

8 simple Checklists  
with 3-5 clues each  
to support your first  
funnel build...

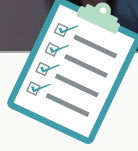


# My First Funnel **CHECKLISTS**





## About Your Checklists



These 8 checklists were created to help you build your funnels with confidence and without second-guessing yourself, getting lost, or feeling overwhelmed.

Here's how to get the most from them:

- ✓ Work through one step at a time.
- ✓ Don't rush... steady progress beats fast confusion.
- ✓ Tick off each box as you go.
- ✓ Don't worry about perfection... just completion
- ✓ If something feels confusing...  
pause and come back later!

These checklists aren't here to pressure you...  
They're here to support you.

By the time you reach the end, you'll have a real,  
working funnel... that's something to be proud of. 🙌





# Checklists Menu

**ABOUT YOUR CHECKLISTS**

**CHECKLIST 1 – FUNNEL FOUNDATION**

**CHECKLIST 2 – OPT-IN PAGE**

**CHECKLIST 3 – THANK-YOU PAGE**

**CHECKLIST 4 – EMAILS**

**CHECKLIST 5 – AUTOMATION**

**CHECKLIST 6 – TESTING**

**CHECKLIST 7 – FINAL POLISH**

**CHECKLIST 8 – READY TO SHARE**

**FUNNEL SLEUTHS HQ REMINDER**



Tracy Quinn Digital Ventures © 2026



**NEED A LITTLE HELP?**

**HELPING BEGINNERS BUILD FUNNELS WITH CLARITY & CONFIDENCE**

**I'm only an email away, lovely** 

[tracyq@funnelsleuth50.com](mailto:tracyq@funnelsleuth50.com)

# Checklist 1 Funnel Foundation

3 CLUES TO CHECK OFF BEFORE YOU BEGIN THAT SET YOU UP FOR SUCCESS

**CLUE 1**

A Free  
Funnel Sleuth HQ  
Account



**CLUE 2**

**A Clear Purpose  
For Your Funnel**

(For example: collect emails, promote an offer, deliver a free guide)

**CLUE 3**

**A Simple Name  
For Your Funnel**

(e.g. "My First Funnel" – nothing fancy needed!)



**SLEUTH CLUE:**



Simple funnels  
work better than  
complicated  
ones.



First Funnel Checklist



Tracy Quinn Digital Ventures © 2026

MENU

# Checklist 2 Opt-In Page


**THIS IS WHERE PEOPLE DECIDE WHETHER TO JOIN YOUR LIST.**



**CLUE 1**

---


One clear headline



**CLUE 2**

---


One short supporting line



**CLUE 3**

---

A simple form  
(Name + Email)



Check off all 5 to improve your opt-in conversions

**CLUE 4**


---


One main call to action  
(e.g.  
"Get the Free Guide")

**CLUE 5**

---

No clutter or distractions



**SLEUTH CLUE:** 

If your page feels busy, it's probably too busy. Simple converts best.



First Funnel Checklist

# Checklist 3 Thank-You Page

**THIS IS WHERE YOU DELIVER WHAT YOU PROMISED.**

**CLUE 1**

A friendly  
thank-you  
message



**CLUE 2**

A clear  
download  
button or next  
step

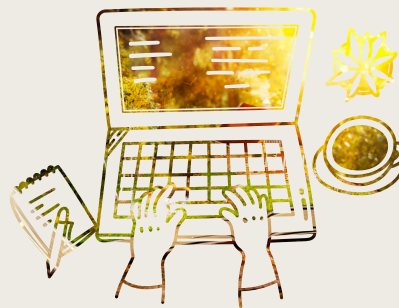
**CLUE 3**

Your lead  
magnet file  
linked to  
download button  
or welcome email

4 clues to a great 'Thank-You' Page.

**CLUE 4**

Reminder to  
check their  
inbox



**SLEUTH CLUE:** 

This page  
reassures people  
they did the  
right thing.



First Funnel Checklist



Tracy Quinn Digital Ventures © 2026

MENU

# Checklist 4 Emails

YOUR EMAILS DO THE REAL WORK AFTER THE OPT-IN.

**CLUE 1**

You have at least 1 welcome email created

**CLUE 2**

Your emails sound like you



**CLUE 3**

Any links inside the emails work



5 clues to better email conversions

**CLUE 4**

Your signature is added with a call to action in the P.S.

**CLUE 5**

You are happy with the tone (friendly, calm, helpful)

**SLEUTH CLUE:** 

You don't need 20 emails to start... just one good one is enough.



First Funnel Checklist



Tracy Quinn Digital Ventures © 2026

MENU

# Checklist 5 Automation

CONNECT YOUR FUNNEL TO YOUR EMAILS.



**CLUE 1**

---

Opt-in form button is set to 'Submit' and send to 'Thank You Page'



**CLUE 2**

---

The automation rule is saved & the correct campaign is selected



**CLUE 3**

---

There are no error messages



**SLEUTH CLUE:** 

If nothing sends, this is the first place to look.



First Funnel Checklist



Tracy Quinn Digital Ventures © 2026

MENU

# Checklist 6 Testing

NEVER SKIP THIS STEP... IT CATCHES GLITCHES EARLY.

**CLUE 1**

Opt-in to your own funnel using your own email

**CLUE 2**

Check that you appear under Funnel "Leads" Tab

**CLUE 3**

Confirm the Welcome email arrives

Check off all 5 to feel confident your funnel works

**CLUE 4**

Click any links inside the email



**CLUE 5**

Download your lead magnet



**SLEUTH CLUE:** 

If anything doesn't work:  
Don't panic...  
fix one thing at a time.



First Funnel Checklist



Tracy Quinn Digital Ventures © 2026

# Checklist 7 Final Polish

## FINAL CHECKS FOR SUCCESS



CLUE 1

Check spelling



CLUE 2

Remove any placeholder text



CLUE 3

Make sure all links work



5 clues before sharing your funnel with the world



CLUE 4

Ensure branding feels consistent



CLUE 5

Confirm the funnel works on mobile



**SLEUTH CLUE:**



Done is better than perfect.  
You can improve later.



First Funnel Checklist





Tracy Quinn Digital Ventures © 2026

MENU

# Checklist 8 Ready to Share


ONCE ALL PREVIOUS CHECKLISTS ARE COMPLETE  
YOU'RE READY TO SHARE!


 

**CLUE 1**

---

Share your link confidently






**CLUE 2**

---

Track what works using small improvements

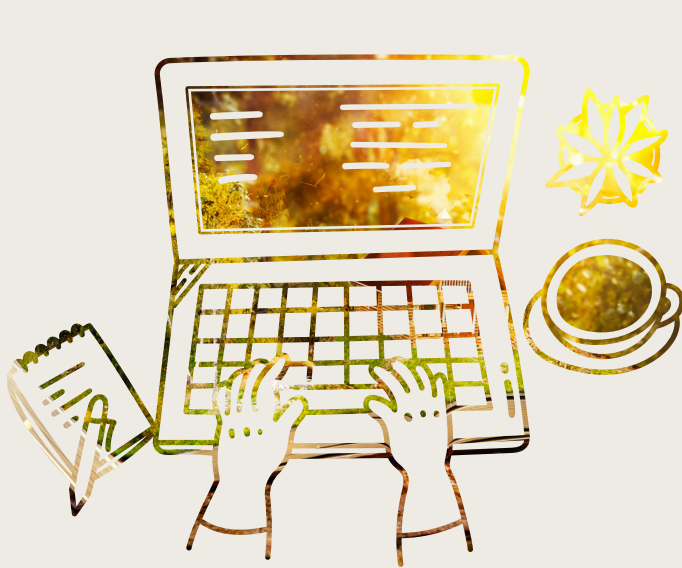


**CLUE 3**

---

Keep learning and building!

You built a real funnel – that's a serious achievement. 🙌



**SLEUTH CLUE:**

Celebrate your progress!



First Funnel Checklist



Tracy Quinn Digital Ventures © 2026



# Funnel Sleuths HQ Reminder

You don't need to be technical.


You don't need to be perfect...

You just need to be consistent and kind to yourself.

And if you ever get stuck...

That's what your Funnel Sleuth HQ support is for:




 Real support in a warm place where questions are answered.

 A Mess Hall where beginners feel safe & confusion is untangled.

 Beginner-friendly video walk-through tutorials.

 Investigations discussed with motivation & clarity.

 A place to share your wins with the confidence to just be you!

**Come say hello... we're just getting started!**

**LOGIN**



**MENU**



Tracy Quinn Digital Ventures © 2026



## GOT QUESTIONS?

HELPING BEGINNERS BUILD FUNNELS WITH CLARITY & CONFIDENCE

I'm only an email away, lovely 

[tracyq@funnelsleuth50.com](mailto:tracyq@funnelsleuth50.com)



Tracy Quinn Digital Ventures © 2026

MENU

