

For the "Odd Jobs" industry (gig economy), a standard sales funnel fails because you have **two different customers** with opposite needs:

1. **The Job Poster (Customer):** Wants convenience, speed, and trust.
2. **The Worker (Provider):** Wants fast cash and consistent leads.

The best funnel for this industry is the "**Segmentation Funnel.**" You must split your traffic *immediately* upon landing.

Here is the blueprint for a high-converting funnel designed to take viral traffic and turn it into active users.

Phase 1: The "Split" Landing Page (The Destination)

Do not send viral traffic to your App Store link. You will lose 50% of them. Send them to a mobile-optimized web page.

The Design:

- **Hero Image:** A split screen or a very clear toggle button.
- **Headline:** "Get help today OR Get paid today."
- **The Action:** Two giant buttons.
 - Button A: "**I Need a Job Done**"
 - Button B: "**I Want to Earn Money**"

Phase 2: The Pathways (Choose Your Adventure)

Once they click a button, the experience must change tailored to their psychology.

Path A: The Customer (Job Poster)

Goal: Get them to post a job before they realize they signed up.

1. **The Hook (Low Friction):** Don't ask for an email yet. Ask: "*What do you need help with?*" (Dropdown: Moving, Cleaning, Yard Work).
2. **The Commitment:** Ask "*When do you need it?*" and "*What is your Zip Code?*"
3. **The "Carrot":** Show them a fake/preliminary result: "*We found 12 workers in [Zip Code] available now.*"
4. **The Gate (Signup):** To see the prices or book a worker, they must enter their email/phone.
 - *Why this works:* They have already invested time answering questions. They are likely to finish.

Path B: The Worker (Provider)

Goal: Prove that there is money waiting for them.

1. **The Hook:** "*How much do you want to make?*" (Slider: \$20/hr - \$100/hr).
2. **The Proof:** Show a map or list of "Recent jobs posted in your area" (even if populated by older data, show activity).

3. **The Gate (Signup):** "Create a profile to claim these jobs."
 4. **The Upsell:** "Want to see jobs 10 minutes before everyone else? Verified workers earn 2x more." (This seeds your future subscription model).
-

Phase 3: The "App Push" (Retention)

Now that you have their email and they are logged in on the web, **now** you push the app.

- **For Customers:** "Download the app to track your worker's GPS location."
 - **For Workers:** "Download the app to get instant push notifications for new jobs."
-

Phase 4: The "Nurture" (Email Automation)

Most people won't transact immediately. You need automated emails to bring them back.

Target	Email 1 (1 Hour Later)	Email 2 (24 Hours Later)
Customer	"Here are 3 top-rated workers near you."	"Save \$10 on your first odd job (Code: WELCOME)."
Worker	"3 jobs in your area are still unclaimed."	"Success Story: How Mike made \$400 this weekend."

Why This Funnel Works for 100k Users

1. **Low Friction:** You don't force a download immediately. You capture the lead on the web first.
2. **Curiosity Gap:** You show them the value (available workers or available money) *before* asking for the sign-up.
3. **Double-Dip:** By capturing the email first, if they don't download the app, you can still market to them forever.