

THE FUNNEL BUILDER'S SEASONAL CASHFLOW PLAYBOOK

12 Months of Predictable Client Opportunities, With Scripts, Offers, and Funnels That Close Fast



THE BIG OPPORTUNITY (READ THIS FIRST)

If client acquisition ever feels random or inconsistent, this playbook will change that.

Most funnel builders wait for leads, but the highest earners know something different: business owners become ready to buy at very specific moments of the year.

Holidays, budget resets, seasonal dips, seasonal spikes, industry events, every month has built-in triggers that create urgency.

Urgency creates demand. And demand creates clients.

Most funnel builders completely miss these windows.

This playbook fixes that. Inside, you'll find 12 months of predictable outreach opportunities, each tied to moments where businesses are already motivated to take action. You'll see who to reach out to, what offer to pitch, which funnel works best, and the exact scripts to send. No guessing. No waiting. No hoping.

Because here's the truth:

January's "new goals," April's launch season, August's back-to-business rush, September's Q4 prep, November's Black Friday panic, and December's year-end budget spend, these aren't random dates. They're cashflow engines for anyone who knows how to use them. This is your roadmap to stay ahead of demand instead of chasing it. Your way to turn every month into an opportunity, not a gamble. Read this. Use it. Implement it.

Even if you apply half of what's inside, you'll close more clients this year simply because you'll show up at the exact moment they're ready to buy. Let's make this your most profitable year yet.

PART I, THE CORE STRATEGY

1. THE PSYCHOLOGY OF SEASONAL BUYING

Here is the first thing you need to understand, clients do not buy in a straight line. They buy in cycles, driven by emotion, pressure and timing.

People feel different at different moments of the year.

In January, they feel hope and a fresh start.

Before summer, they feel urgency about their body, their business, their image.

Before Black Friday, they feel pressure to make money, clear stock, hit targets.

At year end, they feel, "I need to use this budget, or I lose it."

Your prospects are not thinking "I want a funnel." They are thinking, "I cannot waste another Black Friday." Or, "I cannot start another year in the same place." Or, "I need cash now, this month."

Seasonal buying is about that emotional spike.

Three big forces drive it:

1. Urgency, a deadline is coming.
2. Social proof, everyone else is doing something, so they feel left behind.
3. Relief, they want to feel that this year or this season will be different.

Your job as a coach or course creator is not to force that emotion. Your job is to show up when it is already there, then give it a clear path. If you understand the psychology of seasonal buying, you stop shouting into the void and start talking to people at the exact moment they are already looking for help.

That is the core advantage of this playbook.

2. WHY TIMING BEATS SKILL IN CLIENT ACQUISITION

Skill matters. You need to know how to build a good funnel. But in client acquisition, timing often beats pure skill. A slightly above average funnel builder, who reaches out at the right moment, with the right angle, will beat a world class technician who sends a generic offer in a random week.

Think about it.

A gym owner in late November is thinking about January, not about redesigning their logo.

An info product creator in October is thinking, "I must be ready for Black Friday."

A coach in December is thinking about new year packages and how to hit their income goals.

If you knock on their door at the right time, with the right hook, you do not need to be perfect, you need to be relevant.

Timing does three things for you:

1. Reduces resistance, they already know they must act.
2. Shortens the sales cycle, they have a deadline.
3. Raises perceived value, because you look like the person who understands what matters right now.

With seasonal timing, your message changes from, "Hey, do you want a funnel?" to "Black Friday is 6 weeks away, here is how we can prepare you to make the most of it."

Different energy.

Different response.

Same skill, better timing.

3. BUILDING YOUR SEASONAL OUTREACH MINDSET

You are not just a funnel builder. You are a revenue partner, who understands the calendar better than your clients. That requires a different mindset.

Here are the key beliefs you need to install.

1. You are proactive, not reactive.

You do not sit and wait for clients to think, "I should get a funnel." You show up before the big dates, with a clear plan.

2. You think in seasons, not in weeks.

You are always looking 30 to 90 days ahead. If it is September, you are already talking about Q4 and Black Friday. If it is May, you are already talking about summer and mid-year resets.

3. You expect yes responses, because your timing is right.

You are no longer begging, "Hey, do you need any funnel work?" You are saying, "Here is the opportunity coming up, here is the funnel that fits it, want to use it or not?"

4. You see repetition as power, not boredom.

Black Friday comes every year. New Year comes every year. Back to business comes every year. The offers and scripts in this playbook are not one time tricks, they are assets you can reuse and refine year after year.

5. You accept that some people say not now, but you keep the relationship.

Because you know another seasonal opportunity is coming, and you will be there. Once you see the year through this lens, you stop thinking, "I hope I get clients." and start thinking, "Which of these seasonal windows do I want to fill with projects?"

That is a very different way to operate.

4. THE 3 SEASONAL CLIENT TYPES, AND WHAT THEY BUY

Not every client behaves the same way during seasonal spikes. If you understand the three main types, your offers and messages become sharper.

1. The Panicked Owner

This is the person who wakes up late. Black Friday is close, Q4 is here, the year is ending, numbers are behind.

Their behavior:

- They are urgent.
- They respond fast.
- They want simple, fast, done for you solutions.

What they buy:

- Flash sale funnels.
- Simple sales pages.
- Fast launch funnels.
- Reactivation email sequences.

Your angle:

"Time is short, here is the fastest way to make the most of this season."

2. The Planner

This person thinks ahead. They want to be ready before the wave hits.

Their behavior:

- They are more strategic.
- They are willing to pay more for a complete system.
- They prefer proper planning over last minute fixes.

What they buy:

- Full seasonal launch funnels.
- Evergreen funnels that tie into seasonal spikes.
- Multi step campaigns, ads, email, upsells.

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- Full seasonal launch funnels.
- Evergreen funnels that tie into seasonal spikes.
- Multi step campaigns, ads, email, upsells.

Your angle:

"If we prepare now, we can turn this season into your best month yet and build assets you can reuse every year."

3. The Reluctant Optimizer

This one already has something in place, a page, a funnel, an email sequence, but they know it is not performing at the level it could.

Their behavior:

- They are not excited about starting from scratch.
- They feel a bit stuck or disappointed with past results.
- They are open to improvements, not full reinvention.

What they buy:

- Funnel audits.
- Funnel optimizations.
- Offer tweaks, upsell ideas, copy rewrites.

Your angle:

"Keep your existing funnel, let us optimize and sharpen it for the upcoming season, so you make more from the same traffic."

Once you can look at any date in the year and ask two questions:

- what emotional** state is the market in right now,
 - which of these three** client types am I talking to,
- your outreach, your offers and your funnels will feel laser targeted, not generic.

That is the core strategy.

In the next part, you will plug this thinking into a month by month calendar, so you always know who to talk to, when to reach out, and what to offer.

PART II, MONTHLY CASHFLOW CALENDAR

This is the heart of the playbook. Twelve months, twelve natural spikes in demand, twelve client-getting windows.

When you understand what each month triggers in the mind of a business owner, your outreach stops feeling random and starts feeling perfectly timed.

Let's break it down.

5. JANUARY, THE NEW YEAR SURGE

Why January is a goldmine

Everyone wants to start fresh. Coaches, creators, agencies, ecom brands, consultants, they all feel the same pressure: "This year must be better than last year." New goals, new budgets, new motivation.

Who to target

- Coaches creating new year transformations
- Consultants offering planning or performance programs
- Fitness creators, mindset creators, productivity creators
- Anyone launching a new program in January or February

Best funnels:

- High ticket application funnels
- Challenge funnels
- Webinar funnels
- "New year, new plan" lead magnets

Outreach angle:

"Your audience is the most motivated they will be all year. If you want to capture that momentum, now is the window."

6. FEBRUARY, VALENTINE'S MICRO-OFFERS

Why February works

Buyers shift from “big goals” to emotional, connection-driven purchases. Quick wins sell extremely well.

Who to target

- Fitness, relationship, mindset, wellness creators
- Beauty and aesthetics
- Personal development sellers
- Ecom stores with giftable products

Best funnels:

- Micro-offer funnels
- Low ticket impulse buy funnels
- Gift-oriented sales pages
- Self-love challenges

Outreach angle:

“February favors small emotional wins. Let’s launch a simple low ticket funnel that drives fast cash while your audience is already primed.”

7. MARCH, Q2 PREP FUNNELS

Why March matters

Businesses realize Q1 is almost gone. If they didn’t hit their goals, they start fixing their systems.

Who to target

- Consultants
- Coaches launching in Q2
- Businesses who struggled in Q1
- Agency owners and service providers

Best funnels:

- Evergreen webinar funnels
- Lead growth funnels
- Quiz funnels
- Application funnels

Outreach angle:

“Q2 is coming and most businesses are behind. This is the moment to build the funnel that fixes your weak points.”

8. APRIL, SPRING LAUNCH SEASON

Why April is a hot month

Creators start launching again after winter. Spring feels like momentum, energy and expansion.

Who to target

- Course creators
- Group program creators
- Fitness and health brands
- Coaches selling seasonal transformations

Best funnels:

- Full launch funnels
- Live event funnels
- Email launch sequences
- Challenge funnels

Outreach angle:

“Spring is one of the biggest launch windows of the year. Let’s build the funnel that carries your next launch.”

9. MAY, PRE-SUMMER CAMPAIGNS

Why this month works

Summer is coming, motivation spikes, people want results before vacation season.

Who to target

- Fitness, nutrition, lifestyle creators
- Businesses preparing for summer slowdowns
- Creators selling time-sensitive offers

Best funnels:

- Short-term sprint programs
- Transformation challenges
- Summer bootcamp funnels
- Flash sale funnels

Outreach angle:

“Your audience wants a result before summer. Let’s give them the funnel that delivers it.”

10. JUNE, MID-YEAR SCALABILITY PUSH

Why June creates demand

Companies look at their half-year numbers and either celebrate or panic. Both create buying behavior.

Who to target

- Consultants
- Small business owners
- Agencies
- Coaches with evergreen offers

Best funnels:

- Evergreen webinar funnels
- High ticket application funnels
- Funnel rebuilds
- Optimization packages

Outreach angle:

“You are halfway through the year. A strong funnel now sets the tone for the next six months.”

11. JULY, SUMMER SLOWDOWN OPPORTUNITY

Why July is secretly powerful

Everyone else slows down, which means less competition for attention and outreach. Buyers also have more time and less pressure, which makes it a great month for strategic offers.

Who to target

- Coaches and creators working behind the scenes
- Businesses preparing for Q4
- Ecom stores preparing early for Black Friday

Best funnels:

- Funnel rebuilds
- Conversion optimization
- Back end email automation
- System upgrades

Outreach angle:

“While everyone else slows down, you can prepare the systems that will make Q4 your best quarter.”

12. AUGUST, BACK TO BUSINESS FUNNELS

Why August is huge

Summer ends, motivation returns, businesses re-focus. This is one of the strongest months for client acquisition.

Who to target

- All coaches
- All consultants
- All creators
- All service providers

Best funnels:

- High ticket funnels
- Authority funnels
- Lead magnets for fall launches
- Application funnels

Outreach angle:

“Your audience is shifting into business mode. This is the perfect moment to relaunch or rebuild your funnel.”

13. SEPTEMBER, Q4 PREP SEASON

Why September is vital

Every serious business starts preparing for Q4, budgets increase, and urgency grows.

Who to target

- Ecom brands
- Coaches planning October or November launches
- Agencies
- SaaS and digital product sellers

Best funnels:

- Pre-launch funnels
- Q4 lead generation funnels
- Black Friday prep funnels
- Upsell and downsell systems

Outreach angle:

“Q4 decides your year. If you are not preparing now, you are already late.”

14. OCTOBER, PRE-BLACK FRIDAY URGENCY FUNNELS

Why October is explosive

People know Black Friday can make or break their year. They feel pressure.

Who to target

- Ecom sellers
- Coaches doing holiday promotions
- Info product creators
- Businesses with discounts or new offers

Best funnels:

- Black Friday prep funnels
- Holiday stacking offers
- High urgency sales funnels
- Reactivation campaigns

Outreach angle:

“Black Friday is weeks away. You need the funnel that prints cash, not panic.”

15. NOVEMBER, BLACK FRIDAY AND CYBER MONDAY

Why this month is pure fire

The biggest buying month of the year. Everyone needs funnels, pages, emails and campaigns.

Who to target

- Everyone!

- If they sell anything, they need a funnel in November.

Best funnels:

- Flash sale funnels
- One page offers
- Upsell funnels
- Holiday bundle funnels

Outreach angle:

“Maximize your revenue during the biggest spending week of the year.”

16. DECEMBER, HOLIDAY SALES AND YEAR-END FISCAL FUNNELS

Why December never fails

Consumers spend emotionally. Businesses spend logically, because they want to use their remaining budget. Two powerful forces in one month.

Who to target

- Ecom brands
- Consultants
- Coaches
- Agencies with unused budget
- B2B companies improving their systems for next year

Best funnels:

- Holiday bundle funnels
- Year-end sale funnels
- Application funnels
- Funnel audits for Q1 planning

Outreach angle:

“You can end the year strong and set up momentum for January. Let’s build the funnel that makes both happen.”

When you combine these twelve seasonal windows with the scripts and offers in Part III and the follow-up systems in Part IV, you stack the odds in your favor every single month.

PART III - SCRIPTS AND OFFERS

This section is designed to remove hesitation, overthinking and “what do I say?” moments. Everything here is structured so a funnel builder can copy, paste and send in under one minute.

Each month has its own opportunity, but the psychology behind outreach never changes:

- Call out the seasonal moment
- Tie it to a business need
- Present one clear solution
- Make it easy to say yes

Below, you will find the exact scripts, offers and funnel recommendations that do all four.

17. SEASONAL OUTREACH SCRIPTS

These are your plug-and-play messages. Use them for DM, email or voice note. I’ve created 5 universal outreach scripts you can use across ALL seasons. Then I give you 12 specific scripts (one for each month) based on the seasonal angle.

Universal Outreach Script 1, The “Timing Advantage”

“Hey NAME, quick thing. We’re entering a period where your audience is more active than usual, and businesses that prepare early see a big spike in engagement and sales.

I wanted to check if you already have a funnel or campaign planned for this season. If not, I can share what’s working right now.”

Universal Outreach Script 2, The Audit Angle

“Just reviewed a few funnels in your niche and noticed that most of them are leaving money on the table this season. If you want, I can take a quick look at yours and send you 3 improvements based on the upcoming opportunity.”

Universal Outreach Script 3, The Pressure Cue

“Most creators get caught unprepared right before this season hits.
If you want, I can help you prepare the exact funnel that works best for this specific window.”

Universal Outreach Script 4, The Low Commitment Ask

“Out of curiosity, what are you planning to promote this upcoming month?
Asking because there’s a proven funnel that performs extremely well in this period.”

Universal Outreach Script 5, The Direct Seasonal Pitch

“Hey NAME, we’re entering one of the biggest buying windows of the year.
If you want to capitalize on it, I can build you a funnel specifically designed for this season. Want details?”

18. MONTHLY SCRIPTS (12 SPECIFIC COPY- AND-PASTE MESSAGES)

January, "New Year Surge"

"Hey NAME, January is your audience's highest motivation point of the year. If you want to capture that momentum, I can build you a New Year funnel that turns all that fresh-start energy into clients. Want to see how it works?"

February, "Valentine's Micro-Offers"

"Quick thing NAME, February is perfect for emotional micro-offers and impulse-buy funnels. If you want fast cash and more volume this month, I can build you a simple low-ticket funnel that converts really well right now."

March, "Q2 Prep"

"We're heading into Q2, and most businesses realize they need a better system. If you want, I can set up a funnel that fixes your Q1 gaps and sets you up for a stronger Q2."

April, "Spring Launch Season"

"April is one of the biggest launch seasons of the year. If you're planning a launch, or even thinking about one, this is the window to build the funnel before competition gets loud. Want my recommended setup?"

May, "Pre-Summer Campaigns"

"Hey NAME, May is a great month to run short-term transformation offers. I can build you a sprint funnel that taps into the 'before summer' motivation spike. Want details?"

June, "Mid-Year Scalability"

"June is mid-year review time for most creators. If you want to strengthen your systems for the next 6 months, I can build or optimize your funnel based on half-year performance. Want an audit?"

July, "Summer Slowdown Opportunity"

"While everyone slows down in July, it's actually the best time to rebuild funnels without competition. If you want, I can help you optimize or rebuild your funnel so you hit Q4 stronger."

August, "Back to Business"

"August is when everyone returns with fresh energy. If you're planning anything for September, the funnel should be ready now. Want me to map the best one for your offer?"

September, "Q4 Prep Season"

"Q4 is where the biggest revenue happens, and September is prep month. If you want to make Q4 your best quarter, I can build the funnel that sets you up for it."

October, "Pre-Black Friday Urgency"

"Hey NAME, Black Friday prep starts now. If you want a profitable BF campaign, we have about 30 days to build the funnel. Want to see my proven BF framework?"

November, "Black Friday and Cyber Monday"

"This is the biggest buying month of the year. If you want a last-minute flash sale funnel, I can build it for you fast and optimized. Want details?"

December, "Holiday and Year-End Budget"

"December is perfect for year-end bundles and 'use your budget before it resets' offers. If you want, I can build the funnel that closes the year strong and sets you up for January momentum."

19. SEASONAL OFFER TEMPLATES

These are simple, plug-and-play offer formats.

Each one is designed to fit the psychology of the month.

Offer Template 1, "The Fast Cash Sprint Funnel"

Perfect for: February, May, November

Deliverables: 1-page funnel, checkout, upsell, 5 emails Positioning: "Convert fast without a big launch"

Offer Template 2, "The Q2 or Q4 Prep System"

Perfect for: March, September

Deliverables: funnel rebuild, optimization, email sequences Positioning: "Fix what held you back last quarter"

Offer Template 3, "The Launch Accelerator"

Perfect for: April

Deliverables: launch funnel, email sequence, roadmap Positioning: "Your entire launch, done right"

Offer Template 4, "The Holiday Bundle Funnel"

Perfect for: November, December

Deliverables: flash sale page, upsell, downsell, urgency timers Positioning: "Turn the holiday rush into revenue"

20. SEASONAL FUNNEL RECOMMENDATIONS

Here are the best funnels for each season:

- New Year (Jan): Application funnel, webinar funnel
- Emotional season (Feb): Micro-offer funnel, low-ticket tripwire
- Prep season (Mar, Sep): Evergreen webinar, quiz funnel, rebuild
- Launch season (Apr): Challenge funnel, live launch funnel
- Summer prep (May): Short transformation funnel
- Mid-year (Jun): Evergreen rebuild
- Slow season (Jul): Audit funnel, optimization funnel
- Back-to-business (Aug): High-ticket authority funnel
- Black Friday prep (Oct): Pre-sell funnel
- BF season (Nov): Flash sale funnel
- Holiday (Dec): Year-end bundle funnel

21. FOLLOW-UP SCRIPTS FOR EVERY SEASON

Follow-Up 1, "Soft Check-In"

"Quick follow up, NAME. This season is a great opportunity for your niche. Want me to map out a fast plan for you?"

Follow-Up 2, "Value Drop"

"Just shared a tip with a few people in your industry. It applies to you too. Here it is: ____."

Follow-Up 3, "Window Reminder"

"Small reminder that the seasonal window starts soon. If you want to take advantage of it, we should build the funnel now."

Follow-Up 4, "Final Nudge"

"If you want results this season, this is the last week to prepare. Want me to set it up for you?"

22. VOICE NOTE SCRIPTS (HIGH-CONVERSION TEMPLATES)

These are not long monologues. They are 10 to 25 second voice notes that hit the prospect with clarity, confidence and timing.

Each script has:

- The Intent
- The Script (speak it out loud)
- The Tone Notes

Voice Note Script 1 - The Timing Advantage Note

Intent:

Show them you have relevant, timely information. No pressure.

Script:

"Hey NAME, quick voice note... we're entering a period where your niche gets a big spike in demand. I didn't want you to miss it, so if you want, I can walk you through the funnel that works best right now. No pressure at all, just thought it would help."

Voice Note Script 2 - The Audit Offer

Intent:

Invite them into a conversation without selling

Script:

"Hey NAME, quick one. I reviewed a few funnels in your niche today, and most of them are leaving easy money on the table this season. If you want, I can quickly review yours and give you 3 improvements. Just say the word."

Voice Note Script 3 - The Soft Discovery

Intent:

Open a conversation without pitching.

Script:

“Hey NAME, was curious... what are you planning to promote this month? Asking because this season has a specific funnel format that converts way better than the usual ones. Thought it might be useful for you.”

Voice Note Script 4 - The Seasonal Opportunity Ping

Intent:

Point out the opportunity that fits the moment.

Script:

“Hey NAME, just popping in, this is one of the strongest months of the year for your niche. If you want to ride the wave instead of missing it, I can help you build the exact funnel that works best right now.”

Voice Note Script 5 - The Direct Invitation

Intent:

Invite them to explore working with you.

Script:

“Hey NAME, based on what you’re offering and the season we’re in, I have a campaign idea that could bring you in clients fast. If you want, I can map it out for you. Just let me know.”

Voice Note Script 6 - The “I Thought of You” Angle

Intent:

Make it personal + high trust.

Script:

“Hey NAME, I was mapping some seasonal funnels for a few clients, and your offer came to mind because it fits this window perfectly. If you want, I’ll walk you through the angle I’d use for you.”

Voice Note Script 7 - The Follow-Up Nudge

Intent:

Follow up without awkwardness.

Script:

“Hey NAME, just checking in with you. The opportunity we talked about is coming up soon, and I don’t want you to miss the window. If you’re still interested, we can keep it super simple. Just say ‘yes’ and I’ll guide you from there.”

Voice Note Script 8 - The “Last Chance This Season” Note

Intent:

Use urgency while sounding helpful.

Script:

“Hey NAME, quick heads up. If you want a funnel ready in time for this season’s spike, this is pretty much the last week to build it. If you want me to take over and make it clean and fast, I’ve got room for one more project.”

Voice Note Script 9 - The Offer Transition

Intent:

Transition from conversation to offer smoothly.

Script:

“Hey NAME, based on what you told me, here’s why I think a funnel upgrade or a new campaign would work right now. I can build the full setup for you in X days. If that sounds good, we can get started.”

Voice Note Script 10 - The “Close” Voice Note

Intent:

Close the client without sounding salesy.

Script:

“Hey NAME, here’s my recommendation. I’ll handle the entire funnel setup so you’re ready for the season, and you’ll get everything done in X days. The investment is \$X. If that feels good to you, I’ll send the onboarding right now.”

PART IV - ADVANCED TACTICS

These are the strategies that multiply what you learned in the previous sections. If Part III gives you the tools, Part IV gives you the leverage. Use these and your business stops depending on chance... and starts operating on rhythm, strategy, and predictable opportunity.

23. SEASONAL RETARGETING (SELLING TO WARM LEADS WHO ALREADY KNOW YOU)

Most funnel builders only think about new leads during seasonal windows. That's a mistake. Your warm audience is ten times more likely to buy because they already trust you. And seasonal triggers reactivate that trust instantly, if you reach out correctly.

Here's how to retarget effectively during seasonal demand.

1. Create a "Seasonal Check-In List"

Pull people from:

- past DMs
- old calls
- non-buyers
- people who ghosted
- people you sent a proposal to
- past clients

These are your highest converters.

2. Send a simple reactivation message

Copy and paste:

"Hey NAME, quick update for you. This season is a strong opportunity for your niche, and I immediately thought of your offer. If you want, I can map the exact funnel that would work best for you right now." Minimal pressure. Maximum replies.

3. Drop seasonal value

Send one golden nugget that fits the month.

Example for September:

“Quick tip, this is the month to prep your Q4 funnel. Even small improvements can double your Black Friday results.”

Value reactivates attention.

4. Make a seasonal invitation

This is your “call to action” without sounding salesy.

“If you want help setting this up, I’ve got room for one project this week.”

Scarcity + timing = conversion.

Seasonal retargeting is simple, but it’s the closest thing to easy money a funnel builder will ever see.

Use it every month.

24. HOW TO PRE-SELL YOUR CALENDAR YEAR (THE SYSTEM THAT GUARANTEES YOU PROJECTS MONTHS IN ADVANCE)

This is where you move from “I hope clients come” to “I’m fully booked for the next 3 months.”

Most businesses know they will need:

- a Q1 funnel
- a summer funnel
- a Q4 funnel
- a Black Friday funnel
- a December funnel

They just don’t plan it. So you plan it for them.

Here's how you pre-sell the entire year.

1. Build a "Seasonal Roadmap" for each client

A simple PDF:

- January opportunity
- April launch window
- July optimization window
- September Q4 prep
- November Black Friday
- December holiday

You show them what's coming before they think about it.

2. Turn that into a pre-sell offer

Offer three packages:

Option A: The Full-Year Funnel Package
4 funnels, one every quarter.

Option B: The Seasonal Builder
2 funnels per year, chosen by the client.

Option C: The Black Friday + New Year Combo
Your two strongest seasonal windows

3. Lock in clients early

Send:

"Hey NAME, I mapped your entire next 12 months. If you want, we can pre book your 2025 funnel windows and lock in your prices. Want to see the plan?"

This alone can stack thousands of dollars per month in predictable income.

25. BUILDING RECURRING REVENUE WITH SEASONAL CYCLES (FROM ONE-OFF PROJECTS TO PREDICTABLE MONTHLY INCOME)

Recurring revenue for funnel builders is not about offering a “monthly retainer.” It’s about offering monthly relevance. Seasonal cycles give you built-in reasons to stay involved every single month.

Here’s how to turn seasonal cycles into recurring income:

1. Monthly Optimization Package

You offer:

- monthly funnel tweaks
- seasonal email drops
- new offers
- monthly analysis
- small upgrades

2. Seasonal Campaign Management

Every season, they need:

- a landing page
- a promo page
- 5 to 7 emails
- an offer tweak

You keep them ready every single month.

3. Quarterly Funnel Refresh

Every 90 days:

- new headline
- new angles
- new hooks
- new upsell
- new seasonal offer

4. Become their “Seasonal Partner”

You position yourself as the person who ensures they never miss:



- New Year
- Valentine's
- Spring launches
- Q2
- Summer prep
- Q4
- Black Friday
- Holiday sales

Once they rely on you for seasonal revenue, they never leave.

PART V - CONCLUSION

26. YOUR 12 MONTH CASHFLOW GAME PLAN

If you take only one idea from this playbook, take this, client demand is predictable, your income can be too. Most funnel builders live in a random loop, slow periods, panic, spray posting, any client who says yes, burnout, repeat. This breaks the loop.

Your new system

Step 1, Pick 3 months to dominate

Choose one growth month, one launch month, one high urgency month.

Example, January, April, September.

These are your anchors, you push hard here.

Step 2, Identify 10 dream clients per month

Coaches, consultants, course creators, agency owners.

Select only those who benefit from seasonal funnels.

Step 3, Use the monthly outreach scripts

Warm, cold, voice notes, retargeting, follow ups.

Let the system carry the weight.

Step 4, Always attach a seasonal angle

No generic outreach.

Use the month, the upcoming event, the urgency on the calendar, the opportunity window.

Context multiplies persuasion.

Step 5, Track everything

DMs, calls, follow ups, quotes.

Treat your pipeline like a business, not a hobby.

Follow this and you are not hoping for income, you are building it, month by month.

27. HOW TO AUTOMATE SEASONAL OUTREACH

Run this for a month or two and you will see patterns, angles that pull, niches that spike on schedule, buyers who act in the same windows, topics that spark replies, offers that convert better in certain seasons.

That is your signal to automate.

The simple automation system

1: Create 12 outreach templates in advance

One per month, short, sharp, seasonal.

2: Build a Seasonal CRM

A simple sheet with, lead name, niche, outreach date, follow up date, opportunity window, project potential. This alone is worth thousands a year.

3: Pre write your monthly content

January through December, done in one focused afternoon.

4: Set monthly reminders

On the 25th ask, what is the next seasonal opportunity, which niches benefit, who did I speak to last year, who is ready now.

5: Build follow up automations

Inside your CRM or email tool, day 1, day 4, day 7, day 14, monthly value drops. Plug in the 3 by 3 follow up system.

6: Maintain your Seasonal Hot List

Prospects who said, not now but soon, next quarter, after summer, prep for Black Friday. When the season hits, these convert fast.

Automation is not about being robotic, it is about being consistent.

