Funnel Blueprint
The Path to Mastery

MYRIAD SPRING

Step 1: Foundation

Why Funnels?

- Build Authority
- Predictable Income
- Attract Perfect Clients
- Automate Marketing
- Small Upfront investment

Funnel Mindset

- Data-driven
- Fewer products but better marketing
- Test, measure, improve, repeat
- Keep it simple
- Value in advance
- Done is better than perfect

Funnel Builder Stages

- Build a Foundation
- Choose Your Niche
- Grow Your Audience
- Nurture Your List
- Craft Your Offer
- Launch Your Funnel
- Scale Your Business

Who can use Funnels?

- Experts
- Authors
- Coaches
- Consultants
- Physical Product Sellers
- Service Providers
- Brick and Mortar businesses
- Agencies

Types of Funnels

- Freebie Funnel
- Self-liquidating offer
- VSL / Webinar Funnel
- Membership Funnel
- High-ticket booking

The Focusing 5

- One Audience
- One Traffic Source
- One Funnel
- One Offer
- **For One Year**

Types of Funnel Builders

- **DIY:** Small or no team and bootstrapping to learn the skills. Keep your processes simple and "lean"
- **Team Builder**: Find the right person for each job. Can grow fast but be careful of profit margins.

Funnel Pricing Goals

- Break Even Funnels
- Core Offers
- Recurring Revenue
- Affiliate Revenue

Step 2: Choose Your Niche / Audience

Become a Problem Solver
- **External Result**: What does your audience want to achieve?
- **Internal Transformation:** Who does your perfect person what to become?

Passions, Proficiencies, and Profits
- **Passions**: what would you do all day every day even if you never got paid for it?
- **Proficiencies**: What are you the "go-to" person for?
- **Profits**: Where are people *already spending money*?

Your perfect day
- What kind of work gives you energy?
- Do you want to be around a group, or do you like to create on your own?

- Do you want to work directly with clients or create a "passive" business?
- Where are your energy levels high? Low?

Market Research
- **Facebook**: Are people running ads? Active Groups? Popular Pages?
- **Google**: Any good blogs on this topic? How are the blogs monetizing?
- **Amazon**: What books already exist on this topic? What do the reviews say?
- **Quora:** What questions are people asking about this topic?
- **YouTube**: What tutorials are people searching for in your niche?
- **Podcasts**: Who are the experts and discussions in your niche?

Step 3: Grow Your Audience

Build Trust by Giving Value

- Who is your audience?
- What do they want?
- How can you help them get it?

Choose Your Content Medium

- The Written Word (Blogging)
- The Spoken Word (Podcast)
- The Video Teacher (YouTube)
- The Performer (Live Video)

Commit and Create

- What can you create on a *daily basis?*
- Commit & Publish for 100 days
- Done is better than perfect
- Continuous Improvement

Easy Content Flow

- **Hook them in**: "If you are (target audience), and you'd like (big result), then this video is for you!"
- **Quick Preview:** "In this video you're going to learn ways I ____ to get _____"
- **Call to Action #1:** "But before I show you, be sure to subscribe / download freebie / buy product
- **Give Value:** "Now, let's dive in with the first tip"
- **Wrap up & Final Call to Action:** "I hope you enjoyed this video / post – now make sure you click the link below to get ____"

Endless Content Ideas

- What is the big goal your audience has?
- What are 3-5 steps or skills they need to achieve it?
- Build content for each step

How to Guides

- The ultimate guide to _____
- Beginner's guide to _____
- A quick start guide to _____

List Posts

- ## Effective tips for _____
- ## Common mistakes beginning ____ make
- ## Amazing Resources for _____

Problem Solving

- How to get more _____ in ## Easy Steps
- How to Master ____ in 30 Days
- How to ____ on a budget

Product Reviews

- The best ____ on a budget
- ## reasons why you will love ___
- ____ Alternatives: Everything you need to know

Step 4: Nurture Your List

Why an Email List

- The audience you own
- Can reach them whenever you want
- No algorithms to fear
- Build intimate relationships with your best fans
- Continually learn more about your target audience

How to Build a List

- **Find a Pain Point:** What content does your audience resonate with?
- **Create a quick win:** What resource can you give them to overcome their pain point quickly?
- **Build Freebie Funnel:** Collect email address and deliver your freebie automatically
- **Promote!** Show freebie on home page. Mention in content

Build a Relationship

- **Welcome Sequence:** 3-5 emails to introduce new subscribers to who you are and how you can help them
- **Daily / Weekly Check ins**: Stay top of mind by sharing what is happening in your world and make an offer

Understand Your Audience

- New Subscribers?
- VIP Customers?
- First Time Buyers?
- Abusers?
- Beginners?
- Advanced Users?

Email Automations to Use

- Welcome Series
- New Subscriber Special Offer
- Abandoned Cart Sequence
- Re-engage Cold Subscribers

Common Roadblocks & Fears

- **Fear of hitting send:** These are your online friends, never be afraid to check in!
- **Fear of unsubscribes:** This is good! You are pruning your list so only your best leads are left!
- **Overcomplication:** Keep it simple and don't try to over-automate

Step 5: Craft Your Offer

Offer vs Product

- Products are commodities
- Offers are unique
- Combine multiple products into your offers

Offer Principles

- **No-brainer:** Your first offer should be an easy yes and over deliver
- **Easy to explain:** Every component of your offer works together
- **Fewer, but better**: It's easy to create dozens of products, but fail to sell any

Offer Ideas

- Templates
- Ebook
- 30-day Challenge
- Online Course
- Calculator
- 1:1 coaching
- Group coaching
- Mastermind
- Printables
- Done for you Services
- Online Summit
- In Person Events
- Physical Products
- Subscription Boxes

Offer Pricing

- **First Sale:** Under $100
- **Core Offer:** $100 - $1,000
- **Overdeliver:** Would your product be a good purchase if you sold it for 3-5x the asking price?
- **Ugh...** just end price with a 7... don't ask me why!

Step 6: Launch Your Funnel

Your Value Ladder

- The series of offers you make to your audience when they purchase
- **Good for them:** They are in a buying mood, and you can help them solve their problems
- **Good for you:** Effective value ladders can triple the value of every order
- **Don't abuse it:** Don't add 37 upsell offers to your value ladder – keep customers happy

Anatomy of Value Ladder

- **Core offer –** the thing they came to buy
- **Bump offer -** An optional add-on presented on checkout form
- **Upsells –** Additional offers made on the Thank You Page of the purchase

- **Downsells** – "Save the sale" options if customer refuses the upsell

Evergreen or Launch Window?

- **Evergreen:** Allow customers to buy around the clock
- **Launch Window**: Only open your offer at specific times of the year

Components of an effective funnel

- Sales Page
- Checkout Page
- 2-step checkout
- Abandoned Cart automation
- 1-3 Upsells
- 1-3 Downsells
- Affiliate Application

Step 7: Scale Your Funnel

Key Metrics
- Average Order Value
- Cost Per Lead
- Cost Per Purchase
- Return on Ad Spend
- Sales Page Conversion Rate
- Cart Page Conversion Rate
- Customer Lifetime Value
- Breakeven Point

A/B Test to Improve You Funnel
- Headlines
- Bullet Points
- Price Points
- Upsell Offers
- Downsell Offers
- Ads
- Email follow-up
- Video vs Image
- Short vs Long

Build Your Team
- Customer Service
- Facebook Ads Agency
- Tech Help
- Social Media Manager
- Operations Manager
- Video Editor
- Designer

Ways to Scale
- Affiliate Program
- Facebook Ads
- Content Repurposing
- Joint Ventures
- Host a Podcast
- Giveaways / Sweepstakes
- **Make great stuff**

Build an Affiliate Team
- Your customers are your best salespeople
- Word of Mouth = instant trust
- Digital products = high margins
- Incentivize 20-50% affiliate commissions to motivate sellers
- Run contests
- Recruit Super Affiliates

Run Paid Traffic
- Retarget your leads
- Create Lookalike audiences
- Build a "warm audience"
- Focus on Conversion Ads
- Video Ads offer incredible analytics
- Focus on Return on Ad Spend to scale

Stack Funnels
- Over time build logical next step offers
- Lead from Funnel 1 -> Funnel 2

Common Mistakes / Pitfalls

Paralysis by Analysis

- Done is better than perfect
- You're not helping anyone if you never hit publish
- "Imperfect videos" look more authentic and trustworthy than highly polished and edited content

Overspending

- Buying more tools is a form of procrastination
- Simple & working is better than fancy and broken
- A laptop and a cell phone is all you need to make your first million

Inconsistency

- Be there for your email list
- Be there for your audience
- Be there for the algorithms
- Inconsistency is a quick way to lose trust

Imposter Syndrome

- You don't need to be an expert
- Stay 1 step ahead of your audience
- Document the journey
- Interview experts so you don't have to be one

Spaghetti Testing

- What gets measured gets improved
- If it doesn't work, understand **root cause**
- Brainstorm, test, measure, improve, repeat

Instant Gratification

- Real business takes time to build
- Celebrate small wins
- Measure effort, not output at first
- 1% better every day

Best Resources

Please note that some links below are affiliate links.

Membership Platforms

- [Thrive Apprentice](#)
- [Teachable](#)
- [Kartra](#)
- [Tutor LMS](#)

Automation Tools

- [Integrately](#)
- [Zapier](#)

Email Marketing

- [FluentCRM](#)
- [Convertkit](#)
- [Autonami](#)

Web Domain & Hosting

- [Cloudways](#)
- [Bluehost](#)
- [Cloudflare](#)
- [Google Domains](#)

Sales Funnel Tools

- [Thrivecart](#)
- [Kartra](#)
- [Cartflows](#)

Video

- [Restream](#)
- [Invideo](#)
- [Dubb](#)

Website Building

- [Thrive Themes](#)
- [Elementor](#)
- [Kadence Blocks](#)

Content Creation

- [Jarvis](#)
- [Ahrefs](#)
- [Grammarly](#)

Graphic Design

- [Glorify](#)
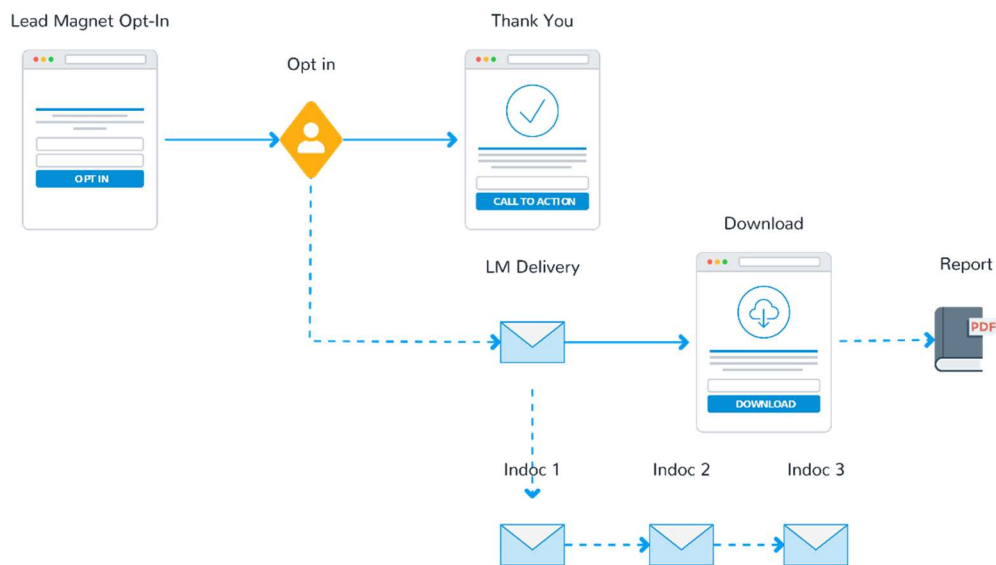- [Pixelied](#)
- [Canva](#)

Productivity

- [Trello](#)
- [Slack](#)

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Funnel #1: The Freebie Funnel

Funnel Goals

- Build your email list by offering a valuable "quick win" to your audience in exchange for their email address

Who it's for:

- No / Small List
- Don't have an offer yet

Funnel Components

- Opt in Page
- Confirmation Page
- Freebie Delivery Email
- Freebie Download
- Nurture Email Sequence

Pros

- Easy to build
- Minimal tech required
- Confidence builder
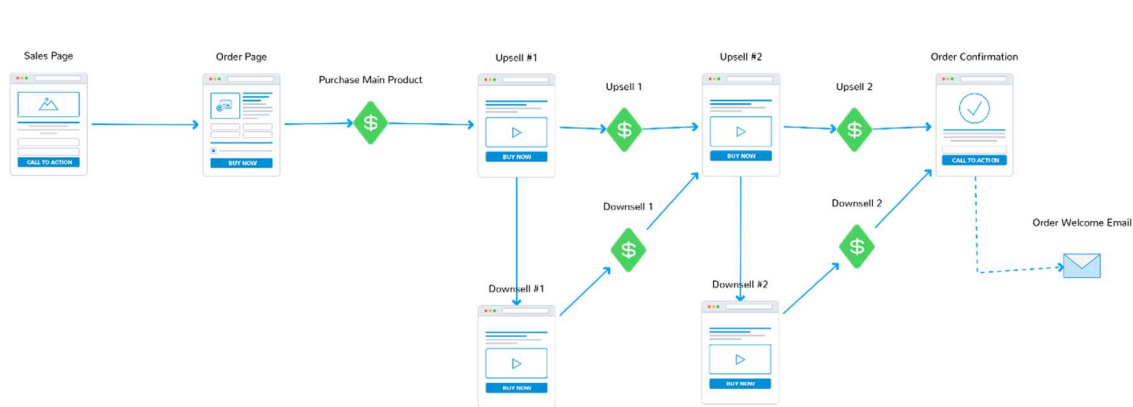- Foundational piece that you can bolt onto later

Cons

- Doesn't offer a paid product, so you can't scale with ads
- Some of your list will be "freebie seekers" and won't become customers

Funnel #2: The Self-Liquidating Offer Funnel

Funnel Goals

- Drive traffic to a low priced "no brainer" offer
- Optimize Average Order Value through upsells and downsells
- **Break Even** funnel with paid traffic

Who it's for:

- Experienced marketers
- Have multiple offers that can be placed in value ladder
- Looking for quality over quantity in email list

Funnel Components

- Sales Page
- Checkout Page
- Upsell Page(s)
- Downsell Page(s)
- Thank You page
- Post-Purchase email

Pros

- Build a high-quality list
- Get paid to build a list a buyers

Cons

- Can be tricky to get profitable as a beginner
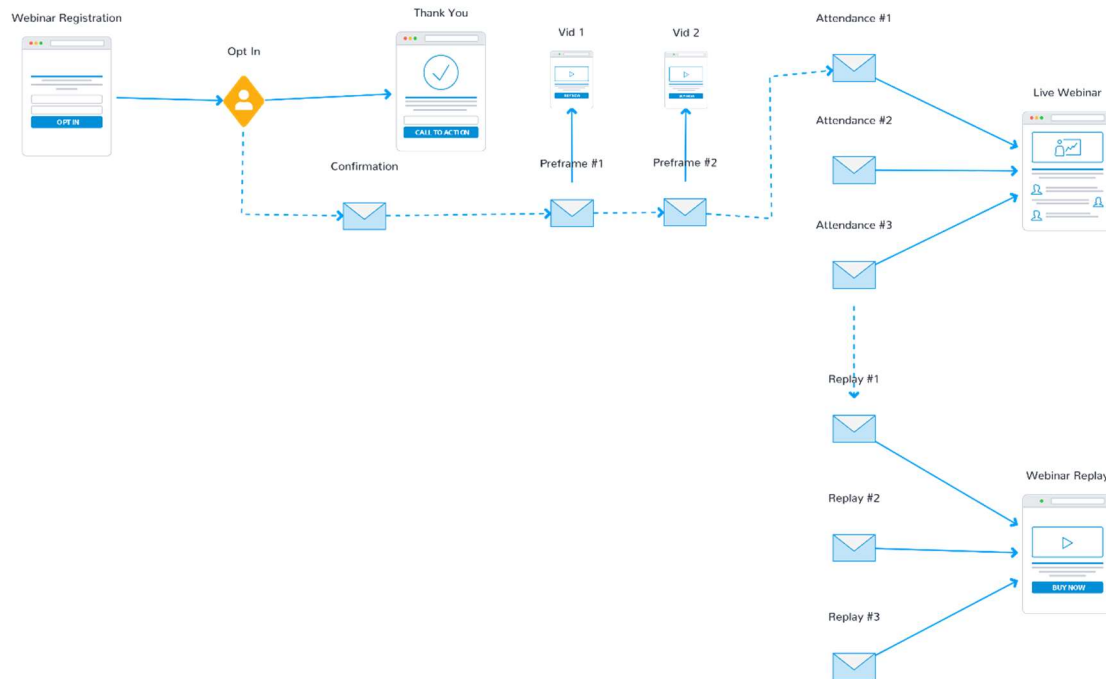- Missing out on tons of potential leads

Funnel #3: VSL / Webinar Funnel

Funnel Goals

- Sell a middle-high price product using video
- Can be set up for live webinars or pre-recorded "evergreen" webinars

Who it's for:

- You already have a "core" or "signature" offer
- Comfortable selling on video
- Have a warm email list already
- Looking to stack a funnel on top of freebie or Self-Liquidating Offer funnel

Funnel components

- Registration Page
- Thank You Page
- Pre-webinar nurture sequence
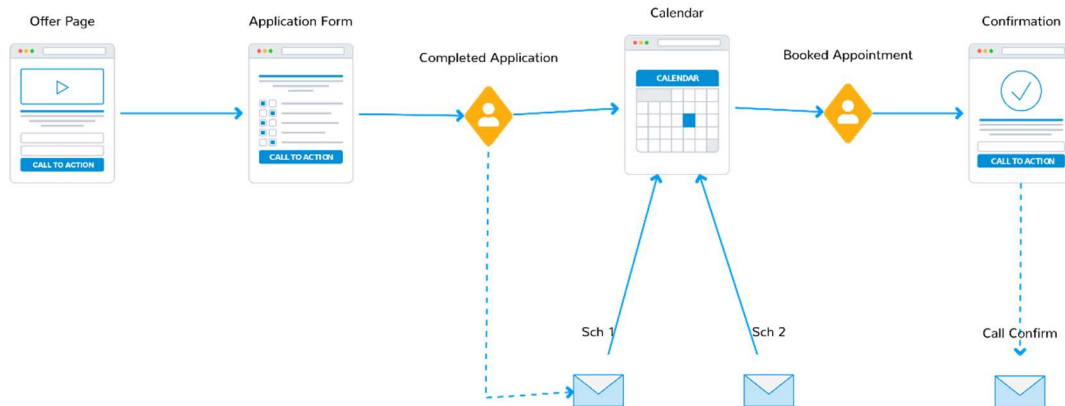- Webinar Page
- Follow-up sequence

Pros

- Selling with video is extremely effective
- Allows you to monetize

Cons

- Can be difficult with a cold audience to build up trust
- People are losing patience for traditional 60-120-minute-long webinars
- More tech and automation involved which makes it tricky to set up at first

Funnel #4: High Ticket Application Funnel

Funnel Goals
- Sell high priced products or services over the phone / video chat
- Can be used to find new clients or to upgrade existing leads and customers

Who it's for:
- Service providers
- Coaches
- Expensive course sellers > $1,000

Funnel components
- Opt-in Page
- Case Study / Application Page
- Calendar Booking Page
- Confirmation Page
- Follow up Email Sequence

Pros
- Pre-screen applicants so you eliminate timewasters
- No fancy sales page required – you can sell over the phone and handle objections in real time
- Offering services allows you to get great testimonials and hone your craft

Cons
- Time wasters
- No-shows
- Bad clients do exist…
- Hard to scale without hiring a big team

Build Your Funnel Blueprint

Take all the information above and let's design your Funnel Blueprint.

Step 1: Funnel Foundation

Let's get our minds right before we start building our funnel and our business.

My "WHY" for building a funnel is:

_____

_____

_____

_____

I am this kind of Funnel Builder (circle one)

DIY BUILDER   **TEAM BUILDER**

I am currently in this **Funnel Building Stage:**

_____

Commit to Focus by writing the sentence below:

"I WILL FOCUS ON ONE AUDIENCE, ONE TRAFFIC SOURCE, ONE FUNNEL, & ONE OFFER FOR **ONE YEAR"**

_____

_____

_____

Step 2: Choose Your Niche / Audience

Let's identify your audience & niche up front to help you hone in on your messaging.

What does your audience want to achieve? (External Result)

_____

_____

_____

Who does your audience want to become? (Internal Result)

_____

_____

_____

Describe your perfect workday:

6:00 AM	
7:00 AM	
8:00 AM	
9:00 AM	
10:00 AM	
11:00 AM	
12:00 PM	
1:00 PM	
2:00 PM	
3:00 PM	
4:00 PM	
5:00 PM	
6:00 PM	
7:00 PM	
8:00 PM	
9:00 PM	
10:00 PM	
11:00 PM	

Your perfect industry is where your passions, proficiencies (skills) and profit potential intersect. Brainstorm to find your intersection:

Passions

Profitability   Proficiency
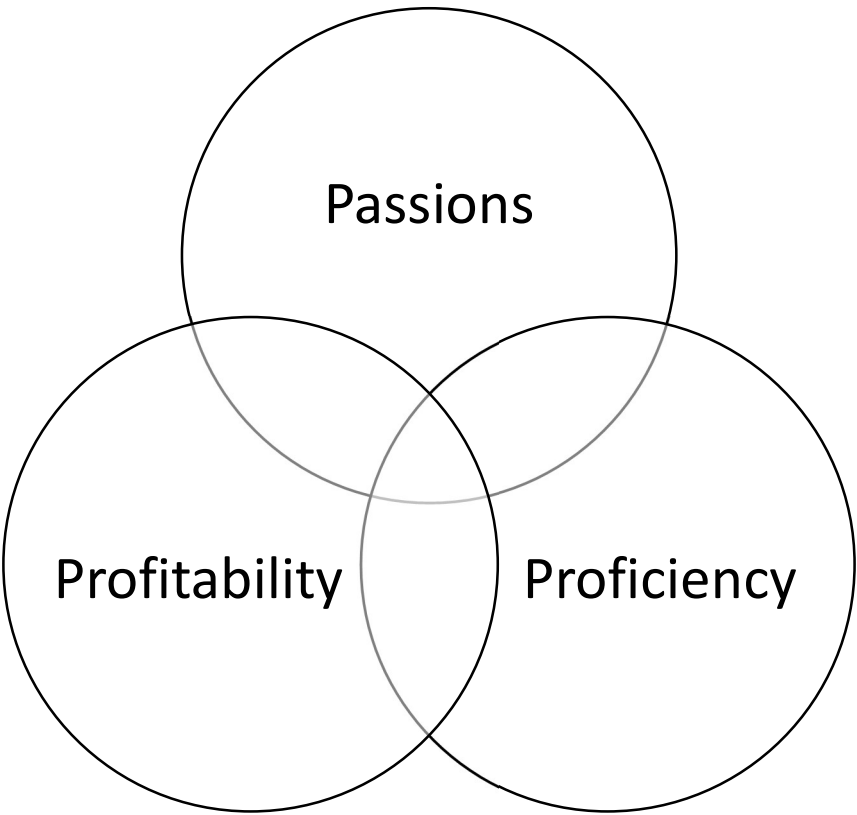
My Passions   My Proficiencies   Profitable? (Yes or No)

_____   _____   _____

_____   _____   _____

_____   _____   _____

_____   _____   _____

_____   _____   _____

_____   _____   _____

_____   _____   _____

_____   _____   _____

Take your top 3 ideas and do some market research to find a hungry market:

Market Idea #1:					
Facebook Pages / Groups	Google / Blogs	Amazon Books	Quora Questions	YouTube Tutorials	Podcasts

Market Idea #2:					
Facebook Pages / Groups	Google / Blogs	Amazon Books	Quora Questions	YouTube Tutorials	Podcasts

Market Idea #3:					
Facebook Pages / Groups	Google / Blogs	Amazon Books	Quora Questions	YouTube Tutorials	Podcasts

Step 3: Grow Your Audience
Let's create a value-focused marketing plan to attract your perfect audience

I like to speak directly to my *avatar* – a specific person in my audience. Describe your avatar – Name, age, likes, dislikes – everything you can envision about them:

_____

_____

_____

_____

What does your avatar want to achieve?

_____

_____

_____

_____

How can you help them get it?

_____

_____

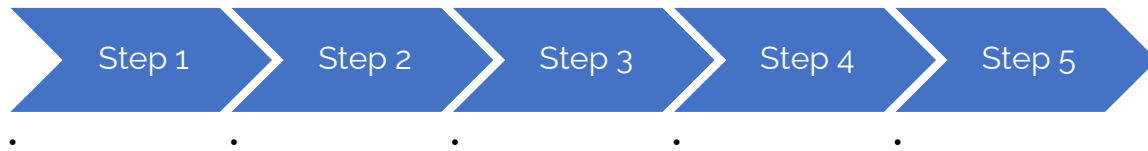_____

_____

What is the *easiest* form of content for you to create consistently? (Circle One)

Blog Posts   Podcasts
Pre-recorded YouTube Videos   Live Videos

Let's break down the journey your avatar needs to go on to achieve her goals. What 3 – 5 steps or skills does she need to build to achieve the big goal?

Step 1	Step 2	Step 3	Step 4	Step 5

Now let's brainstorm your first month of content. Think of 5 content ideas for each category that you could help nudge your avatar in the right direction:

5 How to Guides

1	
2	
3	
4	
5	

5 Problem Solvers

1	
2	
3	
4	
5	

5 List Posts

1	
2	
3	
4	
5	

5 Product Reviews

1	
2	
3	
4	
5	

Step 4: Nurture Your List

Let's build a list of engaged superfans that rely on *you* to solve their problems.

What is one of the most painful problems your audience has?

_____

_____

_____

_____

What is the **easiest quick win** you can teach them to relieve this problem?

_____

_____

_____

_____

What would be the most effective way to solve their pain point?

Checklist	Ebook	Email Course	7 Day Challenge	Training Video
Mini-course	Workbook	Calculator	1:1 Consultation	Swipe File

Step 5: Craft Your Offer

Let's find the perfect "no brainer" offers to sell to your growing audience.

What are 3-4 big problems you can help you audience solve that they would be willing to give you money for?

Problem 1	Problem 2

Problem 3	Problem 4

Brainstorm 10 product ideas that you can combine into "offers"

Checklist	Ebook	Email Course
•	•	•
•	•	•
•	•	•
•	•	•

7 Day Challenge	Training Video	Mini-course
•	•	•
•	•	•
•	•	•
•	•	•

Workbook	Calculator	1:1 Consultation
•	•	•
•	•	•
•	•	•
•	•	•

Swipe File	Done for you Services
•	•
•	•
•	•
•	•

Thoughts and notes:

_____
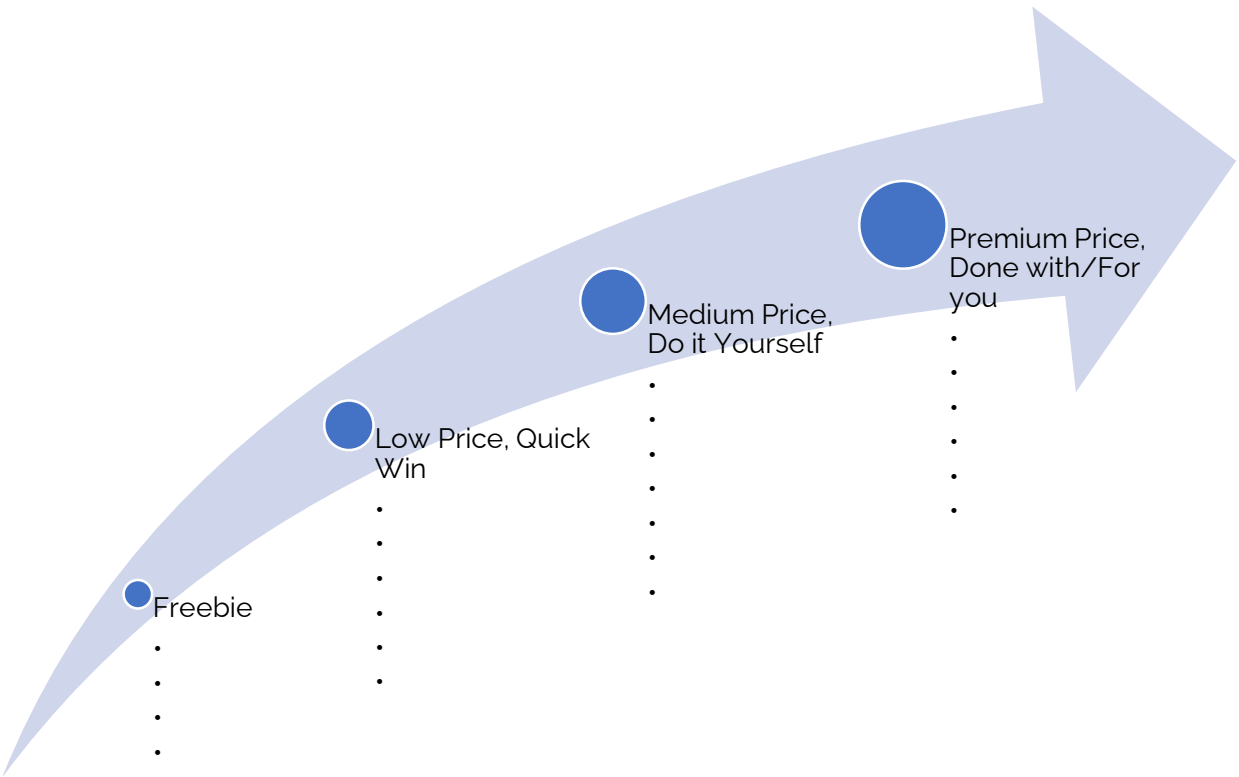
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_____

_____

_____

Step 6: Launch Your Funnel

Turn your valuable offers into a scalable marketing process.

Combine your offer ideas into the following buckets:

Low Priced, Quick Wins (Under $100):

_____

_____

_____

_____

_____

Medium Price, Do It Yourself

_____

_____

_____

_____

_____

Premium Price, Done With/For You

_____

_____

_____

_____

_____

Visualize your value ladder by placing your offer ideas along the arrow as value increases.

Premium Price, Done with/For you
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·
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·
·
·
·

Medium Price, Do it Yourself
·
·
·
·
·
·
·

Low Price, Quick Win
·
·
·
·
·
·

Freebie
·
·
·
·

Launch Calendar: Would you rather run intense launch windows, or consistent evergreen sales? (Circle one)

Intense Launches with Big Sales   Evergreen with Smaller Consistent Sales

Step 7: Scale Your Funnel

Become the business owner your clients deserve by scaling your business and serving more people.

Track your key metrics over time

Metric	Month 1	Month 2	Month 3
Average Order Value			
Cost Per Lead			
Cost Per Purchase			
Return On Ad Spend			
Sales Page Conversion Rate			
Checkout Page Conversion Rate			
Customer Lifetime Value			
Breakeven Point			

Think ahead to the team you'll want to lead. Which roles do you want to hire to keep you in your **zone of genius?**

_____

_____

_____

_____

_____

_____