

Relatable Sales Funnel – Fill-in-the-Blank Template

1. One-Liner

Formula: Customer's Problem + Your Solution = Happy Ending

Example: "Most parents dread taking their child to the dentist. At BrightSmile Dental, our cheerful, kid-friendly office makes children feel safe and happy—so both kids and parents actually enjoy their visit."

Your Turn: Write a sentence that clearly states the problem, your fix, and the great result they'll get.

2. Website Header

Answer these questions in your headline and image:

- What do you offer?
- How will it make your customer's life better?
- What do people need to do to buy it or work with you?

3. Stakes

Describe two possible futures:

- Without you: What challenges or frustrations will continue?
- With you: How life improves after they work with you.

4. Value Proposition

List 3 concrete benefits side-by-side:

5. Guide

- Authority: Testimonials, awards, years of experience, big-name clients.
- Empathy: A short statement showing you understand their frustration.

6. Simple Plan

Break down your process into 3 easy steps.

7. Explanatory Paragraph

Template:

At [Your Business], we know you want to be [goal]. To do that, you need [need]. The problem is [challenge], which makes you feel [emotion]. We believe [philosophy]. We understand [empathy statement], which is why we [solution]. Here's how we do it: 1) [Step One] 2) [Step Two] 3) [Step Three]. So you can stop [negative outcome] and start [positive outcome].

8. Lead Generator

Offer something valuable in exchange for an email address (e.g., free guide, checklist, webinar, sample).

9. Sales Email Sequence

- Email 1 – Deliver the freebie
- Email 2 – Problem + Solution
- Email 3 – Testimonial
- Email 4 – Overcome Objection
- Email 5 – Show How You're Different
- Email 6 – Ask for the Sale

10. Nurture Emails

Stay in touch with tips, updates, or useful info so they think of you when ready to buy.