



BUILD YOUR TRIPWIRE FUNNEL



CHECKLIST



IMPORTANT: This is a fillable PDF - you can type straight into it, but you'll need to download it to your device and open it with **Adobe Acrobat Reader** (free) or **Adobe Acrobat Pro**. If you try to open it in your browser or Mac Preview, the typing feature might not work properly and/or you may lose your work.



FEMALE ENTREPRENEUR ASSOCIATION

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YOUR FUNNEL CHECKLIST

1

YOUR FREEBIE:

- ☐ I have a specific, valuable freebie that delivers a quick win
- ☐ My freebie naturally leads into my tripwire offer
- ☐ I've created a name that clearly communicates the outcome
- ☐ I've created a visual mockup of my freebie

2

YOUR OPT-IN PAGE:

- ☐ Clear, specific, compelling headline
- ☐ Supporting sub-headline
- ☐ 3-5 outcome-focused bullet points
- ☐ Visual mockup of the freebie
- ☐ Engaging button text (not just "sign up")
- ☐ No distracting navigation or links

3

YOUR TRIPWIRE OFFER:

- ☐ It's the next logical step from my freebie
- ☐ It delivers a quick, clear result
- ☐ It's priced between \$7 and \$47
- ☐ It feels like incredible value at that price

4

YOUR TRIPWIRE THANK YOU PAGE:

- ☐ Confirmation that the freebie is on its way
- ☐ Headline that positions the offer as special and exclusive
- ☐ Clear price vs. normal price comparison
- ☐ 20-minute countdown timer
- ☐ 3-7 outcome-focused bullet points
- ☐ Outcome-focused buy button
- ☐ "No thanks" link for people who don't want to buy

5

YOUR CONFIRMATION PAGE:

- ☐ Version A for buyers (confirms freebie + purchase)
- ☐ Version B for non-buyers (confirms freebie)
- ☐ Soft call-to-action on both versions

6

YOUR EMAIL SEQUENCE:

- ☐ Email 1: Immediate delivery of freebie + warm welcome
- ☐ Email 2: Offer reminder for non-buyers
- ☐ Email 3: Final urgency close
- ☐ Separate welcome email for buyers
- ☐ All emails set up as automations
- ☐ All links tested and working