

10-Point Funnel Audit Checklist

Find exactly where your funnel is leaking clients — and fix it fast.

10
Audit Points

5
Key Sections

< 15 min
To Complete

How to use this checklist

Go through each section and tick every item your funnel currently has in place. Any unchecked box is leak — a point where potential clients are slipping away. Use your score at the bottom to prioritise what to fix first.

1 Traffic & Visibility

Is your funnel getting seen?

- ☐ You have a clear, consistent content strategy driving traffic to your funnel
Tiktok, YouTube, Instagram, LinkedIn — at least one channel active daily
- ☐ Your profile / bio clearly states who you help and what you offer
A visitor should know within 3 seconds if this is for them
- ☐ Every piece of content has a single, clear call-to-action pointing to your funnel
Not 'follow me' — a specific next step like 'grab the free checklist'

2 Lead Capture

Are you collecting leads off-platform?

- ☐ You have a lead magnet that solves one specific, urgent problem for your audience
Checklist, template, calculator, or mini video — not a generic 'newsletter'
- ☐ You opt-in landing page has a clear headline, benefit bullets, and a single CTA
No navigation links. No distractions. One job: get the email address

3 Nurture & Follow-Up

Are you staying top of mind after the opt-in?

- ☐ You have automated welcome email sequence (minimum 5 emails over 7 days)
Deliver value first — education, case study, your process — then make an offer
- ☐ Every lead is followed up within 24 hours if they don't open the welcome email
A simple 'Did you get this?' re-send doubles your open rate
- ☐ You send at least one email per week to your entire list
Consistency keeps your name familiar. Silence kills warm leads

4 Conversion

Is your funnel turning leads into buyers?

- ☐ Your offer page clearly states the transformation — not just the features
Leads buy outcomes. 'Get 3 clients in 30 days' beats '6 coaching sessions'
- ☐ You have social proof visible before the buy button (testimonials, results, case studies)
Even one real result shown clearly outperforms a wall of features
- ☐ You have a clear, low-friction next step for leads who aren't ready to buy yet
Free audit, discovery call, or lead magnet — never let them just leave

5 Automation & Systems

Is your funnel working while you sleep?

- ☐ Your CRM or email tool automatically tags and segments leads by behaviour
Opened welcome email? Clicked offer page? These signals tell you who's ready to buy
- ☐ You have an automated DM or email follow-up for leads who go silent after opting in
Most sales happen between follow-up 5 and 12 — most people quit at follow-up 2

Your Funnel Audit Score

Count your ticks and find your zone below:

9-10 Optimised <i>Your funnel is solid. Focus on scaling traffic.</i>	6-8 Leaking <i>2-4 fixes will significantly lift conversions.</i>	0-5 Broken <i>Priority: fix lead capture and follow-up first.</i>
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Ready to fix your funnel?

Join me LIVE daily for free funnel audits, AI automation demos, and real funnel builds — so you can get clients on autopilot.

DM me 'FUNNEL' to get started

YOUR NEXT STEP

Don't just read this — use it.

Take 15 minutes today and go through every checkbox honestly. Mark what you have. Circle what you're missing. Your unchecked boxes are your roadmap.

Once you know where your funnel is leaking — come find me.

Watch me LIVE Daily → Tiktok @createwithdeyodisu

READY TO BUILD A SYSTEM THAT BRINGS CLIENTS TO YOU?

Let's talk about your funnel goals and
map out a system that actually converts.

Send me a message →

@createwithdeyodisu

