

THE FUNNEL PACK

PART 3

SWIPE FILES & TEMPLATES

Copy-paste words for your funnel.

4 emails | landing page | 12 hooks | lead-magnet guide | benchmarks

Fill in the brackets. Keep your voice.

HOW TO USE THESE TEMPLATES

Steal the structure. Keep your voice.

Everything in this pack is fill-in-the-blank. The **red brackets** are yours to replace — your topic, your audience, your product. The **yellow boxes** show each template filled in for Sarah and her boutique, so you can see what "done" looks like.

1. Copy the skeleton.

Do not rewrite the order of the email. The order *is* the strategy — deliver, teach, bridge, offer.

2. Fill the brackets in one sitting.

Ugly first draft beats perfect blank page. You can tighten it later.

3. Read it out loud.

If it sounds like a brochure, rewrite it like a text to a friend. Short sentences win.

One template, one job. Each email below does exactly one thing. Do not pitch in the delivery email. Do not teach in the offer email.

EMAIL 1 — DELIVER

Send immediately after opt-in

Job: deliver what you promised, give one quick win, set up tomorrow's email. That is all.

SUBJECT LINE – pick one

COPY THIS

Your [Freebie Name] is here

[First Name], here's your [Freebie Name]

THE EMAIL

COPY THIS

Hey [First Name],

Here's your [Freebie Name]: [link]

Inside, you'll [specific outcome – not a feature].

Quick start: go straight to [page / section name]. It takes [X minutes] and gives you [quick win].

Talk soon,

[Your Name]

P.S. Tomorrow I'm sending you the #1 [topic] mistake I see [your audience] make – and the [time]-minute fix.

SARAH'S VERSION — filled in

Subject: Your Capsule Wardrobe Guide is here

Hey Lisa,

Here's your Busy Mom's Capsule Wardrobe Guide: [link]

Inside, you'll build 20 outfits from just 10 pieces.

Quick start: go straight to page 3, "The 10 Pieces." It takes 5 minutes and gives you tomorrow's outfit before bed tonight.

Talk soon,
Sarah

P.S. Tomorrow I'm sending you the #1 closet mistake I see busy moms make — and the 2-minute fix.

EMAIL 2 — TEACH

Send 1 day later

Job: teach one genuinely useful thing. Build credibility. **No pitch in this email.** If they reply "this helped," you won.

SUBJECT LINE – pick one

COPY THIS

The [topic] mistake I see all the time

Stop doing [common mistake]

THE EMAIL

COPY THIS

Hey [First Name],

[1–2 line relatable story — "I used to [mistake] too."]

Here's the mistake: [name it plainly].

Why it costs you: [consequence in their words].

The fix: [teach the fix — actually teach it, don't tease it].

Try this today: [one tiny action step].

[Your Name]

SARAH'S VERSION — filled in

Subject: The closet mistake I see all the time

Hey Lisa,

I used to buy a cute top, wear it once, then stare at my closet every morning anyway.

Here's the mistake: buying pieces instead of outfits.

Why it costs you: a closet full of clothes and "nothing to wear" every single morning.

The fix: before buying anything, ask "can I make at least 3 outfits with this from what I already own?" If not, it stays in the store.

Try this today: pick the last thing you bought and count the outfits. Be honest.

Sarah

EMAIL 3 — BRIDGE

Send 1-2 days later

Job: connect the free win to the bigger problem, and introduce your paid solution as the natural next step. Soft pitch.

SUBJECT LINE – pick one

COPY THIS

Want me to make this easier?

The next step (if you want it)

THE EMAIL

COPY THIS

Hey **[First Name]**,

By now you've **[quick win from the freebie]**. Nice work.

Here's what the **[freebie]** can't do for you: **[the bigger, ongoing problem]**. That's the part where most **[audience]** get stuck.

That's exactly why I made **[Product Name]**.

It helps you **[main outcome]** with:

- **[what's inside #1 — outcome, not feature]**
- **[what's inside #2]**
- **[what's inside #3]**

It's for **[audience]** who **[situation]**. It's not for **[who it's NOT for — this line builds trust]**.

You can check it out here: **[link]**

[Your Name]

P.S. **[One-line risk reversal: guarantee, "keep the freebie either way," or honest note about effort required.]**

SARAH'S VERSION — filled in

Subject: Want me to make this easier?

Hey Lisa,

By now you've mapped your 10 pieces. Nice work.

Here's what the guide can't do for you: keep you stocked when seasons change and pieces wear out. That's where most busy moms slide back into random buying.

That's exactly why I made the Capsule Collection.

It helps you stay stocked with mix-and-match pieces with:

- 30+ pieces picked to work with your 10-piece system
- a "3 outfits per piece" tag on everything
- first access to seasonal drops before they sell out

It's for moms who want to look put-together in 10 minutes. It's not for trend-chasers — these are classics.

You can check it out here: [link]

Sarah

P.S. Keep the guide either way — it's yours.

EMAIL 4 — OFFER

Send when appropriate (1-2 days later)

Job: make the offer clearly and directly. One email, one call to action. No apologizing for selling.

SUBJECT LINE – pick one

COPY THIS

Ready for [outcome]?

[First Name], a quick question about [topic]

THE EMAIL

COPY THIS

Hey [First Name],

Quick one today.

If you want [outcome], [Product Name] is [price or "open"].

Here’s everything you get:

- [deliverable 1]
- [deliverable 2]
- [bonus, if any]

This is for you if [2–3 signs they’re ready].

Skip it if [honest disqualifier].

[One line that removes risk: guarantee, refund window, or "email me anytime and I’ll help you decide."]

Here’s the link: [link]

[Your Name]

P.S. [Deadline or bonus expiry — only if real. Never fake urgency.]

SARAH’S VERSION — filled in

Subject: Ready to stop thinking about outfits?

Hey Lisa,

Quick one today.

If you want a closet that dresses you in 10 minutes flat, the Capsule Collection is $89.

Here’s everything you get:

- 30+ mix-and-match pieces tagged "3 outfits per piece"
- the seasonal swap checklist (spring/summer + fall/winter)
- early access to every drop before it sells out

This is for you if you’re done with morning outfit stress and you liked the guide’s system.

Skip it if you love fast-fashion hauls — you’ll hate my classics.

Not sure it’s your style? Reply to this email and I’ll tell you honestly.

Here’s the link: [link]

Sarah

After Email 4, do not keep pitching the same offer. Move buyers to a customer welcome. Move non-buyers to one useful email a week. Selling is a rhythm, not a hammer.

LANDING PAGE

One page. One job.

Your landing page has a single task: trade the freebie for the email. Every extra link, offer, or paragraph leaks conversions.

COPY BLOCKS – fill top to bottom

COPY THIS

```
EYEBROW: FREE [format]: [topic]
HEADLINE: [Specific result] without [common pain] — even if [objection].
SUBHEAD: [What it is], for [who], in [time to consume].
BULLETS — what they'll get (outcomes, not features):
- [Outcome 1]
- [Outcome 2]
- [Outcome 3]
BUTTON: Send me the [freebie name]
Alt buttons: "Yes, I want [result]" / "Get instant access"
MICROCOPY (under the button): Join [X]+ [audience]. Unsubscribe anytime.
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SARAH'S VERSION — filled in

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EYEBROW: FREE GUIDE: CAPSULE WARDROBE
HEADLINE: 20 outfits from 10 pieces — without morning outfit stress, even if you hate "fashion rules."
SUBHEAD: A printable guide for busy moms. Read it in 15 minutes, use it every morning.
- The exact 10 pieces that mix into 20 outfits
- The "3-outfit rule" that stops bad purchases
- A one-page shopping list for your next Target run
BUTTON: Send me the guide
```

THANK-YOU PAGE – do not skip this

After they opt in, the thank-you page should do three things in this order:

- **Confirm:** "You're in! Check your inbox — your [freebie] is on its way." (Cuts "did it work?" support messages to zero.)
- **Set the next step:** "While you wait: follow me on Instagram for daily [topic] tips." (One link. Not five.)
- **Optional — one soft offer:** a $7–$27 tripwire related to the freebie. Low price, instant delivery, no hard sell. (See "What's next," page 15.)

REEL HOOK BANK

12 hooks. Steal them all.

The first 2 seconds decide everything. Pick a hook, film the value, end with one CTA. Hooks are plug-and-play — the brackets are the only part you write.

01	3 [things] every [audience] can [do] with [one thing they own]	*3 outfits every busy mom can build with black jeans*

02	Stop [common mistake] — do this instead	*Stop buying tops you can only wear one way*
03	I wish someone told me this before I wasted [money/time] on [thing]	*I wish someone told me this before I wasted $400 on trendy tops*
04	POV: you finally [outcome] without [pain]	*POV: you finally look put-together without trying*
05	[Number] signs you're [doing X wrong]	*4 signs your closet is working against you*
06	How I'd [achieve outcome] if I started over in [year]	*How I'd rebuild my wardrobe if I started over in 2026*
07	Nobody talks about [unspoken truth] in [niche]	*Nobody talks about how boring a "perfect" closet actually is*
08	Watch me turn [before] into [after] in [time]	*Watch me turn 10 pieces into 20 outfits in 60 seconds*
09	"[Myth]" is a lie — here's what actually works	*"You need more clothes" is a lie — here's what actually works*
10	If you [struggle], this [time] trick changes everything	*If mornings are chaos, this 10-minute trick changes everything*
11	The [adjective] [thing] I recommend to every [audience]	*The $25 piece I recommend to every busy mom*
12	Reply [WORD] and I'll send my free [resource]	*Reply STYLE and I'll send my free capsule guide*

3 CTA SCRIPTS – end every Reel with one

COPY THIS

COMMENT TRIGGER: "Want my free [freebie]? Comment [WORD] and I'll send it to you." (Pair with a keyword auto-DM.)

LINK IN BIO: "The full [freebie] is at the link in my bio — it takes [X minutes] and it's free."

STORY FOLLOW-UP: Post the Reel to Stories with a poll: "Want the free [freebie]? YES / ALREADY GOT IT." DM every YES voter the link.

LEAD MAGNET QUICK-START

Build your freebie in a weekend

Your freebie has one job: solve **one small problem completely**. It should give a real win — and make the bigger problem obvious. That tension is what makes Email 3 work.

PICK YOUR FORMAT

Format	Effort	Best when…
Checklist	1–2 hours	They want a process to follow
Short guide (5–10 pages)	A weekend	The problem needs explaining
Template / swipe file	2–4 hours	They'd rather copy than learn
Mini video (under 10 min)	3–5 hours	You're better on camera
Quiz / assessment	3–6 hours	They don't know what they need yet

BUILD IT IN 5 STEPS

1. **Shrink the problem.** Take the big problem your paid offer solves. Cut off the smallest complete slice. That slice is your freebie.

2. **Pick the easiest format you can execute well.** A great checklist beats a mediocre video course every time.

3. **Build it ugly first.** Google Doc, Canva, or Loom — done beats designed. You can redesign after 50 people download it.

4. **Name it with the headline formula.** "[Result] without [pain]" — the name sells the download before they read a word.

5. **Test delivery on your phone.** Opt in like a stranger. If the file doesn't open in 10 seconds on mobile, fix it before you launch.

The freebie rule: solve 10% of the problem completely — and make the other 90% impossible to ignore.

BENCHMARKS

What "good" looks like

Beginners don't need 47 metrics — but they do need to know whether their numbers are normal. Use these ranges as training wheels, not law: small lists swing wildly. Judge trends over **100+ visitors**, not single days.

Stage	Healthy range	Below that? Fix this
Reel views → link clicks	**1–3% click-through**	Hook or CTA is weak — try 3 new hooks from the bank.
Landing page visitors → opt-ins	**20–40% opt-in rate**	Headline and freebie don't match the Reel's promise.
Email 1 open rate	**50–70%**	Check the subject line — and the spam folder.

Emails 2–4 open rate	**30–50%**	Subjects are blending in. Shorter, more curious, more specific.
Email click rate	**2–5% of delivered**	One email, one link, one ask. Cut the extra CTAs.
Leads → customers	**1–5%**	The offer doesn’t match the freebie’s audience — revisit Part 1.

Same rule as Part 2: **fix the leak, not the entire funnel.** One broken step at a time.

WHAT’S NEXT

When the funnel works, scale it

Your first funnel’s job was to prove the path: content → lead → trust → offer → customer. Once it converts, don’t rebuild it — **layer on top of it**:

1. **Add a $7–$27 tripwire.** Put a low-priced, instant-delivery offer on the thank-you page. It converts warm traffic and pays for your time.

2. **Add one upsell — not five.** After the core offer, one relevant next step. Complexity is the enemy of a working funnel.

3. **Keep the list warm.** One useful email a week to non-buyers. The list you ignore is the list that unsubscribes.

4. **Collect proof at the win moment.** When a buyer gets a result, ask for a testimonial *that day*. Proof compounds.

5. **Re-run the 15-step test monthly.** Open the Funnel Builder app and audit the funnel again — small leaks grow quietly.

Version 1.0 · October 2026 · Platform steps last verified October 2026. Beacons and Stan update their apps often — if a button moved, check their official help docs. This pack and the app link are just for you; please don’t share them around.