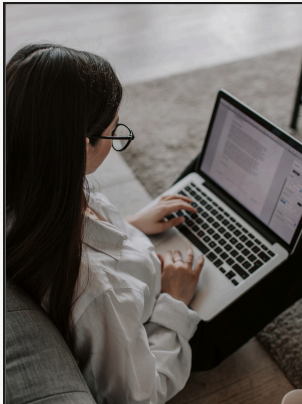


# Sales Funnel Starter Kit

Get Your *Sales Funnel* Ready in *One Afternoon*



## *Who it's for:*

- Creators, coaches, and digital product sellers who want results—not a complicated, 47-step funnel map that never gets built.



## *Promise:*

- By the end of one afternoon, you'll have a live, working, one-page sales funnel ready to collect leads or make sales.



## *Premise:*

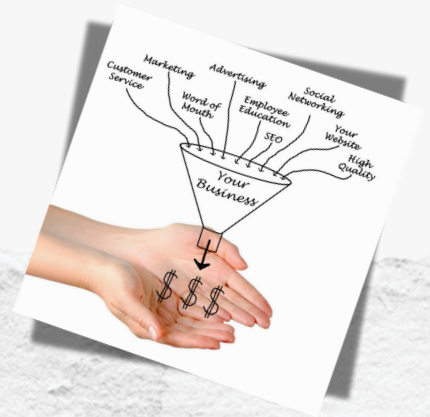
- Simple systems > complicated funnels

# Start with One Clear Goal

A simple funnel works because it does ONE thing well.  
One problem, One solution.

## *My “One Thing” Funnel Focus:*

- ☐ Grow my email list
- ☐ Sell a low-ticket product
- ☐ Book calls
- ☐ Warm up my audience



## *This funnel promotes ONE offer:*

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## *Price (or free):*

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## *Who this is for: (be as specific as possible):*

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# PAIN → PROMISE

From Frustration to Outcome

*My audience is stuck because:*

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*They want THIS result instead:*

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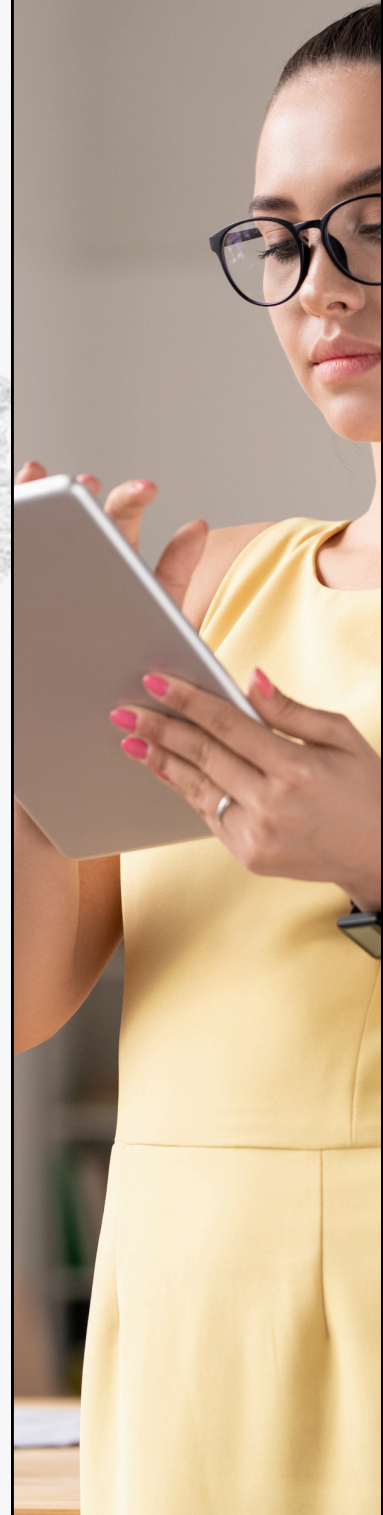
*This funnel helps them go from:*

*FROM:*

---

*TO:*

---





# YOUR FUNNEL HOOK

Fill in one (or test all three):

*Option 1:*

*Get*

*Without*

*Option 2:*

*How to*

*In*

*Option 3:*

*Still*

*?*

*Here's a simpler way.*

*Chosen Headline:*



# WHAT THEY GET

This funnel delivers (check all that apply):

- ☐ A shortcut
- ☐ A quick win
- ☐ A system
- ☐ Peace of mind

Deliverables:

- ☐ PDF
- ☐ Checklist
- ☐ Mini training
- ☐ Template
- ☐ Other: \_\_\_\_\_

Top 3 benefits (results, not features):

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_



# THE NEXT ACTION

What do you want your audience to do next?  
Whatever it is, make it **VERY CLEAR**.

Here are some of the most powerful and highest converting CTAs:

Get Access Now!

Get the Free Guide!

Yes, I Need This Now!

Download the Checklist

Start the Challenge

Watch the Free Training

Get Instant Access!

Book My Free Call

Yes, I Want This!

Send Me My Plan

Join the Program

Get Started Now

Start Here

Get Started Today!

A strong CTA tells people exactly what will happen next.  
If they have to guess, they won't click.

# FOLLOW-UP EMAIL

Your customer just made a request/purchase via your funnel - congrats! Make sure to send them a quick follow-up email to provide instructions, keep in touch, say thank you, etc. Keep it lean and clean - don't drag it out. Your audience wants to get right to fixing the problem that they have. Need some ideas? Use these for starters:

## Lead Magnet Opt-In (Free Download)

Subject: Here's your download 🎉

Hi {{First Name}},

Your [name of resource] is ready.

👉 Download it here: [link]

Start with page [X] — it'll give you the fastest win.

I'll be back soon with a few helpful tips to make this even easier.

— {{Your Name}}

## Low-Ticket Purchase (Digital Product)

Subject: You're all set ✓

Hi {{First Name}},

Thanks for grabbing [product name] — you now have instant access.

👉 Access it here: [link]

Quick tip: start with the first section and keep it simple. Finished beats perfect.

Enjoy,

{{Your Name}}

## Challenge or Program Signup

Subject: Day 1 starts now 🎯

Hi {{First Name}},

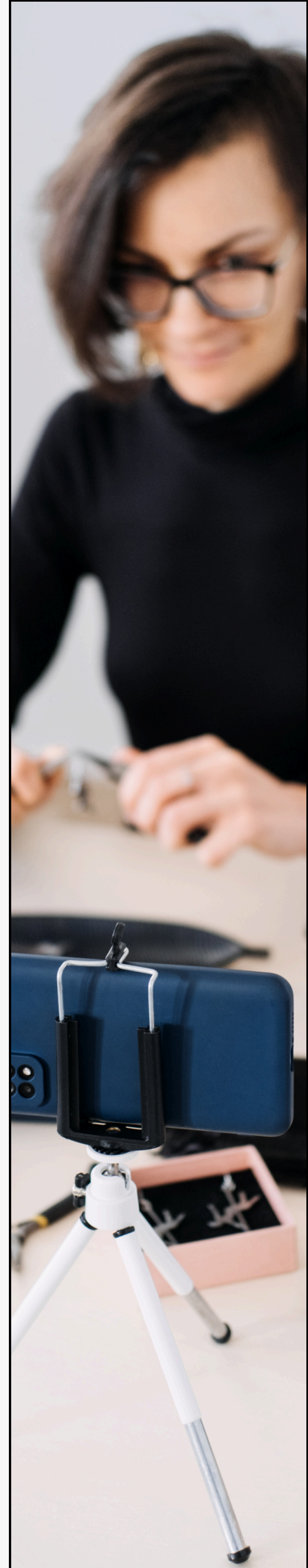
Welcome to [challenge/program name]!

Your first step is here: [link]

No pressure — just show up and start where you are.

You've got this,

{{Your Name}}







*Congrats!!*

You have all the tools you need to create your  
converting sales funnel!

Get started, publish it, and start making sales this  
afternoon.

Any questions? Need some help getting started?  
Reach out any time - I'm always happy to help!!

✉ [support@pamseino.com](mailto:support@pamseino.com)

🌐 [pamseino.com](http://pamseino.com)