THE SIMPLE

INSTAGRAM-TO-SALE FUNNEL

Turn Instagram attention into leads, relationships and customers — without complicated tech.



A Beginner-Friendly Funnel Blueprint

WHAT IS A FUNNEL?

A funnel isn't complicated.

It's simply a planned path that takes someone from:

I FOUND YOU

↓

I LIKE WHAT YOU TEACH

↓

I TRUST YOU

↓

I WANT WHAT YOU SELL

↓

I BOUGHT FROM YOU

Instagram's job isn't always to make the sale immediately. Instagram can attract the right person. Your funnel gives that person a logical next step.

THE SIMPLE FORMULA



Don't start with software.
Start with the customer's journey.

THE SIMPLE INSTAGRAM FUNNEL



WHAT EACH PART DOES	
Instagram	Gets attention
Freebie	Creates a reason to act
Landing Page	Captures the lead
Email	Builds the relationship
Offer	Solves the bigger problem
Follow-Up	Creates repeat customers

Lead Magnet:

A useful free resource or incentive offered in exchange for someone's contact information. The best lead magnets attract the same type of person who could eventually benefit from your paid offer.

You don't need thousands of followers. You need a clear path for the right followers.

MEET SARAH 👋

Sarah is a stay-at-home mom who owns an online women's clothing boutique.

She's been posting:

> "NEW ARRIVAL! $39 — LINK IN BIO!"

But she's struggling to turn followers into consistent customers. Instead of simply advertising products, Sarah builds a funnel around a problem her ideal customer already has:

> "I want to look put together, but I don't have time to figure out what to wear."

HER CONTENT CHANGES

INSTEAD OF	SHE CREATES
✗ BUY THIS TOP	✓ 3 ways to look put-together when you only have 10 minutes
	✓ Stop buying tops you can only wear one way
	✓ 3 outfits you can build around one pair of black jeans

Now she's not just promoting clothing. She's solving a problem.

SARAH'S FUNNEL

1

STEP 1 – ATTRACT

Sarah posts a Reel: "3 outfits every busy mom can build around black jeans."

CTA: "Want my complete Busy Mom's Capsule Wardrobe Guide? Comment STYLE."

2

STEP 2 – CAPTURE

Her landing page says:
"THE BUSY MOM'S CAPULE WARDROBE GUIDE"
"10 pieces. 20 outfits. Less thinking in the morning."

First Name | Email

SEND ME THE GUIDE →

3

STEP 3 – DELIVER

Email #1 — Immediately.
Subject: "Your Capsule Wardrobe Guide is here ❤️❤️"
Deliver the promised guide. Give the reader one simple action.
Don't immediately bombard them with products.

4

STEP 4 – BUILD TRUST

Email #2 — 24 hours later.
Subject: "The closest mistake I see all the time"
Teach something useful: "Before buying another piece of clothing, ask yourself whether you can create at least three outfits with it."

5

STEP 5 – MAKE THE BRIDGE

Email #3 — 1–2 days later.
Subject: "Want me to make this easier?"
Introduce a curated collection from Sarah's boutique that works with the system she just taught.

SHOP THE CAPSULE COLLECTION →

Notice what happened? Sarah didn't go:

STRANGER → BUY MY STUFF.

She went: **PROBLEM → HELP → TRUST → SOLUTION → PRODUCT.**

SAME FUNNEL. DIFFERENT BUSINESS.

01 FITNESS COACH

Instagram Reel
↓
Free 7-Day Walking Plan
↓
Email education
↓
Coaching Program

02 PHOTOGRAPHER

Instagram Reel
↓
Family Photo Outfit Guide
↓
Photo preparation tips
↓
Book a Session

03 REALTOR

Instagram Reel
↓
First-Time Homebuyer Checklist
↓
Home-buying education
↓
Consultation

04 BAKER

Instagram Reel
↓
Party Dessert Planning Guide
↓
Party-planning ideas
↓
Custom Order

05 BUSINESS COACH

Instagram Reel
↓
Business Audit Checklist
↓
Educational emails
↓
Coaching Offer

THE NICHE CHANGES. THE ARCHITECTURE DOESN'T.

YOUR SIMPLE FUNNEL WORKSHEET

1. WHO are you trying to attract?

2. What SMALL problem are they experiencing right now?

3. What content could attract that person?

4. What FREE resource could solve part of that problem?

5. What information will you collect? ☐ ☐ ☐ _____

6. What will Email #1 deliver?

7. What can Email #2 teach that builds trust?

8. What product/service solves the bigger problem?

9. What will Email #3 invite them to do?

BEFORE YOU LAUNCH

- ☐ Create the free resource
- ☐ Build the landing page
- ☐ Connect the email form
- ☐ Create the thank-you page
- ☐ Write Email #1
- ☐ Write Email #2
- ☐ Write Email #3
- ☐ Add the funnel link to Instagram
- ☐ Test the entire funnel yourself
- ☐ Publish your first funnel-driving Reel

KEEP IT SIMPLE. Your first funnel does not need to be perfect. It needs to take the right person from: DISCOVERY → TRUST → ACTION. Then improve it based on what real customers actually do.