



The Business Growth Association
Of America

COURSE 11

High-Converting Funnel Development for Small Businesses

Build a simple, repeatable path from stranger to paying customer, and then repeat customer.

\$1,500 - \$3,000

estimated yearly savings
by doing it yourself

1% - 20%

potential
sales growth

A 12-month program | 30-60 minutes per week | Simple tools only

Course Overview

THE PROMISE Build a simple, repeatable path that takes a stranger from "never heard of you" to "paying customer" (and then repeat customer), so growth stops depending on luck, referrals alone, or random posting.

Core Idea

A funnel is just the steps a person takes before buying. Most small businesses lose sales not because their product is bad, but because there's a gap or a confusing step in that path. The course teaches you to build one funnel, measure it, and fix the weakest step.

The Simple Funnel in Plain Language

1 ATTRACT	Strangers find you (search, social, ads, referrals).
2 CAPTURE	They leave their contact info or reach out (form, call, message).
3 NURTURE	You build trust (emails, texts, follow-up).
4 CONVERT	They buy or book.
5 RETAIN + REFER	They come back and bring others.

How This Connects to Earlier Courses

It ties together your website (Course 3), Google profile and online presence (Courses 5-6), social media (Course 9), reputation (Course 10), and AI tools (Course 8).

Format for every step: 30-60 minutes per week, simple tools (website builder, free or low-cost email/CRM tool, Google Sheets), each ending with a clear **"done when"** checkpoint.

Roadmap

Phase	Timeline	Goal	Output
1. Foundation	Month 1	Understand how customers find and buy from you, and choose your first funnel	Journey Map, offer, baseline numbers
2. Core Build	Months 2-3	Launch a working funnel: landing page, lead capture, follow-up	One working funnel with automated follow-up
3. Traffic and Conversion	Months 4-6	Send the right people in and fix the weakest step	Better conversion rate vs. baseline
4. Customer Value	Months 7-12	Get more from each customer, build funnel #2, run it without you	Funnel Playbook + dashboard

Why Run It Yourself?

Agencies and funnel consultants typically charge for design, setup, and ongoing management. This course puts those steps in your hands, using simple tools.

\$1,500 - \$3,000

Estimated yearly savings when you build and improve your funnel yourself instead of sourcing it out

1% - 20%

Potential sales growth from closing gaps in the path from stranger to repeat customer

Where the Savings Come From

- **Simple tools, not expensive software.** A website builder, a free or low-cost email/CRM tool, and Google Sheets are enough to run a working funnel.
- **One funnel at a time, measured first.** Knowing your numbers before building avoids paying for a complicated funnel that doesn't fit.
- **Spend only where the data points.** Tracking links and the Funnel Numbers Sheet show which source produces leads, so you can cut weak spend and limit paid ads to small tests.
- **Fix, don't rebuild.** The Leak Fix Guide and simple A/B tests change one thing at a time instead of redoing the whole funnel.
- **Templates and AI drafting.** The landing page recipe and 5-message sequence formula, with AI drafts you review, replace paid copywriting.

Where the Sales Growth Comes From

- **Closing the gaps.** Fixing the weakest step raises the share of visitors who become leads and of leads who become customers.
- **Faster follow-up.** A speed-to-lead rule and automated sequences keep new leads from going cold.
- **More from each customer.** After-purchase sequences, referral offers, upsells, and win-back messages grow repeat sales from your cheapest source: existing customers.

Track Your Results	Month 1 baseline	Month 6	Month 12
Yearly marketing spend			
Visitors to leads (%)			
Leads to customers (%)			
Sales growth vs. baseline (%)			

Savings and growth figures are estimates of potential, not guarantees. Actual results vary by business, industry, and how consistently the plan is carried out.

Map and Measure (Foundation)

Goal: Understand how customers currently find and buy from you, and choose your first funnel.

Week 1: Map your current customer journey

- Ask your last 10 customers: How did you find us? What almost stopped you? What made you choose us?
- Sketch the path on paper from first contact to purchase.

DONE WHEN you have a one-page Customer Journey Map showing where people come from and where they drop off.

Week 2: Choose one offer and one audience

- Pick your best "front door" offer: the easiest first step for a new customer (free quote, low-cost trial, consultation, starter package, free guide). Make it specific, valuable, and low-risk.
- Write a one-sentence offer: "We help [who] get [result] in [time] without [pain]."

DONE WHEN you have one offer written for one audience.

Week 3: Set your baseline numbers

- Collect from the last 90 days: website visitors, leads, sales, average sale value, and how many leads become customers (conversion rate). Use the Funnel Numbers Sheet (Google Sheet template).
- Calculate your customer lifetime value (what an average customer is worth) and what you can afford to spend to get one.

DONE WHEN you know 5 numbers: visitors, leads, customers, average sale, and cost to get a customer.

Week 4: Pick your funnel type

- Match your business to a funnel using the Funnel Chooser: Lead funnel (service businesses: quote request or consultation), Booking funnel (appointments), Sales funnel (online products), Event funnel (webinar, workshop, open house).

DONE WHEN you've chosen one funnel to build first.

DELIVERABLE Customer Journey Map, one clear offer, baseline numbers, and a chosen funnel type.

Build Your First Funnel

Goal: Launch a working funnel with a landing page, a lead capture, and a follow-up sequence (Core Build).

Month 2: Build the front end (the parts customers see)

- **Landing page:** one page, one goal. Use the Landing Page Recipe: clear headline (the result they want), a short supporting line, 3 benefits, proof (testimonials, reviews, logos, results), the offer, and one button.
- **Lead capture form:** ask for the minimum (name, email or phone, and one qualifying question).
- **Thank-you page:** confirm the next step and set expectations. Add a booking calendar link where appropriate.
- Make sure it loads fast, works well on phones, and removes distracting menus and links.

Month 3: Build the back end (the follow-up)

- Connect your form to a simple CRM or email tool so every lead is saved automatically.
- Write a 5-message follow-up sequence (email and/or text) using the provided formula: Welcome and deliver, Helpful tip, Customer story, Answer the top objection, Clear call-to-action with a deadline or reason to act. AI can draft these (Course 8), but you review and personalize.
- Set up a speed-to-lead rule: respond to every new lead within 5-15 minutes during business hours, or with an instant automated acknowledgment after hours.
- Test the whole funnel yourself and with 3 other people.

DONE WHEN the funnel is live and a test lead flows from form to follow-up to your calendar without errors.

CHECKPOINT One working funnel with a tracked lead source and an automated follow-up.

Drive Traffic and Improve Conversions

Goal: Send the right people into the funnel and fix its weakest step.

Month 4: Bring in traffic

- Choose 2 sources from what you've already learned: Google Business Profile and local search, social media posts with a clear call-to-action, email to your existing contacts, referral requests to happy customers, and a small paid test (budget guidance provided).
- Use tracking links so you know which source produces leads.

Month 5: Find and fix the leak

- Review your Funnel Numbers Sheet. Find the step with the biggest drop: visitors to leads (page or offer problem), leads to booked calls (follow-up problem), calls to sales (sales conversation or pricing problem).
- Apply the matching fix from the Leak Fix Guide and change one thing at a time.

Month 6: Add conversion boosters

- Add testimonials and case studies near your button, a risk reducer (guarantee, free estimate, easy cancellation), a simple FAQ that answers objections, and a short follow-up for people who book but don't show or quote but don't buy.
- Run your 6-month review.

CHECKPOINT Improved conversion rate versus your Month 1 baseline, and a clear picture of your best lead source.

Increase Customer Value and Systematize

Goal: *Get more from each customer, build a second funnel, and make it run without you.*

Months 7-8: Add the back half of the funnel

- Build the after-purchase sequence (thank you, how-to-use tips, review request, check-in) and a referral offer (a simple reward or thank-you for introductions).
- Create an upsell or repeat offer (add-on, maintenance plan, membership, bundle) and a win-back message for past customers who've gone quiet.

Months 9-10: Test and build a second funnel

- Learn simple A/B testing: change one element (headline, offer, button, or image), run it long enough to compare fairly, and keep the winner.
- Build funnel #2 for a different audience or offer, such as a past-customer reactivation campaign or an event or workshop funnel.

Month 11: Respect privacy and rules

- Understand consent for email and text marketing, unsubscribe requirements, and data storage basics, since rules vary by country and platform.
- Add a privacy policy and clear opt-in language, and review any claims in your ads and pages for accuracy.

Month 12: Annual review and plan

- Calculate return on investment for the year (revenue from funnel customers versus time and money spent).
- Document the funnel in a short playbook so a team member can run it, and set next year's goals, budget, and testing calendar.

DELIVERABLE A Funnel Playbook (one page per funnel), a monthly dashboard, and a 3-hour-per-week optimization routine.

Resources and Pitfalls

Course Materials to Build

- Customer Journey Map worksheet and 10-customer interview questions
- Offer builder (one-sentence formula plus examples)
- Funnel Numbers Sheet (Google Sheet with conversion math)
- Funnel Chooser guide
- Landing Page Recipe and example layouts
- Lead form and thank-you page checklist
- 5-message follow-up sequence templates (email and text)
- Speed-to-lead checklist
- Leak Fix Guide
- After-purchase, referral, and win-back templates
- A/B testing starter sheet
- Email and text marketing compliance checklist
- Funnel Playbook template
- Common Mistakes (a short bonus lesson)

Common Mistakes to Avoid

- Building a complicated funnel before understanding your numbers
- Sending traffic to the homepage instead of a focused page
- Asking for too much information on the first step
- Slow or no follow-up after someone shows interest
- Changing five things at once, so you can't tell what worked
- Ignoring existing customers, who are your cheapest sales
- Guaranteeing results or using claims you can't prove
- Ignoring consent rules for email and text marketing