

Funnel
by Rachelle

FUNNEL CHECKLIST

**A step-by-step checklist to
make sure your funnel is set
up for success**



Funnels

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1. FOUNDATION

- I know my ideal audience
- I have a clear offer
- I have a defined goal for my funnel
- I understand the customer journey

2. LANDING PAGE

- Headline is clear and benefit-driven
- Subheadline supports the headline
- Call-to-action (CTA) is visible and clear
- Lead capture form is connected
- Trust element or social proof is included
- Page is mobile-friendly

3. EMAIL SETUP

- Welcome email is set up
- Follow-up emails are written
- Emails provide value and build trust
- CTAs are clear in each email
- Automations are tested

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4. THANK YOU PAGE

- Thank you message is clear
- Next steps are outlined
- Offer or resources is delivered
- Social Share or referral ask added
- Links and buttons work

5. AUTOMATION

- Leads are tagged or segmented
- Emails are automated
- Notifications are set up
- All links are tested
- Workflow is active



BONUS CHECK

- Funnel is mobile-friendly
- All pages are published
- Tested the full funnel flow
- I'm ready to launch