfect (45–60 min)
- Upload it to Smart Lead Funnel or host on Google Drive with link sharing on (5 min)

Hour 4: Write and load your email sequence

- Write Email 1 — deliver lead magnet, add one bonus insight, ask one question (20 min)
- Write Email 2 — the personal story, specific and honest (20 min)
- Write Email 3 — your single best free teaching (25 min)
- Write Email 4 — name and dismantle the #1 objection (20 min)
- Write Email 5 — the offer, stated plainly with a single link (15 min)
- Go to Emails → Campaigns → Create automation campaign (2 min)
- Load all five emails with correct delays: immediate, day 1, day 3, day 5, day 7 (15 min)
- Link the campaign to your opt-in form in the funnel settings (5 min)
- Test: opt in with a personal email. Confirm Email 1 arrives within 5 minutes ✓

DAY TWO — SET UP THE MONEY AND GO LIVE (APPROX. 3–4 HOURS TOTAL)

Morning: Create and connect your product

- Go to Sales → Products → New product (2 min)
- Name your product, write a two-sentence description, set your price (10 min)
- Connect Stripe — create account at <https://www.stripe.com> if needed, connect to Smart Lead Funnel (10–20 min)
- Save the product. Copy the order page URL (2 min)
- Paste the order page URL into Email 5 as the call-to-action link (2 min)

Mid-morning: Final checks

- Read your capture page headline one more time — is it specific and outcome-focused? (5 min)
- Read Email 1 out loud — does it sound like a human being wrote it? (5 min)
- Read Email 5 out loud — does it ask for the sale clearly, without apology? (5 min)
- Visit your order page — does the price display correctly and the payment form work? (10 min)
- Write your list of ten people who might genuinely benefit from your lead magnet (10 min)

Late morning: Send traffic — do not skip this step

- Send personal messages to three of them — not a copy-paste blast, a personal note (15 min)
- Post once about your lead magnet in one place you're already active (15 min)
- Share your capture page link in two relevant online communities where sharing resources is welcome (15 min)

Every item on this checklist is doable on the free Smart Lead Funnel plan.

You do not need to spend a penny before you've made your first sale. The platform is built for exactly this. When you're ready to grow — when your list is bigger than the free plan's contact limit, when you want more funnels and automated webinars and an affiliate programme — the \$17/month Smart Start Plan unlocks all of it. But you don't need it yet. You need the checklist.

<https://www.smartleadfunnel.com>

Close

What's Waiting for You on the Other Side of This Checklist

Let me tell you what I want for you.

Not what I want you to buy. Not what I want you to sign up for. What I actually want for you.

I want you to get to the end of Day Two on that checklist and have something live.

Something real. A page that exists on the internet with your name attached to it, connected to an email sequence that runs automatically, connected to a product that takes real payment.

I want you to experience the specific, unrepeatable feeling of your first sale notification. Because here's what that feeling does: it permanently changes your relationship with the phrase 'I'm trying to start an online business.' After that first sale, you're not trying anymore. You've done it. It's real. The rest is just scaling something that's already proven to work.

That's what the Launch Triangle is for. That's what Smart Lead Funnel is for.

When You're Ready for the Next Level

The free plan supports up to 2,000 contacts and everything you need to make your first sale. When you're ready to grow, three plans scale with you:

SMART START PLAN	GROWTH ACCELERATOR	SMART LEAD PRO UNLIMITED
\$17/month	\$47/month	\$97/month
✓ 5,000 contacts ✓ Unlimited sales funnels ✓ 5 courses ✓ Unlimited emails ✓ 0% transaction fees ✓ Affiliate programme ✓ 10 custom domains	✓ 10,000 contacts ✓ Unlimited funnels + courses ✓ Automated webinars ✓ Deadline funnels ✓ A/B split testing ✓ 0% transaction fees ✓ 50 custom domains	✓ Unlimited contacts ✓ Unlimited everything ✓ Automated webinars ✓ Sub-accounts included ✓ Free migration service ✓ 0% transaction fees ✓ Unlimited custom domains

All plans include unlimited email sends, unlimited file storage, unlimited students, and 0% transaction fees.

Done and live beats perfect and invisible. Every single time. Now close this guide and go build something.

— The Smart Lead Funnel Team

<https://www.smartleadfunnel.com> | Smart Start \$17 · Growth Accelerator \$47 · Smart Lead Pro Unlimited \$97 · No credit card to start

P.S. When your first sale comes in — and it will — we genuinely want to hear about it. Hit reply to any of the emails in your welcome sequence, or drop us a message through the site. First sale stories are our favourite thing. We've never gotten tired of them.