

DIGITAL DOMAINE PRESENTS

50 Done-For-You Sales Funnels

Plug-and-play funnels for every niche.

Customise, brand, and sell as your own.

50

Ready-to-use funnels

9

Business niches

100%

Customisable

DIGITAL DOMAINE

digitaldomaine.com @digitaldomaine

This workbook is for personal and commercial use. Customise freely for your clients and business.

How To Use This Workbook

This workbook contains 50 complete, done-for-you sales funnels covering 9 business niches. Every funnel includes a strategic goal, a step-by-step flow, headline hooks, CTAs, recommended tools, price guidance, and customisation instructions.

Each funnel is designed as a plug-and-play system. You simply fill in your offer details, brand name, and pricing, and you have a fully functional funnel ready to deploy.

How to customise each funnel:

- Replace all [bracketed text] with your specific offer, name, and niche details
- Swap tool recommendations with your preferred platforms (Selar, Paystack, and Flodesk all work natively in Nigeria)
- Add your brand colours, logo, and photography to every page and email
- Use the hook as your headline starting point, test 2-3 variations
- The price range shown is a guide, adjust to your market and positioning

These funnels work across all industries. They have been written with the Nigerian and African market in mind, all platform references, pricing, and examples reflect local context.

NICHE CATEGORIES COVERED

Digital Products | Online Income | Coaching | Services | Ecommerce |
Content Creation | Education | Niche Industries | Personal Branding

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01

DIGITAL PRODUCTS

The Free Lead Magnet Funnel

Digital
Products

Turn strangers into subscribers with one irresistible free offer

GOAL Build an email list fast using a free resource (ebook, checklist, template) as bait	BEST FOR Anyone launching their first digital product or growing an audience from zero	PRICE RANGE Free lead gen, then £5,000-£25,000 paid offer
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Opt-in Page Headline + 1 benefit + email form	Thank You Page Confirm delivery + introduce yourself	Welcome Email Deliver freebie + set expectations	Nurture Email 2 Share value, build trust	Pitch Email 3 Introduce your paid offer

HOOK / HEADLINE "Get [Result] in [Timeframe] — Free Download"	PRIMARY CTA "Send Me The Free [Resource]"	TOOLS Selar, Flodesk, Mailchimp
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HOW TO CUSTOMISE Swap [Resource] with your freebie name. Change niche examples in emails.	PRO TIP Your freebie must solve ONE specific problem, not be a full course.
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02

DIGITAL PRODUCTS

The Low-Ticket Tripwire Funnel

Digital Products

Convert new subscribers into buyers within 24 hours

GOAL Immediately monetise new subscribers with an irresistible low-cost offer	BEST FOR Digital product sellers who want to qualify buyers fast	PRICE RANGE ₦1,500–₦5,000 tripwire
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Opt-in Page Free resource offer	Thank You / OTO Immediate ₦2,000–₦5,000 offer	Order Page Simple checkout on Selar	Upsell Page Upgrade to mid-ticket offer	Welcome Sequence Nurture buyers into next offer

HOOK / HEADLINE "Wait — Before You Download, Grab This For Just ₦2,000"	PRIMARY CTA "Yes! Add This To My Order"	TOOLS Selar, Paystack, Flodesk
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HOW TO CUSTOMISE Change the tripwire offer and price. Match upsell to your product ladder.	PRO TIP The tripwire should feel like an insane deal, something worth ₦15,000 for ₦2,500.
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03

ONLINE COURSES

The Mini Course
Launch FunnelOnline
Courses

Sell your first course with a simple 5-step sequence

GOAL Launch and sell a short course (1–3 hours) to a warm or cold audience	BEST FOR First-time course creators, coaches, content creators	PRICE RANGE ₦5,000–₦25,000
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Waitlist Page	Launch Email 1	Sales Page	Cart Close Email	Post-Purchase
Collect emails pre-launch	Announce the course is open	Full offer breakdown + testimonials	Urgency — last 24 hours	Welcome + access delivery

HOOK / HEADLINE "The [Niche] Mini Course That Gets You [Result] In [X] Days"	PRIMARY CTA "Enroll Now — Only ₦[Price]"	TOOLS Selar, Teachable, Flodesk
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HOW TO CUSTOMISE Insert your course topic, outcome, and pricing. Add your photo to sales page.	PRO TIP Open and close cart within 5–7 days to create genuine urgency.
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04

COACHING

The Discovery Call Funnel

Coaching

Book high-ticket clients on autopilot without hard selling

GOAL Pre-qualify coaching leads and fill your calendar with ready-to-buy clients	BEST FOR Coaches, consultants, service providers	PRICE RANGE ₦50,000–₦500,000 coaching packages
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Application Page	Booking Page	Confirmation Email	Pre-Call Video	Follow-Up Email
Short form to pre-qualify leads	Calendly / Google Calendar link	Remind + prep client for call	Build trust before the call	Send proposal post-call

HOOK / HEADLINE "Apply For A Free Strategy Session With [Your Name]"	PRIMARY CTA "Apply Now — Limited Spots"	TOOLS Calendly, Google Forms, Gmail
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HOW TO CUSTOMISE Replace [Your Name] with your name. Edit application questions to match your niche.	PRO TIP Charge for the strategy session after your first 10 free ones, it filters serious clients.
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05

FREELANCING

Freelancing

The Freelance Portfolio Funnel

Turn website visitors into paying freelance clients

GOAL Showcase your work and convert visitors into booked projects	BEST FOR Freelance writers, designers, VAs, social media managers	PRICE RANGE ₦20,000–₦200,000 per project
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Portfolio Page	Contact Form	Auto-Response Email	Proposal Email	Onboarding Email
Hero, services, samples	Capture lead details	Acknowledge + set timeline	Send custom proposal within 48hrs	Welcome new client + next steps

HOOK / HEADLINE "I Help [Target Client] With [Service] — See My Work"	PRIMARY CTA "Hire Me / Get A Quote"	TOOLS Carrd, Notion, Gmail, Paystack
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HOW TO CUSTOMISE Swap service description, portfolio links, and your photo.	PRO TIP Add a 'Results I've Delivered' section, numbers convert better than descriptions.
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06

DIGITAL PRODUCTS

The Ebook Sales Funnel

Digital Products

Sell your ebook on autopilot 24/7

GOAL Drive cold traffic to purchase an ebook with a short, punchy funnel	BEST FOR Authors, educators, creators with knowledge to package	PRICE RANGE ₦2,500–₦10,000
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Sales Page	Checkout	Upsell Page	Delivery Email	Follow-Up Email
Problem, solution, preview, price	Secure payment + delivery	Workbook, template or course	Download link + how to use it	Review request + next offer

HOOK / HEADLINE "Finally — A Step-By-Step Guide To [Outcome] For [Audience]"	PRIMARY CTA "Buy Now For ₦[Price]"	TOOLS Selar, Canva, Paystack
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HOW TO CUSTOMISE Replace ebook title, outcome, and audience. Add a real book cover mockup.	PRO TIP Show a mockup of the ebook on the sales page, visual products sell faster.
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07

MEMBERSHIP

The Paid Community Funnel

Membership

Sell monthly recurring access to your private group

GOAL Build a subscription income stream through a paid WhatsApp or Telegram community	BEST FOR Educators, coaches, niche experts with loyal audiences	PRICE RANGE ₦2,000–₦10,000/month
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Landing Page	Checkout	Welcome Email	Onboarding Sequence	Renewal Email
What's inside + price	Monthly or annual payment	Access link + community rules	Days 1, 3, 7 — drive engagement	Value recap + retention hook

HOOK / HEADLINE "Join [Community Name] — The [Niche] Community For [Audience]"	PRIMARY CTA "Join Now — ₦[Price]/Month"	TOOLS Selar, WhatsApp, Telegram, Pystack
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HOW TO CUSTOMISE Name your community, define what members get, set your price.	PRO TIP Run a live Q&A; every month, it's the biggest retention tool for paid communities.
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08

ONLINE INCOME

The Webinar Funnel

Online Income

Teach, build trust, and sell in one 60-minute session

GOAL Use a live or recorded webinar to sell a mid or high-ticket offer	BEST FOR Course creators, coaches, consultants	PRICE RANGE ₦25,000–₦150,000 offer sold at the end
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Registration Page	Confirmation Email	Reminder Emails	Live Webinar	Replay Email
Webinar topic + date + form	Date, time, Zoom link	24hr, 1hr, 10min reminders	Teach 40min + pitch 20min	48hr replay access + offer link

HOOK / HEADLINE "Free Training: How To [Result] Without [Common Pain]"	PRIMARY CTA "Reserve My Free Spot"	TOOLS Zoom, Google Meet, Flodesk, Selar
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HOW TO CUSTOMISE Set your webinar topic, date/time, and offer.	PRO TIP Replay emails convert 30–40% of your total webinar sales, never skip them.
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09

DIGITAL PRODUCTS

The Template Shop Funnel

Digital
Products

Sell downloadable templates repeatedly with zero fulfillment

GOAL Build a passive income shop of plug-and-play templates for businesses	BEST FOR Designers, strategists, educators, content creators	PRICE RANGE £1,500-£8,000 per template
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Shop Page Template preview + benefits	Checkout Instant digital delivery	Upsell Bundle deal or related template	Delivery Email File link + usage instructions	Re-engagement Email Related products 7 days later

HOOK / HEADLINE "The [Niche] Template That Saves You [X] Hours Every Week"	PRIMARY CTA "Get Instant Access"	TOOLS Selar, Canva, Gumroad, Paystack
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HOW TO CUSTOMISE Add your template previews, niche, and price.	PRO TIP Bundle 3-5 templates for 2x the price, perceived value increases conversion.
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10

AFFILIATE MARKETING

The Affiliate Review Funnel

Affiliate Marketing

Earn commissions by reviewing products you love

GOAL Drive warm traffic to affiliate offers via honest, valuable review content	BEST FOR Bloggers, content creators, social media influencers	PRICE RANGE 10-40% commission on referred sales
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Review Page Honest product breakdown	Email Opt-in Bonus resource related to product	Email Sequence Value + soft affiliate mention	Affiliate Link To product checkout	Follow-Up FAQ + objection handling

HOOK / HEADLINE "I Tried [Product] For 30 Days — Here's My Honest Review"	PRIMARY CTA "Get [Product] Here (My Affiliate Link)"	TOOLS Selar Affiliate, Amazon, Flodesk
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HOW TO CUSTOMISE Replace product name with your chosen affiliate offer.	PRO TIP Disclose your affiliate relationship, it builds trust and is often legally required.
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ONLINE INCOME

Online Income

The Challenge Funnel

Run a 5-day challenge that ends with a paid offer

GOAL Engage an audience for 5 days, deliver real value, then pitch your offer	BEST FOR Coaches, educators, content creators with a warm audience	PRICE RANGE Free entry, then ₦15,000–₦100,000 paid offer
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Registration Page What they'll achieve in 5 days	Daily Email/Video Day 1–5: teach + engage	Day 5 Pitch Introduce paid program naturally	Sales Page Full offer + testimonials	Cart Close Email Last chance + urgency

HOOK / HEADLINE <i>"Join The Free 5-Day [Niche] Challenge — Start [Date]"</i>	PRIMARY CTA <i>"Join The Free Challenge"</i>	TOOLS Flodesk, WhatsApp Group, Zoom, Selar
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HOW TO CUSTOMISE Set your challenge topic and daily tasks.	PRO TIP A WhatsApp group for the challenge increases completion rates by 3x.
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12

DIGITAL PRODUCTS

The Waitlist Launch Funnel

Digital Products

Build anticipation before your product even launches

GOAL Collect warm leads before launch day and convert them first	BEST FOR Anyone launching a new product, course, or service	PRICE RANGE Early bird 20-40% off your regular price
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Waitlist Page	Confirmation	Pre-Launch Emails	Launch Email	Cart Close Email
Coming soon + early bird benefit	You're in — what to expect	Behind-the-scenes + teaser	Doors open — early bird price	Early bird ending soon

HOOK / HEADLINE "Something Big Is Coming — Get Early Access + [Bonus]"	PRIMARY CTA "Join The Waitlist"	TOOLS Flodesk, Selar, Instagram Stories
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HOW TO CUSTOMISE Replace launch date, offer name, and discount.	PRO TIP Give waitlist members 24 hours of exclusive access before opening to the public.
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13

COACHING

Coaching

The High-Ticket Sales Funnel

Sell premium programs through an application and call process

GOAL Filter and convert premium coaching clients at high price points	BEST FOR Experienced coaches and consultants with proven results	PRICE RANGE ₦100,000–₦500,000+
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
VSL Page 3–5 min video sales letter	Application Form 10 qualifying questions	Booking Page Schedule strategy call	Pre-Call Email Prepare client, build excitement	Post-Call Follow-Up Proposal + payment link

HOOK / HEADLINE "[Your Name]'s Signature Program — Application Only"	PRIMARY CTA "Apply To Work With Me"	TOOLS Loom, Calendly, Paystack, Flodesk
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HOW TO CUSTOMISE Add your results and testimonials to the VSL.	PRO TIP Your VSL must show proof of results, testimonials are the #1 conversion tool.
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COACHING

The Group Program Funnel

Coaching

Fill a cohort-based group program with eager participants

GOAL Sell a structured group coaching program with live sessions	BEST FOR Coaches who want to serve many clients simultaneously	PRICE RANGE ₦15,000–₦80,000 per cohort
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Sales Page Curriculum, dates, price	Early Bird Email To existing email list	Social Proof Push DMs + story testimonials	Deadline Email Cart closing in 48 hours	Welcome Sequence Zoom link, schedule, prep work

HOOK / HEADLINE "[X]-Week Group Program To Help You [Achieve Result]"	PRIMARY CTA "Secure My Spot — ₦[Price]"	TOOLS Zoom, Selar, Flodesk, WhatsApp
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HOW TO CUSTOMISE Define program duration, weekly schedule, and cohort size.	PRO TIP Cap cohort size at 10-20, scarcity drives urgency and keeps quality high.
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15

SERVICES

The Done-For-You Service Funnel

Services

Attract and close clients for your service packages

GOAL Convert service inquiries into paying retainer or project clients	BEST FOR Social media managers, VAs, copywriters, web designers	PRICE RANGE ₦30,000–₦150,000/month retainer
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Landing Page	Inquiry Form	Auto-Response	Proposal Email	Contract & Invoice
What you do, who it's for, pricing	Budget, timeline, goals	Thank you + next steps	Custom scope + price	Close the deal

HOOK / HEADLINE <i>"I Handle Your [Service] So You Can Focus On Growing"</i>	PRIMARY CTA "Book A Free Consultation"	TOOLS Carrd, Google Forms, Paystack, Notion
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HOW TO CUSTOMISE List your specific services, deliverables, and turnaround time.	PRO TIP Show your process visually, clients feel safer knowing exactly what happens next.
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COACHING

The Book A Call Funnel

Coaching

Fill your calendar with pre-qualified warm leads

GOAL Use social content to drive people to book a call with you	BEST FOR Coaches, strategists, consultants at any level	PRICE RANGE Leads to ₦30,000–₦300,000 coaching packages
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Bio Link Page Who you help + call CTA	Booking Page Calendly with intake questions	Confirmation Email Zoom link + prep questions	Reminder Emails 24hr and 1hr before call	Post-Call Email Follow-up offer or proposal

HOOK / HEADLINE "Ready To [Achieve Goal]? Let's Talk — Book A Free Call"	PRIMARY CTA "Book My Free 30-Minute Call"	TOOLS Calendly, Zoom, Gmail
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HOW TO CUSTOMISE Replace goal/outcome with your coaching niche.	PRO TIP Ask 3–5 intake questions on the booking page, reduces no-shows by 60%.
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COACHING

Coaching

The Testimonial-Driven Funnel

Let your results speak and close clients on autopilot

GOAL Build a proof-heavy funnel that converts skeptical prospects	BEST FOR Established coaches with strong client results	PRICE RANGE Any price point, best for ₦25,000+
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Case Study Page Detailed before/after stories	Video Testimonials 3-5 client video reviews	Offer Page Your program with proof woven in	FAQ Page Handle every objection with proof	Application/ Buy Now Final CTA with urgency

HOOK / HEADLINE "See How [Client Name] Achieved [Result] In [Timeframe]"	PRIMARY CTA "I Want Results Like [Client Name]"	TOOLS Loom, Canva, Selar, Carrd
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HOW TO CUSTOMISE Replace client name and results with your own.	PRO TIP Voice note or WhatsApp testimonials feel more authentic than text, use them.
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SERVICES

The Instagram DM Funnel

Services

Convert Instagram followers into paying clients through DMs

GOAL Use content to generate inbound DMs and close them into sales	BEST FOR Service providers and coaches selling on Instagram	PRICE RANGE Any price point
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Story/Reel CTA Comment WORD or DM me for details	DM Opener Personalised first message	Discovery Questions 3-5 qualifying questions in DM	Offer Presentation Send voice note or PDF	Close + Payment Send Paystack/Selar link

HOOK / HEADLINE "Comment '[WORD]' Below And I'll Send You The Details"	PRIMARY CTA "DM Me [Word] To Get Started"	TOOLS Instagram, Paystack, WhatsApp
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HOW TO CUSTOMISE Choose your trigger word, edit DM scripts for your offer.	PRO TIP Respond to every DM within 2 hours, speed is your biggest advantage.
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SERVICES

The Referral Funnel

Services

Turn happy clients into your best sales team

GOAL Systemise word-of-mouth referrals into a predictable client source	BEST FOR Service providers and coaches with satisfied clients	PRICE RANGE Extends lifetime value of existing clients
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Post-Service Email Ask for referral + provide link	Referral Landing Page What referred clients get	Referral Thank You Reward the referrer	New Lead Welcome Warm intro for referred prospects	Conversion Follow-Up Close the new client

HOOK / HEADLINE <i>"Love Your Results? Share With A Friend — You Both Win"</i>	PRIMARY CTA "Refer A Friend"	TOOLS Gmail, Paystack, WhatsApp
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HOW TO CUSTOMISE Set your referral reward, cash, discount, or free session.	PRO TIP Cash referrals move people faster than discounts, ₦5,000 beats 10% off.
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COACHING

The Email Newsletter Funnel

Coaching

Build a loyal audience that buys every time you launch

GOAL Grow a monetised email newsletter that sells passively	BEST FOR Educators, coaches, creators with weekly expertise to share	PRICE RANGE Free growth, monetise with ads, affiliates, or offers
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Sign-Up Page	Welcome Email	Weekly Newsletter	Promotional Email	Re-engagement Email
What subscribers get weekly	Best content + what to expect	Value + subtle offer mention	Direct offer once a month	Win back cold subscribers

HOOK / HEADLINE "Join [X] Subscribers Getting [Value] Every [Day] – Free"	PRIMARY CTA "Subscribe For Free"	TOOLS Flodesk, Mailchimp, Substack
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HOW TO CUSTOMISE Name your newsletter, define its weekly value, set send day.	PRO TIP Your subject line determines 80% of your open rate, treat it like a tweet.
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21

ECOMMERCE

The Product Launch Funnel

Ecommerce

Create a buying frenzy for your new product

GOAL Launch a product to maximum sales in minimum time	BEST FOR Ecommerce sellers, product creators, entrepreneurs	PRICE RANGE Any product price
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FUNNEL FLOW

STEP Pre-Launch Content Stories building hype	STEP Waitlist Page Early access + discount	STEP Launch Email It's live — shop now	STEP Sales Page Photos, benefits, price, reviews	STEP Abandoned Cart Email Recover lost sales
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HOOK / HEADLINE "It's Finally Here — Introducing [Product Name]"	PRIMARY CTA "Shop Now — Limited Stock"	TOOLS Selar, Paystack, Flutterwave, Shopify
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HOW TO CUSTOMISE Add product name, photos, key benefits, and pricing.	PRO TIP Create a pre-launch content series, the product should feel familiar before launch.
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22

ECOMMERCE

The Bundle Offer Funnel

Ecommerce

Increase average order value with product bundles

GOAL Sell more per transaction by offering irresistible bundles	BEST FOR Product sellers with multiple related items	PRICE RANGE 15–30% savings vs buying separately
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FUNNEL FLOW

STEP Bundle Sales Page What's in the bundle + savings	STEP Checkout Single payment for bundle	STEP Upsell Add premium version or extra item	STEP Confirmation Email Confirm order + next steps	STEP Post-Purchase Email How to use + related products
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HOOK / HEADLINE "Get All [X] Products For The Price Of [Y] — Save [Amount]"	PRIMARY CTA "Get The Bundle"	TOOLS Selar, Paystack, Shopify
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HOW TO CUSTOMISE Define bundle contents, original vs bundle price.	PRO TIP Name your bundle, 'The Creator Starter Kit' beats 'Bundle A'.
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23

ECOMMERCE

The Flash Sale Funnel

Ecommerce

Drive a surge of revenue in 24–72 hours

GOAL Generate quick cash using urgency and scarcity	BEST FOR Any seller needing a revenue boost or clearing stock	PRICE RANGE 20–50% discount on existing prices
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Sale Announcement Email + Story — sale starts now	Sale Landing Page Discounted items + countdown timer	Mid-Sale Reminder Halfway through — don't miss out	Last Chance Email Ends in [X] hours	Sale Ended Email Thank buyers + tease next offer

HOOK / HEADLINE "[X]% Off Everything — 48 Hours Only"	PRIMARY CTA "Shop The Sale"	TOOLS Selar, Flodesk, Instagram Stories
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HOW TO CUSTOMISE Set your discount, sale duration, and included products.	PRO TIP Send 4 emails during a flash sale: announce, midpoint, warning, closed.
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ECOMMERCE

Ecommerce

The Unboxing & Review Funnel

Use customer content to sell your products for you

GOAL Collect and leverage user-generated content for social proof	BEST FOR Physical and digital product sellers on Instagram/TikTok	PRICE RANGE Organic traffic, any product price
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Post-Purchase Request Ask for review or unboxing video	Review Landing Page Submit a review form	UGC Thank You Reward reviewer with discount	Social Proof Story Repost content with shop link	New Buyer Funnel Warm traffic from social proof

HOOK / HEADLINE "Show Us Your [Product] — Tag Us And Win [Prize]"	PRIMARY CTA "Shop Now / Submit Your Review"	TOOLS Instagram, Google Forms, Paystack
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HOW TO CUSTOMISE Set your review incentive, hashtag, and handle.	PRO TIP Repost every review publicly, it tells non-buyers real people love your product.
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25

ECOMMERCE

Ecommerce

The Abandoned Cart Recovery Funnel

Recover 15–25% of lost sales automatically

GOAL Win back customers who added to cart but didn't complete purchase	BEST FOR Any seller with an online checkout	PRICE RANGE Recovers 15–25% of abandoned carts
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Cart Trigger 1 hour after they leave	Reminder Email Did you forget something?	Objection Handler FAQs + testimonials	Discount Offer 10% off if they complete now	Final Nudge WhatsApp or SMS message

HOOK / HEADLINE "You Left Something Behind — Complete Your Order"	PRIMARY CTA "Complete My Purchase"	TOOLS Flodesk, WhatsApp Business, Paystack
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HOW TO CUSTOMISE Set your discount amount and timing of each email.	PRO TIP The first abandoned cart email (1hr later) recovers the most, keep it gentle.
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26

ECOMMERCE

The Subscription Box Funnel

Ecommerce

Build predictable monthly recurring revenue

GOAL Sell a monthly subscription box or digital subscription	BEST FOR Product curators, magazine creators, resource sellers	PRICE RANGE ₦3,000–₦20,000/month
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Sales Page What's in the box, price, frequency	Checkout Recurring payment setup	Welcome Email First box arriving + what to expect	Monthly Email This month's contents preview	Renewal Reminder Thank you + stay subscribed

HOOK / HEADLINE "Get [X] Products Delivered To Your Door Every Month"	PRIMARY CTA "Subscribe Now — ₦[Price]/Month"	TOOLS Paystack Recurring, Selar, Flodesk
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HOW TO CUSTOMISE Define box contents, frequency, and monthly price.	PRO TIP Offer an annual plan at 2 months free, locks in revenue and reduces churn.
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ECOMMERCE

Ecommerce

The Upsell & Cross-Sell Funnel

Earn more from every customer you already have

GOAL Increase customer lifetime value through post-purchase offers	BEST FOR Any seller with multiple products or services	PRICE RANGE Increases revenue per customer by 20–35%
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Thank You Page	Upsell Email 1	Upsell Email 2	Loyalty Offer	Anniversary Email
Order confirmed + bonus offer	Complementary product offer	Case study of combined use	VIP discount for repeat buyers	1 month later — special offer

HOOK / HEADLINE "Customers Who Bought [X] Also Love [Y]"	PRIMARY CTA "Add To My Order"	TOOLS Selar, Flodesk, Paystack
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HOW TO CUSTOMISE Map your products in pairs, what naturally goes together.	PRO TIP The best upsell is the logical next step, not just the most expensive thing.
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CONTENT CREATION

The YouTube To Funnel Pipeline

Content Creation

Turn YouTube viewers into subscribers and buyers

GOAL Use YouTube content to drive traffic into your email funnel	BEST FOR YouTubers who want to monetise beyond AdSense	PRICE RANGE Free channel growth, then ₦5,000–₦50,000 products
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
YouTube Video	Landing Page	Welcome Sequence	Soft Pitch Email	Hard Pitch Email
CTA in description + end screen	Free resource mentioned in video	3-part email series	Related paid product	Direct offer + deadline

HOOK / HEADLINE "Get The Free [Resource] I Mentioned In This Video"	PRIMARY CTA "Download For Free"	TOOLS YouTube, Flodesk, Selar
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HOW TO CUSTOMISE Match the lead magnet to your video topic.	PRO TIP Mention your freebie at least 3 times per video, beginning, middle, end.
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CONTENT CREATION

The TikTok Viral Funnel

Content
Creation

Convert viral TikTok views into subscribers and sales

GOAL Capture viral traffic before it disappears	BEST FOR TikTok creators with growing or viral content	PRICE RANGE Organic traffic, any product price
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FUNNEL FLOW

STEP TikTok Video Hook in first 2 seconds + bio CTA	STEP Bio Link Page Simple one-page with key offers	STEP Lead Magnet Quick win freebie for followers	STEP Email Nurture 3 emails over 5 days	STEP Offer Email Sell your product to warm list
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HOOK / HEADLINE "Follow For More + Link In Bio For The Free [Resource]"	PRIMARY CTA "Link In Bio"	TOOLS TikTok, Linktree, Flodesk, Selar
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HOW TO CUSTOMISE Set your bio link page, freebie, and offer.	PRO TIP Your TikTok bio has 80 characters, use every one to direct to your funnel.
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CONTENT CREATION

The Instagram Reel To Sale Funnel

Content
Creation

Turn Reels views into revenue with a clear purchase path

GOAL Use short-form video to fill your funnel and drive direct sales	BEST FOR Instagram creators and business owners	PRICE RANGE Organic traffic, ₦2,500-₦15,000 products
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Instagram Reel	Bio Link Click	Product Page	Purchase/Sign Up	Follow-Up Email
Teach one tip + CTA in caption	Land on product or lead page	Quick, mobile-optimised	Selar checkout or email form	Welcome + deliver value

HOOK / HEADLINE "3 Ways To [Result] (Save This Post)"	PRIMARY CTA "Link In Bio To Get [Full Resource]"	TOOLS Instagram, Linktree, Selar, Flodesk
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HOW TO CUSTOMISE Match your Reel topic to your product.	PRO TIP Pin your highest-converting Reel, one great Reel can drive sales for months.
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CONTENT CREATION

The Content Upgrade Funnel

Content
Creation

Turn blog or LinkedIn readers into email subscribers

GOAL Add targeted opt-in offers within existing content to grow your list	BEST FOR Bloggers, LinkedIn creators, newsletter writers	PRICE RANGE Free list growth, then paid offers
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FUNNEL FLOW

STEP Blog/Linked In Article Valuable long-form content	STEP Inline CTA Upgrade offer within the content	STEP Opt-in Pop-Up Exit intent or scroll trigger	STEP Delivery Freebie arrives instantly	STEP Email Sequence Nurture into paid offer
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HOOK / HEADLINE "Want The Full [Resource]? Download It Free Below"	PRIMARY CTA "Yes, Send Me The [Upgrade]"	TOOLS WordPress, Flodesk, Selar, LinkedIn
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HOW TO CUSTOMISE Match the content upgrade to the exact topic of each article.	PRO TIP A content upgrade converts 5–10x better than a generic newsletter opt-in.
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CONTENT CREATION

The Podcast Listener Funnel

Content
Creation

Turn podcast listeners into buyers with a simple funnel

GOAL Convert warm podcast traffic into subscribers and buyers	BEST FOR Podcast hosts and guests	PRICE RANGE Free content, then £5,000-£50,000 offers
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Episode Shoutout Mention freebie URL during episode	Landing Page e.g. yourname.com/free	Delivery Instant freebie delivery	Welcome Sequence 3 emails connecting to your offer	Offer Email Natural pitch after building trust

HOOK / HEADLINE "Visit [yourname.com/free] To Get The [Resource] I Mentioned"	PRIMARY CTA "Get My Free [Resource]"	TOOLS Anchor/Spotify, Flodesk, Selar, Carrd
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HOW TO CUSTOMISE Set a simple memorable URL related to the episode topic.	PRO TIP Use the same URL across all podcast appearances, it becomes a brand asset.
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CONTENT CREATION

The LinkedIn Lead Gen Funnel

Content
Creation

Use LinkedIn content to attract B2B and premium buyers

GOAL Generate high-quality professional leads through LinkedIn content	BEST FOR B2B service providers, consultants, HR professionals	PRICE RANGE ₦50,000–₦500,000 professional services
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FUNNEL FLOW

STEP LinkedIn Posts 3x per week — teach + engage	STEP Profile CTA Featured section with lead page	STEP Lead Magnet Page Professional resource opt-in	STEP Email Nurture Weekly value-driven emails	STEP Pitch Email Services or product offer
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HOOK / HEADLINE "I Help [Professionals] With [Problem] — Download My Free [Guide]"	PRIMARY CTA "Download The Free Guide"	TOOLS LinkedIn, Flodesk, Notion, Selar
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HOW TO CUSTOMISE Adjust language and B2B examples, offer a guide not a checklist.	PRO TIP LinkedIn DMs convert better than any other platform for B2B.
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CONTENT CREATION

The Twitter/X Thread Funnel

Content
Creation

Drive massive traffic from viral threads into your list

GOAL Use educational threads to build authority and capture leads	BEST FOR Thought leaders, educators, finance and tech creators	PRICE RANGE Free traffic, then £5,000-£30,000 products
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Twitter Thread 10-15 tweet educational thread	Final Tweet CTA Link to freebie or opt-in	Opt-In Page Thread-specific resource	Welcome Email More depth on the thread topic	Offer Email Paid product that goes deeper

HOOK / HEADLINE "Thread: Everything I Know About [Topic] (Save This)"	PRIMARY CTA "Get The Full Guide Here"	TOOLS Twitter/X, Flodesk, Selar, Carrd
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HOW TO CUSTOMISE Pick a thread topic that connects directly to your paid offer.	PRO TIP Put your CTA at tweet 3 AND the end, not just the last tweet.
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CONTENT CREATION

The WhatsApp Broadcast Funnel

Content Creation

Sell directly to warm leads through WhatsApp Business

GOAL Build and monetise a WhatsApp contact list for direct sales	BEST FOR Nigerian and African businesses with local audiences	PRICE RANGE Best for ₦3,000–₦30,000
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Social CTA Save my number + click to chat	Opt-In Message Welcome + what they get	Broadcast Messages Value + soft pitch	Offer Broadcast Direct product message + Selar link	Follow-Up DM Did you see my last message?

HOOK / HEADLINE "Save My Number To Get [Value] — Reply START To Begin"	PRIMARY CTA "Click To Chat On WhatsApp"	TOOLS WhatsApp Business, Selar, Paystack
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HOW TO CUSTOMISE Set your opt-in trigger word and broadcast schedule.	PRO TIP WhatsApp broadcasts have 90%+ open rates in Nigeria, your highest-ROI channel.
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EDUCATION

Education

The Free Workshop Funnel

Host a free live workshop and convert attendees into buyers

GOAL Deliver a 60–90 minute free workshop that ends with a pitch	BEST FOR Educators, coaches, course creators	PRICE RANGE Free entry, then ₦10,000–₦50,000 offer
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Registration	Reminder Sequence	Live Workshop	Replay Email	Last Chance Email
Topic, date, time, free	3 emails before the day	Teach 60min + offer 10min	24–48hr access for those who missed	Offer closes in [X] hours

HOOK / HEADLINE "Free Workshop: [Topic] — Live On [Date]"	PRIMARY CTA "Register For Free"	TOOLS Zoom, Google Meet, Flodesk, Selar
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HOW TO CUSTOMISE Set workshop topic, date, and offer.	PRO TIP The replay email generates 25–40% of your workshop sales, always send it.
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EDUCATION

Education

The Signature Course Funnel

Sell your flagship course with a proven 2-week launch

GOAL Launch and fill a comprehensive online course to maximum enrollment	BEST FOR Expert educators and trainers with deep knowledge	PRICE RANGE ₦15,000–₦150,000
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Pre-Launch Content Authority content for 2 weeks before	Sales Page Full curriculum, testimonials, FAQs	Launch Email Doors are open	Value Email Address top 3 objections	Cart Close Email Final hours + bonus

HOOK / HEADLINE "Enroll In [Course Name] – [X] Students Already Inside"	PRIMARY CTA "Enroll Now"	TOOLS Selar, Teachable, Flodesk, Zoom
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HOW TO CUSTOMISE Build your curriculum and add testimonials from beta students.	PRO TIP Beta test with 5–10 students at 50% off, their testimonials are gold for launch.
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EDUCATION

Education

The Free Email Course Funnel

Teach a 5-day email course that converts into buyers

GOAL Deliver a structured learning experience via email and pitch at the end	BEST FOR Educators and coaches building a list and authority	PRICE RANGE Free course, then ₦10,000–₦50,000 full course
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Opt-In Page Sign up for free 5-day course	Day 0 Welcome What to expect, start tomorrow	Days 1–4 Lessons One lesson email per day	Day 5 Pitch Final lesson + paid offer	Bonus Pitch 48hr discount for graduates

HOOK / HEADLINE "Free 5-Day Email Course: Learn [Skill] From Scratch"	PRIMARY CTA "Start The Free Course"	TOOLS Flodesk, Mailchimp, Selar
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HOW TO CUSTOMISE Define your 5 lesson topics, Day 5 should bridge to the offer.	PRO TIP Each lesson should end with a small action, homework triples completion.
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EDUCATION

The Bootcamp Funnel

Education

Run a high-energy 3-day intensive that sells a bigger program

GOAL Deliver 3 days of intensive training and close into a longer program	BEST FOR Coaches and educators who thrive in live environments	PRICE RANGE Free bootcamp, then ₦25,000–₦200,000 program
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Registration Page	Pre-Bootcamp Email	Day 1-3 Sessions	Final Day Pitch	Post-Bootcamp Email
Free 3-day bootcamp details	Prepare + build excitement	Live via Zoom + daily action steps	Introduce the premium offer	Last chance + testimonials

HOOK / HEADLINE "Free 3-Day [Niche] Bootcamp — Register Now"	PRIMARY CTA "Save My Spot"	TOOLS Zoom, WhatsApp Group, Flodesk, Selar
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HOW TO CUSTOMISE Set bootcamp dates, daily topics, and Day 3 offer.	PRO TIP Create a WhatsApp group, community accountability drives attendance.
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EDUCATION

The Certification Funnel

Education

Sell a certified training program with accreditation as the hook

GOAL Position your course as a professional certification worth investing in	BEST FOR Trainers, HR professionals, consultants in formal industries	PRICE RANGE ₦25,000–₦150,000
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Sales Page What they'll be certified in	Application Form Eligibility + commitment check	Enrollment Email Confirm + payment instructions	Course Delivery Selar / Teachable access	Certificate Delivery Digital certificate on completion

HOOK / HEADLINE "Become A Certified [Title] – Enroll In [Program Name]"	PRIMARY CTA "Apply For Certification"	TOOLS Selar, Canva, Flodesk, Google Forms
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HOW TO CUSTOMISE Design your certificate in Canva, define accreditation criteria.	PRO TIP A certificate with your logo feels premium, invest in the design.
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EDUCATION

Education

The Self-Study Bundle Funnel

Sell a comprehensive learning bundle at one attractive price

GOAL Package multiple courses or resources into one bundle	BEST FOR Creators with multiple products in the same niche	PRICE RANGE 50–70% savings vs buying separately
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Bundle Sales Page All included items + total value	Checkout Single payment for everything	Delivery Email Access to all products	Upsell Email Add live coaching or community	Progress Check 14 days later — how's it going?

HOOK / HEADLINE "Get [X] Courses + [Y] Templates + [Z] Bonuses — All For #[Price]"	PRIMARY CTA "Get Everything For #[Price]"	TOOLS Selar, Flodesk, Paystack
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HOW TO CUSTOMISE List every item with its individual price, show total value.	PRO TIP Add bonuses that complement, not duplicate, your main offer.
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EDUCATION

Education

The Mentorship Application Funnel

Attract serious students into a premium 1:1 mentorship

GOAL Position yourself as a premium mentor and filter for committed students	BEST FOR Experienced professionals with proven transformative results	PRICE RANGE ₦100,000–₦1,000,000+
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Landing Page Your story, results, and process	Application Form Commitment, budget, goals	Screening Call 15-minute chemistry check	Offer Email Custom mentorship proposal	Contract & Payment Formalise the relationship

HOOK / HEADLINE "Apply For [Your Name]'s Private Mentorship — [X] Spots Only"	PRIMARY CTA "Apply Now"	TOOLS Calendly, Paystack, Notion, Gmail
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HOW TO CUSTOMISE Add your mentorship track record and rigorous application.	PRO TIP Make it look hard to get in, exclusivity is the product at this price point.
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REAL ESTATE

The Property Lead Funnel

Real Estate

Capture and qualify property buyers and investors online

GOAL Generate warm leads for property sales, rentals, or investment	BEST FOR Real estate agents, property developers, investment companies	PRICE RANGE Generates leads for ₦5M-₦500M+ properties
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FUNNEL FLOW

STEP Property Landing Page Development name + key features	STEP Inquiry Form Budget, timeline, property type	STEP Auto-Response Thank you + brochure download	STEP Follow-Up Call Qualify the lead within 24hrs	STEP Virtual Tour Email Send property photos/video
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HOOK / HEADLINE "[X]-Bedroom Property In [Location] From ₦[Price]M"	PRIMARY CTA "Request More Details"	TOOLS Carrd, Google Forms, Paystack, Gmail
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HOW TO CUSTOMISE Replace property details, location, and price.	PRO TIP Offer a free property investment guide, it qualifies serious buyers.
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FINANCE

Finance

The Investment Education Funnel

Teach financial literacy and sell premium education products

GOAL Build trust through free financial education and upsell into programs	BEST FOR Financial educators, investment coaches, personal finance creators	PRICE RANGE Free guide, then ₦10,000–₦80,000 course
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Free Guide Opt-in Beginner's guide to investing	Welcome Email Your guide + financial quiz	Education Emails Teach key money concepts	Program Pitch Invite to paid investment course	Objection Handler Address 'I have no money to invest'

HOOK / HEADLINE "Free Guide: How To Start Investing In Nigeria With ₦10,000"	PRIMARY CTA "Download The Free Guide"	TOOLS Flodesk, Selar, Paystack
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HOW TO CUSTOMISE Localise investment examples to the Nigerian market.	PRO TIP Always add: 'This is for educational purposes only, not financial advice.'
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HEALTH & WELLNESS

The Fitness Transformation Funnel

Health & Wellness

Sell online fitness programs with before/after proof

GOAL Convert health-conscious leads into fitness program buyers	BEST FOR Fitness coaches, nutritionists, wellness educators	PRICE RANGE ₦10,000–₦60,000 fitness programs
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Free Quiz/C challenge 7-day free challenge or assessment	Results + Offer What you need, based on quiz	Sales Page Transformation photos + curriculum	Testimonial Series 3 client success stories	Limited Spots Email Cohort closing in [X] days

HOOK / HEADLINE "Take The Free Quiz: What's Stopping Your [Goal]?"	PRIMARY CTA "Take The Free Quiz"	TOOLS Typeform, Selar, Flodesk, Zoom
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HOW TO CUSTOMISE Build the quiz for your fitness niche, before/after photos are key.	PRO TIP A free 7-day challenge converts far better than a direct sales page.
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FASHION & BEAUTY

The Style Consultation Funnel

Fashion & Beauty

Book paid styling sessions and sell fashion resources

GOAL Monetise fashion expertise through consultations and digital products	BEST FOR Fashion stylists, personal shoppers, beauty educators	PRICE RANGE ₦5,000–₦50,000
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Style Quiz Opt-In What's your style personality?	Results + Free Guide Style tips based on quiz result	Paid Consultation 1:1 virtual styling session	Style Guide Premium digital download	Follow-Up Email Seasonal style update offer

HOOK / HEADLINE "Take The Free Style Quiz — Discover Your Signature Look"	PRIMARY CTA "Take The Free Quiz"	TOOLS Typeform, Selar, Paystack, Instagram
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HOW TO CUSTOMISE Build quiz for your fashion niche (office wear, Ankara, modest fashion).	PRO TIP Use Instagram Reels, style transformation content performs extremely well.
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FOOD & CATERING

The Recipe & Catering Funnel

Food & Catering

Sell recipe ebooks and catering packages online

GOAL Monetise culinary expertise through digital products and bookings	BEST FOR Chefs, caterers, food bloggers, cooking educators	PRICE RANGE ₦2,500–₦15,000 digital + catering packages
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Free Recipe Opt-In	Welcome Email	Ebook Sales Page	Catering Booking Form	Testimonial Email
5 recipes free download	Recipes + story + social links	Full cookbook + meal plan	Events inquiry + pricing	Customer cooking results

HOOK / HEADLINE "Free: [X] Easy Nigerian Recipes You Can Make In Under 30 Minutes"	PRIMARY CTA "Get My Free Recipes"	TOOLS Selar, Paystack, Google Forms, Instagram
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HOW TO CUSTOMISE Select your recipe niche, add food photography.	PRO TIP Food content performs best with video, a cooking Reel drives more sales than any ad.
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BUSINESS CONSULTING

The B2B Lead Generation Funnel

Business Consulting

Attract business clients and corporate contracts

GOAL Generate high-value B2B consulting or service leads	BEST FOR Business consultants, strategists, corporate trainers	PRICE RANGE ₦200,000–₦2,000,000+ consulting contracts
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Case Study Page	Lead Magnet	Email Nurture	Proposal Request	Custom Proposal
How you helped a business achieve X	Free business audit or strategy guide	Insights and thought leadership	Invite to discuss their needs	Tailored solution + pricing

HOOK / HEADLINE "Free Business Audit: Find The Hidden Revenue In Your Business"	PRIMARY CTA "Request My Free Audit"	TOOLS Carrd, Flodesk, Gmail, Calendly
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HOW TO CUSTOMISE Use formal, corporate language, add client logos with permission.	PRO TIP One detailed case study is worth 50 generic testimonials for B2B sales.
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NGO / SOCIAL IMPACT

The Donation & Impact Funnel

NGO / Social Impact

Convert online supporters into recurring donors and volunteers

GOAL Drive donations, volunteer signups, and partnerships	BEST FOR NGOs, charities, social enterprises, community organisations	PRICE RANGE ₦1,000–₦1,000,000+ donations
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FUNNEL FLOW

STEP Impact Landing Page The problem + your solution + data	STEP Donation Page Multiple giving levels	STEP Thank You Email Impact update + receipt	STEP Monthly Giving Opt-In Convert one-time to recurring	STEP Impact Report Email Monthly: what their money achieved
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HOOK / HEADLINE "Your ₦5,000 Helps [Specific Outcome] — Donate Today"	PRIMARY CTA "Donate Now"	TOOLS Paystack, Flodesk, Carrd
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HOW TO CUSTOMISE Add real beneficiary photos and impact statistics.	PRO TIP Show exactly what each donation does: ₦5,000 = 1 child's school supplies.
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PERSONAL BRANDING

The Personal Brand Authority Funnel

Personal
Branding

Build a personal brand that attracts opportunities on autopilot

GOAL Establish yourself as the go-to authority and monetise your influence	BEST FOR Professionals, creators, executives building a personal brand	PRICE RANGE Opens doors to ₦50,000–₦1,000,000+ opportunities
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FUNNEL FLOW

STEP	STEP	STEP	STEP	STEP
Personal Website Your story, expertise, offers	Free Resource Page Signature freebie that showcases expertise	Media/Press Page Features, podcasts, speaking	Email Nurture Weekly value + positioning content	Consulting Offer Natural progression from authority

HOOK / HEADLINE "[Your Name] — [Expert Title] Helping [Audience] With [Outcome]"	PRIMARY CTA "Work With Me / Download My Free [Guide]"	TOOLS Carrd, Flodesk, Selar, LinkedIn, Instagram
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HOW TO CUSTOMISE This funnel is about YOU, add your photo, story, and credentials.	PRO TIP Consistency beats virality, show up with value weekly and authority compounds.
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GET THE EDITABLE CANVA TEMPLATE

Customise Every Funnel

In Canva — Free

Your Canva template includes all 50 funnels as fully editable pages. Swap colours, add your logo, change the copy, and download as PDF. Use it for your own business or sell customised versions to clients.

- 1 Click the Canva link below
- 2 Select 'Use template'
- 3 Add your branding and details
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CANVA TEMPLATE LINK:

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To add your Canva link: open this PDF in a PDF editor and replace the URL above.

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