THE 72-HOUR FUNNEL: A 2025 FIELD GUIDE TO TURN CLICKS INTO CUSTOMERS

How modern businesses structure offers, pages, and follow-up to win—plus the templates to do it this weekend.

Promise: Read this in under an hour. Build your minimum viable funnel in 72 hours. Ship, measure, iterate.

Tooling: Any funnel builder works—this guide assumes ClickFunnels 2.0 for speed and built-ins.

Want the templates shown? Start a free trial of ClickFunnels → **Click here**

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Templates inside → Start a free trial of ClickFunnels: https://www.clickfunnels.com/signup-flow?aff=f435a83eb2a0d1b030665ae271285fcb216f48f987b0a665986c75ed87e29558&utm_source=landing&utm_medium=web&utm_campaign=lead_magnet_72hr

Headline: "What Happens When Every Click Gets a Next Step?"

A website is a lobby. A funnel is a guided path: Opt-In → Sales → Checkout → Upsell → Delivery → Follow-Up.

Why funnels outperform in 2025:

- **Focus**: One job per page, fewer exits.
- **Margin**: Order bump + one-click upsell raise profit per buyer (AOV).
- **Momentum**: Email/SMS automations convert "maybe later" into "bought."
- **Control**: Split tests and analytics make decisions empirical, not emotional.

> Your win today: commit to one offer, one funnel, one outcome for this 72-hour sprint.

Simple, focused steps beat complex navigation.

Each page has one job, one CTA.
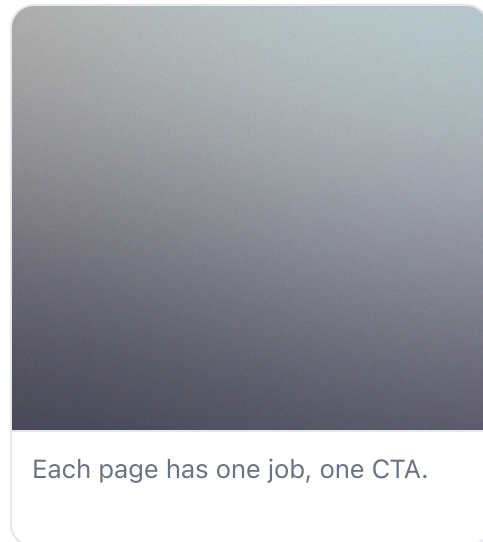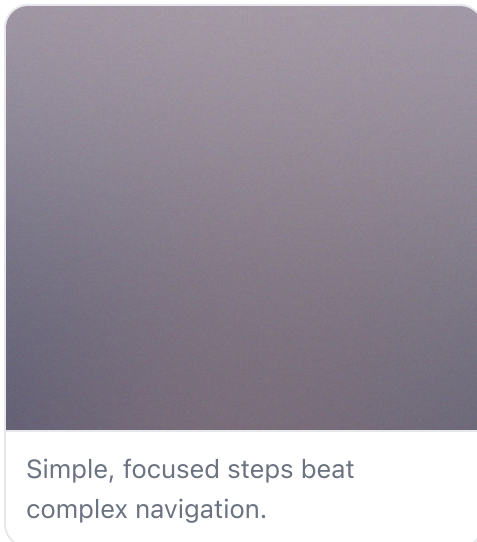
2) Pick Your Path: 4 Proven Blueprints

Choose the blueprint that best matches your goal. Each includes pages, key copy, and a micro-offer "lever" to move numbers fast.

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AI Sales Playbook — The 72-Hour Funnel   Page 0 of 0

Flow:

- Opt-In: "Free 7-Step [Result] Checklist" (email only)
- Case-Study Video (10–12 min): problem → mechanism → proof → CTA "Book Strategy Call"
- Application + Calendar: qualify + schedule
- Thank You: set expectations, pre-work ("Bring X to call")

Lever: Add a Paid Diagnostic ($47–$97) between the call and proposal to lift revenue and show you're for serious buyers.

Good targets: 35–55% opt-in, 8–15% application from opt-ins, 40–70% show rate.

B) E-Commerce – "Profit-Per-Customer" Funnel

Hook: "One product. One page. Real margin."

- Sales Page: problem → promise → product proof → guarantee → CTA
- Order Bump (checkbox): accessory/warranty (+$9–$29)
- Upsell #1 (one-click): 2-pack or bundle (20–30% take rate goal)
- Upsell #2: subscribe-and-save (10–20% take rate goal)

Lever: Tighten benefit bullets and add a risk-free trial if feasible.

Good targets: 2–4% main conversion on cold, AOV +25–50% via bump/upsells.

C) Course/Info – "Enroll-Today" Funnel

Hook: "From stranger to student in 30 minutes."

- Registration: promise + agenda + credibility
- VSL/Webinar (20–30 min): teach → transition → offer + payment plan
- Checkout: order bump (templates), upsell (coaching/VIP)
- Membership Delivery: instant access + quick-start lesson

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D) Local Service – "Lead→Low-Friction Trial→Core Sale"

Hook: "Book today, small commitment, big outcome."

- Opt-In: neighborhood-relevant guide ("Avoid the 5 Costly [Problem] Mistakes")
- Tripwire: $7–$49 inspection/intro session + order bump for add-on
- Scheduling: book the visit
- Thank You: expectation-setting and pre-visit checklist

Lever: Follow-up SMS reminder to cut no-shows.

Good targets: 20–40% opt-in, 15–30% tripwire purchase, 60–85% show rate.

3) Offer Architecture (Make "Yes" Easy)

The Offer Stack (fill this):

- Core Promise: Get [PRIMARY RESULT] in [TIMEFRAME] without [COMMON PAIN].
- Mechanism (why it works): Because we [UNIQUE METHOD / ASSET].
- Deliverables: bullets of exactly what they receive.
- Proof: case stats, before/after, screenshots.
- Risk Reversal: guarantee (time-bound or milestone-based).
- Scarcity/Deadline: natural constraint (cohorts/slots/season).
- Price Framing: core price vs. total value; payment plan option.

Bonus Builder

- Speed bonus (get results faster)
- Stick bonus (helps them finish)
- Scale bonus (makes results bigger)

(If a bonus doesn't improve speed, stick, or scale—cut it.)

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AI Sales Playbook — The 72-Hour Funnel

- **Headline**: "The 7-Step [Result] Checklist (Takes 12 Minutes to Complete)"
- **Subhead**: "Used by [role/industry]; start seeing [micro-win] this week."
- **Bullets**: outcomes, not features
- Form: first name + email. Privacy: "No spam. One-click unsubscribe."

Bridge / Case-Study Page

Hook headline: "How [Avatar] went from [Before] to [After] in 30 Days."

Video (10–12 min): stakes → mechanism → proof → soft transition → CTA

Sales Page (clarity > clever)

- Hero headline: "Get [Primary Result] in [Time]—Even If [Big Objection]."
- Sections: Problem → Mechanism → Offer Stack → Proof → FAQs → CTA
- CTA copy: "Start Now—You Can Cancel Anytime."

Checkout

- Essentials only (name, email, card). Trust badges. Order bump.
- Guarantee restated near button.

Upsell

- Headline: "Want [Bigger Result] Faster? Here's How."
- Value > price framing; one offer per page, no nav.

Thank-You / Delivery

- Confirmation + Next Step (login, schedule, "start here" video).
- Ask for micro-commitment (reply to email, join group).

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- **Welcome + Quick Win (Day 0)** — Subject: "Here's your [Checklist] + Step 1"
- **Teach + Proof (Day 1)** — Subject: "The mistake that kills [Result] (+ how to dodge it)"
- **Mechanism & Myth-Busting (Day 2)** — Subject: "You don't need [common belief]. Do this instead."
- **FAQ & Objections (Day 3)** — Subject: "Is this for [avatar]? What if I [objection]?"
- **Deadline / Scarcity (Day 4 or 5)** — Subject: "Ends tonight: [bonus/price/slot]"

Branching: Clicked, no buy → send "case-study deep dive" and "lite offer." No opens → resend with new subject at +24h. Bought → switch to onboarding.

6) Funnel Math (Know Your Breakeven)

Inputs (fill-in): Visitors (V), Opt-In Rate (O%), Sales Conversion (S%), Base Price (P), Bump (B% × \$), Upsells (U1%, U2%).

Formulas:

- Leads = V × O%
- Buyers = V × S%
- AOV = P + (B%×BP) + (U1%×U1\$) + (U2%×U2\$)
- Revenue = Buyers × AOV
- EPC = Revenue ÷ V
- If running ads: Max CPC to breakeven = EPC

Benchmarks: Opt-In 30–50% (lead magnet), Sales 2–4% (cold) / 5–10% (warm), Bump 20–40%, Upsell #1 10–30%.

7) 7-Day Test Plan (Tiny Levers, Big Lifts)

- Day 1–2: Headline A/B (benefit vs. benefit+curiosity)
- Day 3: Hero image/video (product in use vs. customer outcome)

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- Day 7: Email subject line tests (Welcome & Proof emails)

Rule: one variable at a time, 1,000+ visits or 100+ events per variant before a call.

8) Pre-Launch Checklist (30 Items)

Offer & Compliance

- One avatar, one problem, one promise

- Clear guarantee & refund terms match policies

- Testimonials permitted & attributed

Pages

- Fast load (<3s) mobile-first

- Above-the-fold headline = result in timeframe

- Single CTA per page

- Checkout frictionless, trust seals present

- Bump/upsell copy promise outcomes, not features

Tracking

- Events set: opt-in, checkout viewed, purchased, bump, upsells

- Goal dashboards show O%, S%, AOV, EPC

Automation

- 5-email core live

- Branching for click/no-click/buy

- Post-purchase onboarding and cross-sell

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- Consistent fonts/colors/buttons

Contingency

- Fallback payment method
- "We're live" checklist for the team

9) Copy & Creative Swipe Bank

Headlines (paste & adapt)

- "Get [Primary Result] in [Timeframe]—Even If [Big Objection]"
- "The 3-Page Funnel That Turns [Browsers] into [Buyers] (Template Inside)"
- "From [Zero] to [First 100 Customers] With One Offer"
- "Stop Guessing: The Checklist That Doubled Our [Metric] in 14 Days"
- "Add This 60-Second Upsell and Watch AOV Jump"

Bullets (benefit > feature)

- Do [Outcome] without [Pain]
- Shortcut [Process] with [Template]
- Avoid the [Hidden Cost] almost everyone pays

CTAs

- "Start Now—See It Work for You"
- "Get the Plan, Build This Weekend"
- "Unlock Your Funnel & Follow-Up"

Guarantees

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- Opt-In <25%: tighten headline (add timeframe), swap hero image to outcome, increase perceived value of lead magnet.

- Clicks but No Buys: move proof higher; add FAQ block; test payment plan.

- Low AOV: clarify bump outcome; reposition Upsell #1 as "best value" bundle.

- High Abandon: reduce checkout fields; restate guarantee near button; add express pay.

- Emails Not Opened: rewrite subject lines; resend to non-openers at +24h.

- Calls Not Showing: add SMS reminder + pre-call worksheet; confirm timezone.

11) Worksheets (Printables)

A. Offer Scorecard (0–3 each; aim ≥18/24)

- Clarity of Promise (0–3)

- Timeframe Specificity (0–3)

- Mechanism Uniqueness (0–3)

- Proof Depth (0–3)

- Risk Reversal Strength (0–3)

- Bonus Relevance (0–3)

Total: ___ / 24

B. Message Map

Avatar: _____
Pain: _____
Desired Result: _____
Mechanism (why it works): _____
Myth to Bust: _____
Proof (1 stat, 1 story, 1 screenshot): _____

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P = _____ D% = _____ DP = _____

U1% = _____ U1$ = _____ U2% = _____ U2$ = _____

AOV = _____ Revenue = _____ EPC = _____

D. Email Planner (5-day)

Day 0: Asset + Quick Win → CTA _____

Day 1: Mistake + Tip → CTA _____

Day 2: Mechanism → CTA _____

Day 3: FAQ/Objections → CTA _____

Day 4/5: Deadline → CTA _____

Where ClickFunnels 2.0 Fits (and Why It's in This Guide)

- Drag-and-drop pages & funnel flow

- Smart checkout (bump/upsells)

- Workflows (email/SMS)

- Membership/course delivery

- Analytics & A/B testing

- Site/blog, simple CRM, collaboration

If speed matters, start a free trial and load the templates from this guide:
ClickFunnels 2.0 → **Start free**

After You Read This—Do This Next (Your 72-Hour Plan)

Today (60–90 min)

- Pick one blueprint above.

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- Build pages from the wireframes (opt-in → sales → checkout → upsell → thank you).

- Add order bump, Upsell #1.

- Connect 5-email sequence.

Day 3 (2–3 hrs)

- QA on mobile, set events, publish.

- Share to your warm channels (list, socials, partners).

- Start the 7-day test plan.

You'll finish with a live funnel, live numbers, and a clear next lever to pull. That's "closer to your goal" by definition.

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