



# Why Most Solar Businesses Stay Invisible Online

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And what smart installers are doing differently  
to get consistent leads

A simple guide for solar installers who want more visibility

**The Solar Ultrasonic Team**

Helping solar installers get seen, get leads, and grow.

## Sound familiar?

**You're good at what you do.**

Your installations are clean.

Your clients are happy.

**But... the phone doesn't ring**

**The problem isn't your work.**


It's that people can't find you.



Solar Installer

## Most installers cross the bridge the hard way...

- ✗ Referrals only
- ✗ Hoping for word-of-mouth
- ✗ Random posts that go nowhere



**But there's a better bridge.**

And once you see it... you can't unsee it.

## 3 Core Differences That Change Everything



### **They Build Visibility Online**

They show up where customers  
are already searching.



### **They Attract Instead of Chase**

Clients come already interested.  
No desperate follow-ups.



### **They Guide Instead of Convince**

Their content builds trust before  
the first call.

**The businesses that grow fastest do all three — together.**

## Imagine this...

You're standing in front of a broken bridge.

It looks risky. Unstable.

Then someone tells you:

*"There's a new bridge just over the hill.*

*It's strong, safe, and easy to cross."*

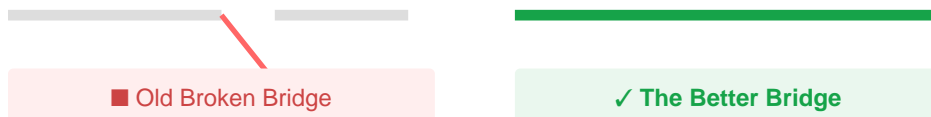
## Suddenly...

You're no longer thinking:

*"How do I cross this bridge?"*

You're thinking:

***"How do I get to the better one?"***



# Why This Approach Works Better



## People Search Online First

Before calling anyone, homeowners Google solar installers. The first results they see are the ones they trust.



## Visibility = Authority

The businesses that show up consistently online are perceived as the leaders — even if competitors have more experience.



## Automatic Opportunity

Once your visibility system is in place, it works for you 24/7. Leads come in while you're on a job site.

**If you're not visible... you're invisible.**

# The real issue isn't effort... It's direction.

Most installers are stuck asking:

Should I build a website?

Should I run ads?

Should I post on social media?

And it becomes overwhelming.

IS THIS FOR YOU?

## This Is For You If:



You do great installations but struggle to get leads



You rely too much on referrals



You know online matters but don't know where to start



You don't have time to figure everything out alone

**If you nodded at even one of those...**

keep reading. This was made for you.

The best time to fix your visibility...  
**is before you desperately need more clients.**

Because the businesses that win online...  
**started before everyone else caught on.**



**Every day you wait is a lead someone else gets.**

There is a simple system that brings in  
**consistent leads...**

But it's not about doing random tactics.



← *Most people get lost here*

**It's about having the right structure  
working together.**

That's exactly why I created:

## ■ The Solar Visibility System

A simple, step-by-step approach for solar installers



### Get Found Online

Show up where your customers are already searching for solutions.



### Attract the Right Clients

Stop chasing leads. Let your content bring them to you.



### Build Steady Lead Flow

Create a predictable pipeline — not a feast-or-famine cycle.

*The full strategy is revealed step-by-step inside the group.*

NEXT STEP

I'm currently documenting my journey  
building this system...  
and helping others do the same.

If you want to see how this works in real-time:

## ■ Join My Facebook Group

Where I break this down step-by-step



Installers getting results every week

- ✓ No fluff — just practical guidance
- ✓ Free to join — no credit card needed
- ✓ Step-by-step breakdowns posted weekly

SOLAR ULTRASONIC

[www.solarultrasonic.com](http://www.solarultrasonic.com)

# FUNNEL BUILDING EXPLAINED

A Clear, Practical Guide to  
Understanding and Building  
Online Marketing Funnels



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## Introduction: Why Funnels Deserve Your Attention

If you've spent any time in online business or digital marketing, you've probably heard the word "funnel" used constantly. People talk about funnels as if they are some kind of magic system that turns traffic into money automatically. Others dismiss funnels entirely, saying they are overhyped or manipulative.

The truth sits somewhere in the middle.

Funnels are not magic. They don't create demand out of thin air, and they won't fix a broken offer, poor messaging, or a lack of trust. But when they are understood properly and used with intention, funnels are one of the most effective ways to guide people through an online experience in a clear, predictable, and ethical way.

This playbook is designed to help you understand funnels from the ground up. Not just how they are built, but why they exist, how people actually move through them, and how funnels fit into a sustainable online business.

You do not need to be a designer, a developer, or a technical expert to understand funnels. You simply need to understand how people make decisions online, and how structure can remove friction from that process.

By the end of this playbook, you should be able to look at any funnel and understand what it's doing, why it's built that way, and whether it makes sense for your goals.

# 1. What an Online Marketing Funnel Really Is

At its core, an online marketing funnel is a guided journey. It is a sequence of steps that lead someone from their first interaction with you toward a specific outcome.

That outcome might be joining an email list, purchasing a product, booking a call, registering for a webinar, or consuming a piece of content. The key point is that a funnel is intentional. Every step exists for a reason, and each step prepares the person for the next one.

A common misconception is that a funnel is just a collection of pages. In reality, a funnel is an experience. The pages are simply the visible parts of that experience.

Unlike a traditional website, which often tries to serve many purposes at once, a funnel is focused on one primary action at a time. This focus is what makes funnels so effective. Instead of overwhelming visitors with choices, funnels reduce decisions and guide attention.

You can think of a funnel like a conversation. You wouldn't start a conversation by asking for a major commitment immediately. You would first establish context, explain why the conversation matters, and gradually move toward a decision. Funnels work the same way, but in a digital environment.

## 2. Funnels vs Websites: Why Structure Matters

Websites and funnels often get confused, but they serve different purposes.

A traditional website is designed to be explored. Visitors can click around freely, read different pages, and navigate in multiple directions. This is useful for branding, credibility, and information discovery, but it can also create confusion when the goal is conversion.

Funnels, on the other hand, are designed to be followed. They reduce navigation, remove distractions, and focus attention on a single path. This doesn't mean funnels are restrictive or manipulative. It simply means they are intentional.

When someone lands on a funnel page, they are not being asked to explore everything you offer. They are being invited to take one clear step forward. That clarity is what improves results.

This is especially important for beginners. When someone is new to a topic, too many options create hesitation. Funnels simplify the process by answering one question at a time instead of many at once.

### 3. The Purpose of Funnels in an Online Business

Funnels exist to solve a very specific problem: attention is limited.

Online, people are distracted. They are scrolling, multitasking, and moving quickly between platforms. Funnels help you hold attention long enough to communicate value and guide someone toward a decision.

Funnels are commonly used to generate leads by exchanging value for contact information, sell products or services in a structured way, book appointments or consultations, register people for events or webinars, and deliver content in a controlled sequence. What all of these have in common is progression. Funnels are about moving forward, not wandering.

It's also important to understand that funnels are not just for selling. Some of the most effective funnels are educational or relationship-focused. They exist to build trust, not to close a sale immediately.

## 4. Funnels Do Not Create Demand — They Organize It

One of the most important things to understand about funnels is that they do not magically create interest. If nobody wants what you are offering, a funnel will not change that.

Funnels work by organizing existing demand.

Someone enters a funnel because something already caught their attention. A post, an ad, a recommendation, or a search query brought them there. The funnel's job is to take that initial interest and guide it toward a meaningful outcome.

This is why funnels must match the mindset of the person entering them. A funnel designed for someone who is ready to buy will fail if most visitors are just curious. Likewise, a funnel designed for beginners will frustrate people who are already experienced.

Good funnels respect where people are starting from.

## 5. How People Actually Enter Funnels

In theory, funnels look clean and linear. In reality, people enter funnels from many different places and with many different expectations.

Some people arrive from social media, where they were casually scrolling. Others come from search engines, where they were actively looking for answers. Some arrive after being referred by someone they trust, while others click out of curiosity.

This matters because the entry point shapes how people perceive the funnel.

Someone arriving from a trusted recommendation already has a level of confidence. Someone clicking a cold ad does not. A good funnel acknowledges this gap and builds trust before asking for commitment.

This is also why sending traffic directly to sales pages or affiliate offers often causes problems, especially with paid platforms. Without context, people feel rushed or confused, and platforms may flag this behavior as low quality or misleading.

Funnels act as a buffer. They provide context, explanation, and reassurance before asking someone to take action.

## 6. Bridge Pages Within Funnels: The Pre-Frame Strategy

Bridge pages deserve special attention in funnel design because they solve a critical problem: the gap between where people are and where you need them to be.

A bridge page sits between your traffic source (like an ad or social post) and your main funnel page. Instead of sending someone directly from a Facebook ad to a sales page or opt-in form, you send them to a bridge page first.

### ON THIS BRIDGE PAGE, YOU:

- Acknowledge where they came from and what they were looking for.
- Provide context about what they're about to see.
- Set expectations so they understand the next step.
- Build initial trust before asking for commitment.

Bridge pages are especially important when running paid traffic on platforms like Meta (Facebook/Instagram) or Google. These platforms prefer that you send people to pages with real content and value, not just straight to aggressive sales pages. When used well, bridge pages increase conversion rates and reduce ad rejection, making your entire funnel more stable and compliant.

## 7. The Five Core Pieces of Every Funnel

While funnels can look very different on the surface, most effective funnels are built from the same core components.

### THESE COMPONENTS ARE:

- A landing page, where attention is captured and an action is requested
- A thank you page, where expectations are set and momentum continues
- A checkout or conversion step, if a purchase is involved
- Upsells or downsells, which offer logical next steps
- An email sequence, which continues the conversation over time

Not every funnel uses every piece in the same way, but ignoring one entirely usually weakens the system. Funnels work best when these elements support each other instead of operating in isolation.

## 8. The Landing Page: Where Every Funnel Begins

Every funnel starts with a landing page. No matter how sophisticated the rest of your system is, the landing page is the point of entry. It is where attention is captured, context is established, and the visitor decides whether to continue or leave.

A landing page is not just a page with a headline and a button. It is a moment of decision. The visitor is asking themselves a simple question, often subconsciously: Is this worth my time and attention right now?

Your job is not to convince everyone. Your job is to be clear enough that the right people continue forward.

Landing pages work best when they are focused on a single outcome. This might be joining an email list, registering for a webinar, purchasing a product, or booking a call. The moment you try to do more than one thing, clarity drops and hesitation increases.

This is why high-performing landing pages often feel simple. They are not overloaded with menus, links, or sidebars. They remove distractions so the visitor can make one decision at a time.

## 9. Choosing the Right Type of Landing Page

The structure of a landing page should always match its purpose.

If your goal is to make a sale, the landing page may look like a sales page. If your goal is to generate leads, it will typically offer a lead magnet in exchange for an email address. If your goal is to fill a webinar, the page will focus on registration and timing.

What matters is not the format, but the alignment between the visitor's expectations and what the page delivers.

For example, someone clicking a social media post that promises a free resource expects a low-friction experience. Asking them to immediately purchase something breaks trust. On the other hand, someone clicking a clearly framed sales message expects details, proof, and reassurance before buying.

Funnels fail most often when this alignment is missing.

## 10. The One-Action Rule

One of the most important principles in funnel design is the one-action rule.

Every landing page should ask the visitor to do one primary thing. This does not mean you can never include additional information, but it does mean that every element on the page should support that one action.

When visitors are given too many choices, they often choose none. This is especially true for people who are new to your brand or unfamiliar with the topic.

Clear funnels reduce cognitive load. They make the next step obvious and easy.

Before building any landing page, it's worth writing down a single sentence: "When someone lands on this page, the one thing I want them to do is \_\_\_\_\_."

If anything on the page does not support that goal, it should be removed or simplified.

## 11. The Five Elements Every Landing Page Needs

While landing pages vary in style and length, most effective pages include the same core elements. These elements work together to answer the visitor's questions and reduce uncertainty.

First, the page must clearly answer "What's in it for me?" This is often referred to as WIIFM. Visitors do not care about features or processes at first. They care about outcomes. Your headline and opening section should speak directly to the benefit they will receive.

Second, social proof helps visitors feel less alone in their decision. This might be testimonials, usage numbers, or examples of others who have taken the same action. Social proof reassures people that they are not taking a risk alone.

Third, credentials establish why you are worth listening to. This does not require exaggeration. Simple signals such as experience, relevance, or association can be enough to establish credibility.

Fourth, believability grounds the offer in reality. Screenshots, explanations, demonstrations, or real-world examples help visitors feel that what you are offering is genuine and attainable.

Finally, scarcity gives visitors a reason to act now rather than later. Scarcity should be used carefully and honestly. Artificial urgency can damage trust, but real limits on time, access, or availability can help people overcome hesitation.

Not every page needs heavy emphasis on all five elements, but ignoring them entirely usually weakens conversion.

## 12. What Happens After the Landing Page Matters Just as Much

Many people treat the landing page as the most important part of the funnel and give little thought to what happens next. This is a mistake.

Once someone takes action, momentum is at its highest. The next page they see should reinforce their decision and guide them forward.

This is the role of the thank you page.

## 13. Thank You Pages: More Than a Confirmation Screen

A thank you page is not just a polite message. It is a transition point.

At minimum, a thank you page should confirm that the action was successful. People want reassurance that they did what they intended to do. This is especially important when money or personal information is involved.

Beyond confirmation, the thank you page should set expectations. If someone signed up for a resource, tell them how and when they will receive it. If they registered for an event, tell them what happens next.

This reduces anxiety and prevents confusion.

Finally, the thank you page is an opportunity. The visitor has already said "yes" once. This makes them more open to additional suggestions, as long as those suggestions make sense.

## 14. Making Logical Offers on Thank You Pages

Offering something additional on a thank you page is common, but it must be done carefully.

The offer should feel like a natural next step, not a surprise detour. If someone signed up for a beginner guide, offering a deeper training or complementary resource can make sense. Offering something unrelated does not.

The key principle is continuity. The thank you page should continue the same conversation that began on the landing page.

When done well, thank you page offers can significantly increase the overall value of a funnel without increasing traffic.

## 15. Upsells and Downsells: Increasing Value, Not Pressure

Upsells and downsells are often misunderstood. They are not about squeezing more money out of people. When used responsibly, they are about offering solutions to the next problem a customer is likely to face.

An upsell is typically a higher-value offer presented after an initial action. A downsell is a lower-commitment alternative shown if the upsell is declined.

The most important rule with upsells and downsells is relevance. The offer must complement the original decision.

For example, if someone purchases a basic course, an upsell might offer additional support or advanced material. A downsell might offer a simpler add-on for those not ready for the full upgrade.

What matters is that the offers respect the customer's intent and level of commitment.

## 16. Why Average Cart Value Matters

Upsells and downsells play an important role in increasing average cart value. This is the average amount a customer spends when they go through your funnel.

Higher cart value gives you more flexibility. It makes paid advertising more viable and allows you to invest more in customer acquisition.

However, higher cart value should never come at the expense of trust. Funnels that push too aggressively may generate short-term revenue but damage long-term relationships.

The goal is balance.

## 17. Designing for Flow, Not Force

The most effective funnels feel natural. They guide rather than push. Each step answers a question and prepares the visitor for the next one.

Forceful funnels try to skip steps. They ask for commitment before trust is established. These funnels may convert occasionally, but they rarely scale sustainably.

Flow-based funnels respect the decision-making process. They provide information, reassurance, and opportunity at the right pace.

In the next part of this playbook, we'll move deeper into the backend of funnels, focusing on checkout experiences, email sequences, and how funnels continue to work long after the first visit.

## 18. The Checkout Page: Where Decisions Become Commitments

By the time someone reaches your checkout page, they have already made several micro-decisions in your favor. They clicked, they read, they stayed, and they agreed to move forward. The checkout page is not the place to persuade — it is the place to remove friction.

Most checkout failures don't happen because the offer is bad. They happen because the process feels confusing, unsafe, or unnecessarily difficult.

A checkout page should feel calm and simple. It should signal that everything is normal, secure, and easy. Anything that introduces doubt at this stage can stop the process entirely.

One of the most common mistakes in funnel building is asking for too much information. Every additional field adds hesitation. The more effort required, the more time people have to second-guess their decision.

In most cases, you only need a small set of information to complete a transaction. When checkout pages start asking for unnecessary details, account creation, or unrelated preferences, conversions drop sharply.

Equally important is ensuring that the checkout experience works flawlessly on mobile. Payment flexibility also plays a role. At this stage of the funnel, clarity and simplicity matter more than cleverness.

## 19. Why Funnels Don't End at Checkout

A common misconception is that the funnel is finished once a sale is made or an opt-in is completed. In reality, this is where the most important work begins.

Funnels are not just conversion tools — they are relationship systems.

What happens after the checkout or opt-in determines whether someone becomes a one-time action taker or a long-term participant in your business. This is why email sequences are such a critical part of funnel design.

Email is where trust is reinforced, expectations are met, and value continues to be delivered.

## 20. Email Sequences: The Engine Behind Every Funnel

Email sequences are the connective tissue of funnels. They carry the conversation forward after the initial action and create continuity over time.

Unlike pages, which people may visit once, emails arrive directly in someone's inbox. This makes email both powerful and sensitive. When done well, it builds familiarity and trust. When done poorly, it creates annoyance or disengagement.

Every funnel should have a basic email sequence attached to it. This does not need to be complex, but it does need to be intentional.

At a minimum, email sequences serve several important functions: they confirm that the action was successful, deliver what was promised, provide reassurance and clarity, build a relationship, and introduce additional opportunities when appropriate.

Ignoring email follow-up means leaving value on the table and weakening the overall system.

## 21. The First Email: Confirmation and Reassurance

The first email someone receives after taking action is one of the most important messages you will ever send them.

This email sets the tone. It tells the reader whether they made the right decision and what they should expect next.

At this stage, simplicity is best. The goal is not to impress or sell, but to reassure. The email should clearly confirm what happened, whether that was joining a list, registering for something, or making a purchase.

This is also the moment to explain what comes next. Will there be another email? Will content be delivered immediately or later? Where should they look if they don't see it?

Clear expectations reduce anxiety and support trust.

## 22. Fulfillment: Delivering on Your Promise

After confirmation comes fulfillment. This is where you deliver the resource, access, or information that was promised on the funnel page.

Fulfillment emails should be direct and easy to follow. If access is involved, instructions should be simple and clearly written. If content is being delivered over time, that should be explained upfront.

This is not the moment for clever copy or persuasion. It is the moment to demonstrate reliability.

Many funnels lose momentum because fulfillment is confusing or delayed. Even small delays can create doubt in the mind of the customer or subscriber.

Consistency builds confidence.

## 23. Relationship-Building Emails: Where Trust Is Created

Once delivery is complete, the focus shifts from transaction to relationship.

Relationship-building emails are designed to provide value without asking for anything in return. They answer common questions, explain concepts, share stories, or offer insights that help the reader move forward.

These emails are not about volume. They are about relevance.

People stay engaged with email lists when they feel understood. This happens when emails speak to real problems, not generic marketing messages.

Tone matters here. Emails that feel conversational tend to perform better than emails that feel polished or corporate. Readers want to feel like they are hearing from a person, not a system.

This is also where your voice develops. Over time, readers become familiar with how you communicate. This familiarity lowers resistance when you eventually make an offer.

## 24. Introducing Offers Without Pressure

Sales emails are part of healthy funnels, but they work best when they are framed as invitations rather than demands.

After providing value, it is natural to mention related products or services that may help the reader go further. The key is to present these offers as optional next steps, not requirements.

Effective funnels treat selling as a service. The offer exists to solve a problem, not to extract money.

When sales emails are aligned with the reader's needs and introduced at the right time, they feel helpful rather than intrusive.

## 25. Follow-Up Is Where Most Funnels Succeed or Fail

It's easy to underestimate the importance of follow-up. Many people assume that if someone doesn't convert immediately, they are not interested. This is rarely true.

Most people need time. They may need reminders, clarification, or reassurance before taking action.

Follow-up emails keep the conversation alive. They answer objections, reinforce benefits, and maintain momentum. This does not mean sending endless messages. It means being consistent and intentional.

Funnels that rely on a single page or single email almost always underperform. Funnels that respect the reality of human decision-making perform better over time.

## 26. Funnels as Ongoing Systems, Not One-Time Events

As your business grows, funnels should evolve. What works at one stage may not work at another.

Email sequences can be updated. Pages can be refined. Offers can be repositioned.

This flexibility is one of the greatest strengths of funnels. They are not static. They are systems that can be improved based on real behavior and feedback.

In the final part of this playbook, we'll look at how funnels are built in practice, the different types of funnels used in online businesses, and how to think about funnels in a long-term, ethical way.

## 27. How Funnels Are Actually Built

Once people understand what funnels are and how they function, the next natural question is how funnels are built in the real world. This is where many beginners become overwhelmed, not because funnels are complicated, but because there are too many options presented too quickly.

In reality, there are only three practical ways funnels are built.

The first option is building everything yourself. This usually involves custom code, a content management system, or a flexible platform like WordPress. This approach gives maximum control, but it also requires technical skill, ongoing maintenance, and the ability to troubleshoot problems when things break.

The second option is hiring a professional. A designer or agency can build a funnel for you based on your requirements. This can result in a polished outcome, but it comes with trade-offs. Custom work takes time, costs money, and often makes small changes slower than expected.

The third option is using template-based funnel software. These platforms provide pre-built structures that are designed to convert, allowing you to focus on messaging instead of technical setup. While templates are not limitless, they offer speed, clarity, and proven structure.

For most people starting out, the third option provides the best balance. Funnels reward iteration, not perfection. Being able to launch quickly, test, and adjust is far more valuable than having something that looks custom but never goes live.

## 28. Choosing Your Funnel Building Platform

Once you've decided to use funnel software, the next question is which platform to choose. There are dozens of options available, but most successful businesses use one of a few proven platforms.

The right choice depends on your budget, technical comfort level, and what else you need the platform to do beyond just building funnels. Here are three of the most established and reliable options:

### What makes Systeme.io appealing:

- Free plan available – You can start building funnels, collecting emails, and even selling products without paying anything upfront. This makes it ideal for people testing ideas or working with limited budgets.
- All-in-one functionality – Systeme.io combines funnel building, email marketing, course hosting, and affiliate management in one platform. You don't need to connect multiple tools or pay for separate services.
- Simple interface – The platform is intentionally designed to be beginner-friendly. You don't need technical skills to create landing pages, set up email sequences, or launch a funnel.
- Affordable pricing as you grow – Paid plans start at a very reasonable price compared to competitors, and they scale based on the number of contacts and features you need.
- No transaction fees – Unlike some platforms, Systeme.io doesn't take a percentage of your sales, which matters as your revenue grows.

Systeme.io is particularly well-suited for people who are just starting out, who want to keep costs low, or who prefer simplicity over endless customization. It's also a strong choice if you plan to sell digital products or run affiliate programs, as those features are built in.

## 29. Funnels Are Not Technology Problems

One of the biggest mistakes people make is treating funnel building as a technology challenge. They spend weeks comparing platforms, tools, and features while avoiding the real work: deciding what the funnel is meant to accomplish.

Funnels fail more often due to unclear goals than due to bad software.

**BEFORE BUILDING ANYTHING, IT HELPS TO ANSWER THREE SIMPLE QUESTIONS:**

- Who is this funnel for?
- What problem is it addressing?
- What single action should the visitor take next?

Once these questions are answered, the technical decisions become much easier. Funnels are frameworks for communication, not engineering projects.