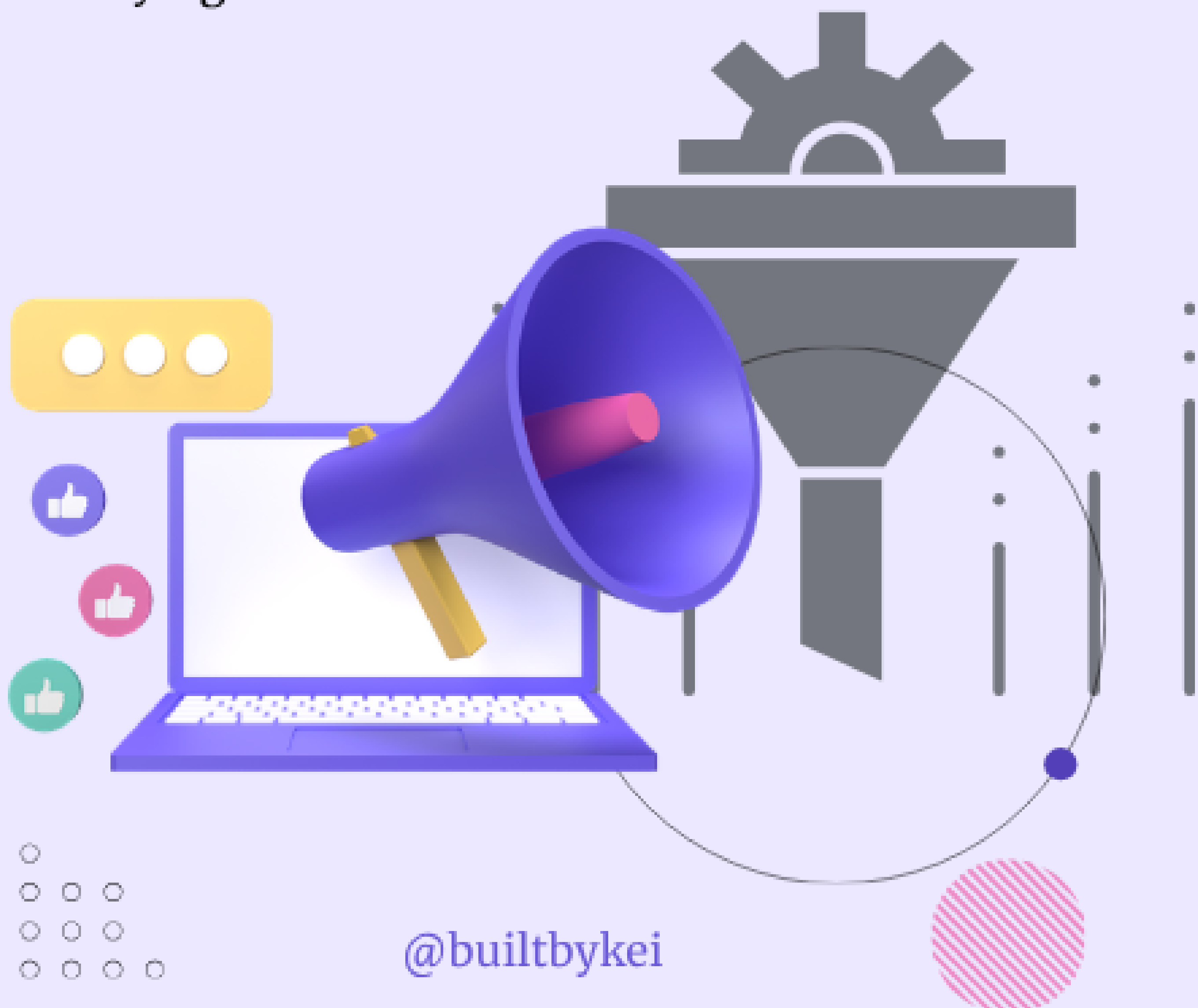




The Startup *FUNNEL* Blueprint

5 Steps to Turn Website Visitors
Into Paying Customers



@builtbykei

Welcome!

Hi!

Thank you for downloading this guide.

If you're reading this, chances are you're working hard to grow your business. You're posting on social media, sharing your products or services, and trying different marketing ideas—but you're wondering why more visitors aren't becoming paying customers.

I understand that feeling.

One thing I've learned while studying funnel design and marketing strategy is that success isn't just about getting more people to see your business. It's about creating a clear journey that helps the right people understand what you offer, trust you, and feel confident taking the next step.

That's what this guide is all about.

Rather than giving you a complicated marketing system, I want to introduce you to five simple stages that many successful businesses use to guide customers from "just looking" to "ready to buy."

As you read, don't worry about trying to implement everything immediately.

Instead, ask yourself one simple question throughout this guide:

"How does this apply to my business?"

By the end, you'll have a clearer understanding of how a sales funnel works—and you'll begin recognizing opportunities to improve your own customer journey.

Let's get started.

Chapter I

Why Visitors **Don't** Always Become Customers?



One of the biggest misconceptions in marketing is believing that more traffic automatically leads to more sales.

In reality, many businesses already have people visiting their website or social media pages.

The challenge is that those visitors often don't know what to do next. Imagine walking into a store where no one greets you, nothing is clearly labeled, and you aren't sure where to go.

Most people would simply walk out.

Online businesses are no different.

Without a clear customer journey, visitors may become confused, distracted, or lose interest before taking action.

That's where a funnel comes in.

A **sales funnel** isn't about pressuring people to buy.

It's about making it easier for potential customers to move from **curiosity to confidence**.

Chapter 2

The 5 Stages of a Simple Sales Funnel

Think of your funnel as a guided customer journey.

Each stage has one job.

1. Awareness

This is where people first discover your business. (e.g., Facebook, IG, TikTok, etc.) Your goal isn't to sell immediately. It's simply to introduce yourself and capture attention.

2. Interest

Once someone notices your business, they naturally want to learn more. This is where valuable content becomes important (e.g., videos, tips, etc.). Your job is to educate, not overwhelm.

3. Consideration

At this stage, people begin asking: *"Can this really help me?"* This is where trust becomes one of your greatest marketing assets

4. Decision

Now your visitor feels ready to take action. Your call-to-action should be simple and clear.

5. Loyalty

The customer journey doesn't end after a purchase.

Happy customers often become repeat buyers and enthusiastic advocates for your business.

Following up, providing excellent service, and staying connected can lead to referrals and long-term relationships.

Chapter 3

3 Common Funnel Mistakes Startup Businesses Make



Mistake #1

Trying to sell immediately.
People usually need trust before they're ready to buy.
Focus on building relationships first.



Mistake #2

Giving too many choices.
When visitors are presented with multiple offers or unclear next steps, they often choose nothing.
One clear call-to-action is usually more effective.



Mistake #3

Not following up.
Many people need several touchpoints before making a decision.
A simple email sequence can keep your business top of mind.

Chapter 4

A Quick **Funnel** Check



Take a moment to reflect on your own business.
Can you answer these questions?

How do people first discover my business?

Your Answer:

What happens after someone visits my website or social media?

Your Answer:

Do I offer something valuable before asking for a sale?

Your Answer:

Is my next step clear?

Your Answer:

Do I stay connected after someone expresses interest?

Your Answer:



If you answered "I'm not sure" to any of these questions, don't worry.

Many startup businesses are in the same position. The good news is that recognizing these gaps is the first step toward improving them.

Chapter 5

Your Next Step



You've now been introduced to the basic framework of a customer journey.

But here's something important to remember.
Every business is unique.

A strategy that works well for one company may not be the best fit for another.

That's why there's no universal "**perfect funnel**."

The most effective funnel is the one that's ***designed around your goals, your audience, and the experience you want your customers to have.***

If you're wondering how these ideas apply specifically to your business, I'd love to help.

THANK You!

As a thank-you for downloading this guide, I'd like to invite you to a **FREE 30-Minute Funnel Strategy Call.**



During our conversation, we'll:

- ✓ Talk about your business and your goals.
- ✓ Explore your current marketing process.
- ✓ Identify opportunities to improve your customer journey.
- ✓ Discuss practical next steps tailored to your business.

This is a relaxed, no-pressure conversation designed to help you gain clarity.

👉 **Book your complimentary session here:**

Before You Go...

Thank you again for spending time with me.

I know what it's like to build something from the ground up and to wonder if you're heading in the right direction.

That's why I'm passionate about continuing to learn, grow, and help other startup business owners create marketing systems that feel intentional and approachable.

I hope this guide has given you a fresh perspective on how a thoughtful customer journey can support your business.

Remember, you don't need to have everything figured out today.

Small, consistent improvements often lead to meaningful results over time.

I look forward to the possibility of connecting with you and learning more about the business you're building.

Best,
Kimberly “Kei”

