

Welcome to The Freedom Flow! 🙌 ✨

This template will help you build a funnel that works *for you*—no hustle, no stress. Think: **slow mornings** ☀️, **midday park dates** 🌳, and **nights that end with cuddling up to binge your fav show** 🧑‍🧑, **not obsessively checking emails.**

Each section will guide you step-by-step, with easy prompts to keep things moving. You've got this, and I've got your back. Now let's build that funnel and **create the freedom you've been dreaming of.**

Let's do this! 🙌

PS - to access all of the video content you can go to morganbattista.com/freedomflow

What Is a Funnel and Why Does It Matter?

Why do you want to create a funnel? What would change if your funnel worked for you?

Write down 3 reasons why having a funnel will benefit your business and lifestyle.

Describe what freedom looks like for you and how your funnel can support it.

Start with the End: What Are You Selling?

What's your offer? (Be as specific as possible.)

Write a 12 sentence description of your product or service.

List any bonuses or extras you could offer to make your product more attractive.

Who Is Your Ideal Client?

Who are you trying to help? What are their goals and struggles?

Create a quick ideal client profile (age, interests, goals, pain points).

Write down 3 things that make your offer exactly what they need.

Crafting Your Value Proposition

How does your product solve your client's problem?

Complete the sentence: "I help [ideal client] achieve [outcome] without [pain point]."

What makes this offer valuable to them?

Creating Irresistible Offers that Convert

How can you sweeten the deal for your customers?

List 3 bonuses, limited time offers, or extras that will make your offer irresistible.

How can you create urgency without feeling salesy?

Setting Funnel Goals and Tracking Success

What do you want your funnel to achieve?

Write down 3 goals for your funnel (e.g., lead generation, sales, revenue).

Identify the KPIs (key performance indicators) you'll track to measure success.

Tools and Systems You'll Need

What tools do you need to run your funnel smoothly?

List the platforms/software you need (e.g., email provider, landing page builder).

Mark which ones you already have and which ones you need to set up.

Mapping Your Funnel: Lead Magnet to Sale

What are the key steps in your funnel?

Create a simple funnel outline (Lead Magnet → Nurture Email → Offer → Sale).

Sketch a visual map of your funnel.

Choosing the Right Funnel Type for Your Business

Which funnel structure fits your business best?

Choose between tripwire, webinar, or lead magnet funnels.

List one reason why this funnel type is ideal for your business.

Brainstorming Lead Magnet Ideas

What valuable freebie can you offer?

Write down 3 lead magnet ideas that align with your offer.

Pick the easiest one to create and set a creation deadline.

Building a Landing Page that Converts

How will you capture leads effectively?

Write a headline, 2-3 benefits, and a call to action for your landing page.

Include a hook or urgency statement that grabs attention.

Writing the Perfect Welcome Email

How will you welcome new leads into your world?

Write the first 23 sentences of your welcome email.

Add a call to action that encourages them to engage with your brand.

Overcoming Funnel Fear and Simplifying Your Plan

What's holding you back from building your funnel?

List 2 fears or obstacles you have about launching your funnel.

Write down one small action you can take today to overcome them.

Testing Your Funnel Before You Launch

How will you make sure everything works smoothly?

Create a checklist of tasks to test your funnel (email delivery, landing page, automation).

Schedule your funnel launch date.

Creating Social Media Content that Attracts Leads

What type of content will drive leads to your funnel?

Plan 3 pieces of social content that promote your lead magnet.

Write 12 captions you can post this week.

Using SEO and Blogs for Passive Funnel Traffic

What keywords align with your content and offer?

List 3 SEO keywords or topics you'll use in your content.

Write down a blog post idea using one of the keywords.

Leveraging Pinterest and YouTube for LongTerm Visibility

What content can you create that lasts?

Brainstorm 2 Pinterest pins or YouTube videos to drive traffic to your funnel.

Outline one piece of content you'll create this month.

Running Facebook and Instagram Ads Effectively

How will you reach more people with ads?

Write a short ad headline and call to action for your funnel.

List your budget and timeline for testing ads.

Planning Consistent Content to Drive Funnel Traffic

How will you stay consistent without burning out?
Plan out a week's worth of content in advance.
List 2 ways you can repurpose content to save time.

Engaging Your Audience through Stories and Reels

How will you build connections through Stories?
Brainstorm 2 interactive story ideas (polls, questions, or challenges).
Plan a reel idea that promotes your lead magnet.

Setting Up a Referral System to Grow Your Leads

Who can refer you new leads?
Write a quick referral message script to share with your network.
List 3 people or businesses you'll reach out to.

Analyzing Traffic to Optimize Your Funnel

What's working, and what's not?
Write down 3 things you'll track (page views, email opens, conversions).
Schedule time weekly to review your analytics.

Writing Nurture Emails that Build Trust

How will you nurture your leads?
Plan out 3 email topics for your nurture sequence.
Write one email subject line that grabs attention.

Using Storytelling to Connect with Your Audience

What's your brand's story?

Write a short story about why you started your business.

Share one personal anecdote that connects with your audience's struggles.

Creating Urgency Without Feeling Pushy

How can you encourage action without pressure?

List 2 urgency tactics (limited time offer, bonus).

Write a call to action using urgency but with a friendly tone.

Upselling and Downselling Like a Pro

What other offers complement your main product?

Write down 1 upsell and 1 downsell idea.

Plan where these will appear in your funnel.

Handling Common Sales Objections

What are your audience's top concerns?

List 3 common objections and how you'll address them.

Write one reframe for a common objection.

Automating Your Funnel for LongTerm Success

How will you keep your funnel running smoothly?

List the automations you need (email sequences, follow ups).

Set a reminder to review automations monthly.

Final Launch Prep and LastMinute Checks

Are you ready to launch?

Write down 3 tasks you need to complete before launch.

Set your official launch date!

Post Launch Optimization and Next Steps

What did you learn from your funnel launch?

Write a reflection on what worked and what didn't.

List 1 thing you'll change for next time.