

ONE HOUR FUNNEL

PLAN IT:

Module 1 Workbook

THE 5 F'S FRAMEWORK:

• WHO IS YOUR PRODUCT/SERVICE/IDEA FOR?

Workshop Planner: 7 figure entrepreneurs that have a course or a book.

Local Photographer: Parents of kids 0-12 that want to capture more memories

One Hour Funnel Course: Entrepreneurs selling a product/service/idea online

• HOW DOES YOUR PROSPECT FEEL?

Workshop Planner: Disconnected from their tribe

Local Photographer: Like time is passing them by

One Hour Funnel Course: Like they're not in control

• WHAT IS REALLY FRUSTRATING TO YOUR PROSPECT?

Workshop Planner: Learning the logistics of hosting a workshop

Local Photographer: They keep forgetting to take photos of their kids

One Hour Funnel Course: Their marketing is a black box...it's slow and expensive and secretive

• WHO DO THEY FOLLOW?

Workshop Planner: Pat Flynn, Amy Porterfield, Michael Hyatt

Local Photographer: Family-related places and activities in their city

One Hour Funnel Course: Nicholas Kusmich, Ryan Deiss, Russell Brunson

• WHERE IS THE FINISH LINE?

Workshop Planner: They host their first profitable workshop

Local Photographer: They systematically get photos taken

One Hour Funnel Course: They build their first (or next) funnel in 59 minutes or less

THE 5 F'S FRAMEWORK:

- WHO IS YOUR PRODUCT/SERVICE/IDEA FOR?

- HOW DOES YOUR PROSPECT FEEL?

- WHAT IS REALLY FRUSTRATING TO YOUR PROSPECT?

- WHO DO THEY FOLLOW?

- WHERE IS THE FINISH LINE?

MARKET RESEARCH SPREADSHEET (SEARCH ENGINES)

Instructions: Using Google, YouTube and Amazon, search for your area of expertise (i.e. "Online Marketing", "Becoming Self-Published", "Facebook Advertising", "Fitness for Dads", etc). Write down your top results in the table.

Action Step: Follow them on Facebook, buy their book, watch their webinar, "know" their marketing and message.

	Influencer	Source (Google, Amazon YT)	URL
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

MARKET RESEARCH SPREADSHEET (FACEBOOK)

Instructions: Using what you found in the previous exercise, see if they have a platform on Facebook. Why? So we can join their groups, follow their pages, and stay on top of the market.

Action Step: Join their Facebook group and add value

	Influencer	Page or Group	Audience Size
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

HOOKS & ANGLES WORKSHEET

Instructions: Brainstorm some different pain points and frustrations your customers might be feeling. Try to get them to say “wow, they really know me...”

This is an example. To begin filling out the worksheet head to page 8.

PART 1: FRUSTRATIONS / ASPIRATIONS

Fears	Frustrations
Not having enough money, customers or sales Going back to a job they hate Losing a home, car, etc	How to strategize product offerings How to nail their target market Staying on top of marketing tactics
Wants	Aspirations
Make money & go on cool vacations Get more leads and have more predictability Having a system to draw on...	Being respected Leaving a legacy Quitting their job

PART 2: DEEPER DIVE

List out 3-5 outcomes of your product/service that your customer isn't even aware of	List out 3-5 problems with alternative solutions
Copywriting Marketing Strategy & tactics	Takes forever to learn Can be expensive if you do it the wrong way It's lonely (and hard)

PART 3: BEFORE/AFTER GRID

Instructions: Remember that good marketing, messaging, and funnels focus totally on your customer and the transformation you provide them through your product / service.

Fill out the Before/After Grid for each of your Customer Segments and each of your Products

Customer Segment: Authors

Product/Service: The One Hour Funnel Course

BEFORE	AFTER
Have	Have
A book that no one is buying	A marketing funnel selling books, courses, and workshops
Feel	Feel
No one is paying attention; not respected	A "thought leader", expert, guru
Average Day	Average Day
Blog aimlessly, create content like shouting into a bottomless pit	Interviewed on podcasts, teach, consult, coach, vacation
Status	Status
Anonymous	Respected

HOOKS & ANGLES WORKSHEET

PART 1: FRUSTRATIONS / ASPIRATIONS

Fears	Frustrations
Wants	Aspirations

PART 2: DEEPER DIVE

List out 3-5 outcomes of your product/service that your customer isn't even aware of	List out 3-5 problems with alternative solutions

PART 3: BEFORE/AFTER GRID

BEFORE	AFTER
Have	Have
Feel	Feel
Average Day	Average Day
Status	Status

VALUE LADDER WORKSHEET

Instructions: Fill out the worksheet. Don't get stuck, and give it your best guess. Remember the more value you can add, the more results you can help them achieve and the more you can charge for that product/service.

Also, brainstorm 1-3 ideas for continuity and circle the one that makes the most sense.

Step #	What It's Called	What it Does	What it Costs
1	Free Stuff (Self-Service)	Blog Posts, Free Training, Content	-
2	Low Ticket (Done With You)	Cheap, Impulsive, Test-Run	\$
3	Core Service (Done For You)	Core Competency	\$ \$
4	High Ticket (Expensive)	You Handle The Whole Thing	\$ \$ \$
5	Super High Ticket	???	\$ \$ \$ \$ \$

CONTINUITY IDEAS:

Instructions: What can you offer on an ongoing basis? How can you repeatedly add value to your customers for years to come?

- Membership
- Facebook Group
- Maintenance

VALUE LADDER WORKSHEET

Step #	What It's Called	What it Does	What it Costs
1			
2			
3			
4			
5			

A photograph of two men sitting at a table in a cafe, smiling and talking. The man on the left is wearing a beanie and glasses, holding a cup of coffee. The man on the right is wearing a denim jacket. The entire image has a red overlay.

ONEHOUR
FUNNEL

SAY IT:

Module 2 Workbook

MINI EPIPHANY BRIDGE:

Instructions: Use this mini-epiphany bridge to clearly communicate the story of when you had the “a-ha” moment about your product, idea or service.

Use this script to help unite your prospects against a social injustice and feel like part of a tribe. Ideally they hear your “a-ha” and think, “HECK YEAH!”

THE NAME OF YOUR PRODUCT, SERVICE, IDEA, COMPANY, OR MOVEMENT

(ex: “The One Hour Funnel,” “Workshops that Work,” “The Campfire Effect”, etc)

WHAT WRONG DO YOU WANT TO MAKE RIGHT?

Online entrepreneurs not having enough face-to-face interaction with their customers,..
Expensive marketing agencies stuffing your products in a black box,..
Busy families not having dinner together, etc)...

Examples:

I created the “One Hour Funnel System™” to help entrepreneurs take back control of their marketing.

I created “Workshops that Work™” after watching people lose touch with their clients through excessive automation.

I started “Just in Thyme Dinners™” so busy families could enjoy home-cooked meals together.

Mini-Epiphany Script (for use in Social Media, short-bio, elevator pitch)

“I made/created/founded/started [THING YOU STARTED] after [experiencing XYZ social injustice and wanting to change it].”

MINI EPIPHANY BRIDGE:

THE NAME OF YOUR PRODUCT, SERVICE, IDEA, COMPANY, OR MOVEMENT

WHAT WRONG DO YOU WANT TO MAKE RIGHT?

THE TRANSFORMATION STORY:

Instructions: Use this simple framework to craft elements from Module 1 into a simple, easy-to-follow story that allows your prospect to imagine themselves as the lead character of your Transformation Story.

ACKNOWLEDGE PRESENT SITUATION (BEFORE/AFTER GRID: BEFORE -> AVERAGE DAY)

Being an entrepreneur is tough... lots to do and stay on top of...

THAT'S WHY I CREATED/INVENTED/FOUNDED MY THING... (NAME OF YOUR "THING")

That's why I created the One Hour Funnel System...

WITH IT, YOU'LL EXPERIENCE (BEFORE/AFTER GRID: AFTER -> AVERAGE DAY)

With it, you can take back control of your marketing and rest easy knowing you have what it takes to...

WITHOUT IT, YOU'LL CONTINUE TO EXPERIENCE (FEARS & FRUSTRATIONS)

Without it, you'll never really be in control of your most important business asset...

INVITATION / CALL TO ACTION (JOIN ME ON MY WEBINAR, DOWNLOAD THE PDF, BOOK A CALL NOW)

Download the PDF now...

THE TRANSFORMATION STORY:

ACKNOWLEDGE PRESENT SITUATION (BEFORE/AFTER GRID: BEFORE -> AVERAGE DAY)

THAT'S WHY I CREATED/INVENTED/FOUNDED MY THING... (NAME OF YOUR "THING")

WITH IT, YOU'LL EXPERIENCE (BEFORE/AFTER GRID: AFTER -> AVERAGE DAY)

WITHOUT IT, YOU'LL CONTINUE TO EXPERIENCE (FEARS & FRUSTRATIONS)

INVITATION / CALL TO ACTION (JOIN ME ON MY WEBINAR, DOWNLOAD THE PDF, BOOK A CALL NOW)

THE HEADLINE & SUBHEADLINE GENERATOR:

Instructions: Every headline has up to 4 elements, listed across the top in the table below. Fill in the table with elements from the Module 1 Workbook as well as elements from this workbook.

Then, construct sentences using the 2-3 of the elements. Shuffle them around until they “feel right” and sound great when you read them aloud.

DESIRES, WANTS, ASPIRATIONS	PAIN, FEARS, FRUSTRATIONS	“REAL WHY” TRUE DESIRE	TIME FRAME # OF STEPS

**Now You Try

Formula 1: The “How To” Headline Examples: • How to Lose 10 Pounds Without Cardio In 7 Short Days • 3 Steps to Building the Perfect Sales Funnel • How to Build A Funnel In 1 Hour So You Can Take Control of Your Marketing	Formula 2: The “Proprietary Process” Headline Examples: • The One Hour Funnel • The Perfect FB Ads Template • The 60 Second Blog Plan

THE BENEFIT BULLET GENERATOR:

Instructions: Use bullet points to invoke curiosity in your prospect, prove that you have a map of where you're going, increase intrigue, show highlights of social proof or case study... and more!

Mix up your bullet points by filling in the following table:

A curiosity-based bullet point...	
Something they HAVE to know the answer to...	
A weird detail or "trick" about your solution...	
A secret insecurity or illogical fear...	
How to avoid something really painful....	
A thing they want in a reasonable amount of time...	
An insider tip you learned along the way...	
A counterintuitive thing about your solution...	
And more...	



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DO IT:
Module 3 Workbook

FUNNEL BUILDING CHECKLIST:

Instructions: Print out the checklist and fill it out, and check off the boxes as you have the items. If you don't have the items, check the resources area or post in the Facebook group.

Branding	Assets	Logins
☐ Logo ☐ Hex Code for colors ☐ _____ ☐ _____ ☐ _____ ☐ _____ ☐ _____ ☐ Fonts ☐ _____ ☐ _____ ☐ _____ ☐ Favicon URL	☐ Funnel Map ☐ URLs to Videos ☐ Optin ☐ Sales ☐ Webinar Reg ☐ Upsell ☐ Thank You ☐ Images ☐ Headshot ☐ Hero Shots ☐ Customer Photos ☐ Background Photos ☐ Testimonials ☐ Social Proof	☐ Funnel Builder ☐ UN: ☐ PW: ☐ Autoresponder ☐ UN: ☐ PW: ☐ Wordpress ☐ UN: ☐ PW: ☐ Webinar ☐ UN: ☐ PW: ☐ Payment Processor ☐ UN: ☐ PW:
Copy Chunks	Frustrations	Aspirations
☐ Headline ☐ Subheadline ☐ Bullet Points ☐ Mini-Epiphany ☐ Transformation Story ☐ Testimonials ☐ Social Proof	☐ Frustration 1 ☐ Frustration 2 ☐ Frustration 3 ☐ Frustration 4 ☐ Frustration 5	☐ Aspiration 1 ☐ Aspiration 2 ☐ Aspiration 3 ☐ Aspiration 4 ☐ Aspiration 5

FUNNEL BUILDING CHECKLIST:

Instructions: Print out the checklist and fill it out, and check off the boxes as you have the items. If you don't have the items, check the resources area or post in the Facebook group.

	Step 1	Step 2	Step 3	Step 4
Step Name				
Page Objective				
Headlines				
Sub-Headlines				
Time to Get a Result				
Fine Print (Details)				
Testimonials				
Social Proof				
Call to Action				

FUNNEL BUILDING CHECKLIST:

Instructions: Print out the checklist and fill it out, and check off the boxes as you have the items. If you don't have the items, check the resources area or post in the Facebook group.

List Building	Buying:	Webinar Registration:	Tracking Pixel:
☐ Did the next page load in the funnel? ☐ Did you get added to ClickFunnels as a contact? ☐ Did you get added to the email system? ☐ Are you getting the fulfillment emails?	☐ Did the confirmation page show your purchases? ☐ Did your payment processor show your purchases? ☐ Did your credit card get billed? ☐ Did you get the purchase fulfillment email sequence?	☐ Were they added to the list in your email system? ☐ Were they registered for the webinar system? ☐ Are they getting the pre-registration emails?	☐ Facebook Pixel ☐ Is the Page View pixel on every page? ☐ Are Standard Events installed where necessary (Lead, Complete Reg, etc)?

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