

48-Hour Funnel Starter Pack

Copy-and-Paste Templates + Swipe File for Launching Fast

What this includes

- Landing page headline templates
 - CTA/button text templates
 - 7-email swipe file
 - Ad copy starter examples
 - 48-hour launch checklist
-

How To Use This Starter Pack

This pack is designed to help you launch your first funnel fast — without over complicating it.

You do **not** need to use every template. Start simple:

1. Pick **one landing page headline**
2. Pick **one CTA**
3. Use **one ad copy angle**
4. Load the **7-email sequence**
5. Follow the **48-hour checklist**
6. Launch and improve later using real data

Important: Version 1 wins. Perfection delays momentum.

1) Landing Page Headline Templates

Use these headlines on your opt-in page. Keep your headline clear, specific, and focused on the result.

A. Speed + Simplicity Headlines (Best for beginners)

1. **Launch Your First Funnel in 48 Hours (Using Just 3 Tools)**

2. **Build Your First Funnel Fast (Without Over complicating It)**
3. **Get Your First Funnel Live in 2 Days (Even If You're Starting From Zero)**
4. **Launch a Simple Funnel + Email System in 48 Hours**
5. **Stop Overthinking and Launch Your First Funnel in 48 Hours**

B. Template/Starter Pack Headlines (High perceived value)

6. **Get the Free Funnel Starter Pack (Copy-and-Paste Templates Included)**
7. **Copy This Beginner Funnel Setup (Pages, Emails, and Ad Starters Included)**
8. **Free 48-Hour Funnel Starter Pack for Beginners**
9. **Steal This Simple Funnel Setup (Templates + Swipe File Included)**
10. **Launch Faster with These Copy-and-Paste Funnel Templates**

C. Pain-Driven Headlines (Strong for cold traffic)

11. **If Your Funnel Isn't Live Yet, You're Over complicating It**
12. **Stop Wasting Time on Random Tools — Use This Simple Funnel Setup**
13. **Most Beginners Stall Here — Use This 48-Hour Funnel Plan Instead**
14. **Don't Spend Weeks Researching Tools — Launch This Weekend**
15. **Your Funnel Doesn't Need More Tools — It Needs a Simpler Setup**

D. "Starting From Zero" Identity Headlines (Good trust angle)

16. **Starting From Zero? Use This Beginner Funnel Setup**
17. **What I'd Use to Launch a Funnel From Scratch (In 48 Hours)**
18. **The Exact Funnel Setup I'd Use If I Were Starting Over Today**
19. **A Beginner-Friendly Funnel Setup You Can Actually Launch**
20. **A Simple Funnel + Email System for First-Time Builders**

Headline Writing Rules (use these every time)

- Lead with the result (**launch, build, get live**)
- Add a time frame if true (**48 hours, 2 days**)
- Reduce overwhelm (**simple, just 3 tools, without over complicating**)
- Avoid vague words (**ultimate, everything, secrets**)

- Keep it readable on mobile (2 lines if possible)
-

2) CTA / Button Text Templates

Your button should feel like progress, not commitment pressure.

A. Best for opt-in buttons (email capture)

1. **Get the Free Starter Pack**
2. **Send Me the Starter Pack**
3. **Get the 48-Hour Funnel Pack**
4. **Get the Templates + Swipe File**
5. **Send Me the 48-Hour Blueprint**
6. **Get Instant Access**
7. **Start With the Starter Pack**
8. **Get the Funnel Templates**
9. **Send Me the Copy-and-Paste Kit**
10. **Get the Free Funnel Setup Kit**

B. Best for “skip email” buttons (lower friction)

1. **View the Guide Now (No Email)**
2. **Open the Basic Guide (No Email)**
3. **View the 48-Hour Guide Only**
4. **Skip Email and View the Guide**
5. **See the Guide First (No Email)**

C. Best for thank-you page / tool recommendation buttons

1. **See How It Works**
2. **View the Tool I Use**
3. **Explore the Platform**
4. **See the Setup Tool**
5. **Start Building Here**

CTA Rules

- Use **action verbs**: Get, Send, View, Start
 - Be specific when possible: **Starter Pack, Templates, Blueprint**
 - Avoid generic CTA text like “Submit”
 - Keep button text short enough to read instantly on mobile
-

3) 7-Email Swipe File (Value-First + Soft Tool Recommendation)

Replace these placeholders before sending:

- {{STARTER_PACK_LINK}} = link to your starter pack / delivery page
 - {{SYSTEME_AFFILIATE_LINK}} = your affiliate link
 - {{YOUR_NAME}} = your name (Kyle)
-

Email 1 — Deliver the asset + set expectations

Subject: Your Funnel Starter Pack Is Ready (Download Inside)

Hey — your Funnel Starter Pack is ready.

Download it here:

{{STARTER_PACK_LINK}}

Inside you’ll find:

- landing page headline templates
- CTA/button text templates
- ad copy starters
- a 7-email swipe file
- a 48-hour launch checklist

Quick note: this is designed to help you **launch fast**, not build a perfect funnel.

Over the next few days, I’ll send short emails to help you use this the right way.

— {{YOUR_NAME}}

Email 2 — Stop over complicating the setup

Subject: If it's taking longer than 48 hours...

If launching your first funnel is taking longer than 48 hours, it's usually not because you need more tools.

It's because the setup got over complicated.

Here's the simplest version that works:

- one landing page
- one thank-you/download page
- one email sequence
- one traffic source

That's enough to start.

If you haven't downloaded the Starter Pack yet, here it is again:

{{STARTER_PACK_LINK}}

— {{YOUR_NAME}}

Email 3 — The 3 core parts that must work

Subject: The only 3 things your funnel needs first

Before you add anything else, make sure these 3 things work:

1) A page that captures leads

Your landing page needs one clear promise and one action.

2) A delivery page

This is where people get what you promised (guide, templates, checklist, etc.).

3) Email follow-up

This is where trust is built and most sales happen later.

Most people stall because they try to build the “advanced version” before they have data.

Version 1 first. Optimize later.

— {{YOUR_NAME}}

Email 4 — Why clicks don't turn into leads

Subject: Getting clicks but no sign ups? Check these first

If you're getting traffic but not getting leads, check these first:

1) Mobile layout

Can people see the form and CTA without scrolling?

2) Offer clarity

Does the page clearly explain what they get in 3 seconds?

3) Value gap

Is the email path offering something meaningfully better than the “free/no-email” option?

4) Friction

Too much text, too many bullets, or too many choices can lower conversions.

Simple wins.

— {{YOUR_NAME}}

Email 5 — Soft tool recommendation (value-first)

Subject: The easiest way to keep your setup simple

You *can* build your funnel with multiple tools.

But for most beginners, that creates problems fast:

- pages on one platform
- emails on another
- integration break
- links get messy
- progress slows down

If you want to keep things simple, I use **Systeme.io** to run the core pieces in one place:

- landing pages
- email automation
- funnels

If you want to see the platform I use, here it is:

{{SYSTEME_AFFILIATE_LINK}}

— {{YOUR_NAME}}

Email 6 — Objections (time / tech / not ready)

Subject: “I need more time” usually means this...

Most people don’t fail because they’re lazy.

They fail because they stay in research mode too long.

The goal isn’t to build a perfect funnel.

The goal is to build a **working funnel**.

That means:

- simple page
- simple offer
- simple follow-up
- launch
- improve with data

If you want the easiest all-in-one tool to get version 1 live fast, this is what I use:

{{SYSTEME_AFFILIATE_LINK}}

— {{YOUR_NAME}}

Email 7 — Direct action email (without hype)

Subject: Your next move (do this today)

Here’s the exact move I’d make today:

1. Pick one headline from the Starter Pack
2. Pick one CTA button text
3. Build your landing page
4. Build your delivery page
5. Load your 7-email sequence
6. Test the funnel
7. Launch traffic

That’s it.

If you want to build it without stitching multiple tools together, this is the platform I use:

{{SYSTEME_AFFILIATE_LINK}}

No pressure — just the cleanest path I’ve found.

4) Ad Copy Starter Examples (Facebook Ad Copy)

These are starter examples you can test and customize. Keep claims realistic and avoid hype.

Ad Angle 1 — Pain + speed (strong for cold traffic)

Primary Text:

If you can't launch your first funnel in 48 hours, you're probably over complicating it.

Most beginners waste time and money stacking tools instead of building.

This free Funnel Starter Pack gives you the copy-and-paste templates, swipe file, and 48-hour checklist to get your first funnel live fast.

Download it below.

Headline:

Launch Your First Funnel in 48 Hours

Description:

Free Starter Pack + Templates

Ad Angle 2 — “Stop wasting money on random tools”

Primary Text:

Before you buy another marketing tool...

Make sure you actually need it.

Most beginners overbuild their setup and end up with tools that don't connect.

This free Funnel Starter Pack shows a simple 48-hour setup using just 3 tools — plus templates and a swipe file to help you launch faster.

Download it below.

Headline:

Stop Over complicating Your Funnel Setup

Description:

Free 48-Hour Funnel Starter Pack

Ad Angle 3 — Beginner from scratch

Primary Text:

Starting from zero?

This free Funnel Starter Pack gives you a simple path to launch your first funnel in 48 hours — including landing page templates, CTA examples, ad copy starters, and a 7-email swipe file.

No complicated setup. No extra fluff. Just a simple system to get version 1 live.

Headline:

Beginner Funnel Starter Pack (Free)

Description:

Templates + Swipe File + Checklist

Ad Angle 4 — Weekend launch frame

Primary Text:

Don't spend another week "researching" your funnel setup.

Use this free Funnel Starter Pack to build a simple landing page + email follow-up system in 48 hours.

It includes copy-and-paste templates, a 7-email swipe file, and a launch checklist so you can get moving fast.

Headline:

Launch Your Funnel This Weekend

Description:

Free 48-Hour Starter Pack

Ad Angle 5 — Problem/solution direct

Primary Text:

Too many tools. Too much setup. Not enough progress.

If that sounds familiar, this free Funnel Starter Pack was made for you.

It gives you a simple 48-hour launch plan and the templates to build a beginner funnel without over complicating everything.

Download it below.

Headline:

A Simpler Way to Launch Your Funnel

Description:

Free Templates + 48-Hour Plan

Ad Copy Rules (important)

- Focus on a **problem** (overwhelm, wasted time, wasted money, no progress)
 - Offer a **specific solution** (Starter Pack, templates, swipe file, checklist)
 - Mention a **time frame** if you can deliver it (48 hours)
 - Avoid “make money fast” language
 - Avoid unrealistic claims
 - Keep the ad and landing page promises aligned
-

5) 48-Hour Checklist (Step-by-Step Launch Plan)

This is your practical launch checklist. Follow it in order. Do not overbuild.

Before You Start (15–30 minutes)

- Pick your offer (Starter Pack, guide, checklist, template, etc.)
 - Define the single action you want (opt-in)
 - Choose your headline + CTA from this pack
 - Create a folder for all links, copy, and assets
-

Day 1 — Build the Funnel Foundation

Step 1: Set up your landing page (60–90 minutes)

- Add a clear headline (promise + speed/simplicity)
- Add a short sub headline (what they get)
- Add email field + CTA button
- Add trust line (“No spam. Unsubscribe anytime.”)
- Add optional skip link if using one

- Check mobile view (form visible above the fold)

Step 2: Set up your delivery flow (30–60 minutes)

- Create /thankyou page for opt-ins
- Create /download page for skippers (if using skip option)
- Add download button(s)
- Confirm links work correctly
- Test on mobile

Step 3: Add tracking (30–45 minutes)

- Add Meta Pixel to funnel pages
- Fire **Lead** on /thankyou
- Fire **ViewContent** on /download
- Test in Meta Events Manager → Test Events
- Confirm events fire on both paths

Step 4: Connect email system (30–60 minutes)

- Build opt-in form
 - Connect form to your list/campaign
 - Set redirect to /thankyou
 - Test with a real email
 - Confirm email arrives
-

Day 2 — Build Follow-Up + Launch Traffic

Step 5: Load your email sequence (60–120 minutes)

- Add Email 1 (delivery)
- Add Emails 2–7 (daily sequence)
- Replace all placeholder links
- Send test emails to yourself
- Check formatting on mobile

Step 6: Build your ad creative + copy (45–90 minutes)

- Choose one ad angle (pain + speed is a strong starting point)
- Use one image/video creative
- Align headline to landing page promise
- Use a clear CTA (Download / Get the Starter Pack)

Step 7: Launch your ad campaign (30–45 minutes)

- Create traffic campaign
- Use **Landing Page Views** optimization if available
- Use broad targeting (US only to start)
- Use Advantage+ placements
- Publish and monitor

Step 8: Measure the right numbers (15–30 minutes)

Track:

- Landing Page Views
 - /thankyou page views (Leads)
 - /download page views (Skips)
 - Cost per LPV
 - Cost per lead (if leads are happening)
-

What To Do After Launch (Important)

- Do **not** change everything at once
- Let the ad collect enough data before deciding
- Improve one variable at a time:
 - ad angle
 - headline
 - offer wording
 - email path value

The goal is not “perfect funnel”

The goal is:

A working funnel you can improve using real data.

Final Notes

This Starter Pack is built for one purpose:

To help you launch faster with less confusion.

You do not need more tools right now.

You need a simple version 1 and enough data to improve it.

Build it. Launch it. Learn from the numbers.

— ToolStackGuide.org