

SALES FUNNEL CHECKLIST

Planning

- Identify major problem with solution for customer
- Create list of possible blog post topics related to problem
- Create system to organize content and products

Freebie

- Create freebie sign-up form
- Create freebie landing page
- Create freebie thank you page
- Upload freebie to file storage area
- Set up & schedule freebie email sequence
- Test each freebie email by sending to yourself
- Schedule freebie social media posts
- Test all freebie links
- Test all steps in freebie process

Product

- Schedule product social media posts
- Set up product in shopping cart
- Create product coupon (optional)

SALES FUNNEL CHECKLIST

Product (continued)

- Create product sales page
- Set up deadline timer (optional)
- Create product checkout page
- Create product thank you page
- Upload product to file storage area
- Set up & schedule product email sequence
- Test each product email by sending to yourself
- Test all product links
- Test all steps in product sales process

Content Creation

- Social media posts to drive traffic to blog posts
- Free blog posts, podcasts and/or videos
- Freebie copy
- Freebie landing page copy
- Sales page copy for product
- Freebie sequence emails
- Product sequence emails

SALES FUNNEL CHECKLIST

Images

- Design freebie image
- Product mockups of freebie
 - iPhone
 - Laptop
 - Other _____
- Blog post images to promote freebie
- Social media images to promote freebie and blog posts
 - Facebook
 - Twitter
 - Pinterest
 - Instagram
 - Other _____