

Lead Funnel Blueprint

Map a clear route from first visit to resource delivery, follow-up and booked conversation. Use this to plan before building.

INSIDE THIS RESOURCE

- 1 Choose one offer and a matching next step
- 2 Sketch the page, form, delivery and follow-up
- 3 Track the numbers that show where leads stall

Map the complete journey

A funnel is a sequence of promises kept. Each step should make sense to the visitor and lead to a clear next action.

01 Traffic

A social post, search result, referral or ad reaches a suitable audience.

02 Landing page

The page states the offer, who it helps and what they will receive.

03 Form

The visitor supplies only what is needed to deliver that offer.

04 Delivery

A dedicated page and email provide the promised file or explain timing.

05 Follow-up

Helpful messages add context and invite a relevant conversation.

06 Booked call

The calendar confirms time, timezone, meeting link and reminders.

Build the offer page

Give each free resource its own matching page. The button and the delivery should describe the same thing.

01 **Headline + outcome**

Say what the reader gets and which problem it helps them examine. Keep the promise realistic and specific.

02 **What is inside**

List three concrete components, such as a checklist, worksheet and action plan.

03 **Trust cue**

Show a real example, relevant experience or a short personal introduction. Avoid invented results.

04 **Short form**

Name and email are enough for most instant downloads. Ask for a URL when a personalised website review actually requires one.

05 **Delivery page**

Put the file access first. Below it, invite a call for help applying the resource to the visitor's business.

06 **Backup email**

Send the resource link by email so people can return to it. Confirm that the link works on a phone.

Set up the follow-up

Follow-up should respond to the resource chosen. Stop booking invitations once a call is scheduled, and keep delivery separate from sales messages.

NOW**Delivery message**

Subject: Your [resource] is ready. Include the direct file link, a sentence on where to start and the sender's name.

DAY 2**Apply one idea**

Share one practical question from the resource and a small example. Invite a reply about their specific situation.

DAY 5**Offer help**

Describe the problem you can solve and what a discovery call covers. Link to the booking page without pressure.

AFTER**Booked-call branch**

On appointment creation, pause resource invitations; send confirmation and reminders. On cancellation or no-show, offer a reschedule.

Suggested CRM fields: resource requested, first traffic source, inquiry date, call date, service interest and next follow-up date. One person may request more than one resource; retain that history without creating duplicate open deals.

Know what to improve

Measure each step separately. A button click is not a lead, and a calendar visit is not a booked call. Use completed actions and review the quality of conversations.

01 Landing page visitors

How many people reached the offer page?

02 Resource requests

How many completed the request form?

03 Delivery success

Did the page and email provide the promised resource?

04 Bookings

How many appointments were actually scheduled?

05 Attendance

How many booked prospects attended?

06 Qualified opportunities

How many had a suitable need and timeframe?

07 Clients

How many accepted a paid proposal?

One-week launch checklist

Test the form and file on a phone.

Test email delivery and every booking link.

Submit two resources using the same email; check CRM history.

References + next step

These references underpin the technical guidance in this guide. Platform interfaces and reports can change; use the current official documentation when implementing.

SOURCE 01

Google Analytics / Recommended Lead Events

<https://support.google.com/analytics/answer/9267735?hl=en>

SOURCE 02

HighLevel / Form Submitted Trigger

<https://help.gohighlevel.com/support/solutions/articles/155000002550>

SOURCE 03

HighLevel / Appointment Status Trigger

<https://help.gohighlevel.com/support/solutions/articles/155000002619>

SOURCE 04

HighLevel / Pipelines and Opportunities

<https://help.gohighlevel.com/support/solutions/articles/155000005062-getting-started-setup-pipelines-and-opportunities>

READY TO APPLY THIS TO YOUR BUSINESS?

Have your offer but need the pages, CRM, delivery emails and booking flow connected? Jessica can map and build a funnel around your actual service.

Book a conversation: marketing.jessicaporo.com/book-a-call-page