

FREE GUIDE

# The Sales Funnel Blueprint

**7 SECRETS TO TURN STRANGERS INTO  
BUYERS — EVEN IF YOU'RE JUST  
STARTING OUT**

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WANT TO GET MORE CLIENTS, SELL MORE OFFERS,  
AND STAND OUT ONLINE — EVEN ON PLATFORMS LIKE  
UPWORK, INSTAGRAM, OR YOUR OWN WEBSITE?

SALES FUNNELS ARE YOUR SECRET WEAPON. HERE'S  
HOW TO USE THEM (WITHOUT BEING SALESY OR  
SPAMMY).

## **SECRET #1: NOT EVERYONE IS YOUR CUSTOMER (THAT'S A GOOD THING)**

Funnels are filters. You're not for everyone — and that's your power.

A great funnel helps repel the wrong people while magnetizing the right ones.

Ask yourself:

Who is my dream client or buyer? What do they desperately want?

## **SECRET #2: YOUR FUNNEL STARTS BEFORE THE “CLICK”**

Think your funnel starts with a landing page? Nope.

It starts with your first impression—an Upwork proposal, an Instagram post, or a comment in a Facebook group.

Real-world example:

If you're a freelancer on Upwork, your job proposal is at the top of your funnel.

Use curiosity, storytelling, and clarity to make clients say:

 “I need to click on this profile!”

## **SECRET #3: ONE FUNNEL, MANY USES**

Sales funnels aren't just for selling digital products. You can use them to:

- ✓ Get more freelance clients
- ✓ Book discovery calls
- ✓ Grow your email list
- ✓ Sell coaching or services
- ✓ Promote your waitlist or freebie

Think of your funnel as a 24/7 sales assistant — working behind the scenes while you sleep.

## **SECRET #4: THE MAGIC OF MICRO- WINS**

Trying to make a sale in one step is like proposing marriage on the first date.

Great funnels give value first—what I call “micro-wins.” These small results build trust and make your audience want more.

Try this:

Give a sneak peek, shortcut, or solution to a small problem before asking for the sale.



## SECRET #5: FUNNELS WORK

### EVERYWHERE (IF YOU KNOW THE FLOW)

*Funnels follow a simple flow:*

**Attract → Engage → Convert**

Here's how that looks on different platforms:

**Instagram:**

Post → DM → Freebie/booking → Offer

**Upwork:**

Proposal → Profile → Interview → Paid project

**Email:**

Freebie → Welcome sequence → Nurture → Offer

**Your Website:**

Home page → Free download → Email → Booking or sales page

It's not about where you are—it's about how you lead them.

## **SECRET #6: DON'T SELL PRODUCTS**

### **— SELL OUTCOMES**

People don't buy your service. They buy what it does for them.

Don't say:

"I create websites for small businesses."

Say:

"I help small businesses turn their website into a client-converting machine."

Your funnel should promise results, not just features.

## **SECRET #7: THE FUNNEL IS JUST THE BEGINNING...**

Funnels are powerful—but they're only one piece of the puzzle.

To really make them work, you need:

- A message that speaks directly to your ideal buyer
- A journey that feels natural and easy to follow
- And a system that works for you, not just some copy-paste strategy



# WANT HELP CREATING YOUR OWN FUNNEL?

Inside **Convertify Funnel**, I walk you through exactly how to:

- ✓ Design funnels that fit your offer (even if you're a freelancer or coach)
- ✓ Use them on platforms like Upwork, IG, or your own site
- ✓ Attract leads who are ready to buy
- ✓ Build a funnel system that runs on autopilot

Ready to turn curiosity into clients (and clicks into cash)?

Visit my website to learn more: **CONVERTIFY FUNNEL**