

# Free Funnel Blueprint to Scale Your Instagram Business

*Turn Your Instagram Followers into Paying Clients - Even with a Small Audience*

## What This Blueprint Covers

- The 3-Step Funnel That Turns Followers Into Buyers
- The Best Offer Structure to Boost Conversions
- My Exact IG Ad Structure for \$5 Leads
- Bonus: Tools I Use To Build Funnels in Under 30 Minutes

## Step 1: Lead Magnet

Create a free value-packed resource (like this Blueprint) to attract your ideal audience. It should solve one problem or give one quick win.

## Step 2: Landing Page

Design a simple 1-page site with a strong headline, benefits list, and email opt-in form. Keep it clean and focused.

## Step 3: Nurture + CTA

After they opt in, send value via email or DM, then pitch your main offer (coaching, service, product). Use testimonials, proof, and urgency.

## Offer That Converts

Your offer should include:

- A clear outcome or result
- Bonuses that add urgency and perceived value
- A strong guarantee (if possible)
- A limited-time call to action

## IG Ad Strategy for \$5 Leads

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Use short Reels or static images with this format:

- Hook: Grab attention in first 3 seconds
- Pain: Show the problem
- Solution: Introduce your freebie
- CTA: 'Click link in bio' or 'DM FUNNEL'

## Bonus Tools I Use

- Carrd (simple landing page builder)
- Notion (for free resources or funnels)
- Stan.store (for selling offers)
- Canva (for designs & creatives)
- Meta Ads Manager (for targeting)

## Lets Build Your Funnel

Want me to help you build it? DM me "FUNNEL" on Instagram: @thedb\_strategy